ROSS REPORTS—TELEVISION INDEX

FEBRUARY 4-10, 1957

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday (Feb 9)

CBS- 7-7:30pm EST; NET DEBUT - Vincent Lopez - LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkg & Prod- WCBS-TV(NY); Exec Prod- Hal Hough; Dir- Ned Cramer. § Vincent Lopez, his orchestra and vocalists, present an all-music show, emphasizing current hit tunes blended with pop standards. Featured vocalists are Judy Lynn, Teddy Norman (also plays the sax), Eddie O'Connor (guitarist), Johnny Messner, Johnny Amorosa (trumpet), and the Lopezians, a trio of Messner, O'Connor and trombonist Joe Ortalano. Lopez is featured at the piano for instrumental solos. (The program began as a local show over WCBS-TV(NY) on Oct 13, 1956, 6:15-7pm EST, and now switches to 6:30-7pm EST locally, with the net program also seen over the station). The program replaces Beat the Clock, which moves to Friday, 7:30-8pm EST, effective Feb 8, in turn replacing My Friend Flicka (last show Feb 1).

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm EST) Feb 4; "Mayerling," starring Audrey Hepburn and Mel Ferrer (See page A for cast credits); Prod & Stager- Anatole Litvak; Dir- Kirk Browning; Prod Exec- Alvin Cooperman; Settings- Otis Riggs; Costumes- Dorothy Jeakins; Music Dir & Cond- George Bassman; LIVE (COLOR) from WRCA-TV(NY). Add co-sponsor: The John Hancock Mutual Life Insurance Co thru McCann-Erickson, Inc. (Joins other co-sponsors; see Television Index card).

NBC Opera Theatre (6 during season, Sat or Sun); Sun, Feb 10, 3-4pm EST; "La Grande Breteche," a new opera by Stanley Hollingsworth; libretto in collaboration with Henry Duncan; (see page D for cast credits); LIVE (COLOR) from WRCA-TV.

Hallmark Hall of Fame (Approx every 4th Sun, varying times) Sun, Feb 10, 9-10:30pm EST; "The Lark," starring Julie Harris (see page B for cast credits); Exec Prod- Mildred Fred Alberg; Prod & Dir- George Schaefer; LIVE (COLOR) from WRCA-TV(NY)

OTHER NETWORK CHANGES & ADDITIONS

ABC- Open Hearing; DEBUT Feb 3; Sun, 3:30-9pm EST; LIVE from WMAL-TV(Wash), to the net. § Sustaining. § Pkg & Prod- ABC News; Dir- Richard Stratton. § ABC Washington bureau chief John Secondari moderates questioning by a group of ABC commentators of key news figures to develop in depth the top news story of the week. Film clips are shown, with discussion of the one major topic following.

CBS- 20th Century-Fox Hour (Alt Wed, 10-11pm EST) Revlon, Inc., thru C. J. La Roche & Co., Inc (producing agency); Acct Excs- Jerome Roscoe, Phil Cleland; becomes sponsor, effective Feb 6, replacing General Electric Co.
Most of the shows on February 1, 2, 3 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, February 8. 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 premise 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. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

Friday February 1

Ray Anthony Show  ABC 10pm  ADD: Dennis Day(S), The Lancers(S)

Saturday February 2

The Buccaneers  CBS 7:30pm  KILL: Conquistador;  ADD: The Return of Calico Jack; with regulars & Brian Worth.

Perry Como Show  NBC 6pm  ADD: Tab Hunter(A), Teresa Brewer(S)

Ozark Jubilee  ABC 10pm  ADD: Brenda Lee(S), Leroy Van Dyke(S)

Sunday February 3

Lamp Unto My Feet  CBS 10am  Small Portrait of Daisy; (O) Milton Wayne; with Ruth White, Van McFarland, James Reed.

Camera Three  CBS 11:30am  Mahalia Jackson(S)

Ruggles of Red Gap  NBC 7:30pm  ADD: (Cast) Joan Holloway, Paul Lynde, Fred Stewart, Chris Snell, George Irving, George Gaynes, Dwight Marfield, Lee Beaker(D), Cathryn Damon(D).

Ed Sullivan Show  CBS 6pm  ADD: Glenn Ford(A), Terry Gilkyson Calypso Singers

Omnibus  ABC 9pm  FILM: The Louisiana Story; & Trooping of the Colors.


Monday February 4

Burns & Allen Show  CBS 6pm  with regulars & Carolyn Kearney, Roy Roberts, Eleanor Audley, Hurry Antoin; (O&CD)

Producers' Showcase  NBC 6pm  Mayerling; (O) Claude Auet(Idyll's End); (A) Michael Dyne; with Audrey Hepburn, Mel Ferrer, Raymond Massey, Basil Sydney, Diana Wynyard, Judith Evelyn, Isabel Elsom, Nehemiah Persoff, Lorne Greene, Ian Wolfe, David Opalchou, Nancy Marchand, John McGovern, Pipa Scott, Michael Evans, Monique Van Vooren, Charles Hendick, David Atkinson, Leslie Barrie, Stafford Dickens, Francis Compton, Berry Kroeger, Ann Dere, Iggle Wolfington, Peter Donat, Ray MacDonald, John Irving, Byron Russell, Nat Norbert, Irving Actman, Rita Vale, Pat Malone, Elizabeth Waits, Margery Haude, Sorrell Book, Don Symington, Rod Walker, Lisa Otten, Dolly Woodward, Harold Grau, Marc Breau(D), Franz Dietzschmann(M); Staged by Anatole Litvak; Dir - Kirk Browning; Dance Dir - Marc Breau; Musical Dir & Conductor - George Bassman; Settings - Otis Higgs.

Voice of Firestone  ABC 8:30pm  Mildred Miller
TALENT SCOUTS
CBS 8:30pm

I Love Lucy
CBS 9pm

TOP TUNES & NEW
TALENT (Lawrence Welk)
ABC 9:30pm

December Bride
CBS 9:30pm

ROBERT MONTGOMERY
NBC 9:30pm

STUDIO ONE
CBS 10pm

Douglas Fairbanks
WRCA 10:30pm

CONFIDENTIAL

MONDAY FEBRUARY 4 (Cont'd)

(From Lake Placid) - Charlotte Hale(S), Buffalo Bills(S), Max Shoaf(S)

with regulars & Mary Allen Kaye, Gene Reynolds; (SW&SD)

Johnny Culwell(S), Betty Morales(S), Alan Brenneman(N)

with regulars & Joseph Kearns, King Donovan, Les Millar, Joi Lansing, Gloria Pall, Barbara Stuart, Jan Kayne; (SW&SD)

Study Group; with regulars & Joseph Kearns, King Donovan, Les Millar, Joi Lansing, Gloria Pall, Barbara Stuart, Jan Kayne; (SW&SD)

The Week the World Stood Still; (O) Burton Benjamin; with

Tale of The Comet; (O) Robert Alan Curthar; with Hal March, Kathleen McGuire, Paul Tripp, Gene Oaks, Virginia Kaye, Marion Brash, Salome Jens, Carl Low, Jack Manning, Guy Raymond; Dir - Robert Mulligan.

Trouble In Destiny; with Christopher Rhodes, Christopher Lee.

Conflict
ABC 7:30pm

Wyatt Earp
ABC 8:30pm

Broken Arrow
ABC 9pm

Jane Wyman Show
NBC 9pm

DuPont Theatre
ABC 9:30pm

RED SKELETON SHOW
CBS 9:30pm

ARMSTRONG CIRCLE
THEATRE
NBC 9:30pm

IT'S POLKA TIME
ABC 10pm

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Hiram Holliday
(Wally Cox)

Navy Log

Father Knows Best
(Robert Young)

Ozzie & Harriet

with regulars & Jacqueline Beer; (SW&SD)

Ping Happy Spit Kit; with Herbert Anderson, Hal Callie, William Phillips, Alvin Greenman, Harry Antrim; (SW&SD)

Carnaval; with regulars & Paul Wallace, Dick Foran; (SW&SD)

The Duenna; with regulars & Lisa Romay, Lucita descend, Earney Phillips, Skip Young, Steve Terrall; (SW&SD)
WEDNESDAY FEBRUARY 6 (Cont'd)

Millionaire
(Marvin Miller)
KRAFT THEATRE
Ford Theatre
20th Century-Fox
Hour

Millionaire
KRAFT THEATRE
Ford Theatre
20th Century-Fox
Hour

Sgt. Preston
(Richard Simmons)
CIRCUS TIME
CLIMAX
(Will Lundigan)
Wire Service
(Dane Clark)
PLAYHOUSE 90
FORD SHOW
LUX VIDEO THEATRE

THURSDAY FEBRUARY 7

Sgt. Preston
(Richard Simmons)
CIRCUS TIME
CLIMAX
(Will Lundigan)
Wire Service
(Dane Clark)
PLAYHOUSE 90
FORD SHOW
LUX VIDEO THEATRE

FRIDAY FEBRUARY 8

Adventures of Rin-Tin-Tin (Lee Aaker)
Adventures of Jim Bowie (Scott Forbes)
Crossroads
Dick Powell's Zane Grey Theatre
Life Of Riley
Mr. Adams & Eve
(Ida Lupino, Howard Duff)
On Trial
(Joseph Cotten)
The Vise
(Edward G. Robinson)
Schlitz Playhouse

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The Lieutenants Lesson; (SW) Jennings Cobb; with Clancy Cooper, Jerome Courtland, Glen Strange, Larry Chance; (SD) Lew Landers
Spanish Intrigue; with regulars & Argentina Brunetti, Richard Avone, Ivan Triesault, Val Dufour
Barbed Wire Preacher; (SW) Herbert Purdom; with Scott Brady, Jerome Courtland, Rudolph Anders, Kay Kuter, Strother Martin, Gregory gay
Dangerous Orders; with Mark Stevens, Jack Elam, Willies Bouchey, Robert Cornthwaite, Bill Leicester, Tom B. Henry, John Eldredge, Simon Scott.
with regulars & Douglass Dumbrille, Virginia Stefan; (SW&SD)
Home Town Squares; with regulars & Susan Cummings, Gail Bonney, Dorothy Newmann, Dave Willock, George Neise, Fred Sherman; (SW&SD)
The Case of the Girl on the Elsewhere; with Joseph Cotten, Kathleen Crowley
Find Harry Clay; with regulars & Diana Decker, Patricia McCarren, John Stone, Kenneth Edwards, Alistair Hunter; (SD)
Sometimes You Break Even; (SW) Victor Ulsan; (A) John Dukakis; with Mona Freeman, Barry Atwater, John Wilder, Will J. White, James Parnell, Mike Ragan, Rico Alaniz; Dir - John Brahm.
FRIDAY FEBRUARY 8 (Cont'd)

THE BIG STORY (Ben Grauer)
Bob Thomas, Copy Boy; Philadelphia (Penn.) Inquirer; - (A)
Douglas Taylor; with Terry Carter, Ellen Holly, Louis Goss-ett, Hugh Hurd

The Lineup
CBS 10pm
Tom Tully
The Armored Car Case; (O)Lou Morheim; with regulars & Jack
Petruzi, Lili Kardell, Parley Baer, Dan Barton, Georgia Ellis

GOOD MORNING
CBS 7am
Will Rogers, Jr.

GARRY MOORE SHOW
CBS 10am
2/5 - Martha Davis & Spouse(N); 2/6 - (for next 8 shows
Ilene Woods replaces Denise Lor), Don Knotts(C); 2/8 -
Mary O'Hara(S), Charles Manna(C), Virginia Sale(C).

NBC MATINEE
CBS 3pm
2/4 - Three Kids; (O)Martin Donovan; 2/5 - Frankenstein;
(O)Mary Wollstonecraft Shelley; (A)Robert Raven; 2/6 -
The Most Dangerous Man; (O)Irving Richin; 2/7 - One; (O)
David Karp; 2/8 - The Importance of Being Earnest; (O)
Oscar Wilde.

MODERN ROMANCES
CBS 4:45pm
Martha Scott
The Reel; (O)Harry W. Junkin; with Phyllis Hill, Frank
Overton, Walter Brook, James Brender; (SD)

TONIGHT
NBC 11:15pm
Jack Lescoulie
No info. available at press time.

SATURDAY FEBRUARY 9

PERRY COMO SHOW
NBC 8pm
Mynx Loya(A), Jackie Cooper(A), Lord Plea & Group(M)
with regulars & David Stollery, Morey Amsterdam.

OH! Susanna
CBS 9pm
(Gale Storm)

Hey, Jeannie!
CBS 9:30pm
Jeannie's Income Tax; with regulars & Liz Murray, Herb Vign-
ran, Larry Blake, Richard Collier, Tim Murphy; (SW&SD)

OZARK JUBILEE
ABC 10pm
Anita Carter(S), Annie Lou & Danny(Dill)(S)

GEORGE GOBEL SHOW
NBC 10pm
Garry Moore(C)

SUNDAY FEBRUARY 10

LOOK UP & LIVE
CBS 10:30am
Study of Rock 'N' Roll Music - with Bill Doggett(S), Ivory
Joe Hunter(S-M), LaVerne Baker(S)

FRONTIERS OF FAITH
NBC 1:30pm
Day's End; (O) E.B. Cookle; with Ray Middleton

NBC OPERA COMPANY
NBC 3pm
La Grande Bretache; (O) Stanley Hollingsworth with Henry
Duncan; Conductor - Peter Herman Adler; with Gloria Lane,
Hugh Thompson, Adelaide Bishop, Davis Cunningham, Jimi Beni;
Dir - John Schwartz

RAY BOLGER'S
WASHINGTON SQUARE
NBC 4pm
with regulars & Stanley Holloway, Martha Raye

Telephone Time
CBS 6pm
John Nesbitt
The Stepmother; (O)John Nesbitt; with Ronnie Lee, Rita Lynn

JACK BENNY SHOW
CBS 7pm
Jack Benny
with regulars & George Jessel

Circus Boy
NBC 7:30pm
The Return Of Colonel Jack; (SW)Lee Erwin; with regulars &
Guinn Williams, Andy Clyde, Ollie O'Toole, Ed Hinton; (SD)
Robert G. Walker
<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Time</th>
<th>Description</th>
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<tbody>
<tr>
<td>ED SULLIVAN SHOW</td>
<td>CBS</td>
<td>8pm</td>
<td>Victor Borge(M-C), Benny Goodman(M), Blossom Seeley(S), Benny Fields(S), Charlotte Rae(C), Johnny Carson(S), Rene(puppets), Tonito(high wire)</td>
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<tr>
<td>STEVE ALLEN SHOW</td>
<td>NBC</td>
<td>8pm</td>
<td>Lou Costello(C), Margaret Whiting(S), Peter Lawford(A), The Step Bros.(D)</td>
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<tr>
<td>OMNIBUS (Alistair Cooke)</td>
<td>ABC</td>
<td>9pm</td>
<td>The Ballad of Baby Doe; Music by Douglas Moore; Libretto by John Latouche; Conductor - Sylvan Levin; Choreographer - John Butler; with Virginia Copeland, William Johnson, Martha Lipton, Marjorie Mayer, Tom Stewart, Virginia Martin, Jacqueline McKeever; Dir - Charles Dubin</td>
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<tr>
<td>General Electric Theatre</td>
<td>CBS</td>
<td>9pm</td>
<td>The Town With A Past; (0) Oscar Brodney &amp; Frank Burt; with James Stewart, Beulah Bondi, Fred Wayne, Walter Sande, Greg Barton, Edgar Buchanan, Will Wright; Dir - James Neilsen</td>
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<tr>
<td>HALLMARK HALL OF FAME</td>
<td>NBC</td>
<td>9pm</td>
<td>The Lark; (0) Jean Anouilh; (A) James Costigan; with Julie Harris, Lenholm Elliott, Bris Karloff, Eli Wallach, Basil Rathbone, Jack Ward, Bruce Gordon, Michael Higgins, Ralph Roberts, Ward Costello, Harold Winston, Jan Farrand, Barbara Stanton, Elspeth March, Gregory Norton, Mary Loane, Charles Pemana, Harry Davis; Dir - George Schaefer</td>
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<tr>
<td>Alfred Hitchcock Presents</td>
<td>CBS</td>
<td>9:30pm</td>
<td>Malice Domestic; (0) Philip MacDonald; (A) Victor Wolfson; with Phyllis Thaxter, Ralph Meeker, Ralph Clanton, Lili Kardell, Vinton Hayworth; Dir - John Meredith Lucas</td>
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ROSS REPORTS - 2/4/57 - Page E  TALENT SHOWSHEET
NBC President Robert W. Sarnoff yesterday announced two executive appointments, effective immediately. Thomas A. McAvity, formerly Executive Vice President, Television Network Programs & Sales, becomes Executive Vice President, Staff, reporting directly to Mr. Sarnoff. McAvity will concentrate on new program and talent development, also serving as chairman of the NBC Talent and Properties Committee. Robert E. Kintner, who moved over to NBC from ABC on January 1st, assumes McAvity's former title and will continue to direct the network's color activities, also reporting directly to Mr. Sarnoff. Projecting its next season's lineup, ABC is negotiating with several personalities to debut their own series. Most recently signed are singers Pat Boone and Guy Mitchell. General Artists Corp, agents for both, will most likely package the two shows, and Chevrolet it already set to sponsor Boone.

Polly Bergen, currently a regular panelist on To Tell The Truth, has been signed to a long term CBS-TV contract calling for her exclusive services on variety and dramatic programs. Art Linkletter makes his TV dramatic debut on GE Theatre Sunday, February 17 (Linkletter's last straight acting assignment was in the film "Champagne For Caesar", which has made the TV rounds. He played a quizmaster). When Talent Associates bows in as packager of the Kaiser Aluminum Hour February 26, the script will be "Whereabouts Unknown" by Sumner Locke Elliott, with MacDonald Carey, Jan Sterling and Kim Hunter. Talent Associates continues as packager of the alternate week program Armstrong Circle Theatre. Robert Montgomery Presents has two upcoming former Broadway shows scheduled. Ronald Alexander's "The Grand Prize" and "Reclining Figure" by Harry Kurnitz are set for February 11th and 25th respectively. Both will be staged in the Ziegfeld Theatre before a studio audience, an innovation for the Montgomery show. The syndicated Patti Page Show returns to WCBS-TV (NY) Saturday, February 9th. The Vincent Lopez Show, which previously occupied the time spot, will now be seen 6:30pm to 7:30pm, with the second half being carried by the net.

Royal Typewriter Company thru Young & Rubicam replaces Ronson as segment sponsor on the February 14th & 28th Playhouse 90 programs. Ralston Purina Company thru Guild, Bascom & Bonfigli (San Francisco) replaces the Vick Chemical Company as alternate sponsor of The Big Story, effective March 8th.

PEOPLE GOING PLACES: Dr. George Crothers appointed CBS Director of Public Service Broadcasts, and Pamela Ilott Director of Religious Broadcasts, both effective February 4th. John R. Sheehan, former Vice President and Director of TV and Radio at Cunningham & Walsh, appointed to Television Bureau of Advertising in a sales capacity. Channing M. Hadlock was made Vice President in charge of TV and Radio at Rose-Martin, Inc.