

# ROSS REPORTS — TELEVISION INDEX

APRIL 7-13, 1958

VOLUME 10 NUMBER 15

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 (April 8)

ABC- 9:30-10pm NYT, Weekly; RETURN - Pantomime Quiz - LIVE from NY; no. of stations unavailable. (Replaces Telephone Time, last show April 1). § Mike Stokey is host for the charade game, returning to the air for its sixth consecutive year as a summer replacement program and its 11th year on TV (starting in 1947 as a local program in LA). During the last two summers, the program was a summer replacement for Person to Person on CBS. It was last previously on the ABC net from Jan 2, 1955 thru June of the same year. The program features six regular panelists (see page B for list) and two guest celebrities weekly.

§ SPONSOR- Associated Products, Inc (5-Day Deodorant Pads) thru Grey Advertising Agency, Inc(NY); Acct Exec- Laurence Gross.

§ PKGR- Mike Stokey Enterprises, Inc(Sherman Oaks, Calif., & NY); Prod- Mike Stokey; Dir- Alan Dinehart; Prog Anncr- Don Russell.

#### Wednesday (April 9)

NBC- 9-10pm NYT, this date only; SPECIAL - Swing Into Spring - LIVE (COLOR) from NY; no. of stations not available. (Preempts Kraft Television Theatre, this date only). § Dave Garroway is host and m.c. for this program re-creating the popular music of the swing era, starring Benny Goodman, with Ella Fitzgerald, Harry James, others (see page B for cast credits).

§ SPONSOR- The Texas Co (Texaco Products) thru Cunningham & Walsh, Inc(NY); Acct Exec- John Childs.

§ PKGR- Cunningham & Walsh, Inc(NY); Prod & Dir- Charles Dubin; Assoc Prod- Bob Bach; Asst Dir- Marcia Kuyper; Music Dir- Ralph Burns; Vocal Dir- Buster Davis; Costumes- Jean Vaughan; Choreog- Rod Alexander; Prog Asst- Jane Wetherall; Writer- Sarett Rudley; Sets- Jan Scott.

#### Saturday (April 12)

NBC- 9:30-10pm NYT, Weekly; DEBUT - Turning Point - FILM; 103 stations net, 3 delayed. (Replaces The Gisele MacKenzie Show, last show April 5). § 11-week series of half-hour filmed dramas, re-runs of films previously seen on the CBS net as part of Schlitz Playhouse and General Electric Theatre.

§ ALTERNATE SPONSORS- 1) Scott Paper Co (All Products) thru J. Walter Thompson Co (NY); Acct Exec- Garry Lydecker. 2) Schick, Inc (Electric Shavers) thru Benton & Bowles, Inc (NY); Acct Exec- Phil Bottfeld.

§ PKGR- MCA-TV; Film Prod- Revue Productions, at Republic Studios, Hollywood Calif.; Schlitz Exec Prod- Alan Miller; G. E. Prod- William Frye; Production staffs & Writers- Various.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Conquest (Four times this season, various times) April 13, Sunday, 5-6pm NYT, (4th program this season), FILM. Two segments, "Inertial Guidance: The Ultimate Navigation," and "The Origin of Weather." Eric Sevareid is host.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Make Me Laugh (Thu, 10-10:30pm NYT) Robert Q. Lewis has been regular moderator since the program's debut on March 20.

Navy Log (Thu, 9:30-10pm NYT) Re-runs of previous films began April 3; will run thru August 14.

Colt .45 (Fri, 8:30-9pm NYT) Last sponsored programs are: for Campbell Soup Co., April 4; for the Mennen Co., April 11; program will continue sustaining.

All-Star Golf (Sat, 4-5pm NYT) Last show April 5; program returns in October.

You Asked For It; SCHEDULE CHANGE April 13; returns to Sundays, 7-7:30pm NYT. Program has been seen Sundays, 9:30-10pm NYT, since Jan 26, when it changed from the period it is now returning to. Current Production Staff: Prod- Cran Chamberlain; Assoc Prod- Hal Gibney; Dir- Fred Gadette; Writers- Maury Cohen, Henry Hoople, others; Music Dir- Greg McRitchie; Film Superv- Don Henderson; Art Dir- Al Wein; Prod Coord- Rick Mittleman.

CBS- Interview With Nasser; SPECIAL April 6; Sunday, 3:30-4pm NYT, this date only; FILM & LIVE from NY; to the net. § A filmed interview with Gamal Abdel Nasser, President of the United Arab Republic, filmed last week in Nasser's home in Cairo. The 23-minute film will be preceded by an analysis of Nasser's position by CBS News correspondent Howard K. Smith and then followed by Smith with Western answers to some of Nasser's charges.

§ Sustaining.

§ PKGR & Prod- CBS News; Live Dir- Vern Diamond(NY); Cameramen- Yousef Masraff, Gerhardt Schwarzkopf; Cairo Interview- Frank Kearns(CBS News, Cairo).

What's My Line (Sun, 10:30-11pm NYT) Kellogg Co (All Products) thru Leo Burnett Co., Inc(Chi) becomes alternate week sponsor, effect April 6, replacing Remington-Rand, Div of Sperry Rand Corp. Helene Curtis Industries, Inc., continues as alternate week sponsor.

Perry Mason (Sat, 7:30-8:30pm NYT) Current Sponsorships: Armour & Co (Dial Soap) thru Foote, Cone & Belding(Chi), one half-hour alternate weeks, effective March 29. Pillsbury Mills, Inc., thru Leo Burnett, Inc(Chi), one half-hour on April 5 and 12 only. Libby-Owens-Ford(Plate Glass) thru Fuller & Smith & Ross(Cleve) continues as sponsor of one half-hour alternate weeks. One half-hour alternate weeks is sustaining. Purex Corp and Bristol-Myers Co ended their alternate week sponsorships, effective March 8.

Arthur Godfrey Time; SCHEDULE CHANGE March 31; to Monday thru Friday, 11-11:30 am NYT. Program has been seen 10:30-11:30am NYT, Mon thru Thu. The new Friday segment replaces the last half-hour of the Friday section of The Garry Moore Show, now seen 10-10:30am NYT, Mon thru Thu, and 10-11am NYT, Friday.

NBC- Post-Fight Beat; DEBUT April 4, Weekly, Fridays, approx 10:45-11pm NYT; LIVE from same cities as the preceding Gillette Cavalcade of Sports bout. § Bud Palmer interviews fighters and boxing personalities.

§ SPONSOR- Bristol-Myers Co (Vitalis, Trig) thru Doherty, Clifford, Steers & Shenfield, Inc(NY).

§ PKGR- NBC Sports(NY); Prod & Writer- Barney Nagler; Dir- Craig Allen.

TALENT SHOWSHEET AND SCRIPT REPORT - APRIL 7 - APRIL 13

\*\*\*\*\*

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, (A) Actor, (S) Singer, (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 - ADDITION AND DELETIONS:

STUDIO ONE IN HOLLYWOOD; Monday Mar 31; CBS 10pm - ADD CAST: Herb Anderson, Paul Lambert, Ken Dibbs, Morris Ankrum, Arthur Hanson.

PLAYHOUSE 90; Thursday April 3; CBS 9:30pm - ADD CAST: Ainslie Pryor, Eugenie Paul, Joey Paye, Jimmy Komack.

MAKE ME LAUGH; Thursday April 3; ABC 10pm - ADD: Dick Clark, Corinne Calvet(A).

DICK CLARK SHOW; Saturday April 5; ABC 7:30pm - DELETE: Jerry Lee Lewis(S).

OMNIBUS; Sunday April 6; NBC 4pm - DELETE: Dir - Richard Dunlap; ADD: Dir - Stuart Vaughan; ADD CAST: Bob Geiringer, Stephen Joyce, Gerald Hiken, Edwin Sherin, Noel Leslie.

ED SULLIVAN SHOW; Sunday April 6; CBS 8pm - ADD: Carol Burnett(S).

STEVE ALLEN SHOW; Sunday April 6; NBC 8pm - ADD: The Bay Bops(S).

MONDAY APRIL 7

\*\*\*\*\*

Love That Jill ABC 8pm Love That Foreign Sports Car; with regulars & Gerald Mohr, Toni Gerry, Harry Jackson; (SW&SD).

Burns & Allen CBS 8pm with regulars & Bob Ellis, Irene Hervey; (SW&SD).

TALENT SCCUTS CBS 8:30pm Di Mara Sisters(S), Bill Butler(M), Margarette Gignac(S).

Voice of Firestore ABC 9pm REPEAT - Cesare Siepi(S), Frances Wyatt(S).

Danny Thomas Show CBS 9pm with regulars & William Demarest; (SW&SD).

TOP TUNES & NEW TALENT(Lawrence Welk) ABC 9:30pm Brenda Kay(S).

December Bride CBS 9:30pm with regulars & Isabel Randolph, Byron Foulger, Gavin Gordon, Rolfe Sedan; (SW&SD).

Alcoa Theatre NBC 9:30pm Loudmouth; (O) Christopher Knopf; with Jack Lemmon, Harold Stone, Dean Harens, Melinda Markey.

STUDIO ONE IN HOLLYWOOD CBS 10pm The Enemy Within; (O) Richard DeRoy; with Dane Clark, Don DeFore, George Tobias; Dir - Herbert Hirschman.

Suspicion NBC 10pm The Bull Skinner; (O) Ernest Kinoy; with Rod Steiger, John Beal, Sallie Brophy, Ike Jones; Dir - Lewis Milestone.

TUESDAY APRIL 8

\*\*\*\*\*

Cheyenne (Clint Walker) ABC 7:30pm Wagon-Tongue North; (O) Wells Root; with Howard Petrie, Ann McCrea, Frank Dekova, Kelly Thordsen, Roy Engel; (SD).

Mr. Adams & Eve CBS 8pm with regulars & Jonathon Hole, Frank Sully; (SW&SD).

GOBEL-FISHER NEC 8pm Rosemary Clooney(S), Tom D'Andrea(A).

Wyatt Earp (Hugh O'Brian) ABC 8:30pm The County Seat War; with Caroline Craig, Paul Brinegar, Frank Scannell, Ralph Peters, John Cason; (SW&SD).

Broken Arrow (John Lupton) ABC 9pm War Trail; with John Archer, John Doucette, Don Kelly, Richard Collier; (SW&SD).

Adventures of McGraw(Frank Lovejoy) NEC 9pm The Diamond; with Ross Elliott, Edmond Ryan, Charles Wagenheim; (SW&SD).

TUESDAY APRIL 8 (Cont'd)  
 ~~~~~

PANTOMINE QUIZ (Mike Stokey) ABC 9:30pm RETURN: Regulars will be: Howard Morris(C), Carol Burnett(S), Stubby Kaye(C), Dorothy Hart(A), Tom Poston(C), Milt Kamen(C).

RED SKELTON SHOW CBS 9:30pm Barbara Nichols(A), Lynn Bari(A).

Californians (Richard Coogan) NBC 10pm Skeleton In The Closet; with Lawrence Green, Lurene Tuttle, Cathy O'Donnell, Mark Dana, Roberto Cabal, Howard Caine, Alex Montoya; (SW&SD).

WEDNESDAY APRIL 9  
 ~~~~~

Wagon Train (Ward Bond, Robert Horton) NBC 7:30pm The Sally Potter Story: (O) Frank & Doris Hursley; with Vanessa Brown, Lyle Bettger, Martin Milner, Brad Dexter, Jocelyn Brando, King Donovan, Johnny Crawford, Larry Thor; Dir - David Butler.

Tombstone Territory ABC 8:30pm Strange Vengeance; (O) Don Brinkley; with Dan Barton, Francis McDonald, Don Gardner, Grant Richards, Jean Willes; (SD).

BIG RECCRD (Patti Page) CBS 8:30pm Lisa Kirk(S), Will Mastin Trio, starring Sammy Davis, Jr.(S-D), Bill Hayes(S).

Adventures of Ozzie & Harriet ABC 9pm The Record Trout; with regulars & Claude Stroud, Joe Kearns, William McLean; (SW&SD).

Millionaire CBS 9pm The Story of Tony Drummond; with Tom Tryon, Fay Spain, John Eldredge, Jon Lormer.

SWING INTO SPRING NBC 9pm Benny Goodman & Orch., Ella Fitzgerald(S), Dave Garroway, Harry James(M), McGuire Sisters(S), Jo Stafford(S), Ray Eberle(S), Bambi Linn(D), Rod Alexander(D), Red Norvo(M), Teddy Wilson(M). Writer - Sarett Rudley.

BETTY WHITE SHOW ABC 9:30pm Billy De Wolfe(C).

US STEEL HOUR CBS 10pm Beaver Patrol; (O) John Vlahos; with Walter Slezak, Loretta Leversee, Peter Brandon, John C. Becher, Matt Crowley, Melville Ruick, Mae Munro, Paul Temaine, Irene Dailey; Dir - Don Richardson.

THURSDAY APRIL 10  
 ~~~~~

Circus Boy ABC 7:30pm Big Top Angel; with regulars & Manning Ross; (SW&SD).

Sgt. Preston CBS 7:30pm REPEAT: The Devil's Roost.

Richard Diamond, Private Detective CBS 8pm Short Haul; with John Mitchum, Lane Bradford, William Tannen, Sean McClory, Oliver McGowan, Nan Leslie, John Cliff.

CLIMAX! (Bill Lundigan) CBS 8:30pm The Volcano Seat; (O) David Swift; with Michael Rennie, Don Dubbins, Margaret Phillips, James Edwards; Dir - David Swift.

Dragnet (Jack Webb) NBC 8:30pm with regulars & Natalie Masters, Gretchen Kane, Ralph Reed, Art Balingier, Morgan Jones; (SW&SD).

PAT BOONE CHEVY SHOWROOM ABC 9pm Eydie Gorme(S), Steve Lawrence(S).

PLAYHOUSE 90 CBS 9:30pm Rumors of Evening; (O) Norman Retchin; (A) F.W. Durkee, Jr.; with John Kerr, Barbara Bel Geddes, Robert F. Simon, Pat Hitchcock, Robert Loggia, Billie Burke; Dir - John Frankenheimer.

FORD SHOW NBC 9:30pm Andy Devine(C).

MAKE ME LAUGH ABC 10pm Joey Adams, Al Kelly, Gene Baylos, Cesar Romero.

LUX SHOW STARRING ROSEMARY CLOONEY NBC 10pm Robert Horton(A).

Jane Wyman Theatre NBC 10:30pm NOTE: TITLE CHANGE: Swindler's Inn; with Miss Wyman, Peter Leeds, Stanley Adams, Connie Gilchrist.

FRIDAY APRIL 11  
 ~~~~~

Adventures of Rin-Tin-Tin ABC 7:30pm The Secret Weapon; with regulars & John Harmon, Morris Ankrum, Les Tremayne; (SW&SD).

Jim Bowie ABC 8pm Patron Of The Arts; with Lois Corbet, Hans Corried, Dan Seymour, Richard Reeves; (SW&SD).

Trackdown CBS 8pm The Winter Boys; (O) Frank Burt; with James Griffith, Ellen Corby, Norman Leavitt, Nick Adams, Doris Singleton, Harry Lauter; (SD).

Colt. 45 ABC 8:30pm Long Odds; with Karl Swenson, Robert Wilkie, Paul Engle, John Hubbard; (SW&SD).

Dick Powell's Zane Grey Theatre CBS 8:30pm Shadow Of A Dead Man; with Barry Sullivan, Deforest Kelley, Whitney Blake, Carl Benton Reid.

Frank Sinatra Show ABC 9pm Louis Prima(S-M), Keely Smith(S), Sam Butera & The Witnesses(S).

Phil Silvers Show CBS 9pm Bilko's Honeymoon; with regulars & Gretchen Wyler, Norwood Smith, (You'll Never Get Rich) Will Hussung; (SW&SD).

PATRICE MUNSEL ABC 9:30pm Cesar Romero(A-D), Mel Torme(S).

Schlitz Playhouse CBS 9:30pm Secrets of The Old Bailey; (O) Ernest Dudley; (A) Oscar Millard & John Kneubuhl; with Tom Helmore, Edward Cast, Brian McDermott, Naomi Chance, John Gill, Richard Caldicott; Dir - Don Weis.

ART FORD'S WABD 10pm Ellis Larkin Trio(M), Mabel Mercer(S), Evelyn Knight(S), Josh White GREENWICH VILLAGE PARTY (S-M).

Lineup CBS 10pm The Slowboat Murphy Case; with Otto Waldis, Aline Towne, Robert (Warner Anderson, Tom Tully) Wilke, Betty Blythe, Charles Lane.

MULTIPLE & ACROSS-THE-BOARD SHOWS - APRIL 7 - APRIL 11  
 ~~~~~

GARRY MOORE SHOW CBS 10am 4/9 - Eddie Condon & Group(M); 4/11 - Martha Davis & Spouse(S-M).

NBC MATINEE NBC 3pm 4/7 - The Lost Survivors; (O) Matt Taylor; (A) Richard Wendley; THE ATRE 4/8 - Death Takes A Holiday; (O) Alberto Casella(Translation by Walter Ferris); (A) Michael Dyne; 4/9 - The Man Of The House; (O) Carl Leo & Ben Zavin; (A) Rosemary Foster; 4/10 - A Case of Fear; (O) Will Schneider & Herman Goldberg; 4/11 - Walk In The Sky; (O) Joss McPee; (A) George Lowther.

MODERN ROMANCES NBC 4:45pm Mary Margaret McBride is hostess for the week. (O) George Lowther; with Muriel Kirkland, Alfred Ryder, Diana Douglas, John Gibson.

JACK PAAR SHOW NBC 11:15pm 4/7 - Diahann Carroll(S), Ed Scotti(S), Meford & Burns(C), Anna Russell(C-S); 4/8 - Cliff Arquette(C), Jonathan Winters(C), Richard Hayes(S), Cindy & Lindy(S); 4/9 - Genevieve(S), Diahann Carroll(S); 4/10 - Cliff Arquette(C), Parker Fennelly(A), Richard Hayes(S), Denise Lor(S); 4/11 - Diahann Carroll(S), Jonathan Winters(C), Danny Scholl(S).

SATURDAY APRIL 12  
 ~~~~~

JIMMY DEAN SHOW NBC 12N Steve Lawrence(S).

TRUE STORY NBC 12N If The Shoe Fits; (O) George Lowther; with Jim Bowles, Darryl (Kathi Norris) Grimes, Tom Carlin, Rudy Bond.

Perry Mason CBS 7:30pm The Case of The Runaway Corpse; (O) Malvin Wald & Jack Jacobs; (Raymond Burr) with regulars & Adam Williams, Sarah Selby, Rebecca Welles, John Stephenson, Martha Wentworth, James Maloney, Michael Fox, William Challee, Keith Allen, Milton Parsons; (SD).

DICK CLARK SHOW ABC 7:30pm Lou Monte(S), The Four Preps(S), Robert & Johnny(S), David Seville, Dale Hawkins(S).

SATURDAY APRIL 12(Cont'd)

\*\*\*\*\*

COUNTRY MUSIC JUBILEE ABC 8pm Faron Young(S-M).

PERRY COMO SHOW NBC 8pm Bob Hope(C), Carol Channing(S-C), Johnny Puleo & his Harmonica Gang.

CLUB OASIS NBC 9pm Dean Martin(S), Eddie Fisher(S).

Turning Point NBC 9:30pm PREMIERE: RE-RUNS OF Schlitz Playhouse & General Electric Theatre.

Gunsmoke CBS 10pm with Jeanette Nolan, Lou Krugman; (SW&SD).  
(Jim Arness)

SUNDAY APRIL 13

\*\*\*\*\*

FRONTIERS OF FAITH NBC 1:30pm The Smith of Smiths; (O) Mortimer Frankel.

Maverick ABC 7:30pm Seed of Deception; (O) Montgomery Pittman; with Myron Healy, Adele  
(James Garner, Jack Kelly) Mara, Joi Lansing, Bing Russell, Guy Wilkerson, Frank Ferguson; (SD).

Bachelor Father CBS 7:30pm with regulars & Ronnie Burns, Jack Albertson, Bill Hunt, Bernadette Withers, Carol Sydes; (SW&SD).

No Warning! NBC 7:30pm Hear No Evil; with Mercedes McCambridge, Fletcher Markle, Whitney Blake; Dir - Fletcher Markle.

ED SULLIVAN SHOW CBS 8pm Nat King Cole(S), Laurie London(S), Joyce Grenfell(S), La Faye Marionettes, Professor Backwards(C), Eileen Rodgers(S), Jack Durant (C), Paul & Peta Page(puppets), The Four Whirlwinds(acro), Dale Robbins(novelty).

STEVE ALLEN SHOW NBC 8pm Dody Goodman(C), Carmen McRae(S), Jayne Meadows(A), Audrey Meadows (C).

General Electric Theatre CBS 9pm The Cold Touch; (O) Frederic Brady; with Bette Davis, Leif Erickson, Forrest Tucker, Jonathan Harris, James Hong, Lewter C. Fletcher; Dir - Don Weis.

DINAH SHORE CHEVY SHOW NBC 9pm Eve Arden(C), Eddie Bracken(C), Mary Kaye Trio(S-M).

Alfred Hitchcock Presents CBS 9:30pm Lamb To The Slaughter; (O) Roald Dahl; with Barbara Bel Geddes, Allan Lane, Harold J. Stone.

Loretta Young Show NBC 10pm Thanks To You; (O) William Bruckner; with Hume Cronyn, Wright King, Mary Lawrence, John Munro, Preston Hanson, Charles Tannen, Fred Barton, Pat McGeehan.

TONY AWARDS NBC 11:15pm Coming from The Waldorf Astoria Hotel in New York.