

# ROSS REPORTS — TELEVISION INDEX

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EDITOR: Jerry Leichter

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (July 22)

ABC- 9-9:30pm EDT; DEBUT - Quest for Adventure - FILM from WBKB(Chi), to the net. § Sustaining. § Pkgr & Distributor- Modern Talking Picture Service; production credits no available. § Industrial and documentary films from commercial and industrial sources. The program replaces Martha Rountree's Press Conference (last show July 15).

CBS- 10-10:30am EDT, Mon thru Thu; 10-11:30am, Fri; DEBUT - The Fred Waring Show - LIVE remote from Shawnee-on-Delaware, Pa., via WCAU-TV(Phila), 72 stations live, 4 videotape. § Segment sponsors (same as Garry Moore Show). § Pkgr- Red Wing Productions, Inc(NY); Exec Prod- Fred Waring; Assoc Prod- Stowe Phelps; Dir- Clarence Schimmel; Music Dir- Fred Waring. § Fred Waring and the Pennsylvanians Orchestra and Glee Club, with appearances of members of the Fred Waring Youth Workshop, made up of professional choral leaders and teachers, at Shawnee, replace the Garry Moore Show for six weeks, thru Aug 30. Frank Simms of the regular Moore staff will be announcer for the Waring show. The program will feature the various groups on the grounds of Waring's Shawnee Inn & Country Club. The Garry Moore Show (last show July 19) returns Sept 2.

#### Tuesday (July 23)

NBC- 10-11pm EDT; SPECIAL - The Big Issue - LIVE from WRC-TV(Wash), to the net. § Sustaining. § Pkgr & Prod- Lawrence Spivak; other production, WRC-TV staff(Wash). § Lawrence Spivak moderates a debate among four senators on the civil rights bill, originating in the Senate Radio Gallery. The Senators are Paul H. Douglas (D, Ill), Jacob K. Javits (R, NY), John L. McClellan (D, Ark) and Richard B. Russell (D, Ga). During the second half-hour they will be questioned by four Washington newspapermen. The program preempts The Nat "King" Cole Show, 10-10:30pm EDT, this day only.

#### Thursday (July 25)

ABC- 9-9:30pm EDT; TITLE DEBUT - Theatre Time - FILM from WBKB(Chi) & KABC-TV (LA), 65 stations net, 78 delayed. § Alternate Week Sponsors- 1) Armour & Co (Dial Soap & Shampoo, Chiffon & Liquid Chiffon) thru Foote, Cone & Belding (Chi). 2) Kimberly-Clark Corp (Kleenex, Delsey tissues) thru Foote, Cone & Belding(Chi). § Pkgr & Film Prod- Lewislor Productions(LA). § Anita Louise is hostess, in specially filmed introductions, for re-runs of films previously seen over the NBC net as part of The Loretta Young Show. The program replaces The Danny Thomas Show (last show July 18).



TUESDAY JULY 23  
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Meet McGraw NBC 9pm Border City; with regulars; (SW&SD).  
(Frank Love Joy)  
IT'S POLKA TIME ABC 10pm The Mary Shevlin Irish Folk Dancers.  
SPIKE JONES SHOW CBS 10:30pm Molly Bee(S).

WEDNESDAY JULY 24  
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HELEN O'CONNELL SHOW NBC 7:30pm Bobby Sherwood(M).  
VIC DAMONE SHOW CBS 8pm Rod Alexander(D), Bambi Linn(D), Betty Madigan(S),  
John Sebastian(M), Tommy Hamlon(C), Erroll Garner  
(M), The Spellbinders(S).  
KRAFT THEATRE NBC 9pm Welcome To A Stranger; (O) Burton & James Benjamin;  
with Jose Perez, David J. Stewart, Martin Newman, Jane White, Jimmy Gavin, Marita Reid;  
Dir - Murray Golden.

THURSDAY JULY 25  
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CLIMAX! CBS 8:30pm King of The Mountains; (O) Sheldon Stark; with  
(Art Gilmore) Charles Bickford, Mary Astor, Alexander Scourby,  
Barry Atwater; Dir - Don Medford.  
Theatre Time ABC 9pm PREMIERE: Re-runs of Loretta Young Show.  
(Anita Louise)  
LUX VIDEO THEATRE NBC 10pm High Tension; (O & A) Irwin Blacker; with John  
(Ken Carpenter) Howard; Dir - James Yarbrough.

FRIDAY JULY 26  
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HELEN O'CONNELL SHOW NBC 7:30pm Bob Eberle(S).  
THE BIG BEAT ABC 10pm Fats Domino(S), Marvin Rainwater(S), Clyde Mc-  
(Alan Freed) Phatter(S), Dale Hawkins(S), Patsy Cline(S), Jimmy  
Newman(S).

MULTIPLE & ACROSS-THE-BOARD SHOWS JULY 22 - JULY 26  
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JIMMY DEAN SHOW CBS 7am No information available at press time.  
THE FRED WARING SHOW CBS 10am PREMIERE: (Coming from Shawnee-on-Delaware, Pa.)  
With Waring Orch. & chorus.  
CLUB 60 NBC 1:30pm 7/22 - Jack Paar(C).  
(Dennis James)  
NBC MATINEE THEATRE NBC 3pm 7/22 - The First Captain; (O) Henry Misrock;  
7/23 - The 19th Hole; Re-run; 7/24 - The Shutter-  
ed Heart; (O) Mary Jane Waldo; (A) Ellen McCracken;  
7/25 - One For All; (O) James Skardon; (A) Harold  
Gast; 7/26 - Call It A Day; (O) Dodie Smith.  
MODERN ROMANCES NBC 4:45pm The Sacrifice; (O) Harry W. Junkin; with Ann Flood,  
(Martha Scott) Biff McGuire, Ruth McDevitt, Wyley Hancock.  
TONIGHT! AMERICA AFTER NBC 11:15pm 7/23 - Art Buckner & Orch.; Paul Ashley & Puppets;  
DARK(Jack Lescoulie) 7/24 - Turk Murphy & Orch.; 7/25 - Earl Hall(C),  
Susan Silo(S); 7/26 - Dick Sommers(S), Kitty  
Kolver(S). LAST SHOW.

SATURDAY JULY 27  
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|                                       |             |                                                                                                                                                                                                                                         |
|---------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)          | NBC 12N     | <u>The Set-Up</u> ; (O) Ben Radin; with Jamie Smith, Frances Helm, Sam Gray.                                                                                                                                                            |
| JULIUS LA ROSA SHOW                   | NBC 8pm     | Henny Youngman(C), Eydie Gorme(S), Steve Lawrence (S), <u>The Three Houcs(acro)</u> .                                                                                                                                                   |
| <u>George Sanders Mystery Theatre</u> | NBC 9pm     | <u>The Liar</u> ; (O) Charlotte Armstrong; (A) Halsted Welles; with <del>Sus England</del> , Harry Lauter, Robert Nichols, Richard Devon, <del>Marvin Press</del> , Ray Buckley, Nolan Leary, Kathleen Mulqueen; Dir - Fletcher Markle. |
| COUNTRY MUSIC JUBILEE                 | ABC 10pm    | Chet Atkins(M), Jim Lowe(S-M), Billy Walker(S-M).                                                                                                                                                                                       |
| JIMMY DEAN SHOW                       | CBS 10:30pm | The Andrew Sisters(S).                                                                                                                                                                                                                  |

SUNDAY JULY 28  
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LAMP UNTO MY FEET	CBS 10am	<u>I Remember Flores</u> ; (O) Father Mark Tennien & Capt. Tasuku Sato; (A) Jerome Coopersmith; Dir - Mel Ferber. No cast information available at press time.
FRONTIERS OF FAITH	NBC 5pm	The Christian implications of T.S. Eliot's "The Cocktail Party"; with Dr. Francis Fergusson, Dr. Stanley Hopper.
ED SULLIVAN SHOW	CBS 8pm	Dan Dailey(A), The Wallendas(acro), The Flying Zacchinis(trapeze), The Brunos(acro), Lola Dobritch(unicycling), Roger Williams(M), Toni Arden (S), The Crew Cuts(S), Don Tannen(ventril), Jimmy Edmondson(C).
STEVE ALLEN SHOW	NBC 8pm	Jodie Sands(S), Shai K. Ophir(panto), Jerry Lee Lewis(S), The Four Coins(S), Anthony Franciosa(A).
GOODYEAR PLAYHOUSE	NBC 9pm	<u>Rumbin Galleries</u> ; (O) Booth Tarkington; (A) Therese Lewis; with Betsy Palmer, William Redfield, John Baragrey, Kurt Kaszner; Dir - Paul Stanley.
<u>The Web</u> (William Bryant)	NBC 10pm	<u>Hurricane Coming</u> ; (O) Kay Lenard; with Beverly Garland, Jacques Aubuchon, Mark Roberts; Dir - Justus Addiss.

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Sid Caesar's Shellrick Corp is in negotiation with NBC for a spot for a half-hour weekly live series to star Caesar and Imogene Coca, beginning this fall -- if Caesar, NBC and a prospective sponsor can agree to terms. NBC has first refusal because of Caesar's long relationship with the net. The new program would follow the lines of Caesar's Hour in re-uniting the stars of Show of Shows. Carl Reiner and Howard Morris would be the supporting featured players, if everybody's agreeable. The first published announcement was a "leak," which takes the gloss off any announcement of a net agreement, since the new union of Caesar and Coca would be page 1 entertainment news (and it was for the N. Y. Herald Tribune, which broke the story yesterday, 23, via Marie Torre). A tight, half-hour format for Caesar and Company might accomplish what critics have long deplored in Caesar's comedy -- a seeming unwillingness to limit the time of his satirical routines; carrying them beyond climactic points.

Du Pont will have a problem keeping its talent roster up to the quality of "Crescendo," the first of its CBS Show of the Month 90-minute series. The Sept 29 program, which will star Rex Harrison in the role of a visiting Englishman, providing a storyline link for the show, will star Ethel Merman as head of the musical comedy portion of the show. Newly announced for the American jazz segments, are: Louis Armstrong, Dinah Washington, Diahann Carroll, Lizzie Miles and Turk Murphy and his Dixieland Band (out of San Francisco). Other music segments with artists to be named are folk and western and Latin-American music, with some of the artists named and to be named also singing and playing examples of religious marches and blues....  
...Omnibus, which starts over NBC on Oct 20, alternate Sundays, 4-5:30pm NYT, will also have one evening hour program scheduled during the season. There will be 13 Sunday afternoon shows during the season, with two-thirds of the time already signed for by Union Carbide Corp and Aluminium, Ltd. The latter may take one-half the sponsorship of the lone evening hour.....ABC's Cowtown Rodeo, originally intended for Saturday evenings but knocked out when Billy Graham's New York Crusade decided to extend its commitment, will debut on August 1, Thursday, 8-9pm EDT, replacing a couple of documentary film series the net has been using to fill the spot since Circus Time went off. The show will use top rodeo performers competing for cash prizes, with Howard "Stoney" Harris as host and m.c., at Cowtown, N. J.....NBC's name for the new Lever Bros program which retain half the time currently filled by Lux Video Theatre is the Lever Variety Show and it will be seen Thursdays, 10-10:30pm EDT, in color, starting Sept 19. The title to be used when the show goes on the air depends on the weekly star-host.....NBC's color schedule for the fourth-quarter of 1957, actually the first quarter of the new 1957-58 TV season, will have 250 hours of color programming, compared to 149 hours for the fourth quarter of 1956. One might note that NBC has two giant color studios, two color studio-theatres and one Radio City studio for color in New York, two major studios in Burbank and one full color station (WNBQ) in Chicago.

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(MORE)

ABC will buck the "housewife" audience programs of the CBS and NBC afternoon lineups with a new net teen-age attraction out of Philadelphia, starting Aug 5. American Bandstand is the net title for WFIL-TV's Bandstand, starring 27-year-old Dick Clark as m.c., interviewer and disc jockey. The net program will be telecast 3-4:30pm EDT and will feature popular music, audience participation, teen-age dance contests and guest performances and interviews. The format is essentially the same as other teen-age "bandstand" programs seen in 15 to 20 cities of the country, with a few on a regular Monday thru Friday schedule. The WFIL-TV show has been seen with Dick Clark on a 2:30-5pm schedule, Monday thru Friday.

David Niven, in an interview published this week in Broadcasting-Telecasting magazine, outlined a basic problem facing TV film producers in Hollywood -- finding good stories, then getting them approved. "The trouble is that too many people have a hand in saying whether the story is right or not; it goes to the agency's office in Hollywood and from there to the office in New York and from there to the advertiser, where God knows how many executives have to see it, then back to the agency in New York and back to its Hollywood office and so, eventually, back to us." Meanwhile, actors who may have been tentatively assigned to the property have picked up other assignments and the writer is on another project, according to Niven, which means the story has to be further delayed before it can be produced on film. His answer to the problem: "Now, maybe this is too simple to work, but why couldn't authority be given to one man in the agency office in Hollywood with enough know-how about programming to be able to tell what kind of a program a story will make and enough knowledge of the sponsor's business to steer clear of any special taboos?" Mr. Niven apparently refuses to face up to an essential of present-day TV programming -- there's safety in numbers. Only a strong-minded producer, or radio-TV director, would have enough power to insist on certain vehicles for his programs, and the short history of TV says that this type doesn't come back for a second season. The hidden factor of sponsor control see to it.

It took an unusual combination of circumstances for Bing Crosby and Frank Sinatra to agree to that exchange of services -- Sinatra to appear on Crosby's first major live talent program with Crosby agreeing to appear on one of Sinatra's half-hour filmed programs. That latter condition was the key. Although Crosby might appear once live for the benefit of the old school -- the first program sponsored by the Edsel Division of Ford Motor Co., Sunday, Oct 13, 8-9pm EDT, will be packaged and produced by Gonzaga University -- his return favor has to be on film, in line with his often-stressed opposition to live appearances. Strangely enough, any other big name stars who have been linked with Crosby in the past, or might be of sufficient stature to co-star with him, are under contract to NBC and would not be permitted to appear on the "other" net. The Crosby show, preempting Ed Sullivan's program for one week, will provide a first-class platform for Sinatra to plug his own show, debuting with a live one-hour special on ABC on Saturday at the end of the same week.

Although CBS' KNXT(LA) pioneered in attempting special shows from Las Vegas last season (Fabulous Las Vegas, once monthly, via microwave remotes to LA), it will be NBC that will get the city on the network lines, with three special shows next season. Henry Jaffe's Coronet Productions will produce one-hour musical revue-variety programs, to be sponsored by Exquisite Form Brassiere, Inc thru Grey Advertising; the first on Nov 16, Saturday, 8-9pm NYT, the other two in March and May, 1958.....NBC also overcame Van Johnson's resistance to TV by agreeing to film a 90-minute musical version of "The Pied Piper of Hamelin" story, to be presented Nov 26, Tuesday, time to be announced. Liggett & Myers Tobacco Co will sponsor the show, to be produced by Hal Stanley, directed by Bretaigne Windust, with filming to begin Aug 19 at California Studio in Hollywood. Kay Starr will co-star, with Lori Nelson in a featured role.....The Thin Man, starring Peter Lawford and Phyllis Kirk, will debut over NBC on Sept 20, Fridays, 9:30-10pm EDT, sponsored by the Colgate-Palmolive Co. The MGM-TV

film series will be produced by Ed Beloin, movie writer and former NBC producer, with Sam Marx as exec producer. Ben Starr, who did the pilot script and was listed as associate producer, is off the show.....Sinatra's ABC film shows, due to start production on July 8, had production postponed three times until the final agreements were signed. The series will have a speeded-up schedule thru August..... Joseph Hoffman, formerly a Screen Gems producer on the Ford Theatre series, will be producer of the Colt .45 series for Warner Bros. Warner's, which will produce four films for AT&T's one-hour science film series, sponsored on TV in the name of the Bell Telephone System, has signed Owen Crump to produce them. The first four of the Bell color programs were produced and directed by Frank Capra.....Desilu Productions has so much production on its schedule that it is now using three studios in addition to its own Motion Picture Center. The Walter Winchell File is being done at Paramount-Sunset, The Lineup is at RKO-Pathé and The Adventures of Jim Bowie, previously done at RKO-Pathé, will be filmed by Desilu in a studio rented at the Fox Western Ave lot.

The new Jack Paar version of Tonight will provide variety talent with a little more of a meal ticket than previous versions of the nighttime variety show because it will not use regulars, but will sign talent to appear for periods of two to five days. The only performing regular talent on the show will be Paar and his long-time musical sidekick, pianist Jose Melis. Garth Dietrick, who has been producer of Home, has replaced Barry Shear as the director of the show. Perry Cross will produce. (An NBC release says of Paar, "Because of his wit and knack with an ad lib, much of the show will be impromptu." No mention of writers, although the word is that there are at least three -- presumably to write the intros for the ad libs).....Jack Benny is spending a European "vacation" this way: He's due to fly next Saturday with his wife, Mary Livingstone, from Hollywood to Copenhagen, then go to London for three days to discuss plans for his 90-minute spectacular for the BBC in London on August 28. Gisele Mackenzie will join Benny in London for the contract discussions. After the three days, the Bennys will go to Paris, the south of France, and Rome, then return to London for rehearsals for the BBC show. They'll fly back to New York, spend one day of the weekend here and be in Hollywood on Sept 1, to begin preparations for his new CBS season.

Wes Barry, who has been associate producer, has been signed by Screen Gems as producer of the new Wild Bill Hickok series which the company acquired from William F. Broidy Productions. The program, which has been seen over the CBS net, will be shown over the ABC net, Mondays, 5-5:30pm EDT, starting Sept 9.....Linsdale Parsons will go into production on 39 episodes of The Gray Ghost for CBS Television Film Sales, for syndication sale and October air-dates. Tod Andrews will star in the title role as legendary John Singleton Mosby, head of the Confederacy's "Mosby's Rangers" in Virginia during the Civil War. Featured players will include Mark Dana and Phil Chambers. The Virginia countryside will be simulated in a Northern California location and in Hollywood.

ABC's schedule problems are slowly shaping up, but missing from discussions are some of the previously touted shows that were tested in local TV over KABC-TV(LA). The net has gotten off a partial hook on The Guy Mitchell Show by selling it to Max Factor & Co for Mondays, 8-8:30pm NYT, starting Oct 7. The program had been set for Saturdays, 10-10:30pm, to be sponsored by Revlon, but first Revlon cut back to a half sponsorship, then decided it wanted out when it surveyed its multi-network sponsorship commitments for the fall.....For afternoon programming, ABC has about set on a Monday thru Friday live version of Don Fedderson's former filmed CBS show, Do You Trust Your Wife, with a new m.c. taking over the Edgar Bergen role as quizmaster.