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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday (Feb 9)

CBS- 7-7:30pm EST; NET DEBUT - Vincent Lopez - LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr & Prod- WCBS-TV(NY); Exec Prod- Hal Hough; Dir- Ned Cramer. § Vincent Lopez, his orchestra and vocalists, present an all-music show, emphasizing current hit tunes blended with pop standards. Featured vocalists are Judy Lynn, Teddy Norman (also plays the sax), Eddie O'Connor (guitarist), Johnny Messner, Johnny Amorosa (trumpet), and the Lopezians, a trio of Messner, O'Connor and trombonist Joe Ortalano. Lopez is featured at the piano for instrumental solos. (The program began as a local show over WCBS-TV(NY) on Oct 13, 1956, 6:15-7pm EST, and now switches to 6:30-7pm EST locally, with the net program also seen over the station). The program replaces Beat the Clock, which moves to Friday, 7:30-8pm EST, effective Feb 8, in turn replacing My Friend Flicka (last show Feb 1).

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm EST) Feb 4; "Mayerling," starring Audrey Hepburn and Mel Ferrer (See page A for cast credits); Prod & Stager- Anatole Litvak; Dir- Kirk Browning; Prod Exec- Alvin Cooperman; Settings- Otis Riggs; Costumes- Dorothy Jeakins; Music Dir & Cond- George Bassman; LIVE (COLOR) from WRCA-TV(NY). Add co-sponsor: The John Hancock Mutual Life Insurance Co thru McCann-Erickson, Inc. (Joins other co-sponsors; see Television Index card).

NBC Opera Theatre (6 during season, Sat or Sun); Sun, Feb 10, 3-4pm EST; "La Grande Breteche," a new opera by Stanley Hollingsworth; libretto in collaboration with Henry Duncan; (see page D for cast credits); LIVE (COLOR) from WRCA-TV.

Hallmark Hall of Fame (Approx every 4th Sun, varying times) Sun, Feb 10, 9-10:50pm EST; "The Lark," starring Julie Harris (see page E for cast credits); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer; LIVE (COLOR) from WRCA-TV(NY)

OTHER NETWORK CHANGES & ADDITIONS

ABC- Open Hearing; DEBUT Feb 3; Sun, 8:30-9pm EST; LIVE from WMAL-TV(Wash), to the net. § Sustaining. § Pkgr & Prod- ABC News; Dir- Richard Stratton. § ABC Washington bureau chief John Secondari moderates questioning by a group of ABC commentators of key news figures to develop in depth the top news story of the week. Film clips are shown, with discussion of the one major topic following.

CBS- 20th Century-Fox Hour (Alt Wed, 10-11pm EST) Revlon, Inc., thru C. J. La Roche & Co., Inc (producing agency); Acct Execs- Jerome Roscoe, Phil Cleland; becomes sponsor, effective Feb 6, replacing General Electric Co.

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THIS WEEK

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

MONDAY FEBRUARY 4 (Cont'd)

TALENT SCOUTS CBS 8:30pm (From Lake Placid) - Charlotte Hale(S), Buffalo Bills(S), Max Shoaf(S)

I Love Lucy CBS 9pm with regulars & Mary Ellen Kaye, Gene Reynolds; (SW&SD)

TOP TUNES & NEW TALENT(Lawrence Welk) ABC 9:30pm Johnny Culwell(S), Betty Morales(S), Alan Brenneman(M)

December Bride (Spring Byington) CBS 9:30pm Study Group; with regulars & Joseph Kearns, King Donovan, Les Millar, Joi Lansing, Gloria Pall, Barbara Stuart, Jan Kayne; (SW&SD)

ROBERT MONTGOMERY NBC 9:30pm The Week the World Stood Still; (O)Burton Benjamin; with John Beal, Stefan Schnabel, Geoffrey Lumb, Peter Von Zerneck, Richard Bowler, Alexander Clark, George Pateles, Justice Watson; Dir - James Beach.

STUDIO CNE CBS 10pm Tale Of The Comet; (O)Robert Alan Aurthur; with Hal March, Kathleen McGuire, Paul Tripp, Gene Saks, Virginia Kaye, Marion Brash, Salome Jens, Carl Low, Jack Manning, Guy Raymond; Dir - Robert Mulligan.

Douglas Fairbanks Presents WRCA 10:30pm Trouble In Destiny; with Christopher Rhodes, Christopher Lee.

TUESDAY FEBRUARY 5

Conflict ABC 7:30pm Passage To Maranga; (O)C.S. Forester; (A) Katherine & Dale Eunson; with Rex Reason, Adele Mara, John Alderson, Richard Stapley, Carl Milletaire, Ralph Votrian.

Wyatt Earp (Hugh O'Brian) ABC 8:30pm The Siege at the Little Alamo; with William Phipps, Mason Alan Dinehart, Jeanne Baird, Peter Mamakos, Forest Taylor; (SW&SD)

Broken Arrow ABC 9pm The Challenge; (O)Wallace Bosaq; with regulars & Anthony Caruso, Christopher Dark, Pat Hogan, Armand Alzamora, Charles Stevens, John Sorrentino, Russ Conklin; (SD) Albert S. Rogell.

Jane Wyman Show NBC 9pm Birthright; (O)Michael Fassler; with Miss Wyman, Tom Tryon, Jeannette Nolan, Lisa Pusaro, Addison Richards, Cathryn (cq) Givney, Arvid Nelson, Harry Klekas, Ruell Shayne; (SD)

DuPont Theatre ABC 9:30pm Are Trees People; (O)Paul Hackett; with Ruth Donnelly, Jean Howell, Marjorie Bennett, Ed Brophy, Percy Helton, Clancy Cooper, Robert Karnes, Ricky Vera, Thomas Bonilla, Marty Carrizosa; Dir - William Seiter.

RED SKELTON SHOW CBS 9:30pm Eddie (Rochester) Anderson(C), Allen Jenkins(C).

ARMSTRONG CIRCLE THEATRE NBC 9:30pm Error In Judgment: The Case of Prisoner #16688; (O)Roger O. Hirson; with Biff McGuire, Patricia Smith, Harry Townes, Lawrence Weber, Ray Bramley, Gene Blakeley, Walter Kinsella; Dir - William Corrigan.

IT'S POLKA TIME ABC 10pm Jarka Bures, Czechoslovakian Folk Dancers

WEDNESDAY FEBRUARY 6

Hiram Holliday (Wally Cox) NBC 8pm with regulars & Jacqueline Beer; (SW&SD)

Navy Log ABC 8:30pm Ping Happy Spit Kit; with Herbert Anderson, Hal Callie, William Phillips, Alvin Greenman, Harry Antrim; (SW&SD)

Father Knows Best (Robert Young) NBC 8:30pm Carnival; with regulars & Paul Wallace, Dick Foran; (SW&SD)

Ozzie & Harriet ABC 9pm The Duenna; with regulars & Lina Romay, Lucita Deckedach, Barney Phillips, Skip Young, Steve Terrell; (SW&SD)

WEDNESDAY FEBRUARY 6 (Cont'd)
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|---------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Millionaire</u><br>(Marvin Miller) | CBS 9pm    | <u>The Story of Jim Driskill</u> ; with Jim Davis, Jody Lawrence, Bill Cassady, Frank Gerstle, Keith Byron; (SD)                                                                                                                               |
| <u>KRAFT THEATRE</u>                  | NBC 9pm    | <u>The Discoverers</u> ; (O) Max Rosenfeld & George Salverson; with Richard Kiley, Joe Maross, William Shatner, Lois Nettleton; Dir - Frank Telford                                                                                            |
| <u>Ford Theatre</u>                   | ABC 9:30pm | <u>The Connoisseur</u> ; (O) Wells Root; with Paul Henreid, Virginia Bruce, Kathryn Grant, William Leslie, Nestor Paiva; Dir - Irving Starr.                                                                                                   |
| <u>20th Century-Fox Hour</u>          | CBS 10pm   | <u>Young Man From Kentucky</u> ; (A) Maurice Zimm; with Tom Tryon, Ann Harding, Marshall Thompson, Helen Westcott, Carl Benton Reid, Al Hale, Lloyd Corrigan, Ray Teal, Walter Coy, Kathleen Case, Alex Gerry, Frank Sully; Dir - Lewis Allen. |

THURSDAY FEBRUARY 7  
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<u>Sgt. Preston</u> (Richard Simmons)	CBS 7:30pm	with regulars & Robert Paquin, Edward Foster, Jay Douglas; (SW&SD)
<u>CIRCUS TIME</u>	ABC 8pm	<u>Somethin' Smith & The Redheads</u> (C-S), Janine Caire(S), The Egony Brothers(aerial).
<u>CLIMAX</u> (Bill Lundigan)	CBS 8:50pm	<u>The Stalker</u> ; (O) Elizabeth McCoy; with James Whitmore, Marilyn Erskine, J.C. Flippen, Dir - Jack Smight
<u>Wire Service</u> (Dane Clark)	ABC 9pm	<u>The Johnny Rath Story</u> ; with Dane Clark, Beverly Garland, Ross Elliott, Michael Winkleman, Jimmy Baird.
<u>PLAYHOUSE 90</u>	CBS 9:30pm	<u>The Miracle Worker</u> ; (O) William Gibson; with Teresa Wright, Burl Ives, Akim Tamiroff, Patty McCormack, John Barrymore Jr., Katharine Bard; Dir - Arthur Penn
<u>FORD SHOW</u>	NBC 9:30pm	Douglas Fairbanks Jr.(A)
<u>LUX VIDEO THEATRE</u> (Gordon MacRae)	NBC 10pm	<u>The Undesirable</u> ; (A) Sanford Barnett; with Vivian Blaine, Richard Denning, Buddy Ebsen.

FRIDAY FEBRUARY 8
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|---------------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)            | ABC 7:30pm | <u>The Lieutenant's Lesson</u> ; (SW)Jennings Cobb; with Clancy Cooper, Jerome Courtland, Glenn Strange, Larry Chance; (SD) Lew Landers                                                     |
| <u>Adventures of Jim Bowie</u> (Scott Forbes)           | ABC 8pm    | <u>Spanish Intrigue</u> ; with regulars & Argentina Brunetti, Richard Avonde, Ivan Triesault, Val Dufour                                                                                    |
| <u>Crossroads</u>                                       | ABC 8:30pm | <u>Barbed Wire Preacher</u> ; (O) Herbert Purdom; with Scott Brady, Jerome Courtland, Rudolph Anders, Kay Kuter, Strother Martin, Gregory Gay.                                              |
| <u>Dick Powell's Zane Grey Theatre</u>                  | CBS 8:30pm | <u>Dangerous Orders</u> ; with Mark Stevens, Jack Elam, Willes Bouchee, Robert Cornthwaite, Bill Leicester, Tom B. Henry, John Eldredge, Simon Scott.                                       |
| <u>Life Of Riley</u>                                    | NBC 8:30pm | with regulars & Douglass Dumbrille, Virginia Stefan; (SW&SD)                                                                                                                                |
| <u>Mr. Adams &amp; Eve</u><br>(Ida Lupino, Howard Duff) | CBS 9pm    | <u>Home Town Squares</u> ; with regulars & Susan Cummings, Gail Bonney, Dorothy Newmann, Dave Willock, George Neise, Fred Sherman; (SW&SD)                                                  |
| <u>On Trial</u><br>(Joseph Cotten)                      | NBC 9pm    | <u>The Case of the Girl on the Elsewhere</u> ; with Joseph Cotten, Kathleen Crowley                                                                                                         |
| <u>The Vise</u><br>(Donald Gray)                        | ABC 9:30pm | <u>Find Harry Clay</u> ; with regulars & Diana Decker, Patricia McCarron, John Stone, Kenneth Edwards, Alistair Hunter; (SD)                                                                |
| <u>Schlitz Playhouse</u>                                | CBS 9:30pm | <u>Sometimes You Break Even</u> ; (O)Victor Ullman; (A)John Dunkel; with Mona Freeman, Barry Atwater, John Wilder, Will J. White, James Parnell, Mike Ragan, Rico Alaniz; Dir - John Brahm. |

FRIDAY FEBRUARY 8(Cont'd)

THE BIG STORY NBC 9:30pm Bob Thomas, Copy Boy; Philadelphia (Penn.) Inquirer; - (A) (Ben Grauer) Douglas Taylor; with Terry Carter, Ellen Holly, Louis Goss-ett, Hugh Hurd

The Lineup CBS 10pm The Armored Car Case; (O)Lou Morheim; with regulars & Jack (Tom Tully) Petruzzi, Lili Kardell, Parley Baer, Dan Barton, Georgia Ellis

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 4 - FEBRUARY 8

GOOD MORNING CBS 7am 2/4 - Mickey & Sylvia(S-M), Tim Moore(A), Doretta Morrow(S); (Will Rogers, Jr.) 2/5 - Don Rondo(S), Jack E. Leonard(C); 2/6 - Dolores Hawkins(S), Jack E. Leonard(C); 2/7 - Bill Doggett & Band, Jack Kannon(C); 2/8 - Ben Gazzara(A), Betty Johnson(S), Somethin' Smith & The Redheads(S).

GARRY MOORE SHOW CBS 10am 2/5 - Martha Davis & Spouse(M); 2/6 - (for next 8 shows Ilene Woods replaces Denise Lor), Don Knotts(C); 2/8 - Mary O'Hara(S), Charles Manna(C), Virginia Sale(C).

NBC MATINEE NBC 3pm 2/4 - Three Kids; (O)Martin Donovan; 2/5 - Frankenstein; (O)Mary Wollstonecraft Shelley; (A)Robert Eason; 2/6 - The Most Dangerous Man; (O)Irving Richin; 2/7 - One; (O) David Karp; 2/8 - The Importance of Being Earnest; (O) Oscar Wilde.

MODERN ROMANCES NBC 4:45pm The Heel; (O)Harry W. Junkin; with Phyllis Hill, Frank Overton, Walter Brook, James Bender; (SD)

TONIGHT NBC 11:15pm No info. available at press time. (Jack Lescolie)

SATURDAY FEBRUARY 9

PERRY COMO SHOW NBC 8pm Myrna Loy(A), Jackie Cooper(A), Lord Flea & Group(M)

Oh! Susanna CBS 9pm with regulars & David Stollery, Morey Amsterdam. (Gale Storm)

Hey, Jeannie! CBS 9:30pm Jeannie's Income Tax; with regulars & Liz Murray, Herb Vigan, Larry Blake, Richard Collier, Tim Murphy; (SW&SD) (Jeannie Carson)

OZARK JUBILEE ABC 10pm Anita Carter(S), Annie Lou & Danny(Dill)(S)

GEORGE GOBEL SHOW NBC 10pm Garry Moore(C)

SUNDAY FEBRUARY 10

LOOK UP & LIVE CBS 10:30am Study of Rock 'N' Roll Music - with Bill Doggett(S), Ivory Joe Hunter(S-M), LaVerne Baker(S)

FRONTIERS OF FAITH NBC 1:30pm Day's End; (O) E.B. Conkle; with Ray Middleton

NBC OPERA COMPANY NBC 3pm La Grande Breteche; (C) Stanley Hollingsworth with Henry Duncan; Conductor - Peter Herman Adler; with Gloria Lane, Hugh Thompson, Adelaide Bishop, Davis Cunningham, Jimi Beni; Dir - John Schwart

RAY BOLGER'S NBC 4pm with regulars & Stanley Holloway, Martha Raye WASHINGTON SQUARE

Telephone Time CBS 6pm The Stepmother; (O)John Nesbitt; with Ronnie Lee, Rita Lynn (John Nesbitt)

JACK BENNY SHOW CBS 7pm with regulars & George Jessel

Circus Boy NBC 7:30pm The Return Of Colonel Jack; (SW)Lee Erwin; with regulars & Guinn Williams, Andy Clyde, Ollie O'Toole, Ed Hinton; (SD) Robert G. Walker

SUNDAY FEBRUARY 10(Cont'd)  
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ED SULLIVAN SHOW	CBS 8pm	Victor Borge(M-C), Benny Goodman(M), Blossom Seeley(S), Benny Fields(S), Charlotte Rae(C), Johnny Carson(S), Rene (puppets), Tonito(high wire)
STEVE ALLEN SHOW	NBC 8pm	Lou Costello(C), Margaret Whiting(S), Peter Lawford(A), The Step Bros.(D)
OMNIBUS (Alistair Cooke)	ABC 9pm	<u>The Ballad of Baby Doe</u> ; Music by Douglas Moore; Libretto by John Latouche; Conductor - Sylvan Levin; Choreographer - John Butler; with Virginia Copeland, William Johnson, Martha Lipton, Marjorie Mayer, Tom Stewart, Virginia Martin, Jacqueline McKeever; Dir - Charles Dubin
<u>General Electric Theatre</u>	CBS 9pm	<u>The Town With A Past</u> ; (O) Oscar Brodney & Frank Burt; with James Stewart, Beulah Bondi, Fred Wayne, Walter Sande, Greg Barten, Edgar Buchanan, Will Wright; Dir - James Neilsen
HALLMARK HALL OF FAME	NBC 9pm	<u>The Lark</u> ; (O) Jean Anouilh; (A) James Costigan; with Julie Harris, Denholm Elliott, Boris Karloff, Eli Wallach, Basil Rathbone, Jack Warden, Bruce Gordon, Michael Higgins, Ralph Roberts, Ward Costello, Harold Winston, Jan Farrand, Barbara Stanton, Elspeth March, Gregory Morton, Mary Loane, Charles Penman, Harry Davis; Dir - George Schaefer
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>Malice Domestic</u> ; (O) Philip MacDonald; (A) Victor Wolfson; with Phyllis Thaxter, Ralph Meeker, Ralph Clanton, Lili Kardell, Vinton Hayworth; Dir - John Meredith Lucas

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FEBRUARY 6, 1957

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VOLUME 9 NUMBER 6 A

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

NBC President Robert W. Sarnoff yesterday announced two executive appointments, effective immediately. Thomas A. McAvity, formerly Executive Vice President, Television Network Programs & Sales, becomes Executive Vice President, Staff, reporting directly to Mr. Sarnoff. McAvity will concentrate on new program and talent development, also serving as chairman of the NBC Talent and Properties Committee. Robert E. Kintner, who moved over to NBC from ABC on January 1st, assumes McAvity's former title and will continue to direct the network's color activities, also reporting directly to Mr. Sarnoff.....Projecting its next season's lineup, ABC is negotiating with several personalities to debut their own series. Most recently signed are singers Pat Boone and Guy Mitchell. General Artists Corp, agents for both, will most likely package the two shows, and Chevrolet it already set to sponsor Boone.

Polly Bergen, currently a regular panelist on To Tell The Truth, has been signed to a long term CBS-TV contract calling for her exclusive services on variety and dramatic programs.....Art Linkletter makes his TV dramatic debut on GE Theatre Sunday, February 17 (Linkletter's last straight acting assignment was in the film "Champagne For Caesar", which has made the TV rounds. He played a quizmaster).....When Talent Associates bows in as packager of the Kaiser Aluminum Hour February 26, the script will be "whereabouts Unknown" by Sumner Locke Elliott, with MacDonald Carey, Jan Sterling and Kim Hunter. Talent Associates continues as packager of the alternate week program Armstrong Circle Theatre.....Robert Montgomery Presents has two upcoming former Broadway shows scheduled. Ronald Alexander's "The Grand Prize" and "Reclining Figure" by Harry Kurnitz are set for February 11th and 25th respectively. Both will be staged in the Ziegfeld Theatre before a studio audience, an innovation for the Montgomery show.....The syndicated Patti Page Show returns to WCBS-TV (NY) Saturday, February 9th. The Vincent Lopez Show, which previously occupied the time spot, will now be seen 6:30pm to 7:30pm, with the second half being carried by the net.

Royal Typewriter Company thru Young & Rubicam replaces Ronson as segment sponsor on the February 14th & 28th Playhouse 90 programs.....Ralston Purina Company thru Guild, Bascom & Bonfigli (San Francisco) replaces the Vick Chemical Company as alternate sponsor of The Big Story, effective March 8th.

PEOPLE GOING PLACES: Dr. George Crothers appointed CBS Director of Public Service Broadcasts, and Pamela Ilott Director of Religious Broadcasts, both effective February 4th.....John R. Sheehan, former Vice President and Director of TV and Radio at Cunningham & Walsh, appointed to Television Bureau of Advertising in a sales capacity.....Channing M. Hadlock was made Vice President in charge of TV and Radio at Rose-Martin, Inc.