

ROSS REPORTS — TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday (March 15)

CBS- 4:30pm to concl NYT, also March 22; SPECIAL - National Invitation Basketball Tournament - LIVE from NY; to the net. (Open time, following conclusion of hockey telecasts). § Telecasts of the first round game (March 15) and the final championship game (March 22) of the National Invitation Basketball Tournament at Madison Square Garden, New York. Buddy Blattner will announce the games. § March 15 telecast, Sustaining. March 22 telecast, SPONSOR- Carter Products, Inc (Arrid, Rise) thru Ted Bates & Co., Inc(NY). § PKGR- CBS-TV Sports Dept(NY); Prod & Dir- Judson Bailey.

Sunday (March 16)

NBC- 5:30-6:30pm NYT, this date only; SPECIAL - Hemo the Magnificent - FILM (COLOR); no. of stations not available. (Preempts Saber of London, 5:30-6pm, and Meet the Press, 6-6:30pm NYT). § Story-line documentary using actors, animated cartoons and microphotography to tell the story of blood and its circulation thru the body. Richard Carlson plays "The Fiction Writer" and Dr. Frank Baxter is "Dr. Research" in this film, the fourth in the special Bell System Science Series to be shown over NBC this season (see page 15). This film was first shown over the CBS net, March 20, 1957. § SPONSOR- American Telephone & Telegraph Co (Bell Telephone System) thru N. W. Ayer & Son, Inc(Phila); Acct Superv- Vance Babb(NY); TV Acct Rep- Robert Zabel. § PKGR- American Telephone & Telegraph Co; Prod & Dir- Frank Capra; Assoc Prod- Joseph Sstrom; Animation- Shamus Culhane Productions, Inc.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Dick Clark Show (Sat, 7:30-8pm NYT) Add sponsor, effective March 1: Beech-Nut Life Savers, Inc (Beech-Nut Gum, Life Savers) thru Young & Rubicam, Inc(NY); Acct Execs- William Geeslin(Gum); John Grier(Life Savers).

The Betty White Show (Wed, 9:30-10pm NYT) Del Moore added to the cast as a regular, effective March 12.

CBS- Studio One in Hollywood (Mon, 10-11pm NYT) Alternate producer Norman Felton is producer for the next group of ten programs, effective with the program seen March 3. Alternate producer Gordon Duff was in charge of the first group of eight programs which began Jan 6.

TALENT SHOWSHEET AND SCRIPT REPORT - MARCH 10 - MARCH 16

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:

CLIMAX!; Thursday Mar 6; CBS 8:30pm - ADD CAST - Frank Puglia, Marc Cavall, Louis Lettieri, Eleanor Audley, Franco Corsaro, Steve Stevens.

PLAYHOUSE 90; Thursday Mar 6; CBS 9:30pm - ADD CAST - John Hoyt, Carl Benton Reid, Willare Sage.

DICK CLARK SHOW; Saturday Mar 8; ABC 7:30pm - ADD: Cathy Linden(S).

POLLY BERGEN SHOW; Saturday Mar 8; NBC 9pm - ADD: Jack Paar(C).

LAMP UNTO MY FEET; Sunday Mar 9; CBS 10am - ADD: A Young Man of Principle; (O) Raymond Lieberman; with Mickey Calin, Albert Dekker, Bibi Osterwald, Gene Peterson.

LOOK UP & LIVE; Sunday Mar 9; CBS 10:30am - ADD: A Picture of Silence; (O) David Ebin; with Shai K. Ophir(panto), Phil SharPer; Dir - Tim Kiley.

FRONTIERS OF FAITH; Sunday Mar 9; NBC 1:30pm - ADD CAST: Thomas Carlin, Joel Crothers, Rex O'Malley, Carson Wood, Barry Macollum; Byron Russell, Christine Thomas, Lois Holmes, Phoebe MacKay.

ED SULLIVAN SHOW; Sunday Mar 9; CBS 8pm - DELETE: Myron Cohen(C); ADD: Cyril Ritchard(A), Harrison & Fisher(C-D).

DINAH SHORE CHEVY SHOW; Sunday Mar 9; NBC 9pm - ADD: Pat Boone(S).

MONDAY MARCH 10
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|                                       |            |                                                                                                                                                                                      |
|---------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>O.S.S.</u><br>(Ron Randell)        | ABC 7:30pm | <u>Operation Meatball</u> ; with Franklyn Fox, Gaylord Cavallaro, Ryck Rydon, Leslie Dudley; (SW&SD).                                                                                |
| <u>Adventures of Robin Hood</u>       | CBS 7:30pm | <u>Roman Gold</u> ; with regulars & George A. Cooper, Peter Welch, Edmund Warwick, Ballard Berkeley; (SW&SD).                                                                        |
| <u>Love That Jill</u>                 | ABC 8pm    | <u>Hug That Hill-Billy</u> ; with regulars & Barbara Wilson, Sandy Warner, Walter Baldwin, Isobel Randolph; (SW&SD).                                                                 |
| <u>Burns &amp; Allen</u>              | CBS 8pm    | with regulars & Bob Ellis, Myrna Fahey, Anna Marie Nanasi, Stevie Firstman; (SW&SD).                                                                                                 |
| TALENT SCOUTS                         | CBS 8:30pm | <u>FINALISTS</u> : Brian Davies(S), The Short Twins(S), John Bourke(S).                                                                                                              |
| VOICE OF FIRESTONE                    | ABC 9pm    | Elaine Malbin(S), William Metcalf(S).                                                                                                                                                |
| <u>Danny Thomas</u>                   | CBS 9pm    | with regulars & Steven Geray; (SW&SD).                                                                                                                                               |
| TOP TUNES & NEW TALENT(Lawrence Welk) | ABC 9:30pm | Eddie Laine(M), Dan Lube(M), Eileen Christy(S).                                                                                                                                      |
| <u>December Bride</u>                 | CBS 9:30pm | with regulars & Ed Wynn, Robert Carson, Frankie Darro, John Eldridge, Norman Leavitt, Dick Baron, Mickey Martin; (SW&SD).                                                            |
| <u>Alcoa Theatre</u>                  | NBC 9:30pm | <u>Even A Thief Can Dream</u> ; (O) Laszlo Gorog; with Charles Boyer, Bonnie Bolding, John Harmon, Ross Elliott, Willard Sage, Ken Mayer.                                            |
| STUDIO ONE IN HOLLYWOOD               | CBS 10pm   | <u>A Dead Ringer</u> ; (O) Madeline & Henry Misrock; with Gig Young, Marguerite Chapman, Elizabeth Montgomery, Jane Darwell, Douglas Richards, Fred Eisley; Dir - Robert Stevens.    |
| SUSPICION                             | NBC 10pm   | <u>A World Full of Strangers</u> ; (O) James Yaffe & William Wise; with Janice Rule, John Baragrey, Philip Bourneuf, David White, Robin Howard, Kathleen Comegys; Dir - Don Medford. |

TUESDAY MARCH 11  
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Cheyenne ABC 7:30pm White Warrior; (O) Barney Slater & Howard Browne; with Michael Landon, Peter Whitney, Randy Stuart, Richard Garland, Morris Ankrum; (SD).

Mr. Adams & Eve CBS 8pm with regulars & Arlene Anderson; (SW&SD).

GOBEL-FISHER SHOW NBC 8pm Bert Lahr(C), Carmen Amaya(D).

Wyatt Earp ABC 8:30pm The School Teacher; with Virginia Core, Rico Alaniz, Bill Casady, Douglas Dick, William Bryant; (SW&SD).

Eve Arden Show CBS 8:30pm with regulars & Willard Waterman, Bill Goodwin, Danny Richards Jr., Kathryn Card, Frank Richards, Shirley Mitchell; (SW&SD).

Broken Arrow ABC 9pm Panic; with Pepe Hern, Michael Kopcha, Tony Russo, J. Steven Darrell; (SW&SD).

Adventures of McGraw(Frank Lovejoy) NBC 9pm The Set-Up; with Kipp Hamilton, Lyle Talbot, David Lewis, Larry Blake, Gage Clark; (SW&SD).

Telephone Time ABC 9:30pm The Quality of Mercy; (O) David Evans; with Harry Townes, Ann Sargent; Dir - Robert Sinclair.

RED SKELTON CBS 9:30pm Sir Cedric Hardwicke(A).

Bob Cummings Show NBC 9:30pm Bob Gets Harvey A Raise; with regulars & Jesse White; (SW&SD).

Californians NBC 10pm (O) Carey Wilber; with Billy Chapin, Shepperd Strudwick, Robert Steele, John Anderson; (SD).

WEDNESDAY MARCH 12
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Wagon Train NBC 7:30pm The Bernal Sierra Story; (O) Gilbert Roland; (A) Richard Maibaum; with Gilbert Roland, Charlita Regis, Louis Jean Heydt, James Dobson, Lane Bradford, Dorothy Adams, Don Beddce, Gil Frye; (SD).

BIG RECORD CBS 8pm Pearl Bailey(S), Howard Keel(S), The Four Voices(S), Florence Henderson(S), Harry Owens & Orch.

Tombstone Territory ABC 8:30pm with Norma Moore, William Talman, John Anderson, Peg Hillias, John Merrick, Marilyn O'Connor; (SW&SD).

Father Knows Best NBC 8:30pm Poor Old Dad; with regulars & Bartlett Robinson, Robert Chapman; (SW&SD).

Millionaire CBS 9pm The Story of Raymond Dupar; with Biff Elliot, Anita Gordon, Artie Lewis, Leonard Bell, Nora Marlowe, Frank Gerstle, Jack Lomas.

KRAFT THEATRE NBC 9pm The Sea Is Boiling Hot; (O) Simon Wincelberg; with Earl Holliman, Sessue Hayakawa; Dir - William Graham.

BETTY WHITE SHOW ABC 9:30pm Del Moore is now a regular.

US STEEL HOUR CBS 10pm Give Me My Son; (O) Anne Wormser & Jess Oppenheimer; (A) Abby Mann; with Richard Kiley, Betsy Palmer, Alexander Scourby, Lori March; Dir - Alex Segal.

THURSDAY MARCH 13  
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Circus Boy ABC 7:30pm The Cub Reporter; with regulars & Brad Johnson, Elaine Haslett, Kirby Smith; (SW&SD).

Sgt. Preston CBS 7:30pm The Black Ace; with Dick Emery, Bill Hunt, Don Durant; (SW&SD).

Richard Diamond, Private Detective(David Janssen) CBS 8pm Juvenile Jacket; with Nick Adams, Regis Toomey, Steve Terrell, Byron Foulger, Adrienne Marden, Harry Cole, Katharine Warren.

CLIMAX! CBS 8:30pm So Deadly My Love; (O) Stephen Ransome; (A) Marc Brandel; with Ralph Meeker, Kim Hunter, Shepperd Strudwick, Scott McKay; Dir - Buzz Kulik.

THURSDAY MARCH 13 (Cont'd)

Dragnet NBC 8:30pm with Buddy Lester, Kathy Marlow, Dennis Moore, Joe Quinn, William E. Green; (SW&SD).
 (Jack Webb)

PAT BOONE CHEVY ABC 9pm Carmel Quinn(S).
 CHEVY SHOWROOM

Navy Log ABC 9:30pm PT 109; Re-run of 10/17/57.

PLAYHOUSE 90 CBS 9:30pm The Male Animal; (O) James Thurber & Elliott Nugent; (A) Don Mankiewicz; with Andy Griffith, Ann Rutherford, Charles Ruggles, Gale Gordon, Edward O'Brien, Richard Sargent, Barbara Harris, Ronnie Knox; Dir - Vincent Donehue.

FORD SHOW NBC 9:30pm Pat Carroll(C).

LUX SHOW NBC 10pm Nelson Eddy(S-A), Ben Lessy(C).
 STARRING ROSEMARY CLOONEY

Jane Wyman NBC 10:30pm Night of Terror; with Miss Wyman.
 Show

FRIDAY MARCH 14

Adventures of ABC 7:30pm Bitter Bounty; with regulars & Lynn Shubert, Manning Ross, Bud
Rin-Tin-Tin Osborne, Dehl Berti, Joseph Vitale; (SW&SD).

Jim Bowie ABC 8pm The Lion's Cub; with Roy Hughes, William Challee, Kay Kuter,
 Forrest Lewis; (SW&SD).

Trackdown CBS 8pm The Judge; (O) John Robinson; with Steve Terrell, John Litel,
 (Robert Culp) James Griffith, Ellen Corby, Norman Leavitt, Kasey Rogers; (SD).

Colt. 45 ABC 8:30pm Split Second; (O) William Leicester; with Richard Garland, Elaine
 (Wayde Preston) Edwards, Arthur Batanides, Dan Riss; (SD).

Dick Powell's CBS 8:30pm Man Of Fear; (O) Aaron Spelling; with Dewey Martin, Arthur Franz,
Zane Grey Theatre Julie Adams; Dir - James Sheldon.

Frank Sinatra ABC 9pm Eydie Gorme(S), Joey Bishop(C).
 Show

Phil Silvers CBS 9pm Bilko The Genius; with regulars & Archie Smith, Nick Saunders;
 (You'll Never get Rich) (SW&SD).

PATRICE MUNSEL ABC 9:30pm Martha Raye(C-S-D)

Schlitz CBS 9:30pm The Honor System; (O) Norman Katkov; with Paul Douglas, Ray Strick-
Playhouse lyn, Robert F. Simon, Yvonne Craig, Dorothea Lord, Edward Franz,
 James McCallion, Murry Julian; Dir - John Brahm.

Walter Winchell ABC 10pm David And Goliath; (O) Eustace & Francis Cockrell; with William
File Phipps, Jim Hyland, Paul Newlan, Mike Ragan; Dir - Bernard Girard.

Lineup CBS 10pm The George Case; with regulars & Louis Lettieri, Ed Colman, Lil-
 (Warner Anderson, Tom Tully) lian Buyeff; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS MARCH 10 - MARCH 14

TCDAY NBC 7am 3/10 - Barbara Carroll Trio(M); 10/14 - Bernie Nerow Trio(M).
 (Dave Garroway)

GARRY MOORE CBS 10am 3/10 - Cliff Norton(C); 10/14 - Johnny Haymer(C), Martha Davis &
 SHOW Spouse(S-M).

AMERICAN ABC 3pm 3/10 - Don Cornell(S), The Four Dates(S); 3/11 - Frankie Vaughan
 BANDSTAND(Dick Clark) (S), Four Lads(S), Jack Jones(S); 3/12 - Merv Griffin(S); 3/13 -
 Eddie Robbins(S); 3/14 - Terry Nolan(S), Cliff Thomas Trio(S-M).

NBC MATINEE NBC 3pm 3/10 - The Mask of Venus; (O) Nella Gardner White; (A) Theodore
 THEATRE Apstein; 3/11 - With Love We Live; (O) Betty Friedan("No Drug As
 Powerful As Love"); (A) Will Schneider & Herman Goldberg; 3/12 -
You And I; (O) Philip Barry; (A) Philip Barry Jr.; 3/13 - Career
Angel; (O) Gerard Majella Murray; (A) Frank Price; 3/14 - The
Contingent Fee; (O) Frank Warshawsky; (A) S.S. Schweitzer.

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

MCDERN ROMANCES NBC 4:45pm (C) Bob Corcoran; with Georgann Johnson, Russell Hardie, Leon (Mel Brandt) Stevens, Paul Stevens.
 JACK PAAR SHOW NBC 11:15pm 3/10 - Susan Silo(S); 3/11 - Cliff Arquette(C); 3/12 - Mel Allen; 3/13 - Cliff Arquette(C); 3/14 - Billy Williams Quartet(S-M).

SATURDAY MARCH 15

JIMMY DEAN CBS 12N Jackie Rae(S), Carmel Quinn(S).
 TRUE STORY NBC 12N The Operation; (C) Max Ehrlich; with Philip Abbott, Ann Flood, Frank Sutton, Mary Wells.
 Perry Mason CBS 7:30pm The Case Of The Half-Wakened Wife; (C) Stanley Niss; with Tom Palmer, Stuart Bradley, Jonathan Hole, Barbara Lawrence, Phyllis Avery, Claude Akins, Peter Hansen.
 COUNTRY MUSIC JUBILEE ABC 8pm Marty Robbins(S), Boyd Bennett(S).
 PERRY COMO NBC 8pm Maureen O'Hara(A), McGuire Sisters(S), Jack Carter(C).
 CLUB OASIS NBC 9pm Dean Martin(S).
Have Gun, Will Travel CBS 9:30pm (Richard Boone) with regulars & Carl Benson, Marian Seldes; (SW&SD).
 GISELE MACKENZIE NBC 9:30pm June Hutton(S), George Arnold's "Rhythm On Ice Revue".
Juamoke CBS 10pm with regulars & Virginia Gregg, Bart Robinson, Michael Himm, James Kevin, Herb Lytton, Craig Duncan; (SW&SD).

SUNDAY MARCH 16

FRONTIERS OF FAITH NBC 1:30pm A Dream of Faith; (C) Lillian Andrews.
 WIDE WIDE WORLD NBC 4pm American Theatre '58; (In cooperation with ANTA); with Helen Hayes, Melvyn Douglas, Robert Preston, Peter Ustinov.
Maverick ABC 7:30pm (James Garner) Black Fire; (C) Marion Hargrove; with Hans Conried, Will Wright, Jane Darwell, John Vinyan, Theona Bryant, Dan Sheridan; (SD).
 ED SULLIVAN SHOW CBS 8pm Myron Cohen(C), Sue Carson(C), Mickey Shaughnessy(C-A), Friendly Son of St. Patrick(S), McNiff Irish Dancers, Eddy Manson & group (M), Martin Granger & puppets, The Mascots(balancing).
 STEVE ALLEN NBC 8pm Lena Horne(S), Keenan Wynn(A), Jack E. Leonard(C), Mark Murphy(S).
General Electric Theatre CBS 9pm The Coward of Fort Bennett; (C) Halsey Melone, Edward R. Nathan, Philip G. Cole; with Ronald Reagan, John Dall, Neville Brand, Robert F. Simon, Arthur Space, Jason Robards, Sr.; Dir - Jules Bricken.
 DINAH SHORE CHEVY SHOW NBC 9pm Bea Lillie(C), Janis Paige(A-S), Jimmie Rodgers(S).
Alfred Hitchcock Presents CBS 9:30pm Fog Horn; (C) Gertrude Atherton; (A) Frank Gabrielson; with Barbara Bel Geddes, Michael Rennie, Bartlett Robinson; Dir - Robert Stevens.
Scotland Yard ABC 10pm (Edgar Lustgarten) The Silent Witness; with Ivan Craig, Namara Michael, Kenneth Henry, Frank Forsyth, Jean Lodge; (SW&SD).
Loretta Young Show NBC 10pm Windfall; (C) John London & Ruth Roberts; with Hume Cronyn, Veda Ann Borg, John Eldredge, Frank Tweddell, Oliver McGowan, Roy Glenn, Richard Reeves, Jacqueline de Wit; Dir - John Newland.