



HOSPITAL VISITOR — Vice Pres. Richard Nixon (right) talks with Press Secretary James Hagerty after visiting President Eisenhower at Walter Reed hospital in Washington. The chief executive conferred privately with the vice president for 15 minutes. Nixon told reporters "the question of the President's future political actions was not discussed."

Producer Facing Tough Job In Attracting TV Listeners

NEW YORK (UP)—Worthington "Tony" Miner, one of TV's pioneer producers, will tackle the toughest job on NBC next month.

The chore—biting into the enormous audience now held captive by CBS-TV's "The \$64,000 Question."

Over the past year, NBC-TV has had little luck against CBS's with its alternating drama entries, "Armstrong Circle Theatre" and Fred Coe's "Playwrights '56." This July 3, the network will replace the Coe show with another drama series, "Kaiser Aluminum Hour" with Miner in charge.

"The competition will be tough," conceded Miner today. "But a good drama series can find an audience. Drama is the most durable drawing card on TV—look at 'Studio One,' 'Kraft,' 'Robert Montgomery,' 'U. S. Steel,' 'Climax.'"

"And remember, we go on a half-hour before 'The \$64,000 Question,' which means that if the audience is impressed, they'll stay. Of course, if we're weak, they'll just tune us out."

Miner, in TV since the dapper days of 1939, was the man who molded "Studio One," "The Goldbergs" and "Toast Of The Town." In one season, 1949-50, he produced all three shows plus "Mr. I. Magination" and wrote 40 of the 44 scripts used on "Studio One."

Medic Scrapped
This past season, Miner produced "Medic" and "Frontier" for NBC-TV. Both shows will be buried in the bonfire by the network before next season.

"They were both good shows," said Miner, "and I thought they should have lasted longer than they did. But I like the idea of doing a one-hour drama show—it excites me more."

Miner has set up a unique behind-the-scenes system for his new series. He has signed three of TV's outstanding young talents as producer-directors. They include Fielder Cook who turned

out "Patterns," Franklin Schaffner of "The Caine Mutiny Court Martial" and George Roy Hill who was responsible for "A Night To Remember." The story of the Titanic sinking.

"Each man will be responsible for one show out of every three," said Miner. "The rest of us will go around to offer our opinions if they're needed."

Emphasis On Writing
"We're going to put the emphasis on writing the script. One thing we're not going to try to do is build the program around a different star each week."

It was Miner who gave the big push to Grace Kelly, Charlton Heston, Eva Marie Saint, Maria Riva, Jack Lemmon and Jack Palance on the old "Studio One."

"That's what we'll do on this show," said Miner, "make stars instead of buying them. There's an almost inexhaustible fund of good young talent around."

"Another thing is the high cost of big name actors. They're not worth the price. There are getting to be fewer and fewer stars around whose infrequency of appearance on TV begins to justify the enormous prices they're asking."

SMART POLITICIAN
CLEVELAND, O. — (UP) — William T. Monroe, a Democratic candidate for the Ohio House of Representatives, did not receive his party's endorsement, but he has figured out a way to have his name mentioned at its rallies. When he drives his well-postered car to Democratic meetings, he leaves it parked with the headlights on. Invariably the chairman calls his name out to tell him his lights are burning.

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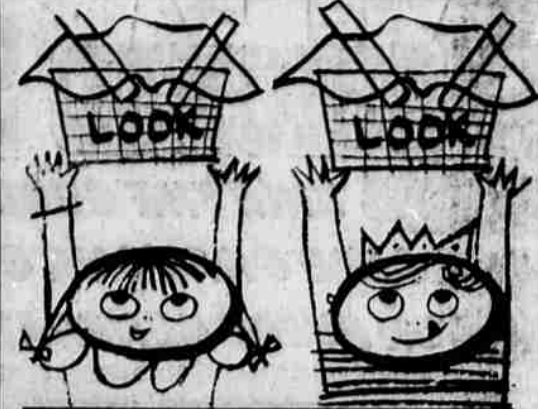


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