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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (March 5)

NBC- 8:30-9pm EST; DEBUT - Panic! - FILM from WRCA-TV(NY) & KRCA-TV(LA), 115 stations net, 6 stations delayed. § Alternate Week Sponsors- 1) Liggett & Myers Tobacco Co (Chesterfields) thru McCann-Erickson, Inc(NY); Acct Exec- Hal Graham. 2) Max Factor & Co (Lipstick, Makeup) thru Doyle Dane Bernbach, Inc (NY); Acct Exec- Edward Russell. § Pkgr- Al Simon Productions; Film Prod- McCadden Corp., both at General Service Studios, Hollywood, Calif.; Prod- Al Simon; Assoc Prod- Herbert Browar; Dirs- Rod Amateau, Maurice Geraghty, others; Writers- Various; Photogs- Harry Wild, Hal Mohr(both on first 6); Arch Dalzell. § New drama anthology series, with each half-hour story focusing on a crisis in an individual's life, showing how he meets it. Each story will have a different star. The program replaces Noah's Ark (last show Feb 26).

Wednesday (March 6)

NBC- 8-9pm EST; SPECIAL - Maurice Chevalier's Paris - FILM (COLOR) from WRCA-TV (NY), no. of stations indefinite. § Sponsor- Westgate-California Tuna Canning Co (Breast-O'-Chicken Canned Tuna) thru Foote, Cone & Belding(LA); Acct Superv- Kendall Thurston; Acct Exec- Edward Wilson. § Pkgr- NBC-TV(NY); Prod- Ted Mills; Assoc Prod- Joe L. Cramer; Dir- Andrew Marton; Prod Supervision- Poste Parisien (Pierre Schwab); Photog- Jacques Letelier; Writers- Stephen White, Ted Mills, Maurice Chevalier; Composer & Music Dir- Michel Legrand. § Maurice Chevalier introduces the camera to his view of Paris, using real people and places to shape a story; showing Paris as a way of life, changing from the old to the new. The program pre-empts The Adventures of Hiram Holliday, 8-8:30pm, and Father Knows Best, 8:30-9pm, this time only.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm EST) March 4; "Romeo and Juliet," starring Paul Rogers, Claire Bloom and John Neville (See page A for other cast credits); Exec Prod- Mort Abrahams; Dirs- Michael Benthal, Clark Jones (both for Old Vic Company); LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Martha Rountree's Press Conference; new title effective March 3; Sun, 5:30-6pm EST; formerly titled Press Conference.

NBC- The March of Medicine (Irregular presentations) March 8; Fri, 9:30-10:30pm EST; repeat showing of "Wonganga," film story originally presented Nov 27, 1956. Program pre-empts Armstrong Circle Theatre in this time spot, this week only.

OTHER NETWORK CHANGES(Cont'd)

NBC- Big Story (Fri, 9:30-10pm EST) Ralston Purina Co thru Gardner Advertising Co (St. Louis) becomes alternate week sponsor, effective March 8, replacing Vick Chemical Co. American Tobacco Co (Pall Mall) thru Sullivan, Stauffer, Colwell & Bayles, Inc., continues as alternate week sponsor.

Today (Mon thru Fri, 7-9am EST) Kokomo, Jr., 18-month-old chimpanzee, becomes a regular member of the cast March 1. Cliff Evans upped to sports editor of show.

Racing From Hialeah (Sat, 4:40-5pm EST) Last show March 2. Period returns to local stations.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WABD(Ch 5) - Entertainment Press Conference; DEBUT Feb 26; Tue, 8:30-9pm EST. Participations. Pkgr & Prod- WABD. One celebrity guest each week, from all branches of the entertainment industry, is interviewed by a rotating three-member panel of specialists in the guest's field (met area editors, critics, writers), with questions based on prior research. Program is patterned after the station's nightly, Mon thru Fri, Night Beat.

WBEM-TV(Ch 2)- Don Cherry Show; DEBUT March 4; Mon thru Fri, 10:45-11pm CST. Sponsor- (Mon, Wed, Fri) Hirsch Clothing Co thru Katherine Avery Advertising; Tue & Thu, sustaining. Pkgr & Prod- WBEM-TV. Singer Don Cherry is star of this new musical show, with a girl singer, backed by a small combo. Program will also feature nostalgic film clips and occasional guests.

WBEM-TV - The Friendship Show; DEBUT March 3; Sun, 9:30-10am CST. Sustaining. Pkgr- WBEM-TV; Prod- Sid Atlase; Dir- Phil Ruskin. Lee Phillip has as her weekly guests about 20 children from Chicago orphanages and settlement houses, who are treated to games, entertainment, refreshments and presents. Miss Phillip also tells stories about animals appearing live on the program.

KYW-TV(Ch 3) - Open Cameras; DEBUT Feb 25; Mon thru Wed, 5-5:30pm EST. Sustaining. Cleveland Pkgr & Prod- KYW-TV; Dir- Joe Tanski. Tom Haley is host of the show, which combines variety, features and interviews. Louise Barber is featured vocalist, backed by Dick Mone, piano; Bob McKee, drums, and Chuck Diamondoff, bass. The show features Haley with three different camera segments, using a remote pickup for one feature; a "junior" camera, during which a child is interviewed on topics of current interest, and a studio camera, covering Haley in a general commentary on various topics of interest.

KTLA(Ch 5) - Assignment America; STATION DEBUT Feb 28; Thu, 7:30-8pm PST. Sustaining. Los Angeles Pkgr & Prod- Bill Burrud. Bill Burrud brings his filmed stories of various scenic spots to a new station. He had been seen over KFTV for the past seven years. Shows cover mainly West Coast centers of interest.

WNEC-TV(Ch 8)- Hollywood's Best, with John Beal; FORMAT CHANGE March 4; Mon thru Fri, New Haven 1-2:30pm EST. Participations. John Beal, stage, screen and TV actor, becomes host of the regular feature movie program, appearing at intervals to relate anecdotes about the feature, its stars and directors. Beal will also appear occasionally in a special role on other Triangle stations: WFIL-TV (Phila), WNBK-TV(Binghamton, N.Y.), and WFEG-TV(Altoona, Pa.).

TALENT SHOWSHEET MARCH 1 - MARCH 10

Most of the shows on March 1,2,3, 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 8. 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.

WEDNESDAY FEBRUARY 27

PETER LIND HAYES SHOW CBS 8pm PREMIERE: (O)Norman Barasch, Carroll Moore; with Mary Healy, Jack Whiting, Dorothy Jarnac, The Toppers, The Four Step Brothers; Prod - Lee Cooley; Dir - Byron Paul.

FRIDAY MARCH 1

RAY ANTHONY SHOW ABC 10pm The King Sisters(S), Don Cornell(S).

SATURDAY MARCH 2

YOUR FIGURE IS YOUR FORTUNE NBC 1pm Jill Corey(S), Orson Bean(C), Luanna Gardner(D).

JACKIE GLEASON SHOW CBS 8pm (O)Marvin Marx, Walter Stone, Herbert Finn; Music by Lyn Duddy & Jerry Bresler; with regulars & The Lyn Duddy Singers; Dir - Frank Satenstein.

PERRY COMO SHOW NBC 8pm ADD: Mickey Rooney.

CAESAR'S HOUR NBC 9pm Rock Hudson(A), Ingrid Bergman(FILM).

SUNDAY MARCH 3

LOOK UP & LIVE CBS 10:30am Albania: Land of the Eagle; (O)A.J. Palmerio; with Michael Kane, Guy Staell, Felix Deebank, Guy Repp, Roger Plowden, Mark Leonard, Gregory Morton, Dino Terranova; Dir - Marvin Silbersher.

Circus Boy NBC 7:30pm KILL: Hortense the Hippo; ADD: Man from Cimarron; with regulars; (SW&SD).

ED SULLIVAN SHOW CBS 8pm DELETE: Mort Sohl(C).

STEVE ALLEN SHOW NBC 8pm ADD: Ginger Rogers, Edward G. Robinson.

OMNIBUS (Alistair Cooke) ABC 9pm And Joy Is My Witness; with Pearl Lang & Dancers; The Physical Theatre; with William Marshall, Jonathan Harris, Lloyd Bohner, Paul Stevens, Laurinda Barrett, Jenny Egan, Pamela Simpson, Robinson Stone; Dir - David Greene.

Loretta Young Show NBC 10pm KILL: Rummage Sale; ADD: The Pearl; (A)Richard Morris; with Miss Young, Teru Shimada, Kayoko Wakita, Donna Jean Okubo, Chiyoko Baker, Rayko Kzuno; Dir - Richard Morris; (O) Louis R. Holz.

MONDAY MARCH 4

Wire Service (Dane Clark) ABC 7:30pm Dateline Las Vegas; (O)Al C. Ward; with Mr. Clark, Carolyn Jones, Douglas Spencer, Adam Williams, William Phipps; Dir - Reginald LeBorg.

PRODUCERS' SHOWCASE NBC 8pm Romeo And Juliet; (O)William Shakespeare; (Old Vic Company) - with Paul Rogers, Claire Bloom, John Neville, Jeremy Brett, Wynne Clark, Jack Qwillim, Richard Wordsworth, Ernest Hare, Margaret Courtenay, Charles Gray; Dir - Michael Benthall & Clark Jones; Mus. Dir - George Bassman; Sets - Otis Riggs.

MONDAY MARCH 4(Cont'd)
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VOICE OF FIRESTONE ABC 8:30pm Rise Stevens.  
 TOP TUNES & NEW TALENT(Lawrence Welk) ABC 9:30pm The Firehouse Five Plus Two(M), Ron Hall(S), Peggy Jo Stewart(S).  
 December Bride (Spring Byington) CBS 9:30pm with regulars & Raymond Greenleaf, Dick Elliot, Elvia Allman, Madge Blake, Cheerio Meredith, Frank Orth, Pierre Watkin, Byron Foulger; (SW&SD).  
 ROBERT MONTGOMERY PRESENTS NBC 9:30pm The Enemy; (O)Pearl Buck; with Shirley Yamaguchi, Aki Aleong, Kale Deel, Shizu Moriya, Naoo Kondo, Sho Onodera, James Kitayama, Norman Chi, Cely Carrillo, Rose Gonzales, Christopher Carrysfort; Dir - Tad Danielewski.  
 STUDIO ONE CBS 10pm The Defender; (O)Reginald Rose; Part 2; with Ralph Bellamy, Martin Balsam, Steve McQueen, William Shatner, Ian Wolfe, Vivian Nathan; Dir - Robert Mulligan.

TUESDAY MARCH 5  
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Conflict ABC 7:30pm Capital Punishment;(O)Roy Huggins; with Will Hutchins, Rex Reason, Edward Binns, Ray Teal, Dawn Richards, Barbara Eiler, Sam Buffington.
 JONATHAN WINTERS SHOW NBC 7:30pm Denise Lor(S).
 Panic! NBC 8:30pm DEBUT: The Priest; with James Whitmore, John Harmon, Ralph Moody, Peggy Converse, Ray Greenleaf, Marshall Bradford, Michael Granger, Anthony Ward, Robert Bice; Dir - Rod Amateau.
 Jane Wyman Show NBC 9pm Married To A Stranger; (O)Victor Case; (A)Kathrine Hite; with Miss Wyman, Simon Scott, Ainslee Pryor, Bart Burns, Burt Mustin, Addison Richards, Kevin Hegan, Anthony Jochim, Jim Brandt, Sondra Stone; Dir - Sidney Lanfield.
 DuPont Theatre ABC 9:30pm The Man Who Asked No Favors; (O)Rosalie Bodrero; with Lew Ayres, Sandy Drescher, Rhodes Reason, Morris Ankrum, Whitney Blake, Howard Wright, Malcolm Atterbury, Kathleen Mulqueen; Dir - Lazlo Benedek.
 RED SKELTON SHOW CBS 9:30pm Carol Channing(S).
 ARMSTRONG CIRCLE THEATRE NBC 9:30pm FILM: Monganga; re-run.
 IT'S POLKA TIME ABC 10pm The Israeli Folk Dancers of Milwaukee, Wis.

WEDNESDAY MARCH 6
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GUY MITCHELL SHOW CBS 8pm The Four Lads(S), The Spellbinders(S), Jack E. Leonard(C), Tony & Eddie(acro).  
 Maurice Chevalier's Paris NBC 8pm (FILM of Parisian personalities); Prod - Ted Mills; Music by Michel Legrand.  
 Millionaire (Marvin Miller) CBS 9pm The Story of Jerry Patterson; with Richard Webb, Strother Martin, Marianne Stewart, Harry Harvey, Jr.  
 KRAFT THEATRE NBC 9pm The Duel; (O) Leslie Stevens; with E.G. Marshall, Dan O'Herlihy, Elizabeth Montgomery, Conrad Nagel, Roland Winters, Doreen Lang; Dir - William A. Graham.  
 Ford Theatre ABC 9:30pm Broken Barrier; (O)Karen DeWolf; with Macdonald Carey, Marguerite Chapman, Dick Foran, Elisabeth Risdon, Herbert Butterfield; Dir - Leslie Kardos.  
 20th Century Fox Hour CBS 10pm City In Flames; (O)Nevin Busch; (A)Kitty Buhler; with Anne Jeffreys, Jeff Morrow, Kevin McCarthy, Lurene Tuttle, Roland Winters, Jack Albertson, Frank Wilcox; Dir - Albert S. Rogell.



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

MODERN ROMANCES NBC 4:45pm Greta; (O)Harry Junkin; with Meg Mundy, William Prince, Richard Kendrick, Don Briggs.

TONIGHT!  
(Jack Lescoulie) NBC 11:15pm 3/5 - Sammy Kaye(M); 3/6 - Paul Whiteman(M).

SATURDAY MARCH 9

PERRY COMO SHOW NBC 8pm Ethel Merman(S), The Mills Bros.(S), Jack Carter(C).

Hey Jeannie!  
(Jeannie Carson) CBS 9:30pm with regulars & Virginia Christine; (SW&SD).

GEORGE GOBEL SHOW NBC 10pm Jack Carson(C).

SUNDAY MARCH 10

LAMP UNTO MY FEET  
(Dr. Lyman Bryson) CBS 10am The Sermon; (O)Howard Rodman; Dir - Mel Ferber; no cast info available at press time.

CAMERA 3 CBS 11:30am L'histoire du Soldat; (O)Stravinsky; with Max Adrian(A), James Mitchell(D-A), Arthur Malet(A), Annabell Gold(D); Conductor - Emanuel Vardi; Choreo - Anna Sokolow.

ODYSSEY CBS 4pm "Comics" - with Milt Caniff, Al Capp, Walt Kelly. (History of the comic strip).

RAY BOLGER'S  
WASHINGTON SQUARE NBC 4pm with regulars & Peggy King(S), John Hoppe(Mobilux), Enid Mosler & group(M).

Telephone Time  
(John Nesbitt) CBS 6pm The Key; (O)Donald S. Sanford; with Beverly Washburn, Kevin McCarthy; Dir - Lewis Allen.

Jack Benny Show CBS 7:30pm ( The Benny's Tour Venice ); with Mary Livingstone,(Film.)

Circus Boy NBC 7:30pm The Great Gambino's Son; with regulars & Anthony Caruso, John Wilder, Joe Kirk; (SW&SD)

ED SULLIVAN SHOW CBS 8pm Henry Fonda(A), Wilt Chamberlain(basketball), Don Ameche(A), The Wiere Brothers(C), Ben Blue(panto), Senor Wences(ventril), Renata Tebaldi(S), Richard Tucker(S), Charlie Gracie(C).

STEVE ALLEN SHOW NBC 8pm Diahann Carroll(S).

General Electric Theatre(Ronald Reagan) CBS 9pm With Malice Towards One; (O)Vivian Fletcher; (A)Hagar Wilde; with Bette Davis, John Baragrey, Frances Bavler, Maudie Prickett, Dee Carroll, Arthur D. Gilmour; Dir - Jules Brick-en.

Bob Hope Chevy Show NBC 9pm Wally Cox(C), Rosemary Clooney(S), Lana Turner(A), Ry Averbach(A), Jack Pepper, Charles Cooley, Sunny Boyne, Betty Uitti, Dolores Durrett; Dir - Jack Shea; Writers - John Rapp, Lester White, Mort Lachman, Bill Larkin, Charles Lee, Norman Sullivan.

Alfred Hitchcock Presents CBS 9:30pm Cream of the Jest; (O)Fredric Brown; (A)Sarett Rudley; with Claude Rains, James Gregory, Paul Picerni, Joan Banks, Johnny Silver, Gladys Burlbut, Olan Soule, Tom Martin, Don Garrett, Carol Shannon; Dir - Herschel Daugherty.

Loretta Young Show NBC 10pm Louise; (O) Marian Thompson; with Viveca Lindfors, Herbert Marshall, Norma Varden, Frances Mercer, Tris Coffin, John Banner; Dir - Norman Foster.