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EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday (Feb 16)

NBC- 9-10:30pm EST; SPECIAL - Saturday Color Carnival - Emmy Award Nominations - LIVE(C) from KRCA-TV(LA) & WRCA-TV(NY), approx 125 stations live. § Co-Sponsors- (one-half of the program) Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); (one-half of program) Radio Corp of America and Whirlpool-Seeger Corp, both thru Kenyon & Eckhardt, Inc(NY). § Pkgr- NBC-TV with the Academy of Television Arts & Sciences; Prods- (for the Academy) Jess Oppenheimer(LA), Irving Mansfield(NY); (for NBC) Richard McDonough(LA), Alan Handley(NY). § First telecast of the nominations ceremony for the Academy of Television Arts and Sciences' annual "Emmy Awards". The awards program will be telecast on March 16, Sat, 9-10:30pm EST, with the same sponsors. Both programs are in the regular spots of the Saturday Color Carnival (formerly Saturday Spectacular). (See page D for cast credits).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Wire Service; new day and time, effective Feb 11; Mon, 7:30-8:30pm EST; formerly seen Thu, 9-10pm EST. In its new spot the program replaces Bold Journey, 7:30-8pm EST, and The Danny Thomas Show, 8-8:30pm EST. The latter two programs move to Wire Service's former day and time, effective Feb 14, with Bold Journey being seen Thu, 9:30-10pm EST, and The Danny Thomas Show switching to the earlier spot, Thu, 9-9:30pm EST.

CBS- Garry Moore Show (Mon thru Thu, 10-10:30am EST; Fri, 10-11:30am EST) Programs for the week of Feb 11-15 will originate from Winter Haven, Fla., after which the program returns to its regular NY origination.

Hey Jeannie! (Sat, 9-9:30pm EST) Liggett & Myers Tobacco Co (Chesterfields) thru McCann-Erickson, Inc(NY) becomes alternate week sponsor for six programs, effective Feb 16, thru April 27. Regular sponsor, The Procter & Gamble Co., continues as alternate week sponsor.

Playhouse 90 (Thu, 9:30-11pm EST) Royal Typewriter Co., Div of Royal McBee Co., thru Young & Rubicam, Inc(NY); Acct Exec- T. J. Smith; replaces Ronson Corp as a sponsor of the 10-10:30pm portion of the program for six weeks, effective Feb 14.

Odyssey (Sun, 4-5pm EST) Production staff changes: drop Ted Sack as an associate producer, as of end of January; add John Desmond as a co-director with Roger Englander. Frank DeFelitta continues as sole associate producer.

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THIS WEEK

MONDAY FEBRUARY 11 (Cont'd)
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STUDIO ONE CBS 10pm A Walk in The Forest; (O)Howard Rodman; with Alexander Scourby, Gerald Peppard, Jack Mullaney, James Franciscus, Paul Huber, Ann Benton; Dir - Tom Donovan.

TUESDAY FEBRUARY 12  
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Cheyenne ABC 7:30pm War Party; (O)Ernie Giler; with regulars & James Garner, Clark Howat, Kelly Thordsen, Michael Pate; (SD) Joe Kane.
 (Clint Walker)
 JONATHAN WINTERS SHOW NBC 7:30pm Russell Arms(S)
Phil Silvers Show CBS 8pm Bilko's TV Idea; with regulars & Danny Dayton, Dagmar.
Wyatt Earp ABC 8:30pm The Vengeance Trail; with regulars & Jan England, Charles Evans, Leonard Penn, Michael Vallon; (SW&SD)
 (Hugh O'Brian)
Noah's Ark NBC 8:30pm Kangaroo's Tale; with regulars & Keith Kneedler; (SW&SD)
Broken Arrow ABC 9pm The Doctor; (O)Kay Lenard, Jess Carneol; with regulars & Victor Millan, Robert Fould, David Saber, Billy Miller, Gil W. Rankin, Robert Cobal; Dir - William Beaudine.
Jane Wyman Show NBC 9pm Small Talk; (O)David P. Harmon; with Miss Wyman, Marie Windsor, Philip Pine, Frances Bavier, Gene Reynolds, Bobby Ellis, Jim Nolan, Vernon Rich, Yvonne Lime; (SD)
DuPont Theatre ABC 9:30pm The All-American; (O)Gabrielle Upton; with John Ericson, Joan Evans, Lurene Tuttle, Hooper Dunbar, Donald Freed, William Swan, Wade Cagle, Patrick Clement; Dir - Laslo Benedek.
 RED SKELTON SHOW CBS 9:30pm John Ireland(A)
 KAISER ALUMINUM HOUR NBC 9:30pm So Short A Season; (O)Gene Roddenberry; with Albert Salmi, Hope Emerson, Rip Torn, John Litel, John Kellogg, Susan Oliver, Van Dyke Parks, John Baer, Richard Shepard, James Pritchett, Laurence Hugo, Jack Ragotzy, Don Hammer; Dir - Franklin Schaffner.

WEDNESDAY FEBRUARY 13
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Hiram Holliday NBC 8pm with regulars & Sebastian Cabot; (SW&SD)  
 (Wally Cox)  
Navy Log ABC 8:30pm Amcray; with Ray Stricklyn, Maureen Cassidy, Christian Drake; (SW&SD)  
Father Knows Best NBC 8:30pm Betty and the Jet Pilot; with regulars & Peter Walker, Ken Mayer; (SW&SD)  
 (Robert Young)  
Ozzie & Harriet ABC 9pm The Hot Dog Stand; with regulars & Lucien Littlefield, Joe Kearns, Skip Young, Steve Terrel, Parley Baer, Betty Jean Hansen; (SW&SD)  
Millionaire CBS 9pm The Story of Amberson Adams; with Robert Rockwell, Gale Robbins, Alan Hale, Richard Deacon, Benny Rubin, Robert Jordan, Barbara Benson; (SD)  
 (Marvin Miller)  
 KRAFT THEATRE NBC 9pm The Man Who Couldn't Say No; (O)Don Witty; with Robert Culp, Barbara Cook, Mike Keelin, Peter Turgeon.  
Ford Theatre ABC 9:30pm Ringside Seat; (O)Karen DeWolf; with Hugh O'Brian, Marilyn Erskine, Billy Chapin, Willis Bouchey, George Gilbreth, Bucko Stafford, Darryl Duran, Rudy Lee; Dir - Lewis Seiler.  
 U.S. STEEL HOUR CBS 10pm Inspired Alibi; (O)Gertrude Schweitzer; (A)S.S. Schweitzer; with Shelley Winters, Pat Hingle, Edward Andrews, John C. Becker, Mary Perry; Dir - Paul Stanley.

THURSDAY FEBRUARY 14  
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Sgt. Preston CBS 7:30pm with regulars & Linda Leighton, Dehl Berti, Jack Reynolds;
 (Richard Simmons) (SW&SD)

CIRCUS TIME ABC 8:30pm (coming from Miami Beach, Fla.) Rocky Graziano(C), Teddi King(S), Mata & Hari(D).

Bob Cummings Show CBS 8pm with regulars & Olive Sturgess; (SW&SD)

CLIMAX! CBS 8:30pm Stain of Honor; (O)Adrian Spies; with Lee Marvin, Don Taylor, Betsy Palmer, Wallace Ford; Dir - Buzz Kulik.
 (Bill Lundigan)

PLAYHOUSE 90 CBS 9:30pm The Comedian; (O)Ernest Lehman; (A)Rod Sterling; with Kim Hunter, Mickey Rooney, Edmond O'Brien, Mel Torme, Constance Ford; Dir - John Frankenheimer.

FORD SHOW NBC 9:30pm Hedda Hopper

AIRTIME '57 ABC 10pm Toni Arden(S)

LUX VIDEO THEATRE NBC 10pm Dark Victory; George Emerson Brewer Jr. & Bertram Bloch;
 (Gordon MacRae) (A)Sanford Barnett; with Shirley Jones, Jack Cassidy, Keith Larsen, Toni Gerry, Mary Adams, Charles Meredith, Mae Ward;
 Dir - Norman Morgan.

FRIDAY FEBRUARY 15
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Adventures of Rin-Tin-Tin ABC 7:30pm The Swedish Cook; (SW)Jerry Thomas; with regulars & El Brendel, Syd Saylor; (SD) Lew Landers.  
 (Lee Aaker)

Adventures of Jim Bowie ABC 8pm Bayou Tontine; (O)Budd Lesser; with regulars & Robert Cornthwaite, Carol Leigh, Edward Colman, Fay Roope, Spear Martin.  
 (Scott Forbes)

Crossroads ABC 8:30pm In God We Trust; (O)George Bruce; with Jeff Morrow, K.T. Stevens, Lester Matthews.

Dick Powell's Zane Grey Theatre CBS 8:30pm The Necessary Breed; with Sterling Hayden, Jean Willes, James Griffith, Strother Martin, Carlyle Mitchell, Roy Barcroft, Frank Scannell, Greg Walcott, Bill Henry, Bill Pawcett, Fred Sherman.

Life of Riley NBC 8:30pm with regulars & Zsa Zsa Gabor, Liz Slifer; (SW&SD)

Mr. Adams & Eve CBS 9pm The Proposal; with regulars & Don Orlando; (SW&SD)  
 (Ida Lupino, Howard Duff)

The Vise ABC 9:30pm Signature for Murder; with regulars & Peter Bathurst; (SD)  
 (Donald Gray)

Schlitz Playhouse CBS 9:30pm Night Drive; (O)Will Jenkins; (A)Martin Berkeley; with Constance Cummings, Everett Sloane, Larry Pennell, Vivi Janiss, Tommy Jackson, Ethyl May Halls, Robert Nolan, Arvid Nelson; Dir - Frederick Stephanie.

THE BIG STORY NBC 9:30pm Ralph B. (Rip) Manning, City Editor; Columbus (Ohio) Citizen; with Arch Johnson, Phyllis Hill, Lenke Peterson, Robert Drydon, Steven Elliott.

The Lineup CBS 10pm The Robert Ericson Case; with regulars & Marshall Reed, Riza Royce, Tommy Tucker, Virginia Gregg, Carlyle Mitchell, Gordon Gebert.  
 (Tom Tully)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 11 - FEBRUARY 15  
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GOOD MORNING CBS 7am 2/11 - Cathy Carr(S), Frank Fontaine(C); 2/12 - The Wayfarers (S-M); 2/13 - Chet Baker's Quintet(M); 2/14 - Don Heller(S), Jack Kelly(M); 2/15 - Diahann Carroll(S).

GARRY MOORE SHOW CBS 10am (Coming from Winter Haven, Fla.) 2/12 - Zacchini(acro), Margie Robertson(skier); 2/13 - The Sarasota High School's Sailor Circus; 2/14 - William Haas(snake trainer).

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)
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NBC MATINEE THEATRE NBC 3pm 2/11 - The Brat's House; (O)Roy Hargrave & Joseph Di Reda; 2/12 - The Mysterious Mr. Todd; (O)George Sumner Albee; 2/13 - A Case of Pure Fiction; (O)Jerome Ross; 2/14 - The Master Builder; (O)Henrik Ibsen; 2/15 - The Others; (O)Henry James(The Turn of the Screw); (A)Michael Dyne.

MODERN ROMANCES (Martha Scott) NBC 4:45pm The Sheraton Settee; (O)William Kendall Clarke; with Ann Loring, Sally Kemp, Court Benson, William Mason; (SD)

TONIGHT (Jack Lescoulie) NBC 11:15pm no info available at press time.

SATURDAY FEBRUARY 16  
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PERRY COMO SHOW NBC 8pm Ginger Rogers(A)

SATURDAY COLOR CARNIVAL NBC 9pm "Emmy Awards" Nominations - (Coming from East & West Coasts simultaneously); HOSTS: Steve Allen, Desi Arnaz, Gertrude Berg, Syd Caesar, John Daly, Eddie Fisher, Scott Forbes, Tony Martin, Gordon MacRae, Carl Reiner, Phil Silvers, Ed Sullivan, Danny Thomas, Orson Wells, Bill Williams, Jane Wyman; Dir - Craig Allen; Prod - (East) Alan Handley; Prod - (West) Richard McDonough.

Hey Jeannie! (Jeannie Carson) CBS 9:30pm with regulars & Penny Santon, Josanne Mariani, Frank Jenks, Gil Frye, Barbara Bestar, June DiMaggio, Douglas Dumbrille, Charles Maxwell; (SW&SD)

OZARK JUBILEE ABC 10pm "Shug" Fisher(C), Bill Huston(M), David Huston(S).

SUNDAY FEBRUARY 17
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Telephone Time (John Nesbitt) CBS 6pm Plot To Save A Baby; (O)John Nesbitt; with Thelma Ritter, Peter Votrian, Mary Davlin, Barton MacLane.

77th Bengal Lancers NBC 7pm Test of a Titan; with regulars & Mike Lane, Abel Fernandez, Michael Carr; (SW&SD)

Circus Boy NBC 7:30pm The Knife Thrower; with regulars & Rick Vallin, Eugene Iglesias, Whitney Blake, Hal Taggart, Tom McKee; (SW&SD)

ED SULLIVAN SHOW CBS 8pm Hugh O'Brian(A), Bob Wagner(A), Jeannie Carson(A), Goose Tatum(C), Marques Haynes & Harlem Magicians, Peter Gennaro & Ellen Ray(D), Ricky Layne(ventril), Hilde Gueden(S), Jussi Bjoerling(S).

STEVE ALLEN SHOW NBC 8pm Frankie Laine(S), Alan Young(C), Martha Carson(S), Tab Hunter(A), Jack Kramer & tennis team.

General Electric Theatre CBS 9pm The Big Shooter; (O)Frank Tashlin; with Art Linkletter, Eva Gabor, Anne Kimball, Howard Smith, John Berardino, Charles Watts, Jose Gonzales-Gonzales, Richard Gaines; Dir - Don Weis.

ALCOA HOUR NBC 9pm The Animal Kingdom; (O)Philip Barry; (A)Philip Barry Jr.; with Robert Preston, Meg Mundy, Alan Hale Jr., Joanne Linville, Paul McGrath, Hugh Reilly, Mary Welch, Robert Gist; Dir - Alex Segal.

Alfred Hitchcock Presents CBS 9:30pm Number 22; (O)Evan Hunter; (A)Joel Murcott; with Rip Torn, Russell Collins, James Nolan, Ray Teal, Bob Ross, Charles Watts, Paul Picerni, Peter Leeds, Mike Ross, Martin Wilkins, Hugh Sanders; Dir - Robert Stevens.

Loretta Young Show NBC 10pm Tension; (O)Maye Frank Grissette & Florence Zollicoffer; (A)William Bruckner; with Miss Young, John Newland, Vaughn Taylor, Jack Diamond; Dir - John Newland.

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

My Friend Flicka, which had its last showing over CBS on February 1, returns to the net for another try on March 6, Wednesdays, 7:30-8pm EST, when it replaces Giant Step. The latter's merchandise and scholarship prize pitch didn't excite enough interest among viewers who now know about the big time cash that 11-year-old youngsters win on other quiz shows. Flicka will at least run through the summer in its new time spot, since CBS prudently signed with TCF Productions for summer re-runs for the 20th Century-Fox subsid's series.....NBC is hailing the debut of its new Club 60, Monday-thru-Friday variety show, as a program that will reestablish Chicago as an originating point for major daytime network TV programming, starting next Monday. The new colorcasts will add five hours of TV originations a week to Chicago's live schedule. Because of the scope of the new program and the problems of colorcasts, the program will tie-up much of all-color WNBQ's facilities during the week. As a sidelight: Even the addition of five hours a week only brings Chicago's live TV origination total up to an average of eight hours a week, and that occasionally includes a fight telecast. Four years ago, this same month, Chicago was originating an average of 15 and one-half hours a week, day and night. By the way, although NBC will also have a new Tex and Jinx McCrary show, Close-Up, starting network during the half-hour before Club 60, it will not be seen in Chicago because Uncle Johnny Coons holds sway there with his Noontime Adventures for the kids.

CBS is apparently committing itself to "Special Spectaculars," with the announcement of the signing of S. J. Perelman to write the book for a musical version of "Aladdin," to be presented as a 90-minute one-time color musical, some time in the indefinite future. This would also be in line with the current trade line that all the big advertisers are looking for special one-shots for seasonal splurges in TV as well as for unique advertising promotions.....The reputation built up by a writer over the years is not to be disregarded for marquee purposes, according the view of one big sponsor. Guild Films' new syndicated series, Captain David Grief, based on stories by Jack London, will have a multiple-station bow this week across country. In at least 12 market areas on the West Coast where Standard Oil of California thru BBDO is the sponsor the series is being billed as Jack London Stories of Captain David Grief. The basic reason for the long title is found in the continuing popularity of the adventure writer's books, many of them still on the required reading lists of high schools and colleges in the U. S. for courses in American Lit. An additional aid to popularity is to be found in the number of London's novels that have been filmed by the movies, with some of them now appearing on TV.....Briskin Productions-Screen Gems has added a new adventure series to its pilot schedule for next season, The Man From Texas, to be based loosely on the life and times of Sam Houston. It's another addition to the swelling tide of Western-adventure series plotted for next season. Producers apparently feel that the oat-burners, no matter what else they are called for TV consumption, can be produced fairly economically for TV today.

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(MORE)

When the new Marge and Gower Champion Show debuts over CBS on March 31, alternate Sundays, 7:30-8pm EST, the first four shows according to present plans will be live, with two shows winding up the season before summer hiatus to be on film. Filming will probably be done at Revue Productions in Hollywood. The program will be produced by J & M Productions, the Jack Benny production firm (it will alternate with his program as the replacement for Private Secretary), and the first two shows will be written by Joe Connelly and Robert Mosher, current writers of the Amos 'n' Andy radio show. Sponsor of the new show will be American Tobacco Co for Hit Parade cigarettes thru BBDO.....Screen Gems' new Johnny Nighthawk pilot, the story of a free lance pilot's adventures around the world, went into production this week in LA with Scott Brady starring in the title role.....A California court approved the five-year contract between Desilu Productions and 14-year-old Ricky Vera for his starring title role in a proposed TV series, Rikki of the Islands, one of Desilu's own properties.....John Payne's Window Productions, with the actor as producer and star, is in production on Sixshooter, a pilot based on a former CBS radio series. MCA, which owns the radio show, will also rep the TV series for possible network sale.....ABC bought from its own ABC Film Syndication subsid for fall showing a new series titled Snowfire, the story of the adventures of a white stallion and a ranch family. The stallion has the ability "to talk" to the five-year-old daughter of a widowed rancher, according to the plot-line. The series is being produced by Snowfire Productions, Inc., with Stuart and Dorrell McGowan as co-producers and directors. Dolly McGowan stars as the child, with her father portrayed by Don McGowan (cq).

Talent Associates' debut production for Kaiser Aluminum Hour on Feb 26 will be Sumner Locke Elliott's "Whereabouts Unknown".....Other futures on live drama programs include: Hallmark Hall of Fame, March 17, "There Shall Be No Night". Studio One will present the first part of "The Defender," an original by Reginald Rose, on Feb 25, with part two to be presented on March 4. Ralph Bellamy stars in the two-week drama. Alcoa Hour-Goodyear Playhouse will have "Last Train to Pusan," on March 3, an original by Vern Sneider, adapted by Ted Apstein, to be produced and directed by Alex Segal. Playhouse 90 will star Jack Palance on March 14 in F. Scott Fitzgerald's "The Last Tycoon," adapted by Don Mankiewicz.

The Hollywood trades have been reporting week after week that "big shot" NY ad agency execs are in "town" looking over the latest pilots, and none is ever reported as being enthusiastic. This is always taken to mean that current pilot production is uniformly mediocre. Since TV is expected to retain its usual proportion of live and film shows next season, it is presumed that some of the execs will become enthusiastic enough over as-yet-unheralded series to sign contracts for fall debuts. It happens ever year, but in the never-never land out there beyond the blue Pacific, they always seem to expect enthusiasm about Hollywood's product, seemingly forgetting that like the new season, enthusiasm always blossoms with a signed contract.

A N. Y. Times dispatch from Hollywood this week about a Paddy Chayefsky property being used for a 20th Century-Fox Hour program, ends with a calm Timesian note: "Mr. Chayefsky writes for the stage, screen and television."

PEOPLE GOING PLACES: William Kobin named general assignment producer for CBS News and Public Affairs in Washington.....Herb Braverman named producer of West Coast originations of NBC's Tonight!, replacing Furth Ullman.....William Sackheim upped to director of program development for Screen Gems in Hollywood, effective March 15. His work will be apart from arrangements made with independent producers by Screen Gems and its associated Briskin Productions.