

# ROSS REPORTS — TELEVISION INDEX

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PROGRAMS · ADVERTISERS · TALENT

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (June 23)

ABC- 9:30-10:30pm NYT, Weekly; DEBUT - Polka-Go-Round - LIVE from Chicago; to the net. (Summer replacement for Lawrence Welk's Top Tunes and New Talent, returning Aug 25). § Polka revue featuring pop and traditional songs and dances, with Bob Lewandowski as m.c.-singer and Carolyn DeZurik as vocalist; backed by Lou Prohut and the Polka Rounders, with the Chainé Dancers and weekly guests. Performances are in a cafe setting with the audience in-the-round. § Co-op and Sustaining. § PKGR- WBKB(Ch1); Prod- Dan Schuffman; Dir- George Paul; Music Dir- Lou Prohut; Choreog- Felix Sadowski.

#### Tuesday (June 24)

NBC- 7:30-8pm NYT & LAT, Weekly; DEBUT - Win With A Winner - LIVE from NY; to the net. (Replaces Treasure Hunt, last evening program June 17). § Sandy Becker is m.c. for this audience participation quiz game, with contestants answering questions and competing with each other to get to a "finish line." The game is set up in the nature of a horse race, with a racetrack showing the relative positions of the contestants as they answer successive questions, a tote board shows the running record of their monetary progress and a Vuegraph machine which projects the handwritten answers of the contestants onto screens behind them. Five people compete through two rounds of questions. § Sustaining. § PKGRS & Creators & Prods- Win Elliot, Peg Mayer; Assoc Prods- Ken Williams, Peggy Springstead; Dir- Alan Beaumont; Sets- Peter Dohanos; Anncr- Bill Wendell.

#### Friday (June 27)

CBS- 10-10:50pm NYT (9-9:30pm LAT), Weekly; RETURN - Undercurrent - FILM; 119 to 122 stations net, 19 to 62 stations delayed (for alternate sponsors). (Replaces The Lineup for the summer, last show June 20). § Re-runs of films formerly seen on The Web, seen over NBC between July 7, 1957 and Oct 6, 1957. The title of the replacement program returns for its 4th season of use in this time. § ALTERNATE SPONSORS- 1) The Procter & Gamble Co (Blue Cheer) thru Young & Rubicam, Inc(NY). 2) Brown & Williamson Tobacco Corp (Viceroy, Kool Cigarettes) thru Ted Bates & Co, Inc(NY). § PKGR- Goodson-Todman Productions; Film Prod- Screen Gems, Inc., Hollywood.

#### Saturday (June 28)

AEC- 10-10:30pm NYT, Weekly; RETURN - Midwestern Hayride - VIDEOTAPE from Dayton, Ohio; to the net. (In the first half-hour of the time formerly occupied by Billy Graham's San Francisco Crusade; last show June 14). § (Cont'd on next page)

THIS WEEK(Cont'd)

Saturday(June 28)

ABC- Midwestern Hayride (Cont'd from previous page): Paul Dixon is host for this country music variety show, returning for its second season as an ABC summer replacement. The regulars include instrumentalists, country singers and a square dance group. The program has been on various nets since 1951.

§ Sustaining.

§ PKGR- WLW-D(Crosley Broadcasting, Dayton); Prod- Abe Cowan; Dir- Don Croft; Music Dir- Milton Weiner.

Sunday(June 29)

CBS- 7:30-8pm NYT & LAT, alt Sun, RETURN - The Brothers - FILM; 162 stations net, 16 delayed. (Summer replacement for Jack Benny Program; last show June 15).

§ Film re-runs of a series previously seen on the CBS net during the 1956-57 season. Six films will be used, alternating with Bachelor Father re-runs. The Brothers co-stars Gale Gordon and Bob Sweeney in the title roles.

§ SPONSOR- The American Tobacco Co (Lucky Strike Cigarettes for 3 shows; Dual Filter Tareytons for 3 shows); Luckies thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Don Rowe; Tareytons thru Lawrence C. Gumbinner Advertising, Inc(NY); Acct Exec- Stanley Evans.

§ PKGR- Dallad Productions, Inc; Film Prod- Desilu Productions, Inc., in Hollywood; Prod- Edward Feldman; Dir- Hy Averback.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Billy Graham; SPECIAL June 21; Sat, 10-10:30pm NYT; this date only, LIVE from San Francisco; 55 stations live, 109 videotape and kine. (Added one-time program in the first half-hour of the time formerly occupied by Billy Graham's San Francisco Crusade; see page 35. Second-half hour reverts to local stations).

§ SPONSOR- Billy Graham Evangelist Assn thru Walter F. Bennett & Co(Chi).

§ PKGR- Billy Graham Evangelist Assn; production credits not available.

Confession (Thu, 10-10:30pm NYT) Add Production Credits: PKGR- Confession, Inc(Dallas); Exec Prod- Jules Weill; Prod- Jack Wyatt; Dir- William Sidaris; Asst to Prod- Sam Price; Research & Continuity- Jim Boltz.

CBS- Johnson's Wax Theatre; TITLE DEBUT June 13; Wednesday, 8:30-9pm NYT; 7:30-8pm LAT; FILM; 96 stations net, 7 delayed. (Replaces The Big Record, last show June 11). § Re-runs of films previously seen as part of Schlitz Playhouse on the net.

§ SPONSOR- S. C. Johnson & Son, Inc (Johnson's Waxes) thru Neddham, Louis & Brorby(Chi); TV Acct Exec- Daniel E. Welch.

§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc., in Hollywood.

NBC- The Best of Groucho; RETURN June 26; Thursday, 8-8:30pm NYT & LAT; FILM. (Summer replacement for You Bet Your Life, last show June 19). § Re-runs of programs previously seen during the regular season as part of You Bet Your Life. The re-runs will be seen thru Sept 18.

The Price Is Right; SCHEDULE CHANGE June 26; Thursday, 10-10:30pm NYT & LAT. The program was previously seen Mondays, 7:30-8pm NYT & LAT. In its new time it replaces The Lux Show Starring Rosemary Clooney, last show June 19.

The Chevy Show (Sun, 9-10pm NYT & LAT) Add summer production staff credits: Assoc Prod- Dean Whitmore; Assoc Dirs- Julio Di Benedetto alt with Gene Law; Choreog- Ward Ellis; Costumes- Bob Cambel; Writers- Ed Simmons, Arnold Sultan, Marvin Worth. (See page 51 for previous credits listed).

TALENT SHOWSHEET AND SCRIPT REPORT - JUNE 23 - JUNE 29

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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) Adaptations, (SW) Staff-written. Performers 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 case, 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. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in 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 listing) are: Adventures of Jim Bowie, Adventures of McGraw, The Californians, Circus Boy, Bob Cummings Show, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun, Will Travel, Life and Legend of Wyatt Earp, Life of Riley, M Squad, Maverick, No Warning, People's Choice, Dick Powell's Zane Grey Theatre, Restless Gun, Sugarfoot, Tales of Wells Fargo, Thin Man, Tombstone Territory, Trackdown, Turning Point, Loretta Young Show.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

PLAYHOUSE 90; Thursday June 19; CBS 9:30pm - ADD CAST: Gregg Hoyt, Eugene Iglesias, Paul Lambert, Malcolm Atterbury, Sandy Kenyon, Eddie Ryder.

JACK PAAR SHOW; NBC 11:15pm; 6/19 - ADD: Don Adams(C); 6/20 - ADD: Jackie Cooper(A).

LAMP UNTO MY FEET; Sunday June 22; CBS 10am - ADD: A Piece of My Mind; (O) Jerry De Bono; with Evans Evans, Ruth Altman, Don Symington; (SD).

LOOK UP AND LIVE; Sunday June 22; CBS 10:30am - ADD: Way To Go Home; (O) Rev. Dominic Rover, O.P. with Leo Penn, Mike Kellin, Thomas Carlin, Harry Gresham, Clarence Cooper.

STEVE ALLEN SHOW; Sunday June 22; NBC 8pm - DELETE: Dave Brubeck(M).

MONDAY JUNE 23  
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Adventures of Robin Hood(Richard Greene) CBS 7:30pm(6:30) The Salt King; with regulars & Manning Wilson.

Burns & Allen CBS 8pm with regulars & Jackie Loughrey, Howard Wendell; (SW&SD).

TALENT SCOUTS CBS 8:30pm(7:30) Camilla Duncan(M), Bill Kennedy(S), Beverly Laurence(S).

STARS OF JAZZ ABC 9pm(10:30) Ruth Olay(S), Matty Matlock & his band.

POLKA-GO-RCUND ABC 9:30 PREMIERE: Bob Lewandowski is singing m.c. Regulars are: Carolyn DeZurik(S), Lou Prohut & his Polka Rounders(S-M), Chaine Dancers; Guests this week are: Dorothy Caruso(S), American-Ukrainian Youth Dancers.

Goodyear Theatre NBC 9:30pm Three Years Dark; (C) Fred Freiberger; with Barbara Stanwyck, Gerald Mohr, Russell Conway, Richard Reeves, Malcolm Atterbury, Valerie French, Alan Carney, Arte Johnson; Dir - Robert Florey.

STUDIO ONE IN HOLLYWOOD CBS 10pm(9) The Man Who Asked for a Funeral; (O) Jerome Ross; with Terry Moore, Jack Klugman, Mary Anderson, Corey Allen, Otto Waldis; Dir - Tom Donovan.

Suspicion NBC 10pm Eye for Eye; (O) Leigh Brackett; (A) John Kreubuhl; with Ray Milland, MacDonald Carey, Kathleen Crowley, Andrew Duggan, Dorothy Greene, Amy Douglass, David Armstrong, Mary Hokanson, Ned Wever, Peter Hansen; Dir - Jules Bricken.

TUESDAY JUNE 24  
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Mr. Adams & Eve CBS 8pm(7) Steve's Girl Friend; with regulars & Nita Talbot, John Stephenson; (SW&SD).

THE INVESTIGATOR NEC 8pm (Lonny Chapman, Howard St. John) with Robert Strauss, Diana Millay, Loretta Leverage.

Broken Arrow (John Lupton) ABC 9pm Transfer; with regulars & Tex Foster, Michael Galloway, Joel Smith, Regis Toomey, Steven Ritch.

TUESDAY JUNE 24 (Cont'd)

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Red Skelton Show CBS 9:30pm(8:30) Sessue Hayakawa, Lon Charey.

WEDNESDAY JUNE 25

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

The Sacramento Story; (O) Thomas Thompson; with regulars & Margaret O'Brien, Linda Darnell, Marjorie Main, Dan Duryea, Harvey Stephens, Reed Hadley, George Chandler, Roscoe Ates, Robert Keys, Betty Uttey; Dir - Richard Bartlett.

Leave It To Beaver CBS 8pm

with regulars & Rusty Stevens; (SW&SD).

Adventures of Ozzie & Harriet ABC 9pm

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

Millionaire CBS 9pm(8)  
(Marvin Miller)

The Story of Diane Loring; with Anthony George, Tracey Roberts, Donna Martel, Billy Snyder.

KRAFT MYSTERY THEATRE NBC 9pm

87th Precinct; (O) Larry Cohen; (based on characters created by Ed McBain); with Robert Bray, Martin Rudy, Joseph Sullivan, Joan Copeland, Salome Jens, Henderson Forsythe, William Larsen, David Kurlan, Pat Hennessy; Dir - Paul Bogart.

ARMSTRONG CIRCLE THEATRE CBS 10pm

Twelve Cases of Murder; (O) Irve Tunick; with Simon Oakland, William Post, Norman Rose, Fay Sappington, Mike Enserro, David Bauer, Wryley Brich, Sid Raymond, Harry Bellaver; Dir - William Corrigan.

THURSDAY JUNE 26

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Richard Diamond Private Detective CBS 8pm  
(David Janssen)

with regulars & Zachery Charles, George Meader, Phyllis Avery, John Goodard, Bob Quarry, May Ediss.

Real McCoys ABC 8:30pm  
(Walter Brennan)

You're Never Too Old; with regulars & Leo Curley, Junius Matthews; (SW&SD).

CLIMAX! CBS 8:30pm

Cabin B-13; (O) John Dickson Carr; (A) Thomas Coley; with Leslie Nielsen, Kim Hunter, Alex Nicol, Hurd Hatfield, Sebastian Cabot; Dir - Ralph Nelson. (Add as Adaptator: William Roerick).

Dragnet NBC 8:30pm  
(Jack Webb)

with regulars & Sam Edwards, Shirley Mitchell, Michael Morgan; (SW&SD).

PAT BOCNE CHEVY SHOWROOM ABC 9pm

LAST SHOW (Summer Hiatus); with Julius LaRosa(S).

PLAYHOUSE 90 CBS 9:30pm

The Great Gatsby; (O) F. Scott Fitzgerald; (A) David Shaw; with Robert Ryan, Jeanne Crain, Rod Taylor, Virginia Grey, Patricia Barry; Dir - Franklin Schaffner.

FORD SHOW NBC 9:30pm

LAST SHCW (Summer Hiatus); with Tommy Nolan(A).

FRIDAY JUNE 27

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Jefferson Drum NBC 8pm  
(Jeff Richards)

Wheel of Fortune; (O) Berne Giler; with regulars & Jeanne Cooper, Richard Webb, Robert Foulk, Ned Glass, Douglas Fowley; Dir - Harmon Jones.

Frank Sinatra Show AEC 9pm

LAST SHOW; RE-RUN of 12/27/57 - The Feeling Is Mutual.

Phil Silvers Show (You'll Never Get Rich) CBS 9pm

Joan's Big Romance; with regulars & Jane Dulo, Richard Deer, Betty Eenlee, Ralph Stanley; (SW&SD).

Schlitz Playhouse CBS 9:30pm

Curfew at Midnight; (O) William Fay; (A) David P. Harmon; with Rory Calhoun, Robert Alda, Nehemiah Persoff, Dolores Vitina, Natasha Lytess, Len Lesser, Elisha Cook, Craig Duncan, John Hackett; Dir - Earl Bellamy.

MULTIPLE & ACROSS-THE-BOARD SHOWS - JUNE 23 - JUNE 27

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TODAY (Dave Garroway) NBC 7am 6/23 - Will Jordan(C).

GARRY MOCRE SHOW CBS 10am(9) 6/26 - Earnie West(C); 6/27 - Erroll Garner(M).

NBC MATINEE THEATRE 3pm(12 Noon) FINAL WEEK. 6/23 - The Prophet Hosea, RE-RUN of 3/5/58; 6/24 - Journey Into Darkness, RE-RUN of 3/26/57; 6/25 - From the Desk of Margaret Tyding, RE-RUN of 4/4/56; 6/26 - Rain in the Morning, RE-RUN of 6/5/57; 6/27 - End of the Road, RE-RUN of 4/1/57.

MODERN ROMANCES (Kathryn Murray) NBC 4:45pm(1:45) (O) Harry Junkin; with Martin Brooks, Marle Albertson, John Marley, Robert Dana.

JACK PAAR SHOW NBC 11:15pm Dave Gardner subs for Hugh Downs this week. Betty Johnson(S) is guest all week. 6/23 - Genevieve(S), Ted Reid(C), Allen Funt; 6/24 - Genevieve(S), Cliff Arquette(C), Gloria Van(S), Fran Allison; 6/25 - Ted Reid(C), Abe Burrows(C), Danny Scholl(S); 6/26 - Walter Slezak(A), Cliff Arquette(C), Fran Allison, George Jessel(C); 6/27 - Ted Reid(C), Betty White(C), Merriman Smith, Johnny Haymer(C), Danny Scholl(S).

SATURDAY JUNE 28

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JIMMY DEAN SHOW CBS 12 Noon Billy Eckstine(S).

TRUE STORY (Kathi Norris) NBC 12N(4pm) (O) William Kendall Clarke; with Jean Mallory, Henry Lasce, Richard Knox, Abbey Lewis.

DICK CLARK SHOW ABC 7:30pm Paul Anka(S), The Diamonds(S), The Kalin Twins(S), Dan Iear(S), Fabian(S).

Perry Mason (Raymond Burr) CBS 7:30pm(6:30) The Case of the Rolling Bones; with regulars & Edgar Stehli, King Calder, Joan Camden, Mary Anderson, Arthur Space, Alan Lee, Kitty Kelly, Richard Aherne, Morris Ankrum, James Nolan.

COUNTRY MUSIC JUBILEE ABC 8pm(8:30) Jimmy Wakely(S).

BOB CROSBY SHOW NBC 8pm Gary Crosby(S), Fontane Sisters(S).

MIDWESTERN HAYRIDE ABC 10pm PREMIERE: Paul Dixon is m.c. Regulars are: The Lucky Pennies (M-S), Bobby Bobo(S), The Hometowners(S-M), The Midwesterners(D), Zeke & Slim(S-M-novelty).

SUNDAY JUNE 29

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LOCK UP AND LIVE CBS 12:30am The Note of Wonder; (O) John McGiffert.

ED SULLIVAN SHOW CBS 8pm The Moiseyev Dance Troupe.

STEVE ALLEN SHOW NBC 8pm Tony Bennett(S), Dorothy Collins(S), Don Adams(C), Sandra McCorkle(M), Oscar Levant(M)

Adventure At Scott Island(Barry Sullivan) ABC 8:30pm The Biggest Fight; with regulars & Murray Matheson; Dir - Barry Sullivan.

CHEVY SHOW NBC 9pm Dean Jones(S).

Alfred Hitchcock Presents CBS 9:30pm The Little White Frock; (O) Stacy Aumonier; (A) Sterling Silliphant; with Herbert Marshall, Julia Adams, Tom Helmore, Jacqueline Mayo, Roy Dean, Bartlett Robinson, Edwin Jerome, Otto Waldis, Kitty Kelly, Joe Hamilton; Dir - Herschel Daugherty.