

ROSS REPORTS — TELEVISION INDEX

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EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT ✓

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (August 12)

NBC- 10-10:30am EDT, Mon thru Fri; DEBUT - Arlene Francis Show - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- Arlmart Productions(NY) with NBC-TV(NY); Prod- Alan Beaumont; Dir- Ted Nathanson; Music- Norman Paris Trio; Graphic Arts- Frank Alois; Sets- Herb Andrews; Costumes- Bonwit Teller; Prog Anncr- Hugh Downs; Writers- Mike Morris, George Kirgo, Phyllis Adams. § Arlene Francis is hostess for the variety show, which will have guest performers, interviews, audience and home participation games and special features. The program replaces the first half hour of Home (last show Aug 9).

NBC- 10:30-11pm EDT, Mon thru Fri; NET DEBUT - Treasure Hunt - LIVE from WRCA-TV(NY), to the net. § Sustaining; segment sponsorships. § Pkgr- Jantone Enterprises, Inc.(NY); Prod- Budd Granoff; Dir- Phil Levens. § Jan Murray is host for this audience participation quiz show. Murray questions contestants in pairs, with the highest scorer in a quiz getting the right to choose a "treasure chest" which may contain cash, merchandise or a gag prize. The program debuted over ABC-TV on Sept 7, 1956 and was seen thu May 24, 1957, Fridays, 9-9:30pm NYT. In its new daytime format it replaces the second half-hour of Home (see above).

Friday (August 16)

NBC- 11:15pm-to concl EDT; SPECIAL - Los Angeles Times Charity Football Game - LIVE from KRCA-TV(LA), approx 72 stations live. § Sustaining. § Pkgr- Los Angeles Times-Mirror Co with NBC-TV(LA); Prod- William Bennington; Dir- Richard McDonough. § Telecast of the 12th annual Los Angeles Times Charity Football Game, between the Washington Redskins and the Los Angeles Rams, at Memorial Coliseum in Los Angeles. The game preempts Tonight this day only.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Big Beat (Fri, 10-10:30pm EDT) Last show Aug 9; program debuted July 12. Program is replaced by The Big Picture, army documentaries.

ABC Presents (Mon, 9-9:30pm EDT) New title, effective Aug 12, for program which debuted as Quest For Adventure on July 22 (see page 49).

CBS- The Big Payoff (Mon thru Fri, 3-3:30pm EDT) Judy Lynn is regular vocalist, beginning Aug 5. Program has recently been using guest singers.

NBC- Today (Mon thru Fri, 7-9am EDT) Dave Garroway returns from vacation Aug 12.

Tonight (Mon thru Fri, 11:15pm-1am EDT) Comedienne Dody Goodman named cast regular, effective week of Aug 5-9.

TALENT SHOWSHEET AUGUST 9 - AUGUST 18

Most of the shows on August 9,10,11, 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 16. Script identifications used are: (O) 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 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 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 10

CAPTAIN KANGAROO	CBS 9:30am	with regulars & Lou Bogert (foot juggler), The Roulettes (skaters).
JULIUS LA ROSA SHOW	NBC 8pm	<u>ADD</u> : Connie Boswell (S).
<u>George Sanders Mystery Theatre</u>	NBC 9pm	<u>DELETE</u> : Try It My Way. <u>ADD</u> : Morning Boat to Africa; (O) Maury Hill; with Peter Adams, Valerie French; Dir - Oscar Rudolph.

SUNDAY AUGUST 11

LAMP UNTO MY FEET	CBS 10am	<u>ADD</u> : Herbert Voland, John Alderman, Bill Hickey, Crahan Denton, Jim Boles, Barry Macollum.
ED SULLIVAN SHOW	CBS 8pm	<u>KILL</u> : Charlie Applewhite; <u>ADD</u> : Carol Burnett(C).
STEVE ALLEN SHOW	NBC 8pm	<u>ADD</u> : Jerry Lee Lewis (M-S), Rod Alexander Dancers.

MONDAY AUGUST 12

<u>Georgia Gibbs Show</u>	NBC 7:30pm	Dick Williams (S).
TALENT SCOUTS	CBS 8:30pm	Bill Potter (S-M), Denise Foster (S), Bobby Batson & Lieux Dressler (S-M).
<u>Those Whiting Girls</u>	CBS 9pm	with regulars & Monica Lewis (S), Johnny Man, Bert Convy, Herb Vigran.
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Sandra McCorkle (M), Arthur Fairchild (novelty) - Appearance originally scheduled for August 5.
<u>Richard Diamond, Private Detective</u> (David Janssen)	CBS 9:30pm	<u>The Big Score</u> ; (O) David Thomas Chantler; with John Eldredge, Don Keefer, Robert Carson, Doris Singleton, Herb Vigran, Peter Leeds, Tom B. Henry, Ann Staunton; Dir- Oscar Rudolph.
ARTHUR MURRAY PARTY	NBC 9:30pm	Zsa Zsa Gabor (A), Ben Blue (C), Arnold Stang (C), George Montgomery (A), Ezio Stuarti (S).
STUDIO ONE SUMMER THEATRE	CBS 10pm	<u>The Unmentionable Blues</u> ; (O) Helen Cotton; with Elliott Nugent, Sarah Marshall, Carmen Mathews, Roland Winters, Ruth Ames, John Connell, Lydia Bruce; Dir - James MacAllen.

TUESDAY AUGUST 13

<u>Meet McGraw</u> (Frank Lovejoy)	NBC 9pm	<u>The Cheat</u> ; with Jean Willis, John Bernardino, Jeff Kirkpatrick, Carl Esmond, Tao Porchon, Edward Randolph, Ralph Montgomery; (SW&SD).
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TUESDAY AUGUST 13 (cont'd)

IT'S POLKA TIME ABC 10pm Jean Beaver (D), The Zilvitis Lithuanian Folk Dancers.
 NAT KING COLE SHOW NBC 10pm With regulars only.
 SPIKE JONES SHOW CBS 10:30pm Rusty Draper (S).

WEDNESDAY AUGUST 14

HELEN O'CONNELL SHOW NBC 7:30pm Dick Haymes (S).
 VIC DAMONE SHOW CBS 8pm Jill Corey (S), Lionel Hampton (M), Ronnie Eastman (C), Peter Gennaro (D).
 KRAFT THEATRE NBC 9pm Circle of Fear; (O) Samuel Elkin; with Farley Granger, Sylvia Sidney, Don Dubbins, Lee Remick, Charles Aldman, Parker McCormick; Dir - Paul Bogart.
U.S. STEEL HOUR CBS 10pm A Loud Laugh; (O) Harberd Hogan; with June Lockhart, Dick Davalos, Louis Jean Heydt, Katherine Meskill, Gene Person, Patricia Carlisle, Virgilia Chew, Nancy Baker, Barry Newman, Kathleen Murray, James Bernard, Jacqueline Kerr; Dir - Elliot Silverstein.

THURSDAY AUGUST 15

CLIMAX! CBS 8:30pm Murder is a Witch; (O) John Bingham; (A) James (Bill Lundigan) P. Cavanagh; With Nancy Kelly, Mona Freeman, Dean Stockwell, Fred Clark; Dir - Don Medford.
 LUX VIDEO THEATRE NBC 10pm Judge Not; (O) Stafford Dickens; (A) Stanley (Craig Stevens) Silverman; with Alan Mowbray, Audrey Dalton, Lloyd Corrigan, Jay Novello, Richard Aherne, Chester Stratton; Dir - Norman Morgan.

FRIDAY AUGUST 16

HELEN O'CONNELL SHOW NBC 7:30pm The Frank Moore Four (S).
Date with the Angels ABC 9:30pm The Wheel; with regulars & Jimmy Boyd, Hugh (Betty White, Bill Williams) Sanders, Paula Winslowe, Doreen McCanno; (SW&SD).
Schlitz Playhouse CBS 9:30pm Sporting Chance; (O) Martin Berkeley; with Mark Stevens, John Baragrey, Constance Towers; Dir - John Brahm.

MULTIPLE & ACROSS-THE-BOARD SHOWS AUGUST 12 - AUGUST 16

JIMMY DEAN SHOW CBS 7am Guests this week will be Johnny Cash (S), George Hamilton IV (S).
 THE ARLENE FRANCIS SHOW NBC 10am PREMIERE: Guests this week include: The Four some (S), David Hill (S), and Norman Paris trio, Robinson Hayes, Harold Huber, Brian Dazies as regulars; Writers - George Kirgo, Mike Morris, Phyllis Adams; Dir - Ted Nathanson.
 CLUB 60 NBC 1:30pm With regulars only. (Dennis James)
 AMERICAN BANDSTAND ABC 3pm Guests this week include: 8/12 - The Four Coins (Dick Clark) (S), 8/13 - Sal Mineo (A-S), Jodie Sands (S), 8/14 - Rusty & Doug (S), 8/15 - Lee Kane (S), 8/16 - Ted Newman (S).

MULTIPLE & ACROSS-THE-BOARD SHOWS AUGUST 12 - AUGUST 16 (Cont'd)
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| NBC MATINEE THEATRE               | NBC 3pm     | 8/12 - <u>Eugenie Grandet</u> (O) Honore de Balzac; (A) Betty Ulius; 8/13 - <u>First Love</u> ; (O) Gertrude Schweitzer; (A) Ellen McCracken; 8/14 - <u>The Lost Survivors</u> ; (O) Matt Taylor; (A) Richard Wendley; 8/15 - <u>Time for Action</u> ; (O) David Lamson; (A) Greer Johnson; 8/16 - <u>Dr. Jekyll and Mr. Hyde</u> ; (Repeat). |
| MODERN ROMANCES<br>(Martha Scott) | NBC 4:45pm  | <u>Pay-Off</u> ; (O) William Kendall Clarke; with Marion Winters, Richard Coogan, Walter Brooke, Fran Spanier.                                                                                                                                                                                                                                |
| TONIGHT!<br>(Jack Paar)           | NBC 11:15pm | Dodie Goodman (C) added as regular. Guests this week will be: 8/12 & 8/14 - Jack Haskell (S), Betty Johnson (S); 8/13 & 8/15 - Richard Hayes (S), Betty Madigan (S); 8/16 Pre-empted by charity football game.                                                                                                                                |

SATURDAY AUGUST 15 17  
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TRUE STORY (Kathi Norris)	NBC 12N	<u>The Scoop</u> ; (O) Earl Hamner; with Maxine Stuart, Frank Maxwell, Edmon Ryan, Shepperd Strudwick.
JULIUS LA ROSA SHOW	NBC 8pm	Peggy King (S), Harvey Stone (C), Norman Erskine S., Alcetty (Novelty), Ralph Marterie & Orch.
<u>George Sanders Mystery Theatre</u>	NBC 9pm	<u>Try It My way</u> ; (O) Whitfield Cook; with Jerry Paris, Jeanne Cooper, Gilbert Frye; Dir - Fletcher Markle.
COUNTRY MUSIC JUBILEE	ABC 10pm	Ernest Tubb (S).
JIMMY DEAN SHOW	CBS 10:30pm	Gene Austin (S).

SUNDAY AUGUST 16 18
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|------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LOOK UP & LIVE                     | CBS 10:30am | <u>My Most Perfect Saint</u> ; (O) Milton Wayne; with Marilyn Siegel; Dir - Marvin Silbersher.                                                                                                                                                            |
| ED SULLIVAN SHOW                   | CBS 8pm     | Cab Callaway (S), Janet Blair (A-S), Sue Carson (C), Trio Molidors (novelty), Dick Contino (M), Connie Towers (S), Elizabeth & Collins (acro).                                                                                                            |
| STEVE ALLEN SHOW                   | NBC 8pm     | Liberace (M), George Liberace (M), Andy Williams (S), Abbey Lincoln (S), Jean Fenn (S).                                                                                                                                                                   |
| GOODYEAR PLAYHOUSE                 | NBC 9pm     | <u>The Dark Side of the Moon</u> ; (O) Arthur Sainer; with Alexander Scourby, Biff McGuire, Kathleen Maguire, Eddie Firestone, Addison Powell, Douglas Watson, Douglas F. Rogers, John Alexander, Gigi Gerow, Don Pardo, Norma Moore; Dir - Paul Stanley. |
| <u>The Web</u><br>(William Bryant) | NBC 10pm    | <u>The Puppeteer</u> ; (O) Marie Baumer; (A) Gabrielle Upton; with John Hudson, Bert Remsen, Mary La Roche, Carol Kelly, Judd Holdren, Perry Ivins; Dir - Walter Doniger.                                                                                 |

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

The Alcoa Hour will present on Sept 1 a new live performance of "No License to Kill," an original by Alvin Boretz previously presented on the program on Feb 3 of this year. The program will be narrated by Gov. Abraham Ribicoff of Connecticut. The departure from the TV norm is that live repeats usually endeavor to use the same cast and same production staff to recapture the impact of the original performance. In this case, the original was narrated by Victor Riesel and directed by Martin Ritt. Associate producer Herb Hirschman will direct the new version.....When the new evening version of The Price Is Right starts on NBC on Sept 30, Mondays, 7:30-8pm EDT, the show will offer merchandise totaling more than \$30,000 each Monday to be won in its several categories. The evening show is a hypoped version of the continuing Monday thru Friday program, including more expensive merchandise, but spotlighting Bill Cullen as m.c. in both versions, which will be presented by the same production team, Robert Stewart as producer and Paul Alter directing. Speidel Corp thru Norman, Craig & Kummel, Inc will sponsor the Monday evening program alternate weeks.....Tony Bennett is the first star named to be featured on The Big Record, debuting Sept 18, Wednesdays, 8-9pm EDT over CBS. Patti Page will be the hostess on the show, created by Lester Gottlieb, to be produced by Lee Cooley. Vic Schoen will be musical director of the program, with James Starbuck handling choreography.....Texaco Command Performance, which will salute Ed Wynn on its first show, Sept 19, Thursday, 10-11pm EDT over NBC, is beginning to take on some aspects of "this is your musical life, Ed". First guest stars named for the show are Keenan Wynn, Jane Froman, Beatrice Lillie, Jill Corey, Mimi Benzell and Rod Alexander and Bambi Linn. Actually, the roster isn't as misleading as it may seem, since some of these stars of today will portray entertainers of the past whose careers coincided with periods in Wynn's 55-year show business tenure.

The Californians, which will replace The Nat "King" Cole Show over NBC on Sept 24, Tuesdays, 10-10:30pm EDT, is "a series of romantic, historic adventure films set in the feverish, Gold Rush period of the 1850's." Adam Kennedy will star as a young Boston Irishman named Dion Patrick who travels to San Francisco "and comes to grips with its underworld in his role of newspaper reporter and vigilante." Sean McClory plays Jack McGivern, owners of a miners' supply store, vigilante member and friend of young Dion. The series will be sponsored alternate weeks by Singer Sewing Machine Co thru Young & Rubicam, Inc. Robert Bassler is producing the films for co-producers Louis F. Edelman and Robert Sisk. Everyone concerned carefully avoids describing the series as a "Western," not even an "adult Western.".....Dick and the Duchess, the new Sheldon Reynolds series being produced at London's M-G-M studios, stars Patrick O'Neal and Hazel Court in the title roles and concerns the problems of a young American businessman assigned to his firm's London office and married to the daughter of an English peer. The series will debut over CBS on Sept 28, Saturdays, 8:30-9pm EDT and will be sponsored by Mogen David Wine Corp thru Edward H Weiss & Co

and Helene Curtis Products thru Gordon Best Co., Inc. Reynolds is handling production and direction of his package, with Nicole Milinaire as exec producer. Scripts are by Ray Allen and Harvey Bullock, both with extensive American comedy-variety staff writing credits.

The five special one-hour comedies with music starring Lucille Ball and Desi Arnaz, to be sponsored by the Ford Division of the Ford Motor Co thru J. Walter Thompson Co., will be called The Lucy-Desi Hour Show. They will feature the regulars of the I Love Lucy series -- William Frawley, Vivian Vance, and young Richard Keith -- and guest stars, original music, a dancing chorus and a 26-piece orchestra. An idea of the elements to be included is suggested by the story line of the first show in production. In the story Lucy and Desi recreate for columnist Hedda Hopper their first meeting and courtship in Havana in the 1930's with Lucy as a vacationing secretary and Desi an aspiring Cuban musician. The reenactment of this romance also involves Ann Sothern as an also-vacationing secretary friend of Lucy's and Cesar Romero as a cab-driving friend of Desi's. Desi almost lands in jail before Lucy wangles him a job in Rudy Vallee's Connecticut Yankees orchestra. Following the storyline, Arthur Hamilton wrote two original songs for the first show, which was written by Madelyn Fugh Martin, Bob Carroll, Jr., Bob Weiskopf and Bob Schiller. Bert Granet is producer and Jerry Thorpe is directing the special CBS film series.

Playhouse 90's second season, beginning Sept 12, Thursdays, 9:30-11pm EDT, will present original scripts during the year by Rod Serling, Gore Vidal, Don M. Mankiewicz, Tad Mosel, Elick Moll, David Davidson, Robert Alan Aurthur, Dorothy and Howard Baker, Reginald Rose, Edna Anhalt and James P. Cavanaugh. Other scripts will be adaptations being prepared by Stanley Roberts, Leonard Spigelgass, Paul Monash, William Gibson and others to be announced. The directorial staff will include John Frankenheimer (handling the season's premiere, "The Death of Manolete" by Barnaby Conrad), Vincent J. Donehue, George Roy Hill, Arthur Hiller, Arthur Penn, Franklin Schaffner and Alex Segal. Peter Kortner, who has been story editor, has been named associate producer for the coming season. He will continue to work with producer Martin Manulis in the acquisition of properties and the development of original stories and adaptations for the program. A new story editor will be named soon to take Kortner's former position.

A series of four half-hour TV programs titled "Rome of the Popes" is being filmed on location with the cooperation of the Vatican in a joint effort of NBC and the National Council of Catholic Men. The films are scheduled for presentation by "The Catholic Hour" (Frontiers of Faith) over NBC in January, 1958.....CBS will present the first of a new series of ten hour-long programs titled Conquest sometime in November, with others to be scheduled at various times thru the spring of 1959. Four of the programs will be presented during the 1957-58 season. They will be sponsored by the Monsanto Chemical Co thru Gardner Advertising Co. The series is designed to bring to the public the story of today's scientific advances and to attack the critical shortages in scientific education and manpower. CBS Public Affairs will produce the series, with Michael Sklar as producer, with the cooperation of the National Academy of Sciences and the American Assn for the Advancement of Science. CBS News correspondents will serve as on-camera science reporters for the series and they will take the audience behind the scenes to learn the "who, why and how" of each major scientific advance reported.

The Toni Co thru North Advertising, Inc., and Pillsbury Mills, Inc., thru Campbell-Mithun, Inc., will be alternate week sponsors of NBC's Dollar A Second, beginning August 24 and continuing thru Sept 28, the last program in the summer series. The program is seen Saturdays, 10-10:30pm EDT. Each will sponsor three shows in the schedule.