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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday (March 27)

NBC- 10:30pm-12:15am EST; SPECIAL - Motion Picture Academy Awards Presentations - LIVE from KRCA-TV(LA) & WRCA-TV(NY), no. of stations indefinite. § Sponsor- Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); Acct Exec- Valentine Corradi; Comm Anncr- Bob LeMond. § Academy of Motion Picture Arts & Sciences with NBC-TV; Academy Staff: Prod & Dir(LA)- Valentine Davies; Asst to Prod- Joe Parker; Dir(NY)- Robert Emmett Dolan; NBC Staff(LA): Prod- William Kayden; Dir- William Bennington; Asst Dir- Ray Montgomery; NBC Staff(NY): Julian Bercovici; Dir- Max Miller; Asst Dir- Marcia Kuyper; Music Dir(LA)- Johnny Green; Asst Music Dir(LA)- Murray Gerson; Costumes(LA)- Edith Head; Writers- Arthur Phillips, Harry Crane, Herbert Baker; Hal Kanter. § Presentation of the 29th annual awards, the "Oscars," of the Academy of Motion Picture Arts & Sciences, from the Pentagee Theatre in Hollywood, with cut-ins from the Century Theatre in New York. Jerry Lewis will be m.c. in Hollywood, with Celeste Holm as m.c. in New York. The program preempts the 11:15pm-12:15am portion of Tonight!

Saturday (March 30)

CBS- 2:30-4:30pm EST; SPECIAL - East-West College All-Star Basketball - LIVE from WCBS-TV(NY), to the net. § Sponsorship open. § Pkgr- CBS TV Sports(NY); Exec Prod & Dir- Judson Bailey. § Bud Palmer describes the play and Chris Schenkel handles the color for the 11th annual East-West basketball classic, with a team of outstanding seniors from eastern schools, coached by Frank McGuire of the U. of North Carolina, playing against a team of western seniors, coached by Doc Hayes of Southern Methodist University.

Sunday (March 31)

CBS- 7:30-8pm EST, Alt Sundays; DEBUT - The Marge & Gower Champion Show - LIVE (debut) or FILM from KENT(LA), 159 stations live, 19 kine. § Sponsor- The American Tobacco Co (Hit Parade Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Henry See. § Pkgr- J & M Productions(LA); Prod- Paul Harrison; Dir- Jack Sheldon; Music Dir- Dick Pribor; Writers- Joe Connelly, Bob Mosher. § Story-line situation comedy show with music and dancing, with Jack Whiting as Marge's father and Buddy Rich as Cozy. The program will alternate weekly with the Jack Benny Show, with several programs presented live and several on film before the summer. The Champions replace Private Secretary (last show March 17) in this time spot.

CBS- 8-9:30pm EST; SPECIAL - Cinderella - LIVE (COLOR) from WCBS-TV(NY), 204 stations live, 41 kine. § Co-Sponsors- (Continued on next page)

THIS WEEK(Cont'd)

Sunday(March 31)

CBS- Cinderella (Continued from previous page): Pepsi-Cola Co thru Kenyon & Eckhardt, Inc(NY), producing agency for both sponsors, with commercials on film, and Shulton, Inc thru The Wesley Associates, Inc(NY). § Pkgr- CBS-TV(NY); Prod- Richard Lewine; Prod Coord- Paul Davies; Dir- Ralph Nelson; Music- Richard Rodgers; Book & Lyrics- Oscar Hammerstein II; Orchestration- Robert Russell Bennett; Music Dir- Alfredo Antonini; Art Dirs & Costumes- William and Jean Eckart; Sets- Gene Callahan; Choreog- Jonathan Lucas. § Musical adaptation of the "Cinderella" story, starring Julie Andrews in the title role, with Howard Lindsay, Dorothy Stickney, Edith Adams, Ilka Chase, Kaye Ballard, Alice Ghostley and Jon Cypher. The program preempts The Ed Sullivan Show, 8-9pm EST, and General Electric Theatre, 9-9:30pm, one time only.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Approx every 4th Sun, 5-6pm NYT) March 31, "Poland 1957," pictorial record of current life in Poland, compiled by CBS News Moscow correspondent Daniel Schorr and See It Now cameraman Leo Rossi.

OTHER NETWORK CHANGES & ADDITIONS

ABC- This Is Galen Drake (Sat, 7-7:30pm EST) Change of format, with Galen Drake now presenting fictional vs. factual facets of various professions. Bernie Leighton continues as musical director, with orch providing musical interludes. Singers Rita Ellis and Stuart Foster have been dropped in the change. Charles W. Christenberry, Jr., is now producer and director.

Air Time '57 (Thu, 10-10:30pm EST) Vaughn Monroe ended his role as m.c. on March 21 show, with nominal sponsor Air Force Reserve also ending up with the same program. Show will be sustaining, March 28 and April 4.

CBS- Racing From Gulf Stream Park; RETURN March 23; Sat, 4:30-5pm EST; remote from Miami, Fla., to the CBS net. § Sustaining. § Pkgr- CBS Sports(NY); Prod- Pete Molnar; Dir- Bob Quinlan. § Telecasts of the Gulf Stream Park Handicap (March 23), the Florida Derby (March 30) and other races during the season from Gulf Stream Park, Hallendale, Fla. Bryan Field describes the running of the races, with Jack Cummings (23) or Bob Lee (30) handling the color.

NBC- Tonight! (Mon thru Fri, 11:15pm-1am EST) Add Mort Lindsay as musical director, effective March 18, in New York.

Jonathan Winters Show (Tue, 7:30-7:45pm EST) Vick Chemical Co ends alternate week sponsorship, effective March 26. Lewis Howe Co (Tums) continues its sponsorship.

Sunday afternoon program schedule changes, effective March 31: 1:30-2pm, Frontiers of Faith (no change); 2-2:30pm, no network service (no change); 2:30-3pm, Watch Mr. Wizard (was 11:30am-12noon, Sat); 3-3:30pm, Youth Wants to Know, alternating with American Forum (was 2:30-3pm); 3:30-4pm, Zoo Parade (no change); 4-5:30pm, Wide Wide World alternating with Washington Square, 4-5pm, and Topper, 5-5:30pm (no changes); 5:30-6pm, Outlook (was 3-3:30pm). All times are EST.

Captain Gallant of the Foreign Legion; new day and time effective March 30, Saturdays, 11:30am-12noon EST. Program had been seen Sundays, 5:30-6pm EST (see previous listing above). Program now replaces Watch Mr. Wizard in the Sat time spot (see previous listing above and page 19).

TALENT SHOWSHEET MARCH 22 - MARCH 31
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Most of the shows on March 22,23,24, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, March 29. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). 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 letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY MARCH 22  
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West Point CBS 8pm Operation Survival; (O) Malvin Wald, Jack Jacobs; with Jan Merlin, Rod McKuen, Clark Howat, Ruth Lee, James Douglas, Mimi Gibson, Pat Morrow, Linda Lowell, Peter Brown, Vance Skars-
 tedt, Gary Laurence; Dir - John English

SATURDAY MARCH 23
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PERRY COMO SHOW NBC 8pm KILL: Lana Turner; ADD: Ed Wynn, Benny Goodman Trio, Anna Maria Alberghetti, Andy Williams, Robert Strom.

GEORGE GOBEL SHOW NBC 10pm Jeff Donnell(A).

SUNDAY MARCH 24  
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LAMP UNTO MY FEET CBS 10am The Back Of His Head; (O) Stephen Gethers; with David White, Mary Welch, Robert Pastene, Warren Beatty, Kippy Campbell, Joe Silver; Dir - James MacAllen
 (Dr. Lyman Bryson)

LOOK UP & LIVE CBS 10:30am Vinchanie(The Wedding); (O) Elliott Baker; with William Shat-
 ner, Anne Edwards, Vincent Gardinia, Roger DeKoven, Gregory
 Martin, Ruth Yorke, Michael Kane; Dir - Marvin Silbersher.

CAMERA THREE CBS 11:30am The Brownstone Age; (O) Jack McGiffert; with Barbara Lord,
 James Congden, Joan Harvey, Mike McGalloney, Nina Wilcox, Ann
 Meecham, Muriel Bergson, Dick Davidos, Sally Moffett; Dir -
 Clay Yurdin.

FRONTIERS OF FAITH NBC 1:30pm The John Knox Story; (O) Helen Kromer; with Charles Webster,
 Richard Casey, Gene Gross, Robert Dietz, Leon Janney, Hender-
 son Forsythe, Dennis Patrick; Dir - Martin Hoade.

ODYSSEY CBS 4pm Farrebique; (O) Arthur Knight; FILM: Concerning French farm
 family's hopes & hardships.

RAY BOLGERS' NBC 4pm DELETE: Stubby Kaye, Jim Backus.
WASHINGTON SQUARE

Telephone Time CBS 6pm Escape; (O) Norman Lessing; with Osa Massen, Hugo Hass.
 (John Nesbitt)

77th Bengal Lancers NBC 7pm KILL: Ten Thousand Rupees; ADD: The glass Necklace.

ED SULLIVAN SHOW CBS 8pm ADD: Davis & Reese(C), Billy Fellows(impress), Miss Mara(aer-
 ial).

STEVE ALLEN SHOW NBC 8pm ADD: (Coming from West Coast); Lou Costello.

OMNIBUS ABC 9pm The Trial of Lizzie Borden; (O) Joseph Hurley; with Katharine
 Bard, Robert Preston, Richard Kiley, Margaret Hamilton, Ann
 Dere, Louis Van Rooten, Russell Collins, Charles Aidman, Kath-
 erine Ross, Constance Wilson, Dortha Duckworth; Dir - Richard
 Dunlap; Ballet: Fall River Legend; (O) Agnes De Mille; with
 Nora Kaye, Ruth Ann Koesun, Lucia Chase, Dimitri Romanoff,
 Diana Adams, John Kriza; Music by Morton Gould; Dir - Charles
 Dubin.

MONDAY MARCH 25
~~MONDAY MARCH 25~~

<u>Wire Service</u> (Dane Clark)	ABC 7:30pm	<u>A Matter Of Conscience</u> ; (O) Stephen Thornley; with Mr. Clark, Oliver McGowan, Albertc Morin, Stuart Randall; Dir - H. Schuster.
VOICE OF FIRESTONE	ABC 8:30pm	Barbara Gibson.
<u>Talent Scouts</u>	CBS 8:30pm	(Video-Tape); Gloria Weston(S), Jimmy Demopoulos(S), The Gondoliers(S-M).
<u>Tales Of Wells Fargo</u> (Dale Robertson)	NBC 8:30pm	<u>The Hasty Gun</u> ; (O) Dwight Newton; with Mr. Robertson, Leo Gordon, John Merrick, Rusty Lane; Dir - Leslie Martinson.
<u>I Love Lucy</u>	CBS 9pm	with regulars & Louis Nicoletti, Joseph Kearns, Jody Warner, Doris Packer, Gladys Hurlbut, John Eldredge, Paul Powers; (SW&SD).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Roby Ann Story(M), Ralph Sanford(S), The Schmitt Bros.(S), Peter Fountain(M).
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	<u>One Minute To Ditch</u> ; (O) Cornelius Ryan; (A) James Benjamin; with Charles Cooper, Frank Maxwell, Gale Page, Don Briggs, Reedy Talton, Paul Maxursky, Mara May, Elva Meehan, Aneta Corsaut; Dir - Perry Lafferty.
STUDIO ONE	CBS 10pm	<u>A Member Of The Family</u> ; (O) Horton Foote; with Hume Cronyn, Paul Tripp, James Broderick, Frances Reid, Estelle Ritchie, Francesca Bruning, Roland Wood; Dir - Robert Mulligan.

TUESDAY MARCH 26
~~TUESDAY MARCH 26~~

<u>Cheyenne</u> (Clint Walker)	ABC 7:30pm	<u>Born Bad</u> ; (O) Harry Sinclair Drago; (A) Wells Root; with Mr. Walker, Wright King, Jil Jarmyn, Robert F. Simon, Nestor Paiva, Lane Bradford, Tom Moore; Dir - Richard L. Bare.
JONATHAN WINTERS SHOW	NBC 7:30pm	Andy Williams(S).
<u>Phil Silvers Show</u>	CBS 8pm	<u>Bilko Goes South</u> ; with regulars & Tina Louise, Nelson Olmsted, John Boroff, Charles Purcell, John Griggs, Jay Barney, Bob Lieb, Rob Lehrman, John Graham, Ann Buckles, Mara McAfee; (SW&SD).
<u>Panic!</u>	NBC 8:30pm	<u>The Subway</u> ; with Eduard Franz, John Doucette, Barbara Billingsley, Frank Richards, Anthony Warde; (SW&SD).
<u>Broken Arrow</u>	ABC 9pm	with regulars & Richard Channon, Hugh Sanders, Dick Rich, Charles Courtney; (SW&SD).
<u>Jane Wyman Show</u>	NBC 9pm	Re-run: <u>The House On Elm Street</u> .
<u>DuPont Theatre</u>	ABC 9:30pm	<u>The Widow Was Willing</u> ; (O) Merle Costiner; (A) Dane Lussier; with Robert Sterling, Anne Jeffreys, Jean Innes, Paul Keast, Dee Carroll.
RED SKELTON SHOW	CBS 9:30pm	Chester Morris(A), Veda Ann Borg(A), Robert Armstrong(A).
KAISER ALUMINUM HOUR	NBC 9:30pm	<u>Hollywood Award Winner</u> ; (O) Richard Berg; with Ralph Bellamy, Lee Phillips, Jacqueline Scott, Alexander Scourby, Heywood Hale Broun, James Bender, William Dwyer, Stanja Lowe, Doreen McClean; Dir - Paul Bogart.
IT'S POLKA TIME	ABC 10pm	The Norwegian Folk Dancers of Stoughton, Wis.

WEDNESDAY MARCH 27
~~WEDNESDAY MARCH 27~~

VIC DAMONE SHOW	CBS 8pm	Doretta Morrow(S), Roger Williams(M), Bob Keeshan(Capt. Kangaroo), Arnold Stang(C).
<u>Navy Log</u>	ABC 8:30pm	<u>USS Enrico Tazzoli</u> ; with Paul Richards, Edward Kemmer, Bing Russell, Peter Walker.
<u>Father Knows Best</u> (Robert Young)	NBC 8:30pm	<u>Bud, The Hero</u> ; with regulars & Nancy Marshall, Robert Lynn, Janet Parker; (SW&SD).

TALENT SHOWSHEET(more)

WEDNESDAY MARCH 27(Cont'd)
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Millionaire CBS 9pm The Story of Rose Russell; (O) Jerry Adelman; with Jane Nigh, (Marvin Miller) Carl Betz, Robert Foulk, Robert Cabal; (SD).

KRAFT THEATRE NBC 9:30pm Sheriff's Man; (O) Bob Van Scoyk; with Paul Hartman, Mark Richman, Judith Braun, Fred Gwynne, Nancy Marchand, Lauren Tindall; Dir - Marc Daniels.

Ford Theatre ABC 9:30pm House Of Glass; (O) DeWitt Bodeen; with Joan Caulfield, Lyle Bettger, Marie Windsor, Judson Pratt, George Selk; Dir - James Neilson.

US STEEL HOUR CBS 10pm Hidden Fury; (O) George Bellak; with James Gregory, Donald Madden, Peggy Fury, Frank Campanella, Russell Hardie, Alice Frost, Mae Monroe; Dir - Elliott Silverstein.

OSCAR AWARDS NBC 10:30pm (Coming from New York & Hollywood) (O) Arthur Phillips, Harry Crane, Herbert Baker, Hal Kantor; MC - Jerry Lewis; Participants: The Four Aces, Gogi Grant, Dorothy Dandridge, Bing Crosby, Tommy Sands; Dir - William Eenington.

THURSDAY MARCH 28  
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CIRCUS TIME ABC 8pm Mata & Hari(satire).

CLIMAX! CBS 8:30pm Strange Sanctuary; (O)Ellis Kadison; with Michael Rennie, Cesar Romero, Rita Moreno, Osa Massen, Noah Beery, Jr.; Dir - (Bill Lundigan) Buzz Kulik.

PLAYHOUSE 90 CBS 9:30pm Charley's Aunt; (O) Brandon Thomas; (A) Leslie Stevens; with Art Carney, Orson Bean, Melville Cooper, Sue Randall, Tom Tryon, Venetia Stevenson, Jackie Coogan, Jeannette MacDonald, Gene Raymond; Dir - Arthur Penn.

THE FORD SHOW NBC 9:30pm Jo Stafford .

LUX VIDEO THEATRE NBC 10pm Black Angel; (O) Cornell Woolrich; (A) Stanley Silverman; with (Gordon MacRae) John Ireland, Anne Bancroft; Dir - Norman Morgan.

FRIDAY MARCH 29
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Adventures Of Rin- ABC 7:30pm The Silent Witness; (SW) Jennings Cobb; with regulars & Stanley Tin-Tin(Lee Aaker) Andrews, Harry Strang, Roy Erwin; (SD) Lew Landers.

West Point CBS 8pm Dangerous Area; with Bob Eneveds, Clark Howat, Joby Baker, Joey Forman, Gail Land, Larry Thor, Michael Emmett, Gary Vinson, Daria Ramsey, Howard Ledig, Eddie Coch, Art Stewart; Dir- John English.

Crossroads ABC 8:30pm Paratroop Padre; (O) Tom Reed; with Donald Woods, Richard Jaeckel, Charles McGraw, Adam Kennedy, Carl Ward, Lester Hoyle; Dir - Jus Addiss.

Dick Powell's Zane CBS 8:30pm Lariat; with Jack Palance, Addison Richards, Constance Ford. Grey Theatre

Schlitz Playhouse CBS 9:30pm The Restless Gun; (O) Les Crutchfield; (A) N.B. Stone; with John Payne, William Hopper, Andy Duggan, Joyce Smight, Michael Landon, Robert Crosson, Ray Walker, James Nolan; Dir - Robert Florey.

BIG STORY NBC 9:30pm Charles Wigle, Reporter; Denver(Colorado) Post; (A) Douglas (Ben Grauer) Taylor; with Charles Aidman, Dennis Kohler, Adrienne Mardin, Bert Brinkerhoff, Phyllis Newman, Dana Elkan, Carl Lowe, Sam Gray.

RAY ANTHONY SHOW ABC 10pm Johnny Desmond.

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 25 - MARCH 29  
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GOOD MORNING CBS 7am 3/25 - Frank Fontaine(C); 3/27 - Eileen Barton; 3/28 - Gypsy (Will Rogers, Jr.) Rose Lee; 3/29 - The Duke Of Iron(S).

MULTIPE & ACROSS-THE-BOARD SHOWS(Cont'd)
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GARRY MOORE SHOW CBS 10am 3/27 - Bob Lewis(C); 3/29 - Martha Davis & Spouse(M), The Amazing Mr. Ballantine(C).

CLUB 60 NBC 1:30pm 3/25 - Professor Backwards(C); 3/26 - Joanne Miller(S); 3/27 - Jo Mapes(S); 3/28 - Estelle Sloane(D), Milbourne Christopher(magic); 3/29 - Morey Amsterdam(C).

NBC MATINEE THEATRE NBC 3pm 3/25 - The Ways Of Courage; (O) Will Lorin; 3/26 - Journey Into Darkness; (O) Selwyn James; (A) Theodore Apstein; 3/27 - Barricade On The Big Black; (O) Terrence Kilpatrick; (A) Anthony Spinner; 3/28 - The Vicarious Years; (O) John Van Drueten; (A) Peggy Lamson; 3/29 - The First Year; (O) Frank Craven.

MODERN ROMANCES NBC 4:45pm The Real Thing; (O) William Barrett; with Geraldine Brooks, Shirley Grayson, Lawrence Weber, Tom Gorman.

TONIGHT!  
(Jack Lescoulie) NBC 11:15pm 3/25 - Xavier Cugat & Abbe Lane; 3/27 - Geoffrey Holder(S).

SATURDAY MARCH 30  
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TRUE STORY NBC 12N The Return; (O) Earl Hamner; with Lori March, Lenka Peterson, Jan Miner, Richard Carlyle.

JACKIE GLEASON SHOW CBS 8pm Hugh O'Brian(A), Emmett Kelly(clown), Felix Adler(clown), Happy Kellems(clown), June Taylor Dancers, Unus(balan), The Three Milos(unicycle).

PERRY COMO SHOW NBC 8pm Julius LaRosa(S), Rowen & Martin(C).

OZARK JUBILEE ABC 10pm Brenda Lee(S), Bob Wills(M).

GEORGE GOBEL SHOW NBC 10pm Mary McCarty(C).

SUNDAY MARCH 31
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LAMP UNTO MY FEET CBS 10am Faust; (O)Goethe; with John Aronson, Gordon Keyes, Wayne Tippit(D); Dir - James MacAllen.

ODYSSEY CBS 4pm Pickett's Charge: FILM: (O) John McDermott; Concerning the Battle of Gettysburg.

MARGE & GOWER CHAMPION SHOW CBS 7:30pm PREMIERE: with Jack Whiting, Jack Benny; (O) Joe Connelly, Bob Mosher; Dir - Jack Sheldon.

SUNDAY SPECTACULAR CBS 8pm Cinderella; (O) Richard Rogers & Oscar Hammerstein; with Julie Andrews, Jon Cypher, Edith Adams, Howard Lindsay, Dorothy Stickney, Ilka Chase, Kaye Ballard, Alice Ghostley; Dir - Ralph Nelson; Costumes & Sets - William & Jean Eckart; Choreo - Jonathan Lucas; Conductor - Alfredo Antonini.

STEVE ALLEN SHOW NBC 8pm Tennessee Ernie Ford, Peggy Lee, The Collins Kids(S-M); Coming from the West Coast.

ALCOA HOUR NBC 9pm The Big Build-Up; (O) Roger Hirson; with E.G. Marshall, Jason Robards, Jr., Robert Simon, George Peppard, Diane Gentner; Dir - Paul Stanley.

Alfred Hitchcock Presnets NBC 9:30pm I Killed The Count; (O) Alec Coppel; (A) Francis Cockrell; Part 3 - with John Williams, Charles Davis, John Hoyt, Alan Napier, Charles Cooper, Froy Kendrick, A.E. Gould-Porter, Pat Hitchcock; Dir - Robert Stevens.

Loretta Young Show NBC 10pm The Room Next Door; (O) Lucy Goodrich & Richard Morris; (A) Richard Morris; with Miss Young, Richard Garland, Jesslyn Fax; Dir - Richard Morris.