

ROSS REPORTS — TELEVISION INDEX

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PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday (June 29)

CBS- 8-8:30pm EDT; NET DEBUT - The Jimmy Durante Show - FILM from WCBS-TV(NY) & KNXT(LA), 153 stations net, 20 delayed. § Sponsor- P. Lorillard Co (Old Gold Cigarettes) thru Lennen & Newell, Inc(NY); Acct Exec- Frank Cambria; Comm Anncr- Bob Williams. § Pkgr & Film Prod- Fawn Productions(LA); Prod- William Harmon; Dir- Hal Yates, others; Music Dir- Roy Bargy; Choreog- Aida Broadbent; Writers- John Fenton Murray, Elon Packard, Ben. Freedman, Jack Elinson; Special Material, Music & Lyrics- Jackie Barnett. § Re-runs of filmed programs originally shown on the NBC net as part of the Texaco Star Theatre: The Jimmy Durante Show, 1955-56, which was both live and film. All the filmed programs featured top name stars as well as comedian Jimmy Durante and members of his regular company. The program will be presented for 13 weeks and succeeds the first half hour of The Jackie Gleason Show (last show June 22).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Ozark Jubilee (Sat, 10-10:30pm EDT) Program dropped its second half-hour, seen 10:30-11pm EDT, effective June 1. The new half-hour program is sponsored on alternate weeks by American Chicle Co, with alternate week co-op.

Johns Hopkins File Seven (Sun, 3:30-4pm EDT) Last show June 9.

Medical Horizons (Sun, 4:30-5pm EDT) Last show May 26.

CBS- Two for the Money; new time effective June 29; Sat, 8:30-9pm EDT; replacing the second half-hour of The Jackie Gleason Show (see The Jimmy Durante Show above). Two for the Money has been seen Sat, 10:30-11pm EDT; last show in that spot was on June 15, with a one week vacation before moving to its new spot.

The \$64,000 Question (Tue, 10-10:30pm EDT) Six-week leave of absence for m.c. Hal March, beginning after the June 18 show, returning for the August 6 program. Replacements include: June 25, Ed Sullivan; July 2, Charlton Heston; July 9, Gene Kelly; July 16, Celeste Holm; other two to be announced.

NBC- Today (Mon thru Fri, 7-9am EDT) Jack Lescoulie replaces vacationing Dave Garroway as m.c. for seven weeks, effective June 24.

The Best of Groucho (Thu, 8-8:30pm EDT) Re-runs for 13 weeks of programs from this season's You Bet Your Life, seen regularly in the spot, effective June 27.

Lux Video Theatre (Thu, 10-11pm EDT) Ken Carpenter is host and announcer for 13 weeks, replacing vacationing host Gordon MacRae, effective June 27.

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OTHER NET CHANGES

TALENT SHOWSHEET JUNE 21 - JUNE 30
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Most of the shows on June 21,22,23, 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 June 28. 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: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Adventures of Sir Lancelot, Blondie, Jim Bowie, Broken Arrow, The Buccaneers, Cheyenne, Circus Boy, Bob Cummings Show, December Bride, Father Knows Best, General Electric Theatre, Gunsmoke, Alfred Hitchcock Presents, Lassie, Life & Legend of Wyatt Earp, Life Of Riley, The Lineup, I Love Lucy, Millionaire, Mr. Adams & Eve, Navy Log, Oh! Susannah, The People's Choice, Dick Powell's Zane Grey Theatre, Schlitz Playhouse, Phil Silvers Show, Danny Thomas Show, 20th Century-Fox Hour, Wire Service, Jane Wyman Show, You Are There, Loretta Young Show.

FRIDAY JUNE 21  
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Joseph Cotten Show-- NBC 9pm Twice in Peril; with Mr. Cotten, Joseph Wiseman.
On Trial!

SATURDAY JUNE 22
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FIVE STAR COMEDY PARTY ABC 5:30pm Jerry Colonna(C), Bob Bean(cartoonist), Bingo (chimp).  
 JIMMY DEAN SHOW CBS 10:30pm ADD: Georgia Gibbs(S).

SUNDAY JUNE 23  
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CAMERA THREE CBS 11:30am Tribute to Robert E. Sherwood; Readings from Mr. Sherwood's works; (O) Glenn Wolfe; with Anna Minot, Joan Harvey, Frank Groseclose, Stefan Schnabel, Wayne Tippit; Dir - Clay Yurdin.
 FRONTIERS OF FAITH NBC 5pm Discussion on Segregation; with P.D. East, Editor of the Petal Paper, Petal, Miss., & Carl T. Rowan, Writer on the Minn. Tribune, and author of "Go South to Sorrow".
 STEVE ALLEN SHOW NBC 8pm ADD: Pat Boone(S).
 ALCOA HOUR NBC 9pm Awake With Fear; (O) David Driscoll; with Eddie Bracken, Henry Jones, Audra Lindley, Virginia Kaye, Lois Bolton, Dennis Kohler, Emily Horsley; Dir - David Greene.

MONDAY JUNE 24
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Dear Phoebe NBC 5pm Co-starring Marcia Henderson; (SW&SD). Re-runs of series previously seen on the network.  
 (Peter Lawford)  
 TOP TUNES & NEW ABC 9:30pm Dwayne Wear(M), Ken Tiffany(M), Lauren Ragland (M).  
 TALENT(Lawrence Welk)  
 ROBERT MONTGOMERY PRESENTS NBC 9:30pm Faust '57; (O) Robert Wallace; with Bruce Gordon; Dir - Tad Danielawski. LAST SHOW.  
 STUDIO ONE SUMMER CBS 10pm The Goodwill Ambassadors; (O) Jerome Ross; with Juano Hernandez, William Redfield, Lenka Peterson, Jane White, Mario Alcalde, Martin Newman, Arthur Storch, Raymond Bramley; Dir - Leonard Valenta.  
 THEATRE

TUESDAY JUNE 25  
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Conflict ABC 7:30pm
 JONATHAN WINTERS SHOW NBC 7:30pm
 ARTHUR MURRAY PARTY NBC 8pm
Private Secretary CBS 8:30pm
 (Ann Sothern)
Panic! NBC 8:30pm
Telephone Time ABC 9:30pm
 (John Nesbitt)
 RED SKELTON SHOW CBS 9:30pm
 ARMSTRONG CIRCLE THEATRE NBC 9:30pm
 IT'S POLKA TIME ABC 10pm
 SPIKE JONES SHOW CBS 10:30pm

Shock Wave; Re-run.
 Jill Corey(S). LAST SHOW
 Jimmy Rodgers(S), Dancers from "Bells Are Ringing".
The Efficiency Expert; with regulars & Raymond Bailey, Joseph Corey; (SW&SD).
Love Story; with Darryl Hickman, Mary Webster, Lila Lee; (SW&SD).
The Koshetz Story; (O) Zoe Akins; with Nina Koshetz, Marina Koshetz; Dir - Jerry Stagg.
 Gregory Ratoff(A), Allen Jenkins(A), Doug Fowley(A).
The Hunted!; (O) Art Wallace; with Eva Soreny, Robert Goodier, Cic Linder, Sandor Szabo; Dir - William Corrigan.
 The Judea Israeli Folk Dancers of Milwaukee & The Ateites Lithuanian Folk Dancers of Chicago.
 The Mills Bros.(S).

WEDNESDAY JUNE 26
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KRAFT THEATRE NBC 9pm  
Ford Theatre ABC 9:30pm

The Curly-Headed Kid; (O) David Davidson; with Raymond Massey, Warren Beatty, Jim Bishop, Nancy Malone, Leslie Barrett, Dan Morgan, Wallace Rooney, Bill Zuckert, Frank Campanella; Dir - Peter Turgeon.  
Adventure For Hire; (O) Tony Barrett; with Brian Keith, Pat O'Brien, Henry Slate, Robert Brubaker, Frank Scannell, Shirley Jocelyn; Dir - Oscar Rudolph.

THURSDAY JUNE 27  
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Sgt. Preston Of The Yukon(Richard Simmons) CBS 7:30pm
 CIRCUS TIME ABC 8pm
 CLIMAX! CBS 8:30pm
 (Bill Lundigan)
 PLAYHOUSE 90 CBS 9:30pm
 THE FORD SHOW NBC 9:30pm
 LUX VIDEO THEATRE NBC 10pm
 (Ken Carpenter)

with regulars & Edward Foster, Steve Warren, Mary Adams, Edward Hinton; (SW&SD).
 Roger Price(doodles), Janik & Arnaut(D), The Diamonds(S), Bobby Jule(juggler-C), Betty Ann Grove(S).
Trial of Henry Witz, The Andersonville Jailer; (O) Saul Levitt; with Charlton Heston, Everett Sloane, Harry Townes; Dir - Don Medford.
The Fabulous Irishman; (O) Elick Moll; with Art Carney, Katharine Bard, Michael Higgins, Eli Mintz, Charles Davis, George Matthews; Dir - John Frankenheimer.
 Sue Raney(S), The Four Preps(S).
The Latch Key; (O) Ronald Mirchell; (A) Paul Franklin; with Janis Paige, Michael Connors; Dir - James Yarbrough. Ken Carpenter will be host while Gordon MacRae vacations.

FRIDAY JUNE 28
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Crossroads ABC 8:30pm

A Green Hill Far Away; (O) Ralph Francis Murphy; with Lloyd Corrigan, Steve Terrell, William Swan, Barbara Eden (SD).

FRIDAY JUNE 28(Cont'd)  
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|--------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Joseph Cotten Show--<br/>On Trial!</u>                    | NBC 9pm    | <u>The Fatal Charm</u> ; (SW&SD).                                                                                                                                              |
| <u>The Vise<br/>(Donald Gray)</u>                            | ABC 9:30pm | <u>Death Wears A Coronet</u> ; with regulars & Tom Gallagher; (SW&SD).                                                                                                         |
| <u>BIG STORY<br/>(Ben Grauer)</u>                            | NBC 9:30pm | <u>Nolen Bulloch; Reporter; Tulsa(Oklahoma)Tribune;</u><br>(A) Jerry Coopersmith; with Pat Englund, George Mitchell, Bibi Osterwald, Russell Hardy, Nelson Olmsted; LAST SHOW. |
| <u>Date With The Angels<br/>(Betty White, Bill Williams)</u> | ABC 10pm   | <u>Little White Lie</u> ; with regulars; (SW&SD).                                                                                                                              |

MULTIPLE & ACROSS-THE-BOARD SHOWS JUNE 24 - JUNE 28  
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|                                               |             |                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                               | CBS 7am     | The Hansen Sisters(M), Lew Childres(S-D-M).                                                                                                                                                                                                                                     |
| TODAY                                         | NBC 7am     | Jack Lescoulie takes over for vacationing Dave Garroway.                                                                                                                                                                                                                        |
| GARRY MOORE SHOW                              | CBS 10am    | 6/25 - Bob Keefe(C); 6/28 - Kaye Ballard(A-C), Roy Benson(C).                                                                                                                                                                                                                   |
| HOME<br>(Arlene Francis)                      | NBC 10am    | 6/26 - Bob Hope(C), Paul Whiteman(M), Rudy Vallee(S), Beatrice Lillie(S); 6/28 - Jerry Lewis(C).                                                                                                                                                                                |
| CLUB 60<br>(Dennis James)                     | NBC 1:30pm  | 6/24 - Judy Scott(S); 6/27 - Bud & Cece Robinson(D); 6/28 - Jimmy Wakely(S).                                                                                                                                                                                                    |
| NBC MATINEE THEATRE                           | NBC 3pm     | 6/24 - <u>Stopover</u> ; (O) Samson Raphaelson; (A) Richard Wendley; 6/25 - <u>A Light In The Sky</u> ; (O) Jim Davis; (A) Harold Gast; 6/26 - <u>The Charmer</u> ; (O&A) Gertrude Schweitzer; 6/27 - <u>Wisp End</u> ; Re-run; 6/28 - <u>Brief Candle</u> ; (O) Robert Powell. |
| BOB CROSBY SHOW                               | CBS 3:30pm  | The Hi-Lo's will replace vacationing Modernaires for five weeks.                                                                                                                                                                                                                |
| MODERN ROMANCES<br>(Martha Scott)             | NBC 4:45pm  | <u>Young Mr. Lister</u> ; (O) William Kendall Clarke; with John Gibson, Helen Auerbach, Joe Campanella, William Mason.                                                                                                                                                          |
| TONIGHT-AMERICA AFTER<br>DARK(Jack Lescoulie) | NBC 11:15pm | 6/25 - Lester Horton Dancers; 6/26 - Bob Hope, Paul Douglas(A), George Jessel(C); 6/27 - Gloria Grey(S), Eileen Christy(S); 6/28 - Jimmy Roma(M).                                                                                                                               |

SATURDAY JUNE 29  
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|                              |            |                                                                                                       |
|------------------------------|------------|-------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris) | NBC 12N    | <u>The Toy Show</u> ; (O) Ben Radin; with Kathleen McGuire, Richard Coogan, Henry Lascoe, Jim Bowles. |
| FIVE STAR COMEDY<br>PARTY    | ABC 5:30pm | Senor Wences(ventril), Bobby Whaling & Yvette (balancing), Bob Bean(cartoonist).                      |
| <u>Jimmy Durante Show</u>    | CBS 8pm    | <u>PREMIERE</u> : Re-runs of the Jimmy Durante Show.                                                  |
| JULIUS LA ROSA SHOW          | NBC 8pm    | Ben Blue(C), Dorothy Shay(S), The Four Ramses (acro).                                                 |
| OZARK JUBILEE                | ABC 10pm   | Jimmy Wakely(S), "Uncle Cyp" Brasfield(C).                                                            |
| GEORGE GOBEL SHOW            | NBC 10pm   | Fred MacMurray(A). LAST SHOW.                                                                         |

SUNDAY JUNE 30  
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LAMP UNTO MY FEET                      CBS 10am

An episode based on the life of Jesus Parades;  
(O) Stephen Gethers; Dir - John Desmond; no cast  
information available at press time.

ED SULLIVAN SHOW                        CBS 8pm

Cary Grant, Frank Sinatra, Sophia Loren(On Film),  
Marilyn Monroe, Sir Laurence Oliver(On Film), The  
Everly Bros.(S), Bonnie Guitar(S), Nancy Whiskey  
(S), Frances Farmer(A-S), Kaye Ballard(C), Davis,  
Reese & Jo(C), Jack & Joanie(C), University of  
Georgia Glee Club, Kirby Stone Four(impressions).

STEVE ALLEN SHOW                        NBC 8pm

Bob Hope(C), Rod Alexander(D), Dean Martin(S),  
The Axidentals(S).

GOODYEAR PLAYHOUSE                    NBC 9pm

Legacy; (O) Steven Gethers; with Melvyn Douglas,  
Philip Abbott, Roland Winters, June Dayton, Sally  
Chamberlin; Dir - Fielder Cooke.

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

General Motors big two-hour music special on NBC, Sunday, Nov 17, 9-11pm EST, saluting the motor manufacturer's 50th anniversary, will be called General Motors Jubilee of American Music. The live color show will originate in both NY and LA and will involve the presentation of the top tunes of the past half-century, many sung and played by the people most closely connected with their fame.....On another musical front, The Spike Jones Show, originally due to expire with last night's show (Tue, 10:30-11pm) over CBS, has been renewed by Liggett & Myers Tobacco and will run through the summer in its current time spot. The replacement show, a re-run film series, was so firm that CBS had the release for the storyline for the July 23 show in the same press packet that announced the retention of the Jones program..... Patrice Munsel's half-hour musical variety show, starting over ABC Oct 18, Fridays, 8:30-9pm NYT, co-sponsored by the Buick and Frigidaire Divisions of General Motors, will concentrate on Broadway show and pop songs. The opera star has been assured that her new variety show will not hinder her appearances at the Metropolitan Opera (Helen Traubel's contract with the Met blew up when she insisted on singing in night clubs). The Patrice Munsel Show is packaged by M & S Productions (Munsel and her husband, Robert Schuler) and will be produced and directed by Clark Jones, with Charles Sanford as musical director. Hugh Martin (of Martin and Blane) will be arranger and choral director. Larry Gelbart will be chief writer for the show.....Lawrence Welk's Saturday and Monday evening ABC shows will be highlight kine repeats during the period from June 29 thru July 8 while the maestro vacations in Europe for 18 days with his wife. Live telecasts resume with his July 13 Saturday program.

NBC did a fast program re-shuffle, to enable it to bring its strongest summer programming to bear against CBS' The \$64,000 Question on Tuesday evenings. Originally The Charles Farrell Show re-runs were to replace the second half-hour of the abdicating alternate live dramas that have been seen in the 9:30-10:30pm time, but NBC decided to switch the new Nat "King" Cole Show from its scheduled debut in the Monday, 10-10:30pm spot to Tuesday, and bring Ted Mack's Original Amateur Hour (ending its run on ABC) into the Monday evening spot. The tip-off on the power that NBC seems to be prepared to throw against CBS is that Cole will have Frankie Laine as his guest on the first show in the summer series on July 2. The Charles Farrell Show will replace The Adventures of Sir Lancelot, Mondays, 8-8:30pm EDT, which was supposed to be seen in re-run thru Sept 16, now the termination date for Farrell in the spot.....The sponsor conflict that stopped Charles Van Doren from appearing on NBC's new High-Low, which will replace the Ford Show for the summer on Thursdays, 9:30-10pm EDT, (Van Doren is scheduled for GM's Wide Wide World in the fall) didn't stop the Van Doren family. John Van Doren, brother of Charles; also a college instructor, teaching American history at Brandeis University; will make his TV debut as a panelist on the new Barry & Enright quiz on July 4, "with the approval and blessings of Charles," according to John.

The Eastman Kodak Co thru J. Walter Thompson Co will be alternate week sponsor of The Ed Sullivan Show beginning Oct 6, with the Mercury Division of the Ford Motor Co continuing as alternate week sponsor. Ford's Lincoln Division is bowing out as co-sponsor, reportedly because the program type and the increasing cost of sponsorship do not match future merchandising plans for the high-priced car.....It will be Tonight - Starring Jack Paar, starting July 29, Monday thru Friday, 11:15pm-1am EDT, over NBC. The show will be produced by Perry Cross, directed by Barry Shear, with Jack Douglas as the lone writer set thus far (Paar also creates his own material). NBC has already had to face an interesting station clearance problem with Tonight since Boston, Cleveland and Houston stations dropped the program, starting last Monday (24) and Indianapolis goes dark on it starting next week. The Boston (WBZ-TV) and Cleveland (KYW-TV) situations are part of the schism between NBC and Westinghouse Broadcasting, with the latter emphasizing local programming patterns for both its radio and TV stations. NBC's big problem is that Boston, Cleveland and Indianapolis are in the top-15 market group of the country and if too many of the elite stations blackout Tonight, it will be even tougher to sell net participations in the show.

From The Voice of Firestone to The Big Beat is the strange summer path being taken by Fred Heider and Cort Steen, ABC producer and director, respectively, starting July 12, Fridays, 10-10:30pm EDT. The new Alan Freed current pop music show will star recording artists from the best seller lists, backed by Alan Freed's own stage band, which includes Sam "The Man" Taylor and Al Sears among the instrumentalists. It's a transition program for Freed, with GAC seemingly masterminding the disc jockey m.c.'s switch from past emphasis on rock and roll to pop music with a beat. Freed will handle the casting out of General Artists, which put the package together..... On another side of the music trend, Midwestern Hayride will return to the network air on the ABC schedule (after longtime NBC summertime duty) on Saturdays, 7:30-8pm EDT, starting June 29, running thru July 20 in place of the truncated Famous Film Festival (the Billy Graham show was extended to run thru July 20). The country music-square dancing show will have Paul Dixon as m.c. and will originate from Dayton, Ohio, via WLWD.

CBS' hour-long Sunday series, The Seven Lively Arts, debuting next fall with John Houseman as exec producer, will have seven directors handling individual programs in the series: Franklin Schaffner, George Roy Hill, Sidney Lumet, Charles Dubin, Mel Ferber, Jack Smight and Robert Sharpe. They range in age from 26 (Sharpe) to 38 (Dubin) and all have had directorial experience with some of the top prestige programs in TV, mainly in the one-hour live drama field.....The two film units producing 20 of the filmed shows for NBC's one-hour Crisis suspense-mystery dramas, will draw their directors from a staff that will include John Brahm, Herschel Daugherty, Robert Florey, James Neilson, Robert Stevens, Robert Stevenson and Don Weis.... TCF-TV Productions, 20th Century-Fox subsid, has turned over 37 films shown on the CBS net on the 20th Century-Fox Hour during two season to NTA for distribution. The film firm also plans to produce 20 new shows for showing with a selected group of the old ones over the NTA Film Network, if sponsors go for the plan. Either way, NTA syndicates the CBS shows, which will have to be edited for new intro material.... Screen Actors Guild has completed arrangements with five major syndicator-distributors of TV film series for accurate information on the start of each re-run of every episode of TV series in syndication through the firms. The companies are CBS-TV Film Sales, California National Productions (NBC), ABC TV Film Syndication, MCA TV Films and Screen Gems.

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