

ROSS REPORTS — TELEVISION INDEX

MARCH 17-23, 1958

2

VOLUME 10 NUMBER 12

PROGRAMS · ADVERTISERS · TALENT

EDITOR: Jerry Leichter

551 Fifth Avenue · New York 17 · MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Thursday (March 20)

ABC- 10-10:30pm NYT, Weekly; DEBUT - Make Me Laugh - LIVE from NY; 110 stations live and kine and videotape. (Replaces Modern Science Films, network documentary films). § Comedy program with a different panel of three comedians each week who attempt to make contestants laugh. Each comedian is allowed one minute to make the contestant, selected from the studio audience, laugh, and for every second that the contestant does not laugh, he or she receives one dollar. A celebrity also appears on the program each week to act as a proxy contestant for someone not in New York. Penny Peterson is hostess for the program. § SPONSOR- The American Tobacco Co (Filter Tip Tareyton Cigarettes) thru Lawrence C. Gumbinner Advertising Agency, Inc(NY); Acct Exec- Stanley Evans. § PKGR- Make Me Laugh Productions in assoc with Program Services, Inc(NY); Exec Prods- Mort Green, George Foster; Prod & Dir- Johnny Stearns; Assoc Prod- Lenor Miller.

THIS WEEK -- REGULAR NETWORK SPECIALS

- CBS- Shower of Stars (5 times during the season, Thursdays, 8:30-9:30pm NYT) March 20, comedy-variety show starring Jack Benny and guest stars (see page C for cast credits). § Prod & Dir- Ralph Levy; Assoc Prod & Dir- John F. Meyers; Asst to Prod- Jack Langdon; Writers- Hugh Wedlock, Howard Snyder. § LIVE from LA.
- NBC- Shirley Temple's Storybook (Approx every 2 or 3 weeks, evenings, various days and times) March 23, Sunday, 6:30-7:30pm NYT, "Dick Whittington and the Cat," adapted from legends about the 15th Century Lord Mayor of London, dealing with his youthful days, by Frank Gabrielson, with Jack Dimond, Martyn Green and Judy Meredith (see page D for cast credits). § Prod- Alvin Cooperman; Assoc Prod- Norman Lessing; Dir- Robert B. Sinclair. § FILM.

OTHER NETWORK CHANGES & ADDITIONS

- CBS- Person to Person (Fri, 10:30-11pm NYT) Add Charles Romine to production staff as editorial associate. Sponsor change, effective March 21: Florists' Telegraph Delivery Assn (Flowers by Wire) thru Grant Advertising, Inc(NY); Acct Exec- Donald Slattery; is new alternate week sponsor. Time, Inc (Life) continues as alternate week sponsor.
- NBC- Today (Mon thru Fri, 7-9am NYT) Helen O'Connell began a maternity leave of absence, effective March 14, and will be replaced by different people each week until she returns.

TALENT SHOWSHEET AND SCRIPT REPORT - MARCH 17 - MARCH 23
 ~~~~~

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:

- ART LINKLETTER'S HOUSE PARTY; Wednesday Mar 12; CBS 2:30pm - ADD: Joe E. Brown(C).  
 BETTY WHITE SECW; Wednesday Mar 12; ABC 9:30pm - ADD: Billy De Wolfe(C).  
 US STEEL HOUR; Wednesday Mar 12; CBS 10pm - ADD CAST: Dennis Kohler.  
Dragnet; Thursday Mar 13; NBC 8:30pm - DELETE: March 13 listing; ADD: with regulars & Kip King, Mack Williams, Ann Morrison, Joanna Heyes, Peg Whitman, Bern Basey.  
 PAT BOONE CHEVY SHOWROOM; Thursday Mar 13; ABC 9pm - ADD: The Four Lads(S).  
 PLAYHOUSE 90; Thursday Mar 13; CBS 9:30pm - ADD CAST: Eddie Shaw.  
 ART FORD'S GREENWICH VILLAGE PARTY; Friday Mar 14; Local WABD NY; ADD: Will Holt(S), Billy Butterfield(M).  
 DICK CLARK SHOW; Saturday Mar 15; ABC 7:30pm - ADD: Andy Williams(S), Frankie Avalon(S), Dickey Doo & The Dont's(S), Huey Smith & His Clowns, Joanne Campbell(S).  
 CLUB OASIS; Saturday Mar 15; NBC 9pm - ADD: Phil Harris(M-S-C).  
 LAMP UNTO MY FEET; Sunday Mar 16; CBS 10am - ADD: A Cloak of Many Different Colors; (O) Vernon Delston; with Frank Overton, Coleen Dewhurst, Noel Leslie, Martha Greenhouse, Jack Cullen; Dir - James MacAllen.  
 LOOK UP & LIVE; Sunday Mar 16; CBS 10:30am - ADD: A Picture of Penance; (O) Clair Roskam; with Ben Piazza, Phil Sharper, Greg Morton, Ruth White, Herbert Rattner, Alfred Ryder; Dir - Tim Kiley.  
 CAMERA THREE; Sunday Mar 16; CBS 11:30am - ADD: Waiting for Crazy(based on the comic strip character Krazy Kat) & scenes from Waiting for Godot; (O) Samuel Beckett; with Charlotte Rae, Cliff Norton, William Hickey, George Irving, Woodrow Parfrey; Dir - Clay Yurdin.  
 FRONTIERS OF FAITH; Sunday Mar 16; NBC 1:30pm - ADD CAST: Louise Larabee, Lydia Bruce, Edwin Cooper, Reynolds Evans, Donald Keyes, Ronald Dawson, Fred Herrick, Ralph Bunker, Arthur Wenzel.  
 ED SULLIVAN SHOW; Sunday Mar 16; CBS 8pm - ADD: Peter Lind Hayes(S-C), Mary Healy(S-C), Ray Walston(C).

MONDAY MARCH 17  
 ~~~~~

- | | | |
|--|------------|--|
| O.S.S.
(Ron Randell) | ABC 7:30pm | <u>Operation Jingle Bells</u> ; with regulars & Tom Busby, Ivan Matlon; (SW&SD). |
| <u>Adventures of Robin Hood</u> | CBS 7:30pm | <u>The Ghost That Failed</u> ; with regulars & Rupert Davies, Barbara Lott; (SW&SD). |
| <u>Burns & Allen</u> | CBS 8pm | with regulars & Fay Bailey, Herbert Heyes; (SW&SD). |
| <u>Restless Gun</u>
(John Payne) | NBC 8pm | <u>The Hand Is Quicker</u> ; with John Erickson; (SW&SD). |
| TALENT SCOUTS | CBS 8:30pm | Kathy McBain(S), The Town & Country Four(S), Ginny Stephens(S). |
| VOICE OF FIRESTONE | ABC 9pm | Thomas Hayward(S). Frances Wyatt(S). |
| <u>Danny Thomas Show</u> | CBS 9pm | with regulars & Judy Canova, Ben Lessy, Chick Chandler; (SW&SD). |
| TOP TUNES & NEW TALENT(Lawrence Welk) | ABC 9:30pm | Danny Tyrell(S). |
| <u>December Bride</u>
(Spring Byington) | CBS 9:30pm | with regulars & Sandor Szabo, Sandra Gould, Frank Scannell, June Tolley; (SW&SD). |

MONDAY MARCH 17(cont'd)

Goodyear Theater NBC 9:30pm The Seventh Letter; (O) Charles B. Smith; with Robert Ryan, Virginia Gregg, Eugene Martin, Willard Sage, Lynn Allen, Bartlett Robinson; Dir - Robert Florey

STUDIO ONE IN HOLLYWOOD CBS 10pm Tongues of Angels; (O) John Vlahos; with Margaret O'Brien, Leon Ames, Frances Farmer, James MacArthur; Dir - Herbert Hirschman.

Suspicion NBC 10pm The Eye of Truth; (O&A) Eric Ambler; with Joseph Cotten, George Peppard, Leora Dana, Phil Van Zandt, Louise Larabee, Edmon Ryan, Ken Clark, Carol Stone, Thayer David, Byron Fougler; Dir - Robert Stevens.

TUESDAY MARCH 18

Sugarfoot
(Will Hutchins) ABC 7:30pm A Wreath For Charity Lloyd; (O) Jackson Gillis; with Erin O'Brien, Charles Cooper, James Philbrook, Mike Monahan, Harry Harvey, Sr.; (SD).

Mr. Adams & Eve CBS 8pm with regulars & Harry Havey, St., Eddie Quillan, Wally Vernon, Dick Ryan, Glen Turnbull, Irene James; (SW&SD).

FISHER-GOBEL NBC 8pm Red Buttons(C), Ann Blyth(A-S).

Wyatt Earp
(Hugh O'Brian) ABC 8:30pm When Sherman Marched Through Kansas; with Thayer Roberts, Brad Morrow, Tyler McVey, Sally Hughes, Paul Brinegar, Damian O'Flynn; (SW&SD).

Broken Arrow
(John Lupton) ABC 9pm The Duel; (O) Herb Purdum; with John Wilder, Toni Gerry, Charles Fredericks, Charles Brill; (SD).

Adventures of McGraw(Frank Lovejoy) NBC 9pm The Long Aloha; with Sheppard Strudwick, Barbara Luna, Mari Aldon; (SW&SD).

Telephone Time
(Dr. Frank Baxter) ABC 9:30pm Revenge; Re-run of 9/10/57.

RED SKELTON SHOW CBS 9:30pm Marie Wilson, Marshall Reed, Anthony Caruso, Ben Weldon.

Bob Cummings Show NBC 9:30pm Bob Saves Harvey; with regulars & Jesse White, Lisa Gaye;(SW&SD).

Californians
(Richard Coogan) NBC 10pm Death By Proxy; (O) Michael Fessier; with Michi Kobi, Wendell Holmes, Kamg Tong, Robert Reardon; (SD).

WEDNESDAY MARCH 19

Wagon Train
(Ward Bond, Robert Horton) NBC 7:30pm The Marie DuPree Story; (O) Harry Brown; with Debra Paget, Nick Adams, Robert Lowery, Raymond Greenleaf, Nicky Blair, Grazia Narciso; (SD).

BIG RECORD
(Patti Page) CBS 8pm Juluis LaRosa(S), Mindy Carson(S), Bill Hayes(S), Nellie Lucher(S), Tony Randall(A), The Goofers(M). LAST ONE-HOUR SHOW.

Tombstone Territory ABC 8:30pm Guilt of A Town; with regulars & James Best, Kathleen Crowley, Jan Merlin, Charles Maxwell, Ed Hinton; (SW&SD).

Father Knows Best NBC 8:30pm Betty's Crusade; with regulars & Robert Chapman, Harold Lloyd, Jr., Mayo Loizeaux; (SW&SD).

Millionaire
(Marvin Miller) CBS 9pm The Story of Neal Bowers; with Martin Milner, Peter Hansen, Joyce Meadows.

KRAFT THEATRE NBC 9pm Look What's Going On; (O) Dale Wasserman & Rufus Henry; with Ed Begley, Neville Brand, Harry Townes, Lee Grant; Dir - Fielder Cook.

BETTY WHITE SHOW ABC 9:30pm Basil Rathbone(A), Jimmy Boyd(S).

ARMSTRONG CIRCLE THEATRE CBS 10pm The Meanest Crime In The World; (O) Jerome Coopersmith; with William Prince, Philip Bourneuf, Nancy Wickwire, Frances Reid, James Mitchell, Robert Blackburn, Louis Soris, Guy Sorel, Shannon Bolin, Joek Macgregor, Miko Osgard, Addison Powell, Frank Schofield; Dir - William Corrigan.

THURSDAY MARCH 20
 ~~~~~

Circus Boy ABC 7:30pm The Amazing Mr. Sinbad; with regulars & Don Diamond, Raymond Hatton, Kenne Duncan; (SW&SD).

Sgt. Preston CBS 7:30pm Scourge of The Wilderness; with Russ Conklin, House Peters, Jr., (Richard Simmons) John Cravens, Robert Carsons, Harry Tyler; (SW&SD).

Richard Diamond, Private Detective CBS 8pm Venus of Park Avenue; (O) David T. Chantler; Re-run of 9/9/57.

SHOWER OF STARS CBS 8:30pm (O) Hugh Wedlock & Howard Snyder; with Jack Benny, Van Johnson, Zsa Zsa Gabor, Patty McCormack, Hermione Gingold, Gogi Grant; Music Dir - Lynn Murray; Dir - Ralph Levy.

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

PAT BOONE CHEVY SHOWROOM ABC 9pm Gertrude Berg(A-C), Genevieve(S).

Navy Log ABC 9:30pm One Grand Marine; with Regis Toomey, Joe Di Reda, Victor Sen Yung, Sid Clute, Paul Genge; (SW&SD).

PLAYHOUSE 90 CBS 9:30pm The Right Hand Man; (O) Garson Kanin; (A) Dick Berg; with Anne Baxter, Dana Andrews, Leslie Nielsen, Stuart Erwin, June Collyer; Dir - Franklin Schaffner.

FORD SHOW NBC 9:30pm Akim Tamiroff(A).

MAKE ME LAUGH ABC 10pm PREMIERE: with Penny Peterson as hostess; also Sid Gould(C), Buddy Lester(C), Henry Youngman(C); Prod-Dir - Johnny Stearns.

LUX SHOW STARRING ROSEMARY CLOONEY NBC 10pm Mel Torme(S).

Jane Wyman Show NBC 10:30pm Once Upon A Nightmare; with Miss Wyman, David Kasday.

FRIDAY MARCH 21  
 ~~~~~

Adventures of Rin-Tin-Tin ABC 7:30pm Sorrowful Joe's Return; with regulars & Lillian Bronson, Will Wright, Roy Erwin; (SW&SD).

Jim Bowie ABC 8pm Horse Thief; with Sidney Blackmer, Eugenia Paul, Richard Hale; (Scott Forbes) (SW&SD).

Trackdown CBS 8pm The House; (O) John Robinson; with Jacques Qubuchon, Judith Ames, (Robert Culp) Gail Kobe, James Griffith, Ellen Corby, Norman Leavitt; (SD).

Court of Last Resort(Lyle Bettger) NBC 8pm with Marian Seldes, Carl Bensen, Joe de Santis, Georgia Simmons, Walter Barnes, John Zaremba, Bob Griffin, John Cliff.

Colt .45 ABC 8:30pm Point of Honor; (O) Steve Fisher; with Marcia Henderson, Emile (Wayde Preston) Meyer, John Smith; (SD).

Dick Powell's Zane Grey Theatre CBS 8:30pm The Doctor Keeps A Promise; with Cameron Mitchell, Ken Lynch, Carolyn Kearney, Robert Beneveds.

Frank Sinatra Show ABC 9pm The Man On The Stairs; (O) Winifred Wolfe; (A) Francis Cockrell; with Marisa Pavan, Michael Rennie, Irene Tedrow, Oliver McGowan; Dir - Robert Florey.

Phil Silvers CBS 9pm Bilko--Male Model; with regulars & David White, Eric Rhodes, (You'll Never Get Rich) Reynolds Evans, Dean Almquist; (SW&SD).

PATRICE MUNSEL ABC 9:30pm Buddy Hackett(C), Neile Adams(D).

Schlitz Playhouse CBS 9:30pm Bluebeard's Seventh Wife; (O) John McGreevey & John Dunkel; with Ralph Meeker, Phyllis Avery, Hugh Marlowe, Jackie Loughery, Robert Ellenstein, Linda Watkins, Hope Summers, Art Marshall; Dir - Paul Henreid.

Walter Winchell File ABC 10pm The Reporter; (O) Adrian Spies; with Kip King.

Lineup CBS 10pm The Clarence Culver Case; with regulars & Bill Nelson, Tony Rock, (Warner Anderson, Tom Tully) Lillian Bronson, Elaine Riley, Guy Chorney; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS MARCH 17 - MARCH 21
 ~~~~~

TODAY NBC 7am (Originating from Fla. this week). 3/17 - Pat Harrington(S).  
 (Dave Garroway)

GARRY MOORE SHOW CBS 10am 3/21 - Carol Burnett(C), Varel & Bailly with Chanteurs de Paris(S).

NBC MATINEE THEATRE NBC 3pm 3/17 - One For All; Re-run of 7/25/57; 3/18 - Anxious Night; (O) David Lamson; 3/19 - On Approval; (O) Frederick Lonsdale; 3/20 - Dandy Dick; (O) Sir Arthur Wing Pinero; 3/21 - Hush, Mahala, Hush; (O) Mac Shoub.

MODERN ROMANCES (Mel Brandt) NBC 4:45pm (O) Jesse Sandler; with Martine Bartlett, Phyllis Hill, Frank Marth.

JACK PAAR SHOW NBC 11:15pm Guests for the entire week are Hans Conried(A), Betty Johnson(S); 3/17 - Aline MacMahon(A); 3/18 - Cliff Arquette(C), George Jessel, The Galanes(S); 3/19 - George Givot(C); 3/20 - Cliff Arquette(C), Alan Drake(C).

SATURDAY MARCH 22  
 ~~~~~

JIMMY DEAN SHOW CBS 12N Les Paul & Mary Ford(S-M).

TRUE STORY (Kathi Norris) NBC 12N The House On Willow Street; (O) James Blumgarten; with Kathleen McQuire, Martin Brooks, John Kellogg, Doris Wiss.

DICK CLARK SHOW ABC 7:30pm Betty Johnson(S), The Diamonds(S), Bill Haley & The Comets(S).

Perry Mason (Raymond Burr) CBS 7:30pm The Case of The Desperate Daughter; with regulars & Gigi Perreau, Don Durant, Werner Klemperer, Osa Masson, Robert P. Simon.

COUNTRY MUSIC JUBILEE ABC 8pm The Hames Sisters(S), Leon McAuliffe(M).

PERRY COMO SHOW NBC 8pm Ray Bolger(D), will replace vacationing Perry Como; with Mary Kaye Trio(S-M), Jack Carter(C).

Dick & The Duchess CBS 8:30pm with regulars & Sheila Sweet, John Stratton, John Salew, Hal Osmond; (SW&SD). LAST DATE THIS DAY & TIME.

POLLY BERGEN SHOW NBC 9pm Johnny Carson.

Have Gun, Will Travel(Richard Boone) CBS 9:30pm with Barbara Baxley, Ray Roope, Roy Bancroft; (SW&SD).

GISELE MacKENZIE SHOW NBC 9:30pm Edie Adams(C).

Gunsmoke CBS 10pm with regulars & John Dehner, Ross Martin, Peggy McKay; (SW&SD).

SUNDAY MARCH 23
 ~~~~~

FRONTIERS OF FAITH NBC 1:30pm Friend To Freedom; (O) Edgar Marvin; with Whitfield Connor, Ted Osborn, Alan Manson, Robert Dryden.

OMNIBUS (Alistair Cooke) NBC 4pm Leonard Bernstein Looks At The Opera; (Coming from Metropolitan Opera House).

Shirley Temple's Storybook NBC 6:30pm Dick Whittington And His Cat; (O) Frank Gabrielson; with Jack Dimond, Martyn Green, Judy Meredith, Sebastian Cabot, Ashley Cowar, Tudor Owen, Fritz Feld, John Trayne, Milton Parsons, Mitchell Singing Boys; Dir - Robert B. Sinclair; Music by Morris Stoloff.

Maverick (James Garner) ABC 7:30pm Point Blank; (O) Howard Browne; (A) Roy Huggins; with Karen Steele, Michael Connors, Richard Garland, Benny Baker, Robert Foulk; (SD).

Jack Benny Show CBS 7:30pm with regulars & Mel Blanc, Herb Vigran, Benny Rubin, Artie Auerbach, Frank Nelson, Muriel Landers.

ED SULLIVAN SHOW CBS 8pm Bert Lahr(C), Joan Blondell(A), Roberta Peters(S), Carol Haney(D), Peter Gennaro(D), Wally Griffin(C), Dickie Henderson(S-C), The Preps(S), The Rays(S), Michael Hale(S), Marquis Chimps.

SUNDAY MARCH 23(Cont'd)  
 ~~~~~

STEVE ALLEN SHOW	NBC 8pm	Anita Ekberg(A), Alan Young(C), Joni James(S), John W. Bubbles(S-Tommy Prisco(S).
<u>Adventure At Scott Island</u>	ABC 8:30pm	<u>Path Of The Hurricane</u> ; with regulars & Rudy Bond, Elaine Aiken, James C. Kelly; (SW&SD).
<u>General Electric Theatre</u>	CBS 9pm	<u>Strange Witness</u> ; (O) John Whiting; (A) Gavin Lambert; with Joan Crawford, Sidney Blackmer, Tom Tryon, John McIntyre; Dir - Herschel Daugherty.
DINAH SHORE CHEVY SHOW	NBC 9pm	Peter Lawford(A), Tony Martin(S), Betty Hutton(C).
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>Flight To The East</u> ; (O) Bevil Charles; (A) Joel Murcott; with Gary Merrill, Patricia Cutts, Konstantin Shayne, Tony George, Mel Wells, Harvey Stephens, Ralph Clanton; Dir - Arthur Hiller.
<u>Scotland Yard (Edgar Lustgarten)</u>	ABC 10pm	<u>Late Night Final</u> ; with Terrence York, Stanley Vanbeers, Richard Shaw.
<u>Loretta Young Show</u>	NBC 10pm	<u>Time of Decision</u> ; (O) Esther McCoy; with Miss Young, John Newland, George Baxter, Luana Anders, Joe Hamilton; Dir - John Newland.