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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(14)

NBC- 9-10pm EST; SPECIAL; The Twisted Cross; FILM from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. § Sponsor- North American Phillips Co (Norelco Electric Shaver) thru C. J. La Roche & Co., Inc(NY); Acct Exec- Chester R. La Roche; Agcy Superv- Hank Booraem; Comm Superv- Jay Bottomley; Comm Anncr- Bill Rogers; Prog Host- Dave Garroway. § Pkgr- NBC-TV(NY); Prod- Henry Salomon; Asst Prod- Donald Eyatt; Music Dir- Robert Russell Bennett; Film Ed- Isaac Kleinerman; Writers- Henry Salomon, Richard Hanser; Research- Daniel Jones, Mel Stuart, Judith Greene; Asst Film Ed- Silvio D'Alisera; Narrator- Alexander Scourby. § Film record of the rise and fall of Adolf Hitler, recreated through German news film. The program uses Hitler and the Nazi movement as an illustration of a general theme: the rise and fall of a dictator. The program is one of NBC's "Project 20" series. The program preempts Kraft Television Theatre in the time spot, one time only.

Saturday(17)

CBS- 3-4:45pm EST; SPECIAL; National Invitation Tournament; LIVE from WCBS-TV (NY), to the net. § Sustaining; open. § Pkgr- CBS-TV Sports Dept with NIT NY met college group; production info not available. § Bud Palmer describes the action and Chris Schenkel handles the color on the opening day game of the National Invitation Tournament at Madison Square Garden, New York City. The championship finals will be presented, with the same sportscasters, the following week, Sat, March 24, 3-4:45pm EST. The two specials succeed Big Ten Basketball (last show March 10) in this time spot.

NBC- 9-10:30pm EST; SPECIAL; Academy of Television Arts and Sciences Award Presentations; LIVE from KRCA-TV(LA) & WRCA-TV(NY), 116 stations live. § Sponsor- Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); TV Superv- Frank Egan(NY, v.p. in charge); Comm Superv- Mel Furney; Comm & Prog Anncr- Bob Le Mond. § Pkgr- NBC-TV(LA) with the Academy; Prod- Bill Kayden; with staffs in LA & NY. § Eighth annual awards presentations of the Academy of Television Arts and Sciences, originating from the Pan Pacific Auditorium in LA with Art Linkletter as m.c., and from the Waldorf Astoria Hotel in NY with John Daly as m.c. Presenters of awards will be Bob Cummings and George Gobel in LA and Sam Levinson, Phil Silvers and Hal March in NY. The program, in place of Max Liebman Presents for the sponsor, preempts People Are Funny, 9-9:30pm, Texaco Star Theatre, 9:30-10pm, and George Gobel Show, 10-10:30pm, this day.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Sunday(18)

CBS- 5-6:30pm EST; SPECIAL; Out of Darkness; FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Public Affairs(NY); Exec Prod- Irving Gitlin; Prod & Dir- Albert Wasserman; Asst Prod- Lewis Jacobs; Prod Mgrs- Harry Robin, Arthur Swerdloff; Writer- Albert Wasserman. § Actuality drama which depicts the private world of mental patients and mental hospitals, also pointing up the progress made in the battle against mental illness. Orson Welles is dramatic narrator, reading portions of a book written almost a century ago by a mental patient in a Scottish hospital. Medical narrator for the program is Dr. William C. Menninger. Most of the program was filmed in the Metropolitan State Hospital in Norwalk, Calif.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm EST) March 15; "The Flattering Word," book show, starring Fredric March, Jack Benny; Prod-Dir- Ralph Levy; LIVE from KNXT(LA); (COLOR).

NBC- Maurice Evans Presents (Every 4th Sun, 4-5:30pm EST) March 18; "The Taming of the Shrew," starring Evans and Lilli Palmer; LIVE from WRCA-TV(NY); (COLOR).

OTHER NETWORK CHANGES & ADDITIONS

ABC- M-G-M Parade (Wed, 8:30-9pm EST) Change in format effective March 14. Walter Pidgeon is host-narrator for presentation of M-G-M features and film biographies of stars, shown in installments. "Captains Courageous" will be shown in three weekly installments, thru March 28, followed by a two-part bio of Greta Garbo. Leonard Spigelgass is now producer, with Lealie Petersen as exec producer.

CBS- See It Now (March 13, Tue, 8:30-10pm EST) Irregularly presented program, preempts regular programming at various times. The March 13 program, sustaining, is titled "Egypt-Israel," a report on the crisis in the Middle East. The program preempts Navy Log, 8:30-9pm, Meet Millie, 9-9:30pm, Red Skelton Show, 9:30-10pm.

NBC- \$100,000 Big Surprise (Sat, 7:30-8pm EST) Mike Wallace becomes m.c., replacing Jack Barry, effective March 10.

Meet The Champions; DEBUT March 9; Fri, approx 10:45-11pm EST; LIVE from WRCA-TV(NY), 8 stations live. § Sponsor- Bayuk Cigars, Inc (Phillies, Webster Cigars) thru Al Paul Lefton, Inc(Phila); Acct Exec- Winslow Martin; Agcy Superv- Paul Brown; Comm Superv- Jack Creamer; Comm Anncr- Jack Lescoulie. § Pkgr- NBC-TV(NY); Prod & Dir- Marshall Stone; Writers- Barney Nagler, Roy Silver. § Jack Lescoulie interviews prominent personalities in the world of sports, with program being seen on a limited net, mainly NY State stations, in areas where the NBC net program Red Barber's Corner, on at the same time, has been sustaining. The Barber program continues on the rest of the net.

LOCAL STATION ACTIVITY

WAAM(Ch 13) - Stop, Look and Fix-It; DEBUT Mar 9; Fri, 11:45-12noon EST. Public service, sustaining. Pkgr- WAAM with Baltimore City Housing Authority; Prod- Marion D. Gutman(Auth); Dir- Ken Calfee. Hints and suggestions on low-cost home maintenance, from the inside of the home to care of lawns.

WABD(Ch 5) - The Magic Clown; DEBUT Mar 4; 12noon-12:30pm EST. Sponsor- Gold Medal Candy Corp (Candies) thru Emil Mogul Co., Inc(NY); Agcy Superv- Nat B. Eisenberg. Pkgr- Television Magic, Inc.; Prod- Hank Leeds; Dir- Barry Shear; Writer- Ralph Rosenberg, Jr. Story-line magic show, with tricks, music and some audience participation; occasionally will use special guests.

TALENT SHOWSHEET MARCH 9 - MARCH 18, 1956
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Most of the shows on Mar. 9, 10, 11 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 9. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. 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.

FRIDAY MARCH 9  
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<u>I Spy</u> (Raymond Massey)	WABD 7:30pm	<u>The Four</u> ; Stewart Bradley, Paul Andor, Peggy Lobbin, John Griggs, Alan Stevenson
THE BIG STORY (Ben Grauer)	NBC 9pm	<u>Charles Scott, Reporter; New York Journal-American</u> - (A) Norman Borisoff; John Larkin, William Zuckert, Joe Julian, Nicholas Saunders
IGOR CASSINI'S MILLION DOLLAR SHOWCASE	WABD 9pm	Howard Lindsay & Russell Crouse, Yvonne Adair, Joey Faye, Danny Dayton
<u>The Vise</u>	ABC 9:30pm	<u>Collector's Item</u> - (O) Ken Taylor; Frank Hawkins, Gladys Boot, Jan Holden, John Springett, Robert Railkes & regulars
ETHEL & ALBERT	ABC 10pm	regulars & Basil Rathbone, Nan McFarland, Cele McLaughlin, Margaret Hamilton, Francis Greet

SATURDAY MARCH 10
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|----------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------|
| <u>Fury</u>                            | NBC 11am    | <u>Fury Runs to Win</u> - (O) De Vallon Scott; regulars & Stanley Clements, James Seay, Walter W. King, Andy Clyde |
| <u>Tales of the Texas Rangers</u>      | CBS 11:30am | <u>Shooting of Sam Bass</u> - re-run of 10/22/56                                                                   |
| <u>Henry Fonda - Rheingold Theatre</u> | WRCA 7pm    | <u>Act of Decision</u> , with Frank Lovejoy                                                                        |
| <u>Jackie Gleason Show</u>             | CBS 8pm     | <u>Please Leave the Premises</u> , regulars & Luis Van Rooten                                                      |
| PERRY COMO SHOW                        | NBC 8pm     | Add: "The Hoopsters" (S & D)                                                                                       |
| STAGE SHOW                             | CBS 8:30pm  | Add: Glenn Derringer (M)                                                                                           |

SUNDAY MARCH 11  
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LAMP UNTO MY FEET	CBS 10am	<u>Seminar</u> - (O) Clair Roskam; William Hickey, Eric Lewis, Tom Hatcher, Jim Perry
CAMERA THREE	CBS 11:30am	<u>Legend for Our Time</u> ; narrator: Ted Pearson; John Butler Dance Theatre (Glen Tetley, Gemze deLappe, Beatrice Tompkins, Robert Tucker); (SW) Robert Herridge; (SD) Francis Moriarty
OMNIBUS	CBS 5pm	<u>Something About the Sky</u> - (O) Rachel Carson; narrators: Shirley Grayson, Joan Chandler, Robert Culp; <u>The Better Half</u> - (O) Eric Knight, (A) Maurice Valency; Hume Cronyn, Jessica Tandy, Ray Walston, Walter Burke, Farrell Pelly, Neil Fitzgerald, Dillys Laye, Victor Wood
<u>Roy Rogers</u>	NBC 6:30pm	<u>The Peddler From the Pecos</u> ; regulars & Ray Wheatley, Dud Taylor, Rusty Westcott, Dick Reeves, Harry Harvey, Jack O'Shea, Russ Scott
<u>Jack Benny</u>	CBS 7:30pm	<u>The Flattering Word</u> ; regulars & Fredric March, Peggy Lee, Elsa Lanchester, Sharon Bell
<u>Frontier</u>	NBC 7:30pm	<u>The Hanging at Thunder Butte Creek</u> ; Donald MacDonald, Bob Bray, Vic Perrin, William Fawcett, Paul Brinegar, Nick Nicol, Paul Birch
ED SULLIVAN SHOW	CBS 8pm	Kill; Ricky Layne; Add: Tenley Albright, Hayes Jenkins (Olympic skating champions)

SUNDAY MARCH 11 (Cont'd)

NBC COMEDY HOUR NBC 8pm The Child Actor with David Burns; Little Men from Outer Space, Bert Lahr; & Gale Storm, Stan Freberg, Jonathan Winters, Slate Brothers; Dir - Jim Jordan Jr.

GOODYEAR PLAYHOUSE NBC 9pm Conspiracy of Hearts - Add (O) Dale Pitt; Add: Dir - Robert Mulligan

APPOINTMENT WITH ADVENTURE CBS 10pm Career - (O) William Chapman White, (A) Art Wallace; Margaret Phillips, Roy Dean, William Jackson, Ludie Claire; Dir - Paul Stanley

JUSTICE NBC 10:30pm The Willing Victim - (O) Art Wallace; Robert Emhardt, George Grizzard

MONDAY MARCH 12

Passport to Danger (Cesar Romero) WABD 7:30pm Rome - (O) Robert C. Dennis; Donna Martel, Carl Millette, David Kasday, Donald Curtis, Ivan Triesault, Frank Nechero, Victor Romito

TV Reader's Digest ABC 8pm Night Court - (O) James Finan, (A) Arthur E. Orloff; John Archer, Damian O'Flynn, Charles Seel, Joseph Perry, Patrick O'Malley; Dir - Chris Nyby

CAESAR'S HOUR NBC 8pm regulars & Jean Sanders, Mort Marshall

VOICE OF FIRESTONE ABC 8:30pm Brian Sullivan

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30pm Gordon Fleming(M), "The Buckskins"(M), Ana Casado(S)

I Love Lucy CBS 9pm regulars & Oliver Blake, Jerry Hausner, Albert Calderon, Lee Miller; (SW) Jess Oppenheimer, Madelyn Pugh, Bob Carroll Jr.; Dir - Bill Asher

Medic (Richard Boone) NBC 9pm The Glorious Red Gallagher; Hope Emerson, Barbara Turner, Larry Kerry, Phil Chamber, Jo Gilbert; (SW & SD)

December Bride CBS 9:30pm Lily in a Gas Station; regulars & Frank Cady, Oliver Blake, Paul Maxey; (SW & SD)

ROBERT MONTGOMERY PRESENTS NBC 9:30pm The Brief Case - (O) J. Harvey Howells; Gloria DeHaven, John Hudson, Edmon Ryan, Edward Holmes, Logan Ramsey, Henrietta Moore, Michael King, Humphrey Davis, Betty Lowe; (SD)

STUDIO ONE CBS 10pm Flower of Pride - (O) Michael Dyne; Trevor Howard, Geraldine Fitzgerald, Felicia Montalegre, Halliwell Hobbes, Le Roi Operti, Moyna Macgill, Zolya Talma, Brook Seawell, Kaye Lyder, Joann Lindille, Renee Gadd, Audrey Ridgwell; Dir - Franklin Schaffner

Douglas Fairbanks WRCA 10:30pm Welcome My Wife; Pamela Wright, Barry Keegan, James Hayter, Harry Hutchinson, Tony Quinn, Bee Duffel, Elsie French

TUESDAY MARCH 13

Warner Brothers Presents ABC 7:30pm Survival; Julie Bishop, Butch Bernard, Jim Backus

The Phil Silvers Show CBS 8pm Furlough in New York; regulars & Billie Allan, Bill Van Sleet, Mabel Cochran, John Seven, Stanley Simmond, Fay Morley, Kay Lyder, Robert McQueeney, Georgia Landau, Sally Mansfield; (SD)

MILTON BERLE SHOW NBC 8pm Zsa Zsa Gabor, Denise Darcel, Arnold Stang, The Four Step Brothers, The Copa Girls, Ray Anthony & Orchestra

Life & Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm One of Jesse's Gang; regulars & John Craven, Angie Dickinson

Navy Log CBS 8:30pm Pre-empted by "See It Now"

Danny Thomas Show ABC 9pm Terry Has a Date; regulars & Dick Beymer; (SD)

TUESDAY MARCH 13 (Cont'd)

<u>Jane Wvman Fireside Theatre</u>	NBC 9pm	<u>Scent of Roses</u> - (O) Leo Townsend; Nancy Gates, Jack Kelly, Edith Evanson, Judith Ames; Dir - Sidney Lanfield
<u>DuPont Cavalcade Theatre</u>	ABC 9:30pm	<u>Breakfast At Nancy's</u> ; Amanda Blake, Charles McGraw, Frank Christie, Noreen Corcoran, Gene Roth; (W & D unavailable)
RED SKELTON SHOW	CBS 9:30pm	Pre-empted by "See It Now"
PLAYWRIGHTS 56	NBC 9:30pm	<u>Adam and Evening</u> - (O) Arnold Schulman; Nehemiah Persoff, Estelle Winwood, Lori March, Ian Tucker, Rudy Bond, Augusta Merighi, Allen Leif, George Ebeling, John C. Becher, Celia Goodkin, Johanna Douglas, Rosetta Veneziani, Rossana San Marco, Giselda Picconi; (SD)
<u>Big Town</u>	NBC 10:30pm	<u>Train Wreck</u> ; regulars & Roy Roberts, Phil Chambers, William Forrest, Joan Blair, Herbert C. Lytton

WEDNESDAY MARCH 14

<u>Death Valley Days</u>	WRCA 7pm	<u>Mr. Bigfoot</u> ; Andrews & Charles Martin, Duane Thorsen, Ann McCrea, Paul Keast, Bruno Desoto, Bill Hale, Mike Vallon, Roy Canada, Fran Allen, Rusty Wescott
<u>Brave Eagle</u>	CBS 7:30pm	<u>The Strange Animal</u> ; regulars & Fred Sherman, George Eldredge, Pete Mamakos
<u>Screen Directors Playhouse</u>	NBC 8pm	<u>It's A Most Unusual Day</u> ; Fred MacMurray, Marilyn Erskine, Jimmy McHugh, Veda Ann Borg, William Traylor, Carolyn Craig, Karen Vonne, Diane Jergens, Jana Lund, Peggy Deitrich, Cosmo Sarlo, Darla Hood, Harry Lauter, Ray Kellogg, Frank Sully; (W & D unavailable at press time)
<u>Father Knows Best</u>	NBC 8:30pm	<u>Family Reunion</u> - (O) Roswell Rogers; regulars & Lillian Powell
<u>The Millionaire</u>	CBS 9pm	<u>The Story of Rita Hanley</u> ; regulars & Karen Steele, Robert Lowery, Beverly Washburn, Robert Burton, Helen Andrews; (SW & SD)
KRAFT TV THEATRE	NBC 9pm	Pre-empted by "The Twisted Cross"
US STEEL HOUR	CBS 10pm	<u>The Candidate</u> - (O) S.S. Schweitzer; Ralph Bellamy, Russell Collins, Edgar Stehli, Harry Holcombe, Sam Gray, Nelson Olmsted, Joseph Sullivan, Fred Herrick, David White, Tom Gorman, Larry Gates, Martin Rudy, Joan Whetmore, Len Doyle; Dir - Daniel Petrie

THURSDAY MARCH 15

<u>Guy Lombardo</u>	WRCA 7pm	Karen Chandler
<u>Sgt. Preston of The Yukon</u> (Richard Simmons)	CBS 7:30pm	regulars & Dick Wilson, Gene Roth, Ralph Neff, Ed Dearing, Harry Tyler; (SW & SD)
SHOWER OF STARS	CBS 8:30pm	<u>The Flattering Word</u> - (O) George Kelly, (A) Hugh Wedlock, Howard Snyder, John Tackaberry; Fredric March, Jack Benny, Peggy Lee, Elsa Lanchester; Prod-Dir - Ralph Levy
STAR TONIGHT	ABC 9pm	<u>Love is a Lawyer</u> - (O) Dexter Bellow; Lawrence Hugo, Mary Sinclair, Paul Sofer, Marc O'Daniels, King Caldec; (SD)
<u>Four Star Playhouse</u>	CBS 9:30pm	<u>To Die At Midnight</u> - (O) Michael Fessier; Dick Powell, Stacy Harris, Alexander Campbell, Dan Barton, Dee Carroll, Hallene Hill, Lewis Charles, Don Harvey, Bill Henry, Tom B. Henry, Sydney Mason, Patti Gallagher, Helen Winston, Jack Roberts, Gene Hardy, Ralph Volke; Dir - Don Weiss
<u>Ford Theatre</u>	NBC 9:30pm	<u>That Evil Woman</u> - (O) Richard English; Stephen McNally, Mari Blanchard, Marjorie Rambeau, Robert Hutton, Sue England, Harriette Carler, Red Thorpe
LUX VIDEO THEATRE	NBC 10pm	<u>Little Boy Lost</u> - (O) Marghanite Laski, (A) George Seaton; Dennis O'Keefe, Carl Desmond, Jacqueline Beer, John Crawford, Ernestine Barrier, Naomi Stevens, Jean Del Val; Dir- George Seaton
JOHNNY CARSON SHOW	CBS 10pm	regulars & Jack Prince, Georgie Jessel

SUNDAY MARCH 18(Cont'd)
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|--------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HALLMARK HALL<br>OF FAME                         | NBC 4pm    | <u>The Taming of the Shrew</u> - (O) William Shakespeare, (A) William Nichols, Michael Hogan; Maurice Evans, Lilli Palmer, Diane Cilento, Philip Bourneuf, John Colocco, Douglas Watson, Jerome Kilty, Robinson Stone, Ronald Long, Will B. Able, Jack Fletcher; Dir - George Schaefer |
| <u>Captain Gallant of<br/>the Foreign Legion</u> | NBC 5:30pm | <u>The Dagger of Judah</u> - (O) William Robson; regulars & Claire Gerard, Pierre Bertin, Phillippe Nicaud, Pierre Tabard, Pierre Morteville; Dir - Jean Yarbrough                                                                                                                     |
| <u>Roy Rogers</u>                                | NBC 6:30pm | <u>Sheriff Missing</u> - (O) William Lively; regulars & Harry Harvey, Sr. Helen Spring, Howard Negley, Keith Richards, Troy Melton, Russ Scott; Dir - George Blair                                                                                                                     |
| <u>It's A Great Life</u>                         | NBC 7pm    | <u>Private Eye</u> ; regulars & Phyllis Coates, Herb Vigran, Richard Reeves, Michael Ross, Sid Melton, Robert Bice, William McLean; (SW & SD)                                                                                                                                          |
| <u>Private Secretary</u>                         | CBS 7:30pm | <u>Cat on a Hot Tin File</u> , regulars & Jean Parker                                                                                                                                                                                                                                  |
| ED SULLIVAN SHOW                                 | CBS 8pm    | Marcel Marceau (film), Joe E. Lewis(C), Nat "King" Cole(S), Roberta Peters(S), Cesare Siepi(S), The Charlivels                                                                                                                                                                         |
| NBC COMEDY HOUR                                  | NBC 8pm    | Marquis Family Chimps (film); others to be added                                                                                                                                                                                                                                       |
| <u>General Electric<br/>Theatre</u>              | CBS 9pm    | <u>The Night Goes On</u> ; Rosalind Russell, Carmen Mathews, Tony George                                                                                                                                                                                                               |
| ALCOA HOUR                                       | NBC 9pm    | <u>Doll Face</u> - (O) Jerome Ross; Glenda Farrell, Frank McHugh, Gene Lyons, Nancy Malone, Addison Powell, Jeff Harris                                                                                                                                                                |
| <u>Alfred Hitchcock<br/>Presents</u>             | CBS 9:30pm | <u>There Was An Old Woman</u> - (O) Francis & Marion Cockrell; Estelle Wendwood, Charles Bronson, Norma Crane, Dan Greer, Emerson Treacy; Dir - Robert Stevenson                                                                                                                       |
| <u>Loretta Young Show</u>                        | NBC 10pm   | <u>His Inheritance</u> - (O) Richard Morris; Loretta Young, John Newland, Kathleen Freeman, Barbara Eiler, Denver Pyle, Ian Wolfe, Bucco Stafford, Diane Wheelif, Anna Marie Nanansi, Pamela Zack<br>Dir - Richard Morris                                                              |