

# ROSS REPORTS — TELEVISION INDEX

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PROGRAMS · ADVERTISERS · TALENT

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Saturday(December 21)

CBS- 1:30-approx 3:30pm NYT, this date only - Holiday Bowl - LIVE from St. Petersburg, Fla; to the net. § Telecast of the first "Holiday Bowl" football game, between Hillsdale College of Michigan and Pittsburgh State College of Kansas, both undefeated among the nation's top smaller colleges, meeting at Stewart Field, St. Petersburg, Fla. The winner will be N.A.I.A. champion.

§ Sustaining.

§ PKGR- CBS Sports(NY); Prod- Hugh Beach; Dir- Bob Quinlan.

#### Sunday(December 22)

NBC- 2:30-4pm NYT, this date only; SPECIAL - Assignment: Southeast Asia - FILM (COLOR); to the net. § James Michener, as guide and on-camera narrator, explains some of the problems, ceremonials, living and working conditions in Indonesia, Malaya, Thailand, Vietnam, Cambodia and Burma; as recorded by special NBC camera crews.

§ Sustaining.

§ PKGR- NBC Special Projects(NY); Prod & Dir- Robert D. Graff; Asst Prods- Beatrice Cunningham, Milton Fruchtman; Music Composer- Alan Hovhaness; Music Conductor- Carlos Surinach; Cameramen- W. Suschitzky, Kenneth Reeves; Film Ed- Sidney Meyers; Writer- Sheldon Stark.

### THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Du Pont Show of the Month (10 times during season, various days and times; 90 minutes each) Dec 20, Friday, 7:30-9pm NYT; "Junior Miss," adapted by Will Glickman and Joe Stein from the play book by Jerome Chodorov and Joseph Fields, which was based on the short stories by Sally Benson; starring Don Ameche and Joan Bennett, with Carol Lynley (see page C for other cast credits). § Pkgr- Talent Associates, Ltd(NY); Prod- David Susskind; Assoc Prod- Michael Abbott; Dir- Ralph Nelson. § LIVE (COLOR) from LA.

### OTHER NETWORK CHANGES & ADDITIONS

NBC- The Eddie Fisher Show (alt Tue, 8-9pm NYT) CORRECTION: Gil Rodin (cq) succeeded Jule Styne as producer, effective with the program of Dec 10. Mac Benoff and Martin Ragaway are now the writers for the show.

The George Gobel Show (alt Tue, 8-9pm NYT) Harry Tugend will succeed Alan Handley as producer, effective with the program of Dec 31. Jack Donohue replaces Handley for the Dec 17 show only. Bob Lemond is now the announcer for the show.

TALENT SHOWSHEET AND SCRIPT REPORT - DECEMBER 16 - DECEMBER 22

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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) Adaptation, (SW) Staff-Written. Performer and other identifications used are: (SD) Staff-Directed, (S) Singer, (A) Actor, (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.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

FIESTA AMERICANA; Friday Dec 13; WABD Local NY 8pm - ADD: The Ink Spots(S).

ART FORD'S GREENWICH VILLAGE PARTY; Friday Dec 13; WABD Local NY 10pm - ADD: Jacqueline Curtis(D), Tina Louise(S).

JIMMY DEAN SHOW; Saturday Dec 14; CBS 12N - ADD: Jimmy Nelson(ventrill).

LAMP UNTO MY FEET; Sunday Dec 15; CBS 10am - ADD: All The Guys; (O) Stanley Kapner; with Eva Soreny, Jacob Ben-Ami, Eric Berne, Laurence Hugo, Michael McGarrity, John Matthews.

LOOK UP & LIVE; Sunday Dec 15; CBS 10:30am - ADD: Mahalia Jackson(S).

CAMERA THREE; Sunday Dec 15; CBS 11:30am - ADD: The Idiot; (O) Fyodor Dostoevsky; with Arthur Hill, Betsy Von Furstenburg, Nick Colosanto; Dir - Clay Yurdin.

PAUL WINCHELL SHOW; Sunday Dec 15; ABC 4:30pm - ADD: Roger Price(C), The Hustrais(trapeze).

HALLMARK HALL OF FAME; Sunday Dec 15; NBC 6:30pm - DELETE: Piper Laurie, Dick Davalos; ADD: Denholm Elliott, Frances Hyland, Richard Buck.

ED SULLIVAN SHOW; Sunday Dec 15; CBS 8pm - DELETE: Eddie Foy, Barbara Perry.

STEVE ALLEN SHOW; Sunday Dec 15; NBC 8pm - ADD: Jackie Cain(S), Roy Kral(S), Steve Lawrence(S); DELETE: Janik & Arnaut(D).

DINAH SHORE CHEVY SHOW; Sunday Dec 15; NBC 9pm - ADD: Ted Reid(C).

THE TROPHY; Sunday Dec 15; ABC 9:30pm - ADD CAST: Robert Webber, Conrad Janis, Coe Norton, Russell Hardye, Read Morgan, Bob Hastings, Bob Mondus, Jack Naughton.

MONDAY DECEMBER 16

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AMERICAN BANDSTAND	ABC 7:30pm	No info available at press time.
<u>Adventures of Robin Hood</u>	CBS 7:30pm	<u>To Be A Student</u> ; with regulars & Alan Howe, Maureen Davis; (SW&SD).
GUY MITCHELL SHOW	ABC 8pm	Dolores Hawkins(S), Chuck Berry(S), Johnny Bach(D-M)
<u>Burns &amp; Allen</u>	CBS 8pm	with regulars & Hugh Sanders, Addison Richards, Harry Chesire; (SW&SD).
<u>Restless Gun</u> (John Payne)	NBC 8pm	<u>Silver Threads</u> ; (O) Marion Hargrove; with regulars & Chuck Connors; (SW&SD).
TALENT SCOUTS	CBS 8:30pm	Bill Carter(S-D), Anne Anderson(S), The Three Twins(M).
VOICE OF FIRESTONE	ABC 9pm	Jerome Hines(S).
<u>Danny Thomas Show</u>	CBS 9pm	with regulars & William Demarest; (SW&SD).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Rocky Rockwell(M-C).
<u>Alcoa Theatre</u> (A Turn of Fate)	NBC 9:30pm	<u>Cupid Wore A Badge</u> ; (O) Leon Ware; with Jane Powell, David Janssen; Dir - Bryon Haskin.
STUDIO ONE	CBS 10pm	<u>No Deadly Medicine</u> ; (O) Arthur Hailey; Part 2 - with Lee J. Cobb, William Shatner, Gloria Vanderbilt, James Broderick, Russell Collins, Philip Bourneuf, William Hansen; Dir - Sidney Lumet; Program will be pre-empted on 12/23 & 12/30; LAST SHOW FROM NEW YORK.

MONDAY DECEMBER 16(cont'd)

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Suspicion

NBC 10pm

Doomsday; (O) Sy Bartlett; with Dan Duryea, Robert Middleton, Bing Russell, Ken Hooker, Robert Conthwaite, Charles Bronson, Edward Binns, Mike Ragan, Paul Birch, William Phipps, Robert Whitney, Lomax Study, Edward Colman, Martin Balk; Dir - Barney Girard.

TUESDAY DECEMBER 17

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Cheyenne  
(Clint Walker)

ABC 7:30pm

Hired Gun; (O) Berne Giler; with regulars & Whitney Blake, Alan Hale, Don McGowan, Douglas Spencer, Russell Thorson;(SD).

NAT KING COLE SHOW NBC 7:30pm

Billy Eckstein(S), Carmen MacRae(S). LAST SHOW.

Phil Silvers Show CBS 8pm  
(You'll Never Get Rich)

CBS 8pm

Bilko At Bay; with regulars & Dulcie Cooper; (SW&SD).

GOBEL-FISHER SHOW NBC 8pm

NBC 8pm

Phil Harris(M-C), Peggy King(S), Bil & Cora Baird(puppets), The Gautier Dog Troupe.

Eve Arden Show

CBS 8:30pm

with regulars & David Saber, Pamela Peaird, Jack Albertson; (SW&SD).

Telephone Time

ABC 9:30pm

The Frying Pan; (O) Laslo Vadnay, A.M. Brown; with Ray Farrell, Jerome Cowan; Dir - Erle Kenton.

RED SKELTON SHOW

CBS 9:30pm

Mickey Rooney(A), Jack Kirkwood(A).

Bob Cummings Show

NBC 9:30pm

Bob And The New Receptionist; with regulars & William Bake-well; (SW&SD).

The Californians

NBC 10pm

Truce Of The Tree; (O) Carey Wilbur; with regulars & Melville Cooper; (SD).

Assignment Foreign CBS 10:30pm  
Legion(Merle Oberon)

CBS 10:30pm

Testimonial To A Soldier; with Richard Pascoe, Martin Benson, Fred Kitcken, Nigel Stock, Alfred Burke.

WEDNESDAY DECEMBER 18

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Wagon Train

(Ward Bond, Robert Horton) NBC 7:30pm

The Julia Gage Story; (O) Aaron Spelling; with Anne Jeffreys, Robert Sterling, Don McGowan, Jimmy Comack, Esther Dale, Terry Rosen, Frank McGrath; (SD).

THE BIG RECORD  
(Patti Page)

CBS 8pm

Margaret Truman(S), Vic Damone(S), Gene Autry(S), Mel Torme(S).

Tombstone Territory

ABC 8:30pm

Ambush At Gila Gulch; (O) William Tunberg; with regulars & Rhodes Reason, Dabbs Greer; (SD).

Father Knows Best

(Robert Young) NBC 8:30pm

The Angel's Sweater; with regulars & Katherine Warren, Ludwig Stoessel; (SW&SD).

Ozzie & Harriet

ABC 9pm

The Christmas Tree Lot; with regulars & Skip Young, Barney Phillips; (SW&SD).

Millionaire  
(Marvin Miller)

CBS 9pm

The Story of Barbara Lydon; with Diane Brewster, George Dolenz, Louis Jean Heydt, Ross Ford, Anthony Jochim, Louis Mercier, Amzie Strickland, Ralph Smiley.

KRAFT THEATRE

NBC 9pm

Polka; (O) Robert J. Crean; with Shelley Winters, Glenda Farrell, Torin Thatcher, James Gregory, Phyllis Love; Dir - Fielder Cook.

Walter Winchell  
File

ABC 9:30pm

Act Of Polly; (O) Adrian Spies; with Helen Westcott, Robert Brubaker, Gavin MacLeod; Dir - Jacques Tourner.

US STEEL HOUR

CBS 10pm

Little Charlie Don't Want A Saddle; (O) Juarez Roberts; with June Lockhart, Dennis Kohler, John Beal, Andrew Prine; Dir - David Alexander.

THURSDAY DECEMBER 19  
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Circus Boy ABC 7:30pm The Good Samaritans; with regulars & William Lally, Barry Froner; (SW&SD).

Sgt. Preston of Yukon CBS 7:30pm with regulars & George Milan, Carol Hill, Billy Street, Joe Hamilton, Russell Simpson; (SW&SD).

CLIMAX!  
(Bill Lundigan) CBS 8:30pm To Walk The Night; (O) Gwen Bagni & Irwin Gielgud; with Richard Boone, Walter Matthau, Mary Anderson, Judith Evelyn, George Tobias, Jo Di Reda; Dir - Buzz Kulik.

Dragnet  
(Jack Webb) NBC 8:30pm with regulars & Ellen Hardies, Charity Grace, Louise Lorimer, Opal Evard; (SW&SD).

PAT BOONE CHEVY SHOWROOM ABC 9pm Texas Boys' Choir, Trotter Bros.(puppets), Elaine Malbin(S).

People's Choice NBC 9pm The Helpmate; with regulars & Nancy Kilgas; (SW&SD).

O. S. S. ABC 9:30pm Operation Pigeonhole; with Leonard Sachs, Peter Illing, Theodore Wilhelm; (SW&SD).

PLAYHOUSE 90 CBS 9:30pm For I Have Loved Strangers; (O) Don Murray & Fred Clasel; (A) Elick Moll; with Don Murray, Hope Lange, Robert Flemyng, Vladimir Sokoloff, Werner Klemperer, Harold Stone; Dir - Franklin Schaffner.

FORD SHOW NBC 9:30pm Lee Aaker(A).

Navy Log ABC 10pm The Beach Pounders; with Cesar Romero(Host), Robert Beneveds, Dirk London, Lewis Martin, Evelyn Scott, Richard Peel; (SW&SD).

LUX SHOW STARRING ROSEMARY CLOONEY NBC 10pm Patty McCormack(A), Tim Hovey(A).

Jane Wyman Show NBC 10:30pm The Man In The Car; Re-run of 4/30/57.

FRIDAY DECEMBER 20  
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Adventures of Rin-Tin-Tin ABC 7:30pm Boundary Busters; with regulars & Theodor Von Eltz; (SW&SD).

DU PONT SHOW OF THE MONTH CBS 7:30pm Junior Miss; (O) Sally Benson; (A) Will Glickman & Joseph Stein; Music by Burton Lane; Lyrics by Dorothy Fields; with Don Ameche, Joan Bennett, Paul Ford, Carol Lynley, David Wayne, Diana Lynn; Dir - Ralph Nelson.

Adventures of Jim Bowie ABC 8pm Mexican Adventure; (O) Albert Beich; with regulars & Peter Mamakos, Whit Bissell, Rudolfo Hoyos, George Trevina, Tina Menard, Victor Millan; (SD).

Court of Last Resort NBC 8pm The John Smith Story; with regulars & Than Wyenn, Paul Fix, Roy Engel, Olan Soule; (SW&SD).

PATRICE MUNSEL SHOW ABC 8:30pm Cyril Ritchard(A), Evelyn Rudie(A).

Frank Sinatra Show ABC 9pm Bing Crosby(S-A).

Mr. Adams & Eve CBS 9pm with regulars & Mary Jane Croft, Don Rickles; (SW&SD).

Date With The Angels ABC 9:30pm Cousin Herbie; with regulars & Jack Carson; (SW&SD).

Schlitz Playhouse CBS 9:30pm Rich Man, Poor Man; (O) Larry Marcus; with Gilbert Roland, Joy Page, Sebastian Cabot, Irene Seidner, Luis Van Rooten, Benny Rubin; Dir - Don Weis.

Colt .45 ABC 10pm Rebellion; (O) James Gunn & Anthony Coldewey; with regulars & Robert Warwick, Leslie Bradley, Mary Beth Hughes, Fran Bennett; (SD).

The Lineup CBS 10pm The Happy Janitor Case; with Jil Jarmyn, Ann Lee, Louis Charles; (SW&SD).  
(Warner Anderson, Tom Tully)

MULTIPLE & ACROSS-THE-BOARD SHOWS - DECEMBER 16 - DECEMBER 20  
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|                                 |             |                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TODAY<br>(Dave Garroway)        | NBC 7am     | 12/17 - Ruth Slezczynska(M); 12/18 - Art Carney(C).                                                                                                                                                                                                                                                                                                                                                |
| GARRY MOORE SHOW                | CBS 10am    | 12/19 - Virginia Sale(monologist); 12/20 - The Marvellos(novelty), Martha Davis & Spouse(M-S).                                                                                                                                                                                                                                                                                                     |
| ARLENE FRANCIS<br>SHOW          | NBC 10am    | 12/17 - Jonathan Winters(C); 12/18 - Chan Canasta(perception);<br>12/19 - Jonathan Winters(C); 12/20 - Jack Guilford(C).                                                                                                                                                                                                                                                                           |
| HOWARD MILLER SHOW              | NBC 1:30pm  | 12/16 - Patsy Kline(S); 12/18 - Gerry Lange(S); 12/19 - Jana<br>Mason(S); 12/20 - Jim Reeves(S).                                                                                                                                                                                                                                                                                                   |
| HOUSE PARTY<br>(Art Linkletter) | CBS 2:30pm  | 12/16 - Don Ameche(A-S), Carol Lynley(A).                                                                                                                                                                                                                                                                                                                                                          |
| AMERICAN BANDSTAND              | ABC 3pm     | No info available at press time.                                                                                                                                                                                                                                                                                                                                                                   |
| NBC MATINEE<br>THEATRE          | NBC 3pm     | 12/16 - <del>The Gift and The Giver</del> ; (O) Nella Gardner White; (A)<br>Harold Gast; 12/17 - <del>No Time For Comedy</del> ; (O) S.N. Behrman;<br>12/18 - <del>A Gentleman of Fortune</del> ; (O) Stephen Vincent Benet;<br>(A) Warner Law; 12/19 - <del>The Gentleman Caller</del> ; (O) Veronica<br>Johns; (A) George Lowther; 12/20 - <del>The Tender Leaves</del> ; (O)<br>Robert J. Shaw. |
| MODERN ROMANCES<br>(Mel Brandt) | NBC 4:45pm  | <u>Two Fathers</u> ; (O) Bob Cochran; with William Prince, Diana Doug-<br>las, Ed Andrews, Fran Carlin, John Connoughton.                                                                                                                                                                                                                                                                          |
| TONIGHT<br>(Jack Paar)          | NBC 11:15pm | 12/16 - April Orlick(A), Jack DeLeon(C); 12/17 - Joe Laurie(S);<br>12/18 - Snooky Lanson(S), Abbe Lane(S), Xavier Cugat(M); 12/19-<br>Elaine Malbin(S), Jonathan Winters(C), Cliff Arquette(C), Harold<br>Lang(D); 12/20 - Snooky Lanson(S), Trish Dwelley(S), Betty<br>Bruce(S-D).                                                                                                                |

SATURDAY DECEMBER 21  
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JIMMY DEAN SHOW	CBS 12N	Jane Morgan(S), The Lancers(S).
TRUE STORY (Kathi Norris)	NBC 12N	<u>A Matter of Principle</u> ; (O) Joseph Cochran; with Frank Dana, Ellen Parker, Raymond Bramley, John Gibson.
<u>Perry Mason</u> (Raymond Burr)	CBS 7:30pm	<u>The Case Of The Baited Hook</u> ; (O) Richard Grey; with regulars & Willard Sage, Mary Castle, George Neise, Alfred Hopson, Judith Braun, Connie Cezon, Geraldine Wall, Peg Whitman, Lyle Latell, Frank Marlowe, Lorraine Martin, Maurice McEndree; (SD).
COUNTRY MUSIC JUBILEE	ABC 8pm	Cookie McKinney(S), Boyd Bennett & Merrymakers(M).
PERRY COMO SHOW	NBC 8pm	McGuire Sisters(S), Burr Tillstrom & Kukla & Ollie, The Marquis Chimps.
<u>Oh! Susanna</u> (Gale Storm)	CBS 9pm	<u>Susanna Goes Native</u> ; with regulars & Dick Miller, Sig Ruman, Liam Sullivan, Fortunio Bonanova, Bill Miller; (SW&SD).
CLUB OASIS	NBC 9pm	Fred Waring & Pennsylvanians.
<u>Have Gun, Will Travel</u> (Richard Boone)	CBS 9:30pm	(O) Gene Roddenberry; with Edward Binns, Johnny Crawford, Abra- ham Sefaeer, Don Beddoe, Nyra Monsour; (SD).
GI SELE MacKENZIE SHOW	NBC 9:30pm	with regulars only.
<u>Gunsmoke</u>	CBS 10pm	with regulars & Gage Clark, Brett King, Steve Ellsworth, George Selk; (SW&SD).

SUNDAY DECEMBER 22  
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|--------------------|-------------|----------------------------------------------------------------------------------------------------|
| CAMERA THREE       | CBS 11:30am | <u>The Idiot</u> ; (O) Fyodor Dostoevsky; with Viveca Lindfors, Arthur<br>Hill; Dir - Clay Yurdin. |
| FRONTIERS OF FAITH | NBC 1:30pm  | <u>Boulevard Jasmine</u> ; (O) Sylvia Berger; with Aline MacMahon,<br>Jenny Hecht, Leon Jarney.    |

SUNDAY DECEMBER 22(Cont'd)

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WIDE WIDE WORLD	NBC 4pm	Wendell Corey(A).
SEVEN LIVELY ARTS	CBS 5pm	<u>The Nutcracker</u> ; Music by Peter Ilich Tchaikovsky; with the New York City Ballet starring Maria Tallchief, Andre Eglevsky, Diana Adams, Patricia Wilde, Melissa Hayden, Yvonne Mounsey, Allegra Kent, Nicholas Magallanes, Jacques d'Amboise, Barbara Walczak, Barbara Fallis, Barbara Milberg, Robert Barnett, Jonathan Watts; Choreog - George Balanchine; Dir - Charles S. Dubin.
<u>Lassie</u> (Jon Provost)	CBS 7pm	<u>The Goose</u> ; with regulars & Gary Hunley; (SW&SD).
<u>Maverick</u>	ABC 7:30pm	<u>The War of The Silver Kings</u> ; Re-run of 9/22/57.
<u>Bachelor Father</u>	CBS 7:30pm	<u>Uncle Bentley And The Baby Sitter</u> ; with regulars & Lisa Davis, Natalie Howard; (SW&SD).
<u>Sally</u> (Joan Caulfield)	NBC 7:30pm	<u>Presenting Miss Truesdale</u> ; with regulars & Phillip Tonge, John Hoyt, Betty Sinclair; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Rise Stevens(S), Carol Lawrence(S), Frankie Lymon(S), Robert Maxwell(M), <u>Marionettes of Braunschweig</u> , Germany.
STEVE ALLEN SHOW	NBC 8pm	Anthony Perkins(A), William Holden(A), Jack Hawkins(A), Sessue Hayakawa(A), George London(A), Gertrude Berg(C), Mahalia Jackson(S), <u>United Nations Choir</u> .
<u>General Electric Theatre</u> (Ronald Reagan)	CBS 9pm	<u>The Young Years</u> ; (O) Kathleen Brophy; (A) Kathleen Hite; with Margaret O'Brien, Rod Taylor, Dorothy Stickney, Emerson Treacy, Millie Mack, Sondra Rodgers; Dir - Herschel Daugherty.
DINAH SHORE CHEVY SHOW	NBC 9pm	John Raitt(S), Roy Rogers(S-A), Dizzy Dean(C), Sons of The Pioneers(S), Romaine & Steele(D), Ted Reid(C), Esther Williams (A).
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>Miss Paisley's Cat</u> ; (O) Roy Vickers; (A) Marion Cockrell; with Dorothy Stickney, Harry Tyler, Fred Graham, Mark Sheeler, Raymond Bailey, David Armstrong, Joel Smith.
<u>Loretta Young Show</u>	NBC 10pm	<u>Three And Two, Please</u> ; Re-run of 12/16/56.
<u>Scotland Yard</u> (Edgar Lustgarten)	ABC 10pm	<u>Murder Anonymous</u> ; with Jill Bennett, Brian O'Higgins, Dervus Ward, Phillip Ray; (SD).

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Because the coming Holidays fall on Wednesdays, this will be the last "Mid-Week Special" for this year -- the next issue will be January 8.

Charles Isaacs, producer and head writer for The Gisele MacKenzie Show, who has asked to be replaced by January 11 because of excessive interference from one sponsor, its agency and MCA, is either "courageous" or "foolhardy", depending on whose opinion you listen to. Isaacs said that chameleon changes in attitude (the show is great....you'll be fired if you don't change it....less comedy, more music....let Gisele talk more....it was a great show....it isn't the type of show we want) have convinced him that his stomach won't stand the pace for the duration of the 37-week contract. He charged that Scott Paper Co and J. Walter Thompson Co put the pressure on for more music and less comedy and that MCA, which requested changes in the show, never really decided what the changes should be. Isaacs had no complaint of interference from the alternate week sponsor, Schick, or its agency, Benton & Bowles, both of which seemed to be satisfied with the program. Isaacs' blast is not expected to lead to any other moves by other production people, since most of them prefer to slide out of situations as quietly as possible to preserve customer relations for a possible new job another day. It's no secret in the business that ad agency and talent agency execs have meddled in the production of major shows, some with measurable improvement, but several with disastrous effects (later blamed on the unfortunate production people who can't afford to bite a payroll).

You'll be getting a lot of Kitty Foyle all over NBC for the next few weeks, if the great "talent search" managers for the program have their way. The "search" for the actress to play the title role in the new daytime drama has been narrowed to 15 girls (any of whom would give their eyeteeth for the regular employment the role carries with it), and the first program in the series is scheduled for Jan 13 (Mon thru Fri, 2:30-3pm NYT over NBC), when the program replaces Bride and Groom. The program is getting more planning in the pre-production buildup than any sustaining show NBC has programmed, aside from the public service series. Kitty Foyle is a Henry Jaffe Enterprises package, with Charles Irving as producer; Hal Cooper, associate producer and director; Gary Simpson, director, and Carlton E. Morse and Sarett Rudley, writers. ....ABC's new Sid Caesar show, starting Jan 26, Sunday, 9-9:30pm NYT, will be packaged by his Shellrick Corp., and produced by Hal Janis, with Frank Bunetta as director. The writing staff will include Mel Tolkin (longest service of writers with Caesar), Neil Simon, Mike Stewart and Danny Simon. Casting for the Caesar-Coca show will be handled by Berenice Weiler at the Shellrick office.....Seven Lively Arts, on final notice from CBS after 10 shows, goes dramatic on January 26 with "The Blast at Centralia No. 5," a mining disaster story.....When Harbourmaster switches from CBS to ABC it will also have a new title, Adventure at Scott Island, the latter name previously dropped as the name of the CBS series before it went on the air.

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(MORE)

An interesting thought: few of the adventure series on TV have catchy names similar to those that adorn the mystery-suspense programs. Aside from the Westerns, few programs have regular titles as catchy as some of their episode names, which are here and gone in a week. "Big," "Danger," (and "Dangerous") and "Wild," are among the more popular words used in movie titles since 1915 according to the records. A few others, such as "Murder," are not too suitable for regular series. Naturally, the impact of the aforementioned words depends on what mood-words they might be linked with, such as "Dangerous Curves" for stories about a female adventurer, etc.

ABC is coming up with one of the most drastic mid-season shifts in programming in some time, starting Jan 1, Wednesday. On that day, Date with the Angels, currently on Fridays, 9:30-10pm NYT, moves to Wednesday, 9:30-10pm NYT. Walter Winchell File, currently in the Wednesday, 9:30pm spot, moves to Fridays, 8:30-9pm NYT, effective Jan 3, replacing The Patrice Munsel Show, which skips a half-hour to follow the Frank Sinatra Show at 9:30-10pm. Sinatra, staying in his 9-9:30pm NYT spot, will have one of his two live shows on Jan 3, with Dinah Shore as his guest star, so ABC will really have program material to advertise during the New Year week. Date with the Angels, even though moving into a new time spot, will have an even more drastic change on Feb 5 when it switches to a live comedy show with a new title, The Betty White Show. Last date for the Date will be Jan 29. Plymouth continues as sponsor of the new program, which will continue to be packaged by Don Fedderson.....CBS brings back Richard Diamond Private Detective, following its successful summer run, as the Thursday, 8-8:30pm NYT replacement for Harbourmaster, effective Jan 2. The unusual part of the pattern here is that the new series will be sponsored by P. Lorillard Co for Kent and Newport Cigarettes thru Lennen & Newell, Inc(NY). Harbourmaster was sponsored by R. J. Reynolds Co for Winston Cigarettes thru William Esty Co., Inc(NY), continuing with the show under its new title on ABC starting Jan 5. This may be the first time a product competitor replaced another in the same time spot in the middle of the season.

New pilots for future series are coming to life all over the country: CBS Television has signed Charles Marquis Warren, first producer of Gunsmoke, to develop a new one-hour Western film series, for which he will be producer, director and writer. He has an initial script by Lester Crutchfield. Exec producer will be Robert Sparks. ....TPA has named Frank Armer to act as Eastern Story Editor, with first attention going to possible scripts for four future series. The Dude, would be based on the experiences of cowboy-painter Frederic Remington in his travels thru the West in - the 1880's. Airplane Hostess, is a planned series on the adventures of a trans-Atlantic airplane and crew, with the story stress on the activities of the senior hostess as the central character. Cannon Ball, would concern the adventures of a commercial truck driver and a younger companion on the Toronto to Detroit freight run, with the older man featured as rough-hewn family-man type, while the younger would be the type to become involved in romantic escapades. A fourth TPA series would be Kip and the Colonel (tentative title), which would star an orphan being raised by a grandfather in the atmosphere of a carnival operated by the old man.....Lee Bowman will co-star with Myrna Loy in the Carol Irwin-Screen Gems family comedy series, Minerva, with the pilot rolling in January in Hollywood.....Warner Bros. will roll a pilot in January for The 49'ers, a proposed hour-long series, which will have two co-stars in alternating leads.....Felix Jackson will produce Cimarron City, another one-hour Western, for Revue Productions, with three regular characters and weekly guest stars. The property was developed by Jackson.....Desilu Productions is working on a Grand Jury series, to be written and produced by Mort Briekin, based on activities of the Los Angeles Grand Jury. The pilot is slated for late next month.....Four Star has seven pilots in pre-production and production, including Doc Holliday and Night Court, among the titles.....CBS has several series in the works, with the hottest considered to be Personal and Private, a private detective series starring Mickey Rooney.