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EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday(May 31)

ABC- 9-9:30pm EDT; TITLE DEBUT - Key Club Playhouse - FILM from WBKB(Chi), approx 146 stations net and delayed. § Sponsor- Mogen David Wine Corp (Key Wine, Mogen David Wine) thru Edward H. Weiss & Co(Chi); Acct Superv- Marvin Mann; Acct Execs- Nick Wolf(Key), Edwin Kuhn(Mogen David). § Pkgr & Film Prod- Screen Gems, Inc(LA). § Re-runs of films originally seen on the net as part of Ford Theatre. The program replaces Treasure Hunt (last show May 24).

Saturday(June 1)

ABC- 8-9pm EDT; DEBUT - Billy Graham's New York Crusade - LIVE from WABC-TV(NY), 54 stations live. § Sponsor- Billy Graham New York Crusade, Inc., thru Walter F. Bennett & Co(Chi). § Pkgr & Prod- Billy Graham NY Crusade. § Dr. Billy Graham and his evangelistic team preach before Madison Square Garden audiences. Program replaces last hour of Famous Film Festival, now only 7:30-8pm.

CBS- 11:30am-12noon EDT; DEBUT - It's A Hit - LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- C.M.C., Inc(NY) with CBS-TV; Exec Prod- H. Pierson Mapes; Prod- Gene Schieas; Dir- Not available. § Happy Felton is "umpire-in-chief" for the baseball quiz program designed for youngsters 7-14 years old. Two teams of children compete, individually and as a team, in answering questions on a variety of subject. The program replaces Tales of the Texas Rangers (last show May 25).

NBC- 9-10pm EDT; SPECIAL - Five Stars for Springtime - LIVE from WRCA-TV(NY), with a cut-in from WNEQ(Chi), 141 stations net, 4 kine. § Sponsor- Bulova Watch Co., Inc., thru McCann-Erickson, Inc(NY); Acct Execs- Russ Johnston, Gerald Light, Bob Brown. § Pkgr- NBC-TV(NY); Prod & Dir- Joe Cates; Assoc Prod- Irvin Drake; Music Dir- Harry Sosnik; Writer- Carroll Carroll. § Bud Collyer is m.c. for the special musical variety show (see Page D for cast credits), with a cut-in from Chicago, featuring Nat "King" Cole. The one time program is in the time formerly occupied by Caesar's Hour (last show May 25).

Sunday(June 2)

NBC- 4-5:30pm EDT; SPECIAL - Palm Beach Golf Championship - LIVE from WRCA-TV(NY-remote), 165 stations live. § Sponsor- Gillette Safety Razor Co thru Maxon, Inc(Detroit); TV Acct Exec- Edwin Wilhelm(NY). § Pkgr- NBC-TV(NY); Prod- Perry Smith; Dirs- Harry Coyle, Jack Dillon. § Lindsey Nelson, Claude Harmon and John Derr are the commentators for the telecast of the final play in the 16th annual Palm Beach Golf Championship, at Wykagyl Country Club, New Rochelle, N. Y. The telecast will cover the final four holes of play.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm NYT) May 27; "Festival of Magic," with Ernie Kovacs as host, starring seven magicians (See page A for cast credits); LIVE (COLOR) from WRCA-TV(NY). This will be the last program of the series for the season.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Arthur Godfrey Show (Wed, 8-9pm EDT) Last show June 26. The program debuted over CBS on Jan 12, 1949.

NBC- The Tex and Jinx Show (Mon thru Fri, 1-1:30pm EDT) New title, effective May 27. Program had been titled Close-Up.

Dragnet (Thu, 8:30-9pm EDT) Re-runs begin May 30, for 13 weeks.

Chevy Show (Approx every 4th Fri and every 4th Sun, 9-10pm NYT) Last show June 2, with Sunday program starring Dinah Shore. Musical variety series has starred either Bob Hope (concluded his season with program of May 5) or Dinah Shore.

Loretta Young Show (Sun, 10-10:30pm EDT) Re-runs begin June 2, thru June 30, then leaves the air, returning for new season on Oct 6.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

KTLA(Ch 5) - Morey Amsterdam Show; DEBUT May 27; Mon, 11:30pm-12:30am; Tue thru Fri, Los Angeles 11pm-12midnight. Participations. Comedian Morey Amsterdam is host and star of the late evening comedy-variety-interview program.

WRCV-TV(Ch 3)- Come Little Children; DEBUT May 26; Sun, 10-10:30am EDT. Sustaining, Philadelphia religious series. Pkgr & Prod- WRCV-TV with the Roman Catholic Archdiocese of Philadelphia; Dir- Del Hostetler; Prog Superv- Rt. Rev. Msgr. Joseph G. Cox (Diocesan Dir of TV and radio). Live program series, featuring nuns telling a group of small children stories on the life and teachings of Christ.

WMAL-TV(Ch 7)- Bowl the Champ; DEBUT May 25; Sat, 6:30-7:30pm EDT. Co-Sponsors- Valley Forge Distributing Co (Scheidt's Valley Forge Beer, Ram's Head Ale) and the Metropolitan Bowling Operators Assn. Pkgr & Prod- WMAL-TV. Program is an in-studio bowling show utilizing the station's own duckpin bowling lanes-studio, featuring average league bowlers competing for cash prizes against a local champion duckpin bowler.

WRC-TV(Ch 4) - The New U. S. S. R. (part of Other Two Billion series); DEBUT May 26; Washington Sun, 12noon-1pm EDT, LIVE & FILM. Sustaining, public service. Pkgr- WRC-TV with George Washington University School of Government; Prod- Stuart Finley. Program will be divided into two segments, with Stuart Finley as narrator. The film portion, from various sources, will portray various aspects of Russian life, with each program also including a discussion panel treating a different subject on each program. Panelists will be professors from George Washington University; Harvard, Michigan and Columbia Universities, and other schools. The special series will include a minimum of ten programs.

TALENT SHOWSHEET MAY 24 - JUNE 2
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Most of the shows on May 24, 25, 26, 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 31. 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. 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 listings) are: Broken Arrow, December Bride, Dick Powell's Zane Grey Theatre, General Electric Theatre, Gunsmoke, I Love Lucy, Jane Wyman Show, Loretta Young Show.

SATURDAY MAY 25  
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FIVE STAR COMEDY PARTY	ABC 5:30pm	with Olsen & Johnson, Lola & Lita(jugglers), Bob Bean(cartoonist).
JACKIE GLEASON SHOW	CBS 8pm	Jack E. Leonard(C), Jane Morgan(S), Steve Gibson & The Redcaps, featuring Damita Jo(S-M).
GEORGE GOBEL SHOW	NBC 10pm	ADD: Howard McNear(C).

SUNDAY MAY 26
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|                             |             |                                                                                                                                                                                      |
|-----------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET           | CBS 10am    | <u>The Door of Silence</u> ; (O) Rose Leiman Schiller; with Leo Penn, Katherine Payne, John White, Olive Deering; Dir - James MacAllen.                                              |
| CAMERA THREE                | CBS 11:30am | <u>The Misanthrope</u> ; (O) Moliere; (Translation by Richard Wilbur); with Robert Lansing, Frances Sternhagen, William Hickey, Charlotte Rae; Dir - Clay Yurdin.                    |
| ODYSSEY                     | CBS 5pm     | Re-run; <u>Pickett's Charge</u> : 3/31/57.                                                                                                                                           |
| YOU ARE THERE               | CBS 6:30pm  | <u>The Overthrow of the Tweed Ring</u> ; (O) Don Clark; with Herbert Rudley, Paul Birch, Paul Maxey, Edgar Barrier, Eddy Marr, Nesdon Booth, George Eldredge; Dir - William Russell. |
| MARGE & GOWER CHAMPION SHOW | CBS 7:30pm  | Broderick Crawford.                                                                                                                                                                  |
| STEVE ALLEN SHOW            | NBC 8pm     | ADD: Martha Raye(C).                                                                                                                                                                 |

MONDAY MAY 27  
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<u>Wire Service</u> {Dane Clark}	ABC 7:30pm	<u>Confirm or Deny</u> ; (O) John Michael Hayes & E. Jack Neuman;(A) E. Jack Neuman; with Mr. Clark, Murray Hamilton, Andrew Duggan, Barbara Bestar, Angie Dickinson; Dir - Harold Schuster.
<u>Adventures of Robin Hood</u> (Richard Greene)	CBS 7:30pm	<u>The Infidel</u> ; with regulars & Francis Matthews, Noel Coleman, Nigel Davenport, Alex Scott; (SW&SD).
<u>Burns & Allen</u>	CBS 8pm	with regulars & Robert Easton, Frank Wilcox, Ralph Dumke; (SW&SD).
PRODUCERS' SHOWCASE	NBC 8pm	<u>Festival of Magic</u> ; Ernie Kovacs is host; with Milbourne Christopher, Sorcar, Harbin, Li King Si, Cardini, Rene Septembre, June Merlin; Dir - Charles Dubin; Music Dir - George Bassman; Sets - Otis Riggs; Costumes - Robert Fletcher.
VOICE OF FIRESTONE	ABC 8:30pm	Dorothy Warenskold(S), Brian Sullivan(S).
TALENT SCOUTS	CBS 8:30pm	The Mobiles(S-D), The Style Masters(S), Joan Hagar(S).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	"Airmen of Note," The U.S. Air Force Band of Washington, D.C.

MONDAY MAY 27(Cont'd)
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|-------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ROBERT MONTGOMERY<br>PRESENTS | NBC 9:30pm | <u>Sturdevant's Daughter</u> ; (O) Kevin McKay; with Joan Wetmore, Nancy Malone, Terry O'Sullivan, Mark Miller, Carlton Colyer, Susan Steell, Jimmy Sommer, Barbara Townsend; Dir - Perry Lafferty.                                                                           |
| STUDIO ONE                    | CBS 10pm   | <u>The Weston Strain</u> ; (O) Roger Hirson; with Dick York, Aline MacMahon, John Drainie, Conrad Nagel, Judson Laire, Clint Kimbrough, Ruth McDevitt, Larry Fletcher, Maxine Stuart, Truman Smith, G. Wood, Ann Pearson, Helen Auerbach, Carolyn Brenner; Dir - Tom Donovan. |

TUESDAY MAY 28  
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<u>Conflict</u>	ABC 7:30pm	<u>Execution Night</u> ; (O) Fredric Brady; with Virginia Mayo, Edmund Lowe, Efrem Zimbalist, Jr., Floyd Simmons; Dir - Douglas Heyes.
JONATHAN WINTERS	NBC 7:30pm	Helen O'Connell(S)
<u>Phil Silvers Show</u>	CBS 8pm	<u>The Colonel Breaks Par</u> ; with regulars & Sam Snead; (SW&SD).
ARTHUR MURRAY PARTY	NBC 8pm	Jill Corey(S), Sal Mineo(A).
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	<u>They Think They're Immortal</u> ; with regulars & William Phipps; (SW&SD).
<u>Panic!</u>	NBC 8:30pm	with Richard Erdman, Fay Roope, Jean Ruth, Peggy Maley, Jody Warner, Anna Marie Nanasi, Ken Mayer; (SW&SD).
<u>DuPont Theatre</u>	ABC 9:30pm	<u>Frightened Witness</u> ; (O) Mildred Cram; (A) Malvin Wald & Jack Jacobs; with Dan Duryea, Barbara Billingsley, Harold Stone, Edward Jerome, Christian Pasques, Wendy Winkleman, Herbert Rudley, Philip Van Zandt; Dir - Tony Leader.
RED SKELTON SHOW	CBS 9:30pm	Pat O'Brien(A), Amanda Blake(A).
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	<u>Three Cents Worth of Fear</u> ; (O) Harold Gast; with Frank Albertson, Hugh Reilly, Lois Wheeler, James Broderick, Ann Flood; Dir - William Corrigan.
IT'S POLKA TIME	ABC 10pm	Estonian Folk Dancers of Crystal Lake, Ill.
SPIKE JONES SHOW	CBS 10:30pm	Allan Jones(S).

WEDNESDAY MAY 29
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|--------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HELEN O'CONNELL SHOW                       | NBC 7:30pm | <u>PREMIERE</u> : with Miss O'Connell, Marion Evans & instrumental group; Prod & Dir - Greg Garrison.                                                                                                                                                                                                        |
| <u>Navy Log</u>                            | ABC 8:30pm | <u>The Lady and The Atom</u> ; with Maggie Mahoney, Ron Hagerthy, Walter Coy, Jean Inness; (SW&SD).                                                                                                                                                                                                          |
| <u>Father Knows Best</u><br>(Robert Young) | NBC 8:30pm | <u>Grandpa Retires</u> ; with regulars & Ernest Truex, Sylvia Field; Herbert Anderson, Ken Christy; (SW&SD).                                                                                                                                                                                                 |
| Millionaire<br>(Marvin Miller)             | CBS 9pm    | <u>The Story of Dan Larsen</u> ; with Christine White, Helen Spring, Jerome Courtland, Douglas Dick, Walter Woolf King, Francis de Sales, Ed Reimers; (SW&SD).                                                                                                                                               |
| KRAFT THEATRE                              | NBC 9pm    | <u>All Those Beautiful Girls</u> ; (O) Richard De Roy; with Robert Webber, Betsy Palmer, Cavada Humphrey, Joe Eula, Brett Somers, Jeanne Shelley, Lauren Gilbert; Dir - William Graham.                                                                                                                      |
| <u>Ford Theatre</u>                        | ABC 9:30pm | <u>Torn</u> ; (O) Karen De Wolf; with Laraine Day, Phil Carey, John Baragrey, Nan Leslie, Irving Mitchell; Dir - Arthur Hiller.                                                                                                                                                                              |
| <u>20th Century-Fox<br/>Hour</u>           | CBS 10pm   | <u>Threat To A Happy Ending</u> ; (O) William Fay; (A) Kitty Buhler; with William Bendix, Gene Barry, Lori Nelson, Horace McMahon, Dirk London, Mabel Albertson, Kay Faylen, Carol Nugent, Janet Parker, Susan Seaforth, Rudy Lee, Jean Bryon, Than Wyenn, Alfred Linder, Norm Alden; Dir - William Russell. |

THURSDAY MAY 30  
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Sgt. Preston of Yukon CBS 7:30pm with regulars & Linda Brent, Robert Carson, John
 (Richard Simmons) Pickard; (SW&SD).

CIRCUS TIME ABC 8pm The Four Mints(S), Yonelly(C-M), The Three Ghezis
 (acro), Tun-Tun(C-D), Betty Ann Grove(S), Dr. Neff
 (levitation).

Bob Cummings Show CBS 8pm Bob Gets Out-Uncled; with regulars & Anthony C. Mon-
 tenaro, Merry Anders, Elroy "Crazylegs" Hirsch; (SW
 &SD).

CLIMAX! CBS 8:30pm The Disappearance of Amanda Hale; (O) Dale & Kather-
 ine Eunson; with Miriam Hopkins, Lloyd Bridges,
 Carolyn Jones, Alexander Scourby; Dir - Buzz Kulik.

Danny Thomas Show ABC 9pm The School Teacher; with regulars & Monica Lewis;
 (SW&SD).

The People's Choice NBC 9pm with regulars & Douglas Evans, Nacho Galindo; (SW&SD).

PLAYHOUSE 90 CBS 9:30pm Circle of the Day; (O) Helen Howe; (A) Edna Anhalt;
 with Nancy Kelly, Michael Rennie, Gladys Cooper,
 Zsa Zsa Gabor, Pamela Mason, Portland Mason, Mary
 Wickes; Dir - Arthur Hiller.

THE FORD SHOW NBC 9:30pm Walter Brennan(A).

Telephone Time ABC 10pm The Jumping Parson; (O) Jerry D. Lewis; with Billy
 Halop; Dir - Earle Kenton.

LUX VIDEO THEATRE NBC 10pm Paris Calling; (O) John S. Toldy; (A) Sanford Barnett;
 with Joanne Dru, Grant Williams; Dir - Norman Morgan.

FRIDAY MAY 31
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Adventures of Rin- ABC 7:30pm Swanson's Choice; with regulars & William Forrest,  
Tin-Tin(Lee Aaker) Norman Fredric, Frank de Kova, Joseph Vitale, Anthony  
 George; (SW&SD).

Crossroads ABC 8:30pm Coney Island Wedding; (O) George Bruce; with Dick  
 Foran, Kathleen Crowley, Robert Paige, Leonid Kins-  
 key; (SD).

Life of Riley NBC 8:30pm with regulars & Isabel Withers, Lyle Latell, Charles  
 (William Bendix) Brasswell; (SW&SD).

Key Club Playhouse ABC 9pm PREMIERE: Re-runs of Ford Theatre.

Mr. Adams & Eve CBS 9pm The Rumor; with regulars & Bill Swan; (SW&SD).

Joseph Cotten Show-- NBC 9pm The Secret of Polanto; with Mr. Cotten, Lita Milan;  
On Trial! (SW&SD).

The Vise ABC 9:30pm Bishops Sometimes Bite; with regulars & Campbell  
 (Donald Gray) Cutts; (SW&SD).

Schlitz Playhouse CBS 9:30pm The Sword; (O) Fenton W. Earnshaw; with Jacques Ser-  
 nas, Fredd Wayne, John Doucette, Henry Daniell, Paul  
 Frees, Mike Lane, Ernest Sarracino; Dir - Richard  
 Irving.

BIG STORY NBC 9:30pm Jim Vachule, Reporter: Fort Worth(Texas)Star-Tele-  
 (Ben Grauer) gram; (A) Jerry Coopersmith; with Tom Holland, John  
 Kellogg, Logan Field, John Connell, Douglas Ruther-  
 ford, Tom Gorman, Paul Sparer, Marian Russell; (SD).

The Lineup CBS 10pm The Unwelcome Case; with regulars & Bob Wilke, Jean  
 (Warner Anderson) Willes, Strother Martin; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MAY 24 - MAY 31  
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GARRY MOORE SHOW CBS 10am 5/27 - A. Robins(panto); 5/31 - "Senator" Clarke Crandall(magic)

CLUB 60 (Dennis James) NBC 1:30pm 5/28 - Kaye Ballard(C); 5/29 - Jack Webb(A); 5/30 - Mary Chase & Puppets; 5/31 - Jimmy Byrnes & Patti (C-D).

TENNESSEE ERNIE FORD SHOW NBC 2:30pm 5/27 - Robert Clary(S); 5/29 - Marty Denny Group(M); 5/30 - Ginny Simms(S), Harry Babbitt; 5/31 - Dennis Day(S).

NBC MATINEE THEATRE NBC 3pm 5/27 - Puzzle in the Stars; (O) David Eynon; (A) Harold Gast; 5/28 - Gwendolen Harleth's Story; (O) George Eliot("Daniel Deronda"); (A) Elizabeth Hart; 5/29 - Three Girls Named Almayna; (O) Matt Taylor; (A) George Lowther; 5/30 - The Dream That Was Fixed; (O) Julian Fink, Arthur Geller; 5/31 - A Growing Wonder; (O) Hildegarde Dolson; (A) Gail Ingram.

MODERN ROMANCES (Martha Scott) NBC 4:45pm About Ellen Willis; (O) Harry Junkin; with Erin O'Brien Moore, Ralph Dunn, Frank Marth, Elaine Aiken.

TONIGHT!(AMERICAN AFTER DARK) (Jack Lescoulie) NBC 11:15pm 5/27 - Larry Douglas(S); 5/30 - Nat "King" Cole(S); 5/31 - Terri Stevens(S).

SATURDAY JUNE 1  
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TRUE STORY (Kathi Norris) NBC 12N Cat And Mouse; (O) Walter Black & William Mendrek; with William Redfield, David White, Jean Gillespie; Dir - Sterling Reynolds.

PERRY COMO SHOW NBC 8pm Jack Carter(C), Vaughn Monroe(S-M), Patrice Munsel(S), The Goofers(acro).

FIVE STARS FOR SPRINGTIME NBC 9pm (O) Carroll Carroll; with Patti Page(S), Nat "King" Cole(S), Andy Williams(S), June Valli(S), Ricky Nelson(A), Bud Collyer, Gordon MacRae(S), Lou Willis (D), The Honey Dreamers(S); Dir - Joe Cates; Mus Dir - Harry Sosnik.

OZARK JUBILEE ABC 10pm Tex Ritter, emcee; Pee Wee King(M), Little Eller Long(C).

GEORGE GOBEL SHOW NBC 10pm Jack Carson(A-C).

SUNDAY JUNE 2  
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LAMP UNTO MY FEET CBS 10am Will originate from Phila., during the 50th anniversary of the American Baptist Convention; (O) Clair Roskam; with Bramwell Fletcher, Robert Culp, James Reese, Jackie Britton; Dir - Lamar Caselli.

ODYSSEY CBS 5pm Samurai; (O) David Ebin; Dir's - Roger Englander, John Desmond.

ED SULLIVAN SHOW CBS 8pm Janet Blair(A-S), Tony Martin(S), Sarah Vaughn(S), Bob Lewis(C), Piet Von Brecht(C), The Maxwells(C).

STEVE ALLEN SHOW NBC 8pm Xavier Cugat(M), Abbe Lane(S), Jerry Lewis(C), The Four Diamonds, Pat Carroll(C), Erin O'Brien(S).

CHEVY SHOW NBC 9pm (O) Milt Rosen, Jack Brooks; with Pat Boone(S), Shirley MacLaine(D), Gisele MacKenzie(S), George Gobel(C), Jeff Donnell(A-O), Nelson Riddle & Orch.; Dir - Alan Handley; Choreog - Rod Alexander.

Alfred Hitchcock Presents CBS 9:30pm Father And Son; (O) Thomas Burke; (A) James P. Cavanaugh; with Edmund Owen, Charles Davis, Frederic Worlock, Pamela Light, George Pelling, John Trayne, Dan Sheridan; Dir - Herschel Daugherty.

# ROSS REPORTS — TELEVISION INDEX

MAY 29, 1957

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EDITOR: Jerry Leichter

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Frank Parker will return to TV as one of the co-hosts of NBC's Bride and Groom on July 1, handling singing chores as well as the host role. His partner on the program is yet to be named..... Henry Jaffe and his new production firm, Henry Jaffe Associates, have added film production to his contemplated schedule for next season. Thru a production agreement with Screen Gems, Jaffe will produce the previously-announced Shirley Temple series of hour-long fairy tales (Miss Temple has said that she will do nothing that will separate her from her family life, which she said will restrict her to a hostess' role for any series), also a comedy suspense series supervised by Howard Lindsay and Russel Crouse, a new children's program and a series of dramas based on the application of the ethical principles of the Ten Commandments.

The Jaffe live programs for next season include the Chevrolet-sponsored Dinah Shore series over NBC on Sundays beginning Oct 20, a one-shot musical version of "Robinson Crusoe," and a possible program series being developed with the American Theatre Wing.

.....CBS now has its Saturday evening summer schedule squared away, with a new alignment set for June 29. In place of the departing Jackie Gleason Show, CBS will have the re-run films of The Jimmy Durante Show, all previously seen over NBC when his network show presented both live and filmed programs. P. Lorillard Co for Old Gold Cigarettes thru Lennen & Newell, Inc., will sponsor the programs for 13 weeks, 8-8:30pm EDT. The 8:30-9pm spot will be filled by Two For the Money, moving up from its current 10:30-11pm spot. The Jimmy Dean Show, an evening half-hour similar to the Monday thru Friday early morning program, will move into the late Saturday vacancy with the same cast seen during the weekday mornings. The program will continue to originate from WTOP-TV(Wash).

Art Carney will play the Hon. Robert Briscoe on Playhouse 90's "The Fabulous Irishman" on June 27. The play had been previously scheduled for June 20. The Elick Moll script will carry the story of the present Lord Mayor of Dublin from the age of 24, during the Irish revolution, to the present.....The Andy Williams-June Valli Show with Alvy West and his orchestra, will replace the Jonathan Winters Show, Tuesdays, 7:30-7:45pm EDT, over NBC starting July 2, and will also replace the Dinah Shore Show, Thursdays, 7:30-7:45pm EDT, starting July 25. Barry Shear will be producer and director of the summer musical series, with Earl Hamner writing the continuity.....NBC's heralded T-H-T "magazine" programs will begin breaking up, with the advent of new NBC programming plans. The Home show officially departs some time in August, with a daily half-hour of its time assigned to a new Arlene Francis Show, announced as a variety show with guest stars from all areas of show business. The Tonight show may not last that long as the format and personnel get an overhaul starting June 24. Jack Lescoulie is leaving his post as program host to return to Today starting that date, first to replace Dave Garroway during the latter's seven-week vacation, and then remaining as a regular member of the morning show cast, his assignment before taking over the Tonight spot.

Advertising Age, in its May 27 issue, revealed during a discussion of advertising plans for the Ford Motor Co's new Edsel division, that initial promotion planning does not call for an hour-long weekly show, but that the company has signed Milberg Productions (producers of the Hallmark Hall of Fame programs over NBC) for a part in its TV future. This could indicate a 1957-58 schedule of four to six special programs, similar in treatment to the Hallmark series, to splash-introduce the new car. ....General Motors Corp, thru MacManus, John & Adams, Inc., will sponsor Wide Wide World during the 1957-58 season, starting Sept 15, with 20 of the hour-and-a-half programs to be seen every other week during the season. The last program on this year's schedule, sponsored thru various General Motors divisions and their agencies, will be June 9. Next season's series will feature some appearances by Charles Van Doren in connection with programs delving into American history, originating from historic locations.....Omnibus will alternate with Wide Wide World, Sundays, 4-5:30 pm NYT, starting Oct 20, with Union Carbide Corp thru J. M. Mathes, Inc., as one of the program's sponsors. The program will be produced by Robert Saudek Associates (477 Madison Ave., New York 22. PL 1-2900), with many of the same people who produced the program for five years under the aegis of the TV-Radio Workshop of the Ford Foundation. Alistair Cooke will continue as the program's m.c., Walter Kerr is drama consultant, Henry May is art director and Mary Ahern is feature editor. George M. Benson will be on charge of business affairs and Richard H. Thomas is production manager.

NBC has established a new creative programming unit for public affairs programs with Henry Salomon as head, supervising all producing units of public interest programs. The News Department has been separated from the Public Affairs Dept and will operate as an independent unit under William R. McAndrew, director of news. The Sports Dept, with Thomas S. Gallery as director, has also been separated from Public Affairs. The new Salomon unit reports to Manie Sacks, while the News, Public Affairs and Sports Depts will report to Robert Kintner. The changes become effective June 3.

Cowboy Theater (three half-hour Western films starring Tom Keene) will replace The 77th Bengal Lancers over NBC, Sundays, 7-7:30pm EDT, starting June 9 and then becomes an hour program with re-runs of Western features starring Charles Starrett on June 30, 6:30-7:30pm EDT, when it also replaces The Roy Rogers Show. The Starrett features were seen under the program title earlier this season during the noon hour on Saturdays over the net.....Zorro, the new Walt Disney half-hour adventure series for ABC, will start on the net on Oct 10, Thursdays, 8-8:30pm NYT, alternately sponsored by AC Spark Plug Division, GMC, thru D. P. Brother & Co., and The Seven-Up Co thru J. Walter Thompson Co.....Circus Boy, currently on NBC, will be an ABC net program next season, Thursdays, 7:30-8pm EDT, starting Sept 5, sponsored by Mars, Inc thru Leo Burnett Co., Inc.....Fred Waring and the Pennsylvanians will be the six-week summer replacement for The Garry Moore Show starting July 22. The program will originate from Waring's Shawnee Inn & Country Club near Shawnee-On-Delaware, Pa.....The Guy Mitchell Show, starting over ABC Sept 21, Saturdays, 10-10:30pm NYT, will have the following staff: packager, Edward Joy Productions; exec producer, Eddie Joy; producer, Phil Cohan; director, Kevin Joe Jonson; musical director, Earl Sheldon; choreographer, Ted Cappy.....Additional production staffers for The Big Record, CBS, Wednesdays, 8-9pm EDT, starting Sept 18, include Ervin Drake as associate producer and James Starbuck, choreographer.....John Crosby will be the host for CBS' The Seven Lively Arts, new hour-long Sunday program to start in the fall. John Houseman is exec producer.....You Are the Jury will replace the Bob Crosby Show over CBS, Monday thru Friday, 3:30-4pm EDT, starting Sept 2. Jim McKay will act as a television reporter for the program which will feature unrehearsed courtroom dramas. The program's judge and counsel will be experienced trial lawyers, the litigants and witnesses will be professional actors, but members of the jury will be chosen from the studio audience. Stanley Niss will be producer, with Byron Paul as director..... Mickey Rooney has signed an exclusive five-year contract with CBS for TV appearances.