

# ROSS REPORTS — TELEVISION INDEX

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Wednesday (March 26)

NBC- 10:30pm-12:15am NYT, this date only; SPECIAL - 30th Annual Academy of Motion Picture Arts and Sciences Awards - 'Oscars' - LIVE from LA; no. of stations not available. (Preempts a portion of The Jack Paar Show which will be seen 12:15-1am NYT, this date). § Telecast of the 30th annual 'Oscar' awards ceremonies in Hollywood, with James Stewart, Rosalind Russell, David Niven, Bob Hope and Jack Lemmon as the m.c.'s among the up to 90 movie stars and personalities who will be presented on the program as participants or presenters of the awards to winners.

§ SPONSORS- Academy of Motion Picture Arts & Sciences (H'wood) and Motion Picture Assn of America, Inc., both direct.

§ PKGR- Academy of Motion Pictures Arts & Sciences with NBC-TV(LA); Prod & Dir for TV- Alan Handley(NBC); Academy Prod- Jerry Wald; all other credits not available.

#### Thursday (March 27)

ABC- 9:30-10pm NYT; this date only; SPECIAL; Pres. Eisenhower- Reciprocal Trade - LIVE from Washington, D.C.; to the net. (Preempts Navy Log, this date only). § President Eisenhower addresses a dinner meeting of the President's Conference on Reciprocal Trade on "Why the U.S. Needs Reciprocal Trade," at the Sheraton Park Hotel in Washington, D. C.

§ Sustaining.

§ PKGR- ABC-TV Public Affairs(Wash); Prod- John Secondari; staff from WMAL-TV.

#### Saturday (March 29)

CBS- 3-5pm NYT, this date only; SPECIAL - NCAA Swimming, Diving Meet - LIVE from Ann Arbor, Mich, to Chicago; to the net. § Telecast of the 34th annual NCAA Swimming and Diving Championships from the U. of Michigan pool, in Ann Arbor, Mich., with Bud Palmer and Jack Drees handling the description and color commentary on the meet, assisted by Ohio State University diving coach Mike Peppe.

§ Sustaining.

§ PKGR- CBS-TV Sports(NY); Prod- Pete Molnar(NY); Dir- Dick Liesendahl(Chi).

NBC- 2-2:30pm NYT, this date only; SPECIAL - Adlai Stevenson- Education - LIVE from NY; to the net. § Adlai E. Stevenson addresses a luncheon meeting of the United Parents Assn at the Waldorf-Astoria Hotel in New York on Trends in Education.

§ Sustaining.

§ PKGR- NBC-TV Public Affairs(NY); Prod- Doris Corwith.

THIS WEEK(Cont'd)

Sunday(March 30)

NBC- 11-11:30am NYT, this date only; SPECIAL - Holy Week - FIIM; to the net.

§ Film, made in France, showing the high points of the Liturgy of Holy Week, revised by Pope Pius XII.

§ Sustaining.

§ PKGR- NBC-TV(NY) in coop with the National Council of Catholic Men; Prod- Rev. Richard, O.P.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- High Adventure with Lowell Thomas (7 one-hour programs, various days, various times during season) March 24, Monday, 8-9pm NYT; FIIM, "Visit to the Never-Never Land of the Australian Aborigine," with Lowell Thomas as host and guide.  
§ Prod & Dir- Lee Robinson; Prodn Mgr- Alton Frazer.

Du Pont Show of the Month (10 times during the season, various days, various times, 90 minutes each) March 27, Thursday, 9:30-11pm NYT, "A Tale of Two Cities," adapted by Michael Dyne from Charles Dickens' novel, starring Eric Portman, others (see page C for cast credits). § Pkgr- Talent Associates, Ltd(NY); Prod- David Susskind; Dir- Robert Mulligan; Assoc Prod- Michael Abbott. § LIVE from NY to 132 stations.

NBC- Hallmark Hall of Fame (6 times during season, various days, various times) March 24, Monday, 9:30-11pm NYT; "Little Moon of Alban," original teleplay by James Costigan, starring Julie Harris, Christopher Plummer, others (see page A for cast credits). § Pkgr- Milberg Productions; Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer. § LIVE (COLOR) from NY.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Frank Sinatra Show (Fri, 9-9:30pm NYT) Jesse White added as regular, effective with the program of March 29, to appear in five musical shows.

O. S. S. (Mon, 7:30-8pm NYT) Last show March 17; replaced by a network documentary film dealing with aspects of American life under the program title, American Odyssey, starting March 24.

The Walter Winchell File (Fri, 10-10:30pm NYT) Last show March 28; replaced by a network film series of travel films under the title, Holiday Handbook, starting April 4.

CBS- The Big Record; SCHEDULE CHANGE March 26; cut to a half-hour, 8:30-9pm NYT, from the previous 8-9pm schedule. The program, effective the same date, will be sponsored weekly by the Oldsmobile Division, General Motors Corp., thru D. P. Brother & Co(Det); Acct Exec- Val Corradi.

Leave It To Beaver; SCHEDULE CHANGE March 26; to Wednesdays, 8-8:30pm NYT. Program has been seen Fridays, 7:30-8pm NYT.

Dick and the Duchess; SCHEDULE CHANGE March 28; to Fridays, 7:30-8pm NYT. Program has been seen Saturdays, 8:30-9pm NYT. In its new time, the program will be sustaining, showing repeats of previous episodes.

TALENT SHOWSHEET AND SCRIPT REPORT - MARCH 24 - MARCH 30  
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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) 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:

MAKE ME LAUGH; Thursday Mar 20; ABC 10pm - ADD: Tony Bennett(S).  
 LEONARD SILLMAN SHOW; Thursday Mar 20; WABD local NY; 8:30-9pm; PREMIERE Robert Clary, Paul Lynde  
 ART LINKLETTER'S HOUSE PARTY; Mon-Fri Mar 17-21; CBS 2:30pm - ADD: 3/17 - Barry O'Hara(S); 3/20 - Jimmie Rodgers(S); 3/21 - Dorothy Shay(S).  
 JIMMY DEAN SHOW; Saturday Mar 22; CBS 12M - DELETE: Les Paul & Mary Ford(S-M); ADD: The Short Twins(S-C).  
 DICK CLARK SHOW; Saturday Mar 22; ABC 7:30pm - ADD: Billy Williams(S).  
 PERRY COMO SHOW; Saturday Mar 22; NBC 8pm - DELETE: Jack Carter(C); ADD: Ginger Rogers(D-A), Connie Francis(S).  
 CAMERA THREE; Sunday Mar 23; CBS 11:30am - ADD: Report From The Moon; (O) Clair Roskam & Warren Wallace; (will include fictional accounts by H.G. Wells, Jules Verne, Edgar Allan Poe); with Reuben Singer, Alan Ansara, Clarence Hoffman, Theodore Goetz, Paul Andor; Dir - Clay Yurdin.  
 OMNIBUS; Sunday Mar 23; NBC 4pm - ADD CAST: Laurel Hurley(S), Marcella Pobble(S), Frank Guarrera(S), Carlo Bergonzi(S), Raymond Vinay(S), Martha Moedl(S).

MONDAY MARCH 24  
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<u>Love That Jill</u>	ABC 8pm	<u>Two For The Money</u> ; with regulars & Hugh Sanders, Mark Dana, Hal Callie, Elaine Edwards; (SW&SD).
<u>Burns &amp; Allen</u>	CBS 8pm	with regulars & Valerie Allen, Peg Hillias, Don Dillaway; (SW&SD).
<u>Restless Gun</u> (John Payne)	NBC 8pm	<u>Suffragette</u> ; with Ellen Corby; (SW&SD).
TALENT SCOUTS	CBS 8:30pm	Pre-empted by <u>High Adventure</u> with Lowell Thomas.
<u>Voice of Firestone</u>	ABC 9pm	<u>Filmed Repeat</u> ; Mildred Miller(S).
<u>Danny Thomas Show</u>	CBS 9pm	with regulars & Richard Deacon, Elene Janssen, Dixie Small Fry(M), Scotter Teague(D), Aileen Miller(D), Carole Amen(D), Robert Bar-ranco(D).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Kirby Jane Mooney(M).
<u>December Bride</u>	CBS 9:30pm	with regulars & Tom Brown Henry, Helen Kleeb; (SW&SD).
HALLMARK HALL OF FAME	NBC 9:30pm	<u>Little Moon of Alban</u> ; (O) James Costigan; with Julie Harris, Christopher Plummer, Barry Jones, Frank Conroy, George Peppard, Nora O'Mahony, Elspeth March, Tom Clancy, Pauline Planagan, Mildred Traes, Helena Carroll, Harry Davis, Michael Lewis, Lee Richardson, Sorrell Booke, Liam Clancy, Norman Barrs; Dir - George Schaefer.
STUDIO ONE IN HOLLYWOOD	CBS 10pm	<u>The Award Winner</u> ; (O) Jerry Davis & Tom August; with Eddie Bracken, Jack Oakie, Gale Gordon, Joanna Moore, Ross Ford, Joe Conley, Leon Tyler, Sheila Bromley; Dir - David Greene.

TUESDAY MARCH 25  
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| <u>Cheyenne</u><br>(Clint Walker) | ABC 7:30pm | <u>Ghost of The Cimarron</u> ; (O) Teddi Sherman & James Gunn; with Patrick McVey, Isabelle Dawn, Wright King; (SD). |
| <u>Mr. Adams &amp; Eve</u>        | CBS 8pm    | <u>Brought To You Dead From Hollywood</u> ; with regulars only; (SW&SD).                                             |
| GOBEL-FISHER                      | NBC 8pm    | Joan Davis(C), Jonathan Winters(C), Pat Suzuki(S).                                                                   |

TUESDAY MARCH 25(Cont'd)  
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Wyatt Earp ABC 8:30pm Big Brother Virgil; with Ross Elliott, Joanna Hayes, Mason Alan Dinehart, Michael Emmet, Marc Platt; (SW&SD).  
 (Hugh O'Brian)

Eve Arden Show CBS 8:30pm with regulars & Robert Rockwell; LAST SHOW.

Broken Arrow ABC 9pm Iron Maiden; with Marya Stevens, Paul Dubov, George Sawaya, Lane Bradford; (SW&SD).  
 (John Lupton)

Adventures of McGraw NBC 9pm Face of The Dead; with Joan Banks, Sammy White, Phillip Fire, Owen Stark.  
 (Frank Lovejoy)

Telephone Time ABC 9:30pm Man of Principle; (O) David Duncan; with Jonathan Harris, Neil Hamilton, Edward Binns.  
 (Dr. Frank Baxter)

RED SKELTON SHOW CBS 9:30pm Billy Gilbert(C), Ted De Corsia.

Bob Cummings Show NBC 9:30pm Bob Goes Birdwatching; with regulars & John Archer, Nancy Kulp, Joi Lansing, Patricia Cutts; (SW&SD).

The Californians NBC 10pm The Street; (O) Carey Wilber; with Howard Caine, Steve Pendleton, Chris Alcaide; (SD).  
 (Richard Coogan)

WEDNESDAY MARCH 26  
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Wagon Train NBC 7:30pm A Man Called Horse; (O) Dorothy Johnson; (A) Leo Townsend; with Ward Bond, Robert Horton, Ralph Meeker, Joan Taylor, Michael Pate, Celia Lovsky, Anthony Numkena, Jorie Wyler, Jacqueline Mayo, Owen Cunningham; (SD).

Leave It To Beaver CBS 8pm NOTE: NEW DAY AND TIME.

Tombstone Territory ABC 8:30pm Cave In; with Robert J. Stevenson, Margaret Hayes, Vicki Aston; (SD).  
 (Pat Conway)

BIG RECORD CBS 8:30pm NOTE: NEW TIME 8:30-9pm; Xavier Cugat & Orch., Abbe Lane(S-D), Ted Lewis(S), Lou Monte(S).  
 (Patti Page)

Father Knows Best NBC 8:30pm Young Love; with regulars & Gail Land, Susan Odin, Jimmy Bates, Arthur Lovejoy; (SW&SD).

Ozzie & Harriet ABC 9pm The Closed Circuit; with regulars & Penny Edwards, Ralph Montgomery, Richard Powers; (SW&SD).

Millionaire CBS 9pm The Story of John Smith; with Richard Garland, Carole Mathews, Marvin Miller, James Griffith.

KRAFT THEATRE NBC 9pm Angry Angel; (O) Alfred Brenner; with Lynn Loring, Audra Lindley, Lawrence Weber, Helen Stenborg, John Gibson; Dir - Paul Bogart.

BETTY WHITE SHOW ABC 9:30pm Billy de Wolfe(C), Jimmy Boyd(S), Reta Shaw(A).

US STEEL HOUR CBS 10pm Top Secret Mission; (O) Madelaine Duke; (A) Irving Gaynor Neiman; with Beatrice Straight, Robert Wright, Yoseph Yadin, John Sutter, Beatrice Pons, Rex O'Malley, Nathan Coogan; Dir - Paul Stanley.

OSCAR AWARDS NBC 10:30pm Originating from H'wd.

THURSDAY MARCH 27  
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Circus Boy ABC 7:30pm The Little Fugitive; with regulars & Millie Doff, Harvey Grant; (SW&SD).

Zorro ABC 8pm The Fox And The Coyote; with regulars & Vinton Hayworth; (SW&SD).  
 (Guy Williams)

Richard Diamond, Private Detective CBS 8pm Pension Plan; with Ed Binns, Alexander Lockwood, Jonathan Hale, Francis De Sales, Alan Wells, Troy Melton, Sue Carlton, Key Mayer; (SW&SD).  
 (David Janssen)

CLIMAX! CBS 8:30pm The Great World And Timothy Colt; (O) Louis Auchincloss; (A) Bill Lundigan, Mel Goldberg; with Don Taylor, Maggie Hayes, Milburn Stone, Edward Andrews, Cloris Leachman; Dir - Paul Nickell.

THURSDAY MARCH 27(Cont'd)

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Dragnet (Jack Webb) NBC 8:30pm with regulars & Ed Prentiss, John Truax, Ralph Moody, Les Mitchell, Johnny Silver; (SW&SD).

PAT BOONE CHEVY SHOWROCM ABC 9pm Jaya P. Morgan(S).

Navy Log ABC 9:30pm Pre-empted by Presidential speech.

DU PONT SHOW OF THE MONTH CBS 9:30pm A Tale of Two Cities; (O) Charles Dickens; (A) Michael Dyne; with Eric Portman, Agnes Moorehead, Rosemary Harris, Walter Fitzgerald, Gracie Fields, James Donald, Denholm Elliott, Max Adrian, Fritz Weaver, Bruce Gordon; Dir - Robert Mulligan.

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

MAKE ME LAUGH ABC 10pm Gene Baylos(C), Harvey Stone(C), Buddy Lester(C). Robert Q. Lewis as moderator.

LUX SHOW STARRING ROSEMARY CLOONEY NBC 10pm Salvatore Baccaloni(S).

Jane Wyman Show NBC 10:30pm The Doctor Was A Lady; with Frances Bergen, Keith Andes.

FRIDAY MARCH 28

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Adventures of Rin-Tin-Tin ABC 7:30pm Border Incident; with regulars & Manning Ross, Lou Krugman, Jan Arvan, Mel Welles, Michael Vallon; (SW&SD).

Dick & The Duchess CBS 7:30pm NOTE: NEW DAY & TIME. RE-RUNS FOR REMAINDER OF SEASON.

Trackdown (Robert Culp) CBS 8pm The Boy; with John Crawford, Gail Kobe, James Griffith, King Donovan, Larry Dobkin, Norman Leavitt; (SW&SD).

Colt .45 (Wayde Preston) ABC 8:30pm The Deserters; (O) Tony Barrett; with Angie Dickinson, Michael Dante, Myron Healey, Obie Venner, Robert Foulk; (SD).

Dick Powell's Zane Grey Theatre CBS 8:30pm Black If For Grief; Re-run of 4/12/57.

Frank Sinatra Show ABC 9pm Eddie Fisher(S).

Phil Silvers Show (You'll Never Get Rich) CBS 9pm Rock 'n' Roll Rookie; with regulars & Tom Gilson, Sam Schwartz; (SW&SD).

PATRICE MUNSEL SHOW ABC 9:30pm Jan Peerce(S), The Great Vino(high wire), Billy Welles and The Four Pays(tumbling).

Schlitz Playhouse CBS 9:30pm I Shot A Prowler; (O) Arthur Sheekman; with Alexis Smith, Helmut Dantine, Craig Stevens, Dudley Manlove, Morey Amsterdam, Tom Wilde; Dir - Arthur Hiller.

Walter Winchell File ABC 10pm The Stopover; (O) Adrian Spies; with Rodolfo Hoyos, Jr., Alex Montoya, Rodolfo Acosta, Tony Terry; (SD). LAST SHOW.

Lineup (Warner Anderson, Tom Tully) CBS 10pm The Little Hero Case; with Ed Parker, Jim Bannon, Jim Canino, Hal Baylor, Victor Sen Yung; (SW&SD).

MULTIPLE AND ACROSS-THE-BOARD SHOWS MARCH 24 - MARCH 28

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TODAY (Dave Garroway) NBC 7am Judy Lee replaces Helen O'Connell this week. 3/26 - Jack Haskell (S), Cliff Norton(C).

GARRY MOORE SHOW CBS 10am Sandy Stewart(S), replaces Denise Lor this week. 3/28 - Phil Foster(C), Martha Davis & Spouse(S-M).

NBC MATINEE THEATER NBC 3pm 3/24 - End Of The Rope; Re-run of 4/1/57; 3/25 - O'Rourke's House; (C) Tim Kelly; 3/26 - The Alleyway; (O) Robert Esson; 3/27 - The Vagabond; (O) Colette; (A) Betty Ulius; 3/28 - The Silver Spider; (O) John Bloch.

MODERN ROMANCES (Mel Brandt) NBC 4:45pm (O) Bob Corcoran; with Loretta Leversee, Lonny Chapman, Minnie Jo Curtis, Truman Smith.

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

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JACK PAAR SHOW NBC 11:15pm Wed. nite show pre-empted until 12:15am; 3/24 - Genevieve(S), Lew Parker(C), Betty Kean(C), Ed Scotti(S); 3/25 - Cliff Arquette(C), Bill Hayes(S), Florence Henderson(S), Vaughn Monroe(S-M); 3/26 - Genevieve(S), Jay Marshall(C-Magic-Ventril); 3/27 - Cliff Arquette, Betty Walker(C), Danny Scholl(S); 3/28 - Genevieve(S), Vaughn Monroe(S-M), Gypsy Rose Lee.

SATURDAY MARCH 29

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JIMMY DEAN SHOW CBS 12N Wyoma Winters(S)  
 TRUE STORY NBC 12N The Parkinson Award; (O) William Kendall Clarke; with Jan Miner, Randy Kraft, Dolores Sutton.  
 (Kathi Norris)  
 DICK CLARK SHOW ABC 7:30pm Joni James(S), Fats Domino(S-M), Four Lads(S), The Voxpoppers(S), Don Gibson(S).  
Perry Mason CBS 7:30pm The Case of The Daring Decoy; (O) Seeleg Lester; with regulars & Jacqueline Scott, H.M. Wyant, Pamela Duncan, Marie Windsor, Natalie Norwich, Jack Weston, John Mack Brown; (SD).  
 (Raymond Burr)  
 COUNTRY MUSIC ABC 8pm Libby Horne(S), Pee Wee King(S-M), "Little Eller" Long(S-C).  
 JUBILEE  
 PERRY COMO SHOW NBC 8pm Frankie Lane(S), Teresa Brewer(S), Count Basie & Orch. with Joe Williams.  
 CLUB OASIS NBC 9pm Spike Jones & Orch., Helen Grayco(S), Joe Besser(C), Juli Reding(S).  
Have Gun, Will Travel CBS 9:30pm with Jeanette Nolan, Lisa Gaye, Corey Allen; (SW&SD).  
 (Richard Boone)  
 GISELE MACKENZIE NBC 9:30pm Eddie Fisher(S).  
Gunsmoke CBS 10pm with Dean Harens, June Dayton, Val Benedict; (SW&SD).

SUNDAY MARCH 30

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FRONTIERS OF FAITH NBC 1:30pm Roger Williams' And Mary; (O) Gene Hurley.  
Maverick ABC 7:30pm Burial Ground of The Gods; (O) Douglas Heyes; with Claude Akins, Nancy Gates, Charles Cooper, Robert Lowery; (SD).  
 (Jack Kelly)  
Sally NBC 7:30pm LAST SHOW.  
 (Jean Caulfield)  
 ED SULLIVAN SHOW CBS 8pm Sam Levenson(C), Jane Morgan(S), Georges Guetary(S), Della Reese(S), Anton Dolin & Ballet Co., Frankie Vaughan(S), Roger Williams(M), George Shearing(M), Dorothy Donegan(M), O'Brady Puppets, The Three Brazzazis(C).  
 STEVE ALLEN SHOW NBC 8pm Edgar Bergen(ventril), Step Bros.(D), Marie McDonald(A-S).  
General Electric Theatre CBS 9pm The Unfamiliar; (O) Richard Connell; (A) Kathleen Hite; with Burgess Meredith, Peggy Ann Garner, Sylvia Field, Philip Coolidge, Kevin Hagen, Virginia Stefan; Dir - Andrew McCullough.  
 CHEVY SHOW NBC 9pm (Coming From N.Y.) Ethel Merman(S-A-C), Andy Williams(S), Jack Paar(C), Polly Bergen(S); Dir - Joe Gates; Writers - Ed Simmons, Arnold Sultana, Marvin Worth; Music Dir - Paul Weston; Choreog - John Butler.  
Alfred Hitchcock Presents CBS 9:30pm Bull In A China Shop; (O) C.B. Guilford;(A) Sarett Rudley; with Dennis Morgan, Estelle Winwood, Elizabeth Patterson, Ellen Corby, Ida Moore.  
Loretta Young Show NBC 10pm Air Stewardess; (O) Pug Wells & Sally Graham; (A) Harlan Ware; with James Daly, Karen Sharpe, Steve London, Lorna Thayer, Suzanne Alexander, Patience Cleveland; Dir - John Newland.