

ROSS REPORTS — TELEVISION INDEX

DECEMBER 2-8, 1957

VOLUME 9 NUMBER 49

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue · New York 17 · MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(December 3)

CBS- 9-10pm NYT, this date only; SPECIAL - The Lucille Ball-Desi Arnaz Show - FILM; no. of stations not available. (Preempts To Tell the Truth, 9-9:30pm and the Red Skelton Show, 9:30-10pm NYT). § The second of the five special filmed shows starring Arnaz and Ball to be shown at different times during the season (see page 88 for first show, Nov 6); all are comedies with special guest stars.

§ SPONSOR- Ford Division, Ford Motor Co thru J. Walter Thompson Co(Detroit); Acct Exec- John McQuigg.

§ PKGR & FILM PROD- Desilu Productions, Inc., at Motion Picture Center, LA; Exec Prod- Desi Arnaz; Prod- Bert Granet; Assoc Prod- Jack Aldworth; Dir- Jerry Thorpe; Dir of Photog- Sid Hickox; Composer & Music Dir- Wilbur Hatch; Art Dir- Ralph Berger; Writers- Madelyn Martin, Bob Carroll, Jr., Bob Schiller, Bob Weiskopf.

Sunday(December 8)

CBS- 12noon-12:30pm NYT, this date only; SPECIAL - The Day Called X - FILM; to the net. (Preempts Let's Take a Trip. § Dramatized presentation of how the city of Portland, Oregon, reacts to a probable H-Bomb attack, with the city's citizens portraying themselves in carrying out the city's planned survival operation. Glenn Ford is narrator for the program.

§ Sustaining, public service.

§ PKGR- CBS Public Affairs, with the Federal Civil Defense Administration; FILM PROD- CBS Public Affairs; Prod- Harry Rasky; Assoc Prod- Arthur Swerdloff; Prodn Mgr- Victor Allan; Dir- Harry Rasky; Writers- Lester Cooper, Harry Rasky; Film Ed- Bernard Birnbaum.

NBC- 2-4pm NYT, five productions, various times; RETURN - NBC Opera Company - LIVE (COLOR) from NY; to the net. § The ninth successive season of the NBC group (the NBC-TV Opera Theatre in previous seasons) presents the TV premiere of Francis Poulenc's "Dialogues of the Carmelites" this date, a repeat of "Amahl and the Night Visitors" on Dec 23; Verdi's "Rigoletto" on Feb 16, 1958, and Wagner's "Die Meistersinger" in two parts on successive weeks, March 30 and April 6, 1958. (See page E for cast credits for premiere production).

§ Sustaining.

§ PKGR- NBC Opera Co(NY); Prod- Samuel Chotzinooff; Dir- Kirk Browning; Artistic & Music Dir- Peter Herman Adler (conductor); Asst Conductor- Felix Popper; Asst Dir- John Schwartz; Music Coord- George Schick; Sets- Trew Hocker; English Translation- Joseph Machlis.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Colt .45 (Fri, 10-10:30pm NYT) The Mennen Co thru McCann-Erickson, Inc(NY); Acct Exec- Robert Raidt; becomes co-sponsor of the program, starting Dec 6. Current sponsor, Campbell Soup Co thru Batten, Barton, Durstine & Osborn, Inc., continues as co-sponsor.

O. S. S. (Thu, 9:30-10pm NYT) Program will be sustaining after Dec 5. Current sponsor, The Mennen Co thru McCann-Erickson, Inc(NY), ends its sponsorship with the program of Dec 5.

Pat Boone Chevy Showroom (Thu, 9-9:30pm NYT) Producer is now Tom Naud (succeeded Joe Santley the first week in November). Dick Feldman had previously replaced Frank Satenstein as director (see page 87).

CBS- Red Telephone: The Story of SAC's Reflex Action; SPECIAL Dec 1; Sun, 6-6:30pm NYT; FILM, to the net. (Preempts Beat the Clock, this date only). § Sustaining. § Pkgr- CBS Public Affairs with the U. S. Strategic Air Command; Film Prod- CBS News; Prod- Edwin Hoyt; Assoc Prod- Fred Stollmack; Writer- John Luter. § Newsmen Douglas Edwards is "anchor" man for films showing how the Strategic Air Command can put any of its 2,000 bombers in the air, from its bases around the world, in 12 to 15 minutes after receiving an alert.

The Big Record (Wed, 8-9pm NYT) Production staff now includes: Exec Prod & Creator- Lester Gottlieb; Prod- Jack Philbin; Assoc Prods- Ervin S. Drake, Stanley Poss; Dir- Jerome Shaw; Music Dir- Vic Schoen; Choreogs- James Starbuck, June Taylor; Production Design- Gary Smith, Jac Venza; Asst to Prod- Charlotte Paley; Writers- Larry Markes, Bill Jacobson.

NBC- Modern Romances (Mon thru Fri, 4:45-5pm NYT) Mel Brandt succeeded Martha Scott as host, narrator and "story editor," effective Nov 25.

The Polly Bergen Show (Alt Sat, 9-9:30pm NYT) Program will be seen on three consecutive Saturdays, Nov 30, Dec 7 and Dec 14 and then revert to alternating with Club Oasis. The Dec 7 spct had originally been scheduled for a special program which was cancelled. The production staff for the program now includes: Prod- Mel Brooks; Dir- Bill Colleran; Assoc Prod- George Charles; Music Dir- Luther Henderson, Jr.; Writers- Various.

The Bob Hope Show; RETURN Nov 24; Sun, 7-8pm NYT; second of six originally scheduled for the season; FILM. (Preempted Ted Mack's Original Amateur Hour, 7-7:30pm, and Sally, 7:30-8pm NYT. § This program had originally been scheduled to be presented Nov 7, sponsored by U. S. Time Corp., but was cancelled by the sponsor. Several new segments were filmed for the new time spot and integrated into the original show filmed for the Nov 7 spot. The remaining shows in the schedule for 1957-58 will be re-scheduled because of possible sponsor conflicts. § NEW SPONSOR- Plymouth Motor Corp., Div of Chrysler Corp., thru N. W. Ayer & Son, Inc(Detroit); Acct Exec- Seymour Morris. § PKGR- Bob Hope Enterprises(IA); Prod- Jack Hope.

CBS & FOOL - President Eisenhower - The Value of International Cooperation; program and speech scheduled for Nov 26, Tue, 9-9:30pm NYT (see page 93) were cancelled due to the President's illness.

TALENT SHOWSHEET AND SCRIPT REPORT - DECEMBER 2 - DECEMBER 8

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-Written. Performer and other identifications used are: (SD) Staff-Directed, (S) Singer, (A) Actor, (D) Dancer, (C) Comic, (M) Musician. 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, underlined, same column.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

TALENT SCOUTS; Monday Nov 25; CBS 8:30pm - ADD: The Farrell Sisters(M-D), Frank D'Rone(M), Mercia Carr(S).

FIESTA AMERICANA; Friday Nov 29; WABD Local NY; 8pm; ADD: Machito & Afro-Cuban Revue, Geoffrey Holder(D), Carmen De Lavallade(D).

FRANK SINATRA SHOW; Friday Nov 29; ABC 9pm - DELETE: A Gun At His Back; ADD: Guest star, Dean Martin(S).

ART FORD'S GREENWICH VILLAGE PARTY; Friday Nov 29; Local NY WABD 10:30pm - ADD: Ralph Blane(S), Gene Bianco(M), Vivian Lloyd(S), Greta Thyssen(A-S).

CAMERA THREE; Sunday Dec 1; CBS 11:30am - ADD: James Agee's Works; (O) Clair Roskam & Warren Wallace; with excerpts from "A Death In The Family", "Let Us Now Praise Famous Men"; with Robert Lansing, Crahan Denton, Eda Heinemann, Sada Thompson; Dir - Clay Yurkin.

PAUL WINCHELL SHOW; Sunday Dec 1; ABC 4:30pm - ADD: Lou Wills, Jr.(C), The Gonzales Sisters(novelty)

ORIGINAL AMATEUR HOUR; Sunday Dec 1; NBC 7pm - ADD: Jerry Lewis(C).

STEVE ALLEN SHOW; Sunday Dec 1; NBC 8pm - ADD: Martha Raye(C), Errol Flynn(A).

DINAH SHORE CHEVY SHOW; Sunday Dec 1; NBC 9pm - DELETE: Jane Powell(S-A); ADD: Rossano Brazzi(A), Ted Reid(C), Pat Suzuki(S-A), Steiner Bros.(D).

MONDAY DECEMBER 2
 ~~~~~

|                                                  |            |                                                                                                                                                                                          |
|--------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AMERICAN BANDSTAND                               | ABC 7:30pm | The Hilltoppers(S).                                                                                                                                                                      |
| <u>Adventures of Robin Hood</u> (Richard Greene) | CBS 7:30pm | <u>The Mark</u> ; with regulars & Charles Gray, Philip Ray, Kenneth Cope; (SW&SD).                                                                                                       |
| GUY MITCHELL SHOW                                | ABC 8pm    | Dolores Hawkins(S), Bill Justis(M), Peggy Ryan & Ray MacDonald (D).                                                                                                                      |
| <u>Burns &amp; Allen Show</u>                    | CBS 8pm    | with regulars & Bob Ellis, Vallerie Allen, Irving Bacon;(SW&SD).                                                                                                                         |
| <u>Restless Gun</u><br>(John Payne)              | NBC 8pm    | <u>Cheyenne Express</u> ; (O) Frank Burt; (A) Christopher Knopf; with Royal Dano; (SD).                                                                                                  |
| TALENT SCOUTS                                    | CBS 8:30pm | No info available at press time.                                                                                                                                                         |
| <u>Tales of Wells Fargo</u>                      | NBC 8:30pm | <u>Ride With The Killer</u> ; with regulars & Robert Jordan; (SW&SD).                                                                                                                    |
| VOICE OF FIRESTONE                               | ABC 9pm    | Brian Sullivan(S), Dorothy Warenskold(S).                                                                                                                                                |
| <u>Danny Thomas Show</u>                         | CBS 9pm    | with regulars & Barbara Luddy, Sandra Gould, Joi Lansing; (SW&SD).                                                                                                                       |
| TOP TUNES & NEW TALENT(Lawrence Welk)            | ABC 9:30pm | Larry Ferrari(M), Danny Tyrell(S).                                                                                                                                                       |
| <u>December Bride</u><br>(Spring Byington)       | CBS 9:30pm | with regulars & Larry Thor, Frances Robinson, Amzie Strickland; (SW&SD).                                                                                                                 |
| <u>A Turn of Fate</u><br>(Alcoa Theatre)         | NBC 9:30pm | <u>Souvenir</u> ; (O) Ellis Arnold; with Jack Lemmon, Douglass Dumbrille, Grant Richards, Bill Kendis, Glenn Turnbull; (SD).                                                             |
| STUDIO ONE                                       | CBS 10pm   | <u>Escape Route</u> ; (O) William Mourne; with James Daly, Juano Hernandez, Leueen McGrath, Murray Matheson, Joseph Yadin, Dino Di Luca, Irene Papas, Milton Selzer; Dir - Fielder Cook. |

MONDAY DECEMBER 2(Cont'd)

\*\*\*\*\*

Suspicion

NBC 10pm

Rainy Day; (O) W. Somerset Maugham; (A) Michael Pertwee; with Robert Fleming, George Cole, John Williams, A.E. Gould-Porter, Martin Wilkins, George Pelling, Ted Stanhope, Dick Winslow, Walter Kingsford, Barry Harvey; Dir - James Neilson.

TUESDAY DECEMBER 3

\*\*\*\*\*

Cheyenne  
(Clint Walker)

ABC 7:30pm

Town of Fear; (O) Sidney Morse; (A) Berne Giler; with regulars & Steve Darrell, John Reach, Kathleen Crowley; (SD).

NAT KING COLE SHOW NBC 7:30pm

Betty Hutton(C).

Phil Silvers Show CBS 8pm  
(You'll Never Get Rich)

Bilko Buys A Club; with regulars & Harry Gresham; (SW&SD).

GOBEL-FISHER SHOW NBC 8pm

Tennessee Ernie Ford(C-S), Cilli Want(panto).

Wyatt Earp ABC 8:30pm

The Good And Perfect gift; with regulars & Tiger Fafara; (SW&SD).

Eve Arden Show CBS 8:30pm

with regulars & Keith Andes; (SW&SD).

Broken Arrow ABC 9pm

Renegades Return; with regulars & Frank Necero, Greg Roman; (SW&SD).

Lucille Ball-Desi Arnaz Show CBS 9pm

with regulars & Tallulah Bankhead.

Telephone Time ABC 9:30pm  
(Dr. Frank Baxter)

Novel Appeal; (O) Joseph Landon; with Claudette Colbert, John Dierkes, John Carradine; Dir - Arthur Hiller.

Bob Cummings Show NBC 9:30pm

Bob Wins The Olympics; with regulars & Hope Emerson, Ingrid Goude, El Brendel; (SW&SD).

Assignment Foreign CBS 10:30pm  
(Merle Oberon)

The Thin Line; with Patrick Barr, Dennis Shaw, Maureen Con-  
nell, Felix Felton, Gerik Schjelderuph; Dir - Don Chaffey.

WEDNESDAY DECEMBER 4

\*\*\*\*\*

Wagon Train NBC 7:30pm  
(Ward Bond, Robert Horton)

The Riley Gratton Story; (O) William Fay & Dwight Newton; with Guy Madison, Karen Steele, Jean Carson, James West-  
field, Gregory Walcott, Gregg Palmer, Malcolm Atterbury, Sammy Ogg, Frank McGrath; (SD).

THE BIG RECORD CBS 8pm  
(Patti Page)

Benny Goodman(M), Sammy Davis, Jr.(S-D), Jaye P. Morgan(S),  
Jimmie Rodgers(S), Paul Anka(S), Dick Contino(M).

Tombstone Territory ABC 8:30pm

Desert Survival; with regulars & John Vivyan, Jack Reitzen,  
Michael Fox; (SW&SD).

Adventures of Ozzie & Harriet ABC 9pm

14-Mile Hike; with regulars & Parley Baer, Tony Montenaro, Jr.,  
Paul Cotton, Richard Gittings; (SW&SD).

Millionaire CBS 9pm

The Story of Anitra Dellano; with Karen Sharpe, Keith Larsen,  
Penny Edwards, Nan Boardman, Kathleen O'Malley, Jimmy Smith.

KRAFT THEATRE NBC 9pm

Come To Me; (Ø) Peter Lind Hayes & Robert J. Crean; Lyrics &  
Music by Mr. Hayes & Robert Allen; with Parley Granger, Julie  
Wilson, Steve Dunne, Margaret O'Brien; Dir - William Graham.

Walter Winchell ABC 9:30pm  
File

Cup Cake; (O) Martin Berkeley & Clark E. Reynolds; with John  
Wengraf, Anna Maria Nanasi, Anna Sten; Dir - Jacques Tourner.

US STEEL HOUR CBS 10pm

You Can't Win; (O) Robert Emmett; with Bert Lahr, Sherry Brit-  
ton, Margaret Hamilton, John Fiedler; Dir - Don Richardson.

THURSDAY DECEMBER 5

\*\*\*\*\*

Circus Boy ABC 7:30pm

The Judge's Boy; with regulars & Ralph Clenton, Paul Engle,  
Bill Phipps, Ed Hinton; (SW&SD).

THURSDAY DECEMBER 5(Cont'd)  
 ~~~~~

Sgt. Preston of Yukon CBS 7:30pm with regulars & Marcel de la Brosse, Parker Garvie, John Murphy, Ben McAtee, Kay Hammon, George De Normans; (SW&SD).

Harbourmaster (Barry Sullivan) CBS 8pm Night Rescue; with regulars & Shepperd Strudwick, Suzanne Pleshette; (SW&SD).

CLIMAX!
(Bill Lundigan) CBS 8:30pm The Devil's Brood; (O) Al C. Ward; with John Ericson, Stephen McNally, Angela Lansbury, Torin Thatcher, Peter Whitney; Dir - Allen Reisner.

Dragnet (Jack Webb) NBC 8:30pm with regulars & Peggy Maley, Joe Cranston, Vic Rodman; (SW&SD).

PAT BOONE CHEVY SHOWROOM ABC 9pm Stubby Kaye(S), Fontane Sisters(S), Jimmy Nelson(ventril).

O. S. S. (Ron Randell) ABC 9:30pm Operation Big House; (O) Paul Dudley & Manning O'Brine; with regulars & Len Sharp, Roger Delgado; (SD).

Playhouse 90 CBS 9:30pm The Galvanized Yankee; (O) Russell Hughes; with Lloyd Nolan, Martha Vickers, James Whitmore, Victor Jory, Neville Brand, Teddy Rooney; Dir - Paul Wendkos.

FORD SHOW NBC 9:30pm William Frawley(C-A).

Navy Log ABC 10pm The Amateurs; with John Archer, Steven Terrell, Douglas Evans, Robert Nelson, Don Hayden; (SW&SD).

LUX SHOW STARRING ROSEMARY CLOONEY NBC 10pm Marie Wilson(C).

Jane Wyman Show NBC 10:30pm Death Rides the 12:15; No other info available at press time.

FRIDAY DECEMBER 6
 ~~~~~

Adventures of Rin-Tin-Tin ABC 7:30pm The Hunted; with regulars & John Cliff, Harry Harvey, Jr.; (SW&SD).

Saber of London (Donald Gray) NBC 7:30pm Hidden Money; with regulars & Michael Kelly; (SW&SD).

Adventures of Jim Bowie (Scott Forbes) ABC 8pm The Alligator; with regulars & Edward Ashley, Abraham Sofaer, Larry Dobkin, Oliver McGowan; (SW&SD).

Trackdown (Robert Culp) CBS 8pm Look For The Woman; (O) Daniel Ullman; with Phyllis Avery, Larry Dobkin, Ross Elliott, Ray Teal; (SD).

FLESTA AMERICANA WABD 8pm (William B. Williams) Dick Duane(S).

Court of Last Resort (Lyle Bettger) NBC 8pm The Clarence Redding Case; with regulars & John Bleifer, Parley Baer, Wendell Holmes, Perry Ivins; (SW&SD).

PATRICE MUNSEL SHOW ABC 8:30pm Fernando Lamas(A-S).

Dick Powell's Zane Grey Theatre CBS 8:30pm The Bitter Land; (O) Leonard William Moran; (A) Barney Slater & Leonard William Moran; with Peggy Wood, Dan O'Herlihy, Marion Seldes, Jan Merlin, Bob Anderson, Fay Roope, Richard Beymer; Dir - Arthur Hiller.

Frank Sinatra Show ABC 9pm A Gun At His Back; (O) John & Ward Hawkins; (A) Bill Bruckner; with Mr. Sinatra, Pat Crowley, Harold J. Stone, Sean McClory, Ray Ferrell, Steve Conte, Charles Horvath, Debbie Sydes, Frank Scannell; Dir - William Claxton.

Mr. Adams & Eve CBS 9pm The Las Vegas Story; with regulars & Patricia Blake, Jamie O'Hara, Julie Reding; (SW&SD).

Date With The Angels ABC 9:30pm Chip Off The Block; with regulars & Richard Reeves, Maudie Prickett, Paul Savage; (SW&SD).

Schlitz Playhouse CBS 9:30pm Neighbors; (O) Edna Anhalt; with Joseph Cotten, Leora Dana, Mary Murphy, Philip Phillips, Nora Marlowe, Ray Montgomery; Dir - David Butler.

FRIDAY DECEMBER 6 (Cont'd)

\*\*\*\*\*

Colt .45 ABC 10pm Last Chance; (O) Harold Shumate; (A) Gil Doud; with Stacy  
(Wayde Preston) Keach, Willard Sage, Tina Carver, Kent Taylor, Aline Towne;  
(SD).

The Lineup CBS 10pm The Missing Russian Hill Matron Case; (O) Lawrence Resner;  
(Warner Anderson, Tom Tully) with regulars & Kathy Nolan, Damian O'Flynn, Raymond Green-  
leaf, Doug Odney, Lennis Sherman; (SD).

ART FORD'S GREENWICH WABD 10pm Jimmy Rushing(S).  
VILLAGE PARTY

MULTIPLE & ACROSS-THE-BOARD SHOWS DECEMBER 2 - DECEMBER 6

\*\*\*\*\*

JIMMY DEAN SHOW CBS 7am Vaughn Monroe(M), is the guest this week.

TODAY NBC 7am 12/2 - Sam Levenson(C), Oscar Pettiford Trio(M).

GARRY MOORE SHOW CBS 10am 12/3 - The Trio Shmeed(S); 12/4 - Martha Davis & Spouse(S-M).

ARLENE FRANCIS SHOW NBC 10am 12/3 - Roddy McDowall(A); 12/4 - Chan Canasta(mentalistic);  
12/6 - Dorothy Sarnoff(S).

HOWARD MILLER SHOW NBC 1:30pm 12/2 - Tommy Leonetti(S); 12/4 - Sam Cooke(S); 12/5 - Johnny  
Mathis(S); 12/6 - Jerry Lee Lewis(S).

AMERICAN BANCFSTAND ABC 3pm 12/2 - Sam Cooke(S), Bill Craddock(S); 12/3 - Bob Crewe(S),  
(Dick Clark) The Rays(S), Johnnie Nash(S); 12/4 - Danny & The Juniors(S);  
12/5 - The Diamonds(S), Helen Curtis(S); 12/6 - Terry Noland  
(S).

NBC MATINEE NBC 3pm 12/2 - The Conversation Table; (O) Marjorie Worthington;  
THEATRE 12/3 - Out OF My Darkness; (O) William Sheppard; (A) Theodore  
Apstein; 12/4 - The Man That Corrupted Hadleyburg; (O) Mark  
Twain; (A) Dale Wasserman; 12/5 - The Broom And The Groom;  
(O) Kurtz Gordon; (A) Robert Emmet; 12/6 - And Jeni; (O) Mort  
Thaw.

MODERN ROMANCES NBC 4:45pm A Moment of Silence; (O) Harry W. Junkin; with Frieda Hallo-  
(Mel Brandt) way, Paul Stevens, Marjorie Gateson, Stuart MacIntosh, Ed Peck.

TONIGHT NBC 11:15pm 12/2 - Mylene Demongeot(A), Peter Ustinov(A), June Carroll(S);  
(Jack Paar) 12/3 - Kurt Kaszner(A), Barbara McNair(S); 12/4 - Shecky Green  
(C), Blossom Dearie(S); 12/5 - Barbara McNair(S); 12/6 - Art  
Carney(A-C), Genevieve(S), Robert Merrill(S).

SATURDAY DECEMBER 7

\*\*\*\*\*

JIMMY DEAN SHOW CBS 12N Vaughn Monroe(M).

TRUE STORY NBC 12N Girl In A Hotel; (O) George Lowther; with Lenka Peterson,  
(Kathi Norris) Martin Brooks, Paul Lipson, Jan Miner.

Perry Mason CBS 7:30pm The Case of The Negligent Nymph; (O) Richard Grey; with regulars  
(Raymond Burr) & Peggie Castle, David Lewis; (SD).

COUNTRY MUSIC ABC 8pm Patsy Cline(S).  
JUBILEE

PERRY COMO SHOW NBC 8pm Ethel Merman(S-C), Red Buttons(C), Everly Bros.(S).

Oh! Susanna CBS 9pm Mardi Gras; with regulars & Neil Hamilton, Michael Connors,  
(Gale Storm) Lillian Culver, Dorothy Neumann, Phil Arnold, Lennie Bremen;  
(SW&SD).

POLLY BERGEN SHOW NBC 9pm Howard Keel(S).

Have Gun, Will Travel CBS 9:30pm with Tom Helmore, Murvyn Vye, Alix Talton; (SW&SD).  
(Richard Boone)

GISELE MACKENZIE NBC 9:30pm Cesar Romero(A).  
SHOW

SUNDAY DECEMBER 8  
 ~~~~~

NBC OPERA COMPANY	NBC 2pm	<u>RETURN: NEW SEASON: Dialogues Of The Carmelites</u> ; (O) Francis Poulenc; (A) Joseph Machlis; with Elaine Malbin, Leontyne Price, Patricia Neway, Rosemary Kuhlmann, Judith Raskin, David Lloyd, Robert Rounseville; Dir - Kirk Browning; Music Dir - Peter Herman Adler.
SEVEN LIVELY ARTS	CBS 5pm	<u>The Sound of Jazz</u> ; with Billie Holliday(S), Count Basie(M), Pee Wee Russell, Coleman Hawkins(M), Jimmy Guiffre Trio(M), Roy Eldridge(M), Red Allen & Broonzy(M), Lester Young(M), Gerry Mulligan(M), Dickie Wells(M), Nat Pierce(M), Jimmy Rushing (S).
<u>Maverick</u> (James Garner)	ABC 7:30pm	<u>The Quick And The Dead</u> ; (O) Douglas Hayes; with Marie Windsor; (SD).
<u>Sally</u> (Joan Caulfield)	NBC 7:30pm	with regulars & Norma Varden, David Ketchum; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Noel Coward(A-C), The Platters(S), Jean Madeira(S), Erich Brenn (C), Martha Ann Bentley(D), Cilli Wang(panto), Caracolla & Maris Rosa(D), See-Hees(acro), Princeton Triangle Club.
STEVE ALLEN SHOW	NBC 8pm	Rosemary Clooney(S), Guy Lombardo & Orch., Sal Mineo(A-S), Peter Lawford(A), Shelley Berman(C).
<u>General Electric Theatre</u>	CBS 9pm	<u>Eyes Of A Stranger</u> ; (O) Jameson Brewer; with Tallulah Bankhead, Richard Denning, Dan Tobin, Gavin Gordon, Cynthia Leighton, Selmer Jackson, Joan Warner, Jesse Black, Vivian Marshall; Dir - Ray Milland.
CHEVY SHOW	NBC 9pm	Nanette Fabray(S), Shirley MacLaine(D-C), Rowan & Martin(C), Bob Crosby(M-S).
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>The Diplomatic Corpse</u> ; (O) Alec Coppel; (A) Robert Dennis & Alec Coppel; with George Peppard, Mary Scott, Isobel Elsom, Peter Lorre; Dir - Paul Henreid.
<u>Scotland Yard</u> (Edgar Lustgarten)	ABC 10pm	<u>Inside Information</u> ; with Ronald Adam, Bernard Fox, Basil Henson, Colette Wilde.
<u>Loretta Young Show</u>	NBC 10pm	<u>Friends At A Distance</u> ; (O) Richard Morris; with Miss Young, Charles Korvin, Anne O'Neal, Constance Cameron, Max Mellinger, Ruth Bennett; Dir - Richard Morris.

ROSS REPORTS — TELEVISION INDEX

DECEMBER 4, 1957

VOLUME 9 NUMBER 49 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue · New York 17 · MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

NBC pres Robert Sarnoff's letters to radio-TV editors get a fine pickup from trade and consumer press editors, but as Mr. Sarnoff discovered during the press tour in LA last month, editors not only have gripes about things in TV, they also have memories. While most complaints from regular radio-TV writers are generalized, some are based on specific information. In his latest letter (dated Dec 2), Mr. Sarnoff recalls some of the questions and opinions thrown his way in LA and presents abridged versions of his answers at that time. In view of some very recent happenings at NBC, and with some afterthoughts, some new orientation may be required on NBC's programming views and plans for the new seasons to come. While it wouldn't be fair to blackjack some current NBC views, since they will be subject to change when the full impact of tape is felt, there are still some puzzlers on the books. Mr. Sarnoff said that while some have the opinion that "the whole television industry is in the process of shifting to the West Coast," his answer was that "the NBC headquarters is in New York. Our New York studios are being used to capacity. Our yardstick for deciding on East or West Coast origination for any particular program is availability of talent and production facilities. Right now we have a good balance between the two coasts and I expect it will remain in reasonable balance." Immediately after this opinion and reply, Mr. Sarnoff lists another that many feel is linked to the question of East and/or West production. The opinion: "Creative personnel at NBC have a difficult time getting an executive yes or no to their ideas and proposals." Mr. Sarnoff's answer: "I think the situation in regard to creative personnel might have been true at one time but I don't think it is any longer.... Jess (Oppenheimer) will be responsible for coming up with new entertainment programming concepts and formats of the future. He'll expect, and I'm sure he'll get, answers on his plans and proposals."

The foregoing is in the nature of explanatory background. At the time the appointment of Oppenheimer was announced, NBC also let it be known informally that Alan Livingston, v.p. in charge of NBC programming in LA, is working on up to 11 new projects for NBC for next season. (One of them includes the filmed comedy series, You Know Me, Al, the pilot of which will be produced in NY because a majority of the cast, production crew and the pilot's script writer happen to be in NY). Some conflict in the creative programming post is already obvious, since NBC hasn't explained anything beyond the fact that Oppenheimer reports to Marie Sacks. For an extended view, there's a statement reported to have been made by Fred Coe, who resigned his program production post at NBC: "I just wasn't happy doing nothing... they weren't talking to me or assigning me anything; and I wasn't talking to them. NBC is no longer interested in building house packages. MCA does it for them. There are no hard feelings. It's a divorce, but we're still friends." Jess Oppenheimer, who produced the widely-hailed General Motors show, was quoted afterwards as saying, "I've had it. The pressure was almost unbearable. No more live shows, please."

- Page 1 -

(MORE)

On the basis of the men who are setting up and running NBC's programming now, the immediate future for the network seems to lie in the direction of the West Coast and film -- unless facilities and production talent, or the lack of either, decide otherwise.

MGM-TV, supposedly a little concerned about being ahead of the season with two of its pilots, had one worry off its hands with the sale of Northwest Passage to NBC for network slotting next season. The adventure series, based on Kenneth Roberts' best-selling novel, will be produced by Adrian Samish at the MGM studios and will star Keith Larsen as Major Robert Rogers, with Buddy Ebsen and Don Burnett as two of Rogers Rangers. The Indians in Hollywood will keep working, since the storyline involves the American colonists and the French and Indians in the border wars on the early frontier.....Lloyd Nolan and Revue Productions are reported to be partners in a proposed series that would star Nolan as a government man in an activity that doesn't exist in real life -- as an undercover agent for the Treasury Dept and the Bureau of Internal Revenue. Nolan says that the departments have given him permission to create the role and will provide file info for the series. Dick Lewis would be producer for Revue.....U. S. Time Corp got the special spot it was looking for, although not in time for pre-Christmas selling. The Timex All-Star Jazz Show, to be shown over NBC on Dec 30, Monday, 10-11pm NYT, will have Steve Allen as m.c., with Louis Armstrong, Woody Herman and Gene Krupa leading groups from New York, while Duke Ellington and his orch will be cut in with a remote from Chicago. Other jazz stars and units will also be featured, in line with a theme, "jazz is fun." Larry White will produce the show and Dwight Hemion will direct from a script by George Simon. Associated Booking Corp is packaging the deal.

NBC program schedule changes begin on Dec 13 and continue happening right thru January, with some possible surprises still to come. Truth or Consequences goes nighttime on Dec 13, returning to a Friday evening spot, this time 7:30-8pm NYT. Bob Barker will be m.c., also continuing with the role on the Monday thru Friday morning version. The program will be seen on the Pacific coast on a five-day delay basis, starting Wednesday, Dec 18, because the filmed program it is replacing, Saber of London, was seen on the coast in the Wednesday evening spot. Saber moves to Sunday, 5:30-6pm NYT, starting Dec 22, with sponsor Sterling Drug, Inc., thru Dancer-Fitzgerald-Sample, Inc(NY), continuing as well as becoming sponsor of the evening Truth or Consequences. In the chain of moves, Saber of London replaces Outlook, which moves to Sunday, 6:30-7pm NYT, replacing My Friend Flicka, which will move to the 7-7:30pm NYT spot beginning Jan 5, replacing Ted Mack's Original Amateur Hour, which ends its run on NBC. My Friend Flicka will have a short hiatus after its Dec 8 showing, returning on Jan 5 in its new time.....General Foods Corp thru Benton & Bowles, Inc(NY) will become alternate week sponsor of Dragnet over NBC, starting Jan 9, for 26 weeks. Liggett and Myers Tobacco Co will continue as alternate week sponsor.....Bishop Fulton J. Sheen replaces ABC's Wednesday Night Fights on Dec 25 to deliver a Christmas night message, 10-10:30pm NYT. The Bishop will speak before a live audience in an ABC studio theatre.....Gil Roden has taken over for Jule Styne as producer of The Eddie Fisher Show. Styne had been set only for the first four shows in the alternate week series, after which he left for Broadway and a new musical comedy going into production.

Screen Gems is back in full swing in its pilot filming career, with higher hopes for this season's crop. Tales of Frankenstein, produced by Michael Carreras, goes into production soon. Myrna Loy will star in Minerva, a situation comedy, to be produced by Carol Irwin in association with SG. Three boys, who will play Miss Loy's sons, will fill out the permanent cast. Ed Wynn will star in a family situation comedy, My Old Man, to be produced by Ben Feiner, Jr. David Susskin will produce a new family situation comedy series, Too Young to Go Steady, with principals in the story to include parents, their 18-year-old son and 15-year-old daughter. The Loy and Wynn pilots go into production in January; the Susskind series starts pre-production then.