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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

While summer replacement commitments are being announced, new series are also moving into key spots for sponsors, rounding out contract periods into the summer. On the replacement side, the perennial Arthur Murray Party will come back to CBS for the summer, sponsored by Associated Products (5 Day Deodorant Pads) thru Grey Advertising. The dance-variety show replaces Hey Jeannie!, Saturdays, 9:30-10pm NYT, probably in June. My Favorite Husband, the 13-episode series on film that co-starred Vanessa Brown and Barry Nelson, will be the summer replacement for The Jack Benny Show over CBS, starting June 30. Screen Gems will have a higher number of re-runs of its Ford Theatre series this summer than ever before. One group, under the regular Undercurrent program title for the spot, will replace The Lineup for the summer over CBS. Another group of the Ford re-runs will replace The Red Skelton Show for the summer, while a third portion of the anthology series re-runs will serve as a replacement for either the George Gobel Show on NBC and/or The Danny Thomas Show on ABC. Foote, Cone & Belding is agency for sponsors of both latter shows and it has not been determined which will have the re-runs. Ford Theatre on ABC also uses re-runs of its own films for the summer.

Among other changes in network line-ups: The Spike Jones Show, musical-variety, debuts live from Hollywood over CBS on April 2, Tuesdays, 10:30-11pm EST, sponsored by Liggett & Myers Tobacco Co (L&M Cigarettes) thru Dancer-Fitzgerald-Sample. It replaces Do You Trust Your Wife for the sponsor. Co-producers of the Jones show are Tom Waldman and Dick Darley, with Darley also directing and Waldman writing the program.....The Ray Anthony Show will cut back to a half-hour over ABC, Fridays, 10-10:30pm EST, starting April 12. ABC will use the 10:30-11pm spot on that date to test The Rock 'n' Roll Revue, starring Alan Freed as m.c., with an 18-piece band. The show is due to be repeated sometime in May.....ABC has had a slight problem with its Air Time '57, which originally only had a 13-week commitment. That's all the nominal sponsor, Air Force Reserve, and star Vaughn Monroe had agreed to. Telephone Time won't be moving into the Thursday, 10-10:30pm spot, until April 11, which would leave a two-week program gap since Monroe checks off after tomorrow (21) night's show. However, since ABC controls the show title, it will keep a modified show rolling as a sustainer in the spot for the two weeks under the same title, Air Time '57.

Richard Linkroum is relinquishing his post as exec producer of NBC's Today and Home shows, to stay with the new Tonight! as regular producer. Norman Frank had been producer of the latter and went on a six-week leave in February, with his return set for earlier this week. Linkroum had been in active control of the Tonight! show during Frank's absence. Now Linkroum will be going on a five-week vacation and Dick Jackson will sub as producer in his absence. The Today and the Home shows will continue under their present producers, with no new exec producer to be named.

Silent Service, a new film series about the submarine boys, goes quietly into first-run syndicated release during the first week in April. The series is currently being produced by Twin Dolphin Productions, Inc., thru California National Productions, NBC film subsidiary, at California Studios in Hollywood and on location on the West Coast, and is being syndicated by NBC. Thomas M. Dykers is exec producer, with George Cahan producing for California National. The series debuts over WRCA-TV(NY) on April 5, Fridays, 7-7:30pm EST.....NBC now confirms that Crisis, the new one-hour drama series slated for the fall, beginning Sept 9, Mondays, 10-11pm NYT, will have 40 programs, with 20 on film and 20 in live color. Ten of the films will be produced by Alfred Hitchcock and 10 will be produced by Revue Productions. The live programs will also be produced by Revue (MCA) and will originate in New York.....ABC and Gary Cooper couldn't get together on a new series to start in the fall of 1957, but CBS didn't have any qualms about waiting for the motion picture star, so CBS and Ashton Productions have signed a three-year contract calling for Cooper to act as host-narrator for a weekly series of action-adventure one-hour films to be presented on the net starting during the 1958 fall season. Ashley-Steiner, Inc., and I. H. Prinzmetal, president of Ashton, handled negotiations for the Cooper production firm.

ABC has renewed its contract with the International Boxing Club to present the Wednesday Night Fights on the net for another two years, effective June 1.....Scott Paper Co has renewed Father Knows Best for next season over NBC, carrying the show into its fourth year on the air. It started on CBS in 1954 for Kent Cigarettes on Sunday evenings and was cancelled after its first season in that spot. Scott picked it up and put the show on NBC in its current time spot and has stayed with it ever since.....Captain David Grief, Guild Films' syndicated series, which was re-named Jack London Stories of Captain David Grief by Standard Oil of California in the 12 markets in which it sponsored the series, has now been further re-titled by the same sponsor. To enhance the log appeal the cumbersome name has been shortened to Jack London Stories.....With the addition of Reynolds Metals Co to its list of sponsors (a half-hour on alternate weeks, effective Sept 18), ABC's Disneyland for 1957-58 will have Swift & Co (Derby Foods subsid) thru McCann-Erickson, Inc.; General Foods Corp thru Young & Rubicam, Inc.; and General Mills, Inc., thru Tatham-Laird, Inc., sharing the other alternate week half-hours on the Wednesday evening show.....Starting April 11, CBS' Playhouse 90 will have a sponsorship lineup change, with Bristol-Myers Co taking the first hour, alternating with Marlboro Cigarettes in the first half-hour and American Gas Assn in the second half-hour. The third half-hour each week will be sustaining.

AGENCIES AND ACCOUNTS: Schick, Inc., appointed Benton & Bowles, Inc., effective July 1. Warwick & Legler, Inc., is the current agency.....Best Foods, Inc., has named Guild, Bascom & Bonfigli, Inc. for Nucoa margarine, effective April 17. Dancer-Fitzgerald-Sample, Inc., which continues with other Best Foods products, was the previous agency.....The Prudential Insurance Co. of America has appointed the new Reach, McClinton & Co (NY), effective May 15. Current agency is Calkins & Holden, Inc.

PEOPLE GOING PLACES: Reach, McClinton & Co. formed in New York by Charles Dallas Reach, chairman of the new agency, and Harold L. McClinton, president, until recently president of Calkins & Holden, Inc. Reach has been president of Reach, Yates & Matoon, Inc., which has been dissolved to form the base for the new agency.....Martin Weldon has moved to WABC-TV(NY) to become producer-writer of the new John Cameron Swayze news show, debuting April 1.....Thomas F. Lufkin appointed service manager in the program dept of ABC in Hollywood, with Louis F. Sanman named production supervisor.....Ernest Pintoff and Robert Lawrence have formed Pintoff-Lawrence Productions, Inc., 129 West 52 St., New York, for the production of animated films.....Howard F. Magwood named v.p. in charge of TV production, Sound Masters, Inc., (NY).....Norman Foster named director of Walt Disney Productions' Zorro series, slated for ABC in the fall.