THUSE WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Thursday (March 20)

ABC - 10-10:30pm EDT, 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.

§ PROD - Make Me Laugh Productions in assoc with Program Services, Inc (NY); Prods - Mort Green, George Foster; Prod & Dir - Johnny Stearns; Assoc Prod - Lencor Miller.

THUSE WEEK -- REGULAR NETWORK SPECIALS

CBS - Shower of Stars (5 times during the season, Thursdays, 8:30-9:30pm EDT) 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 Lengdon; 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 EDT, "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 EDT) 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 EDT) Helen O'Connell began a maternity leave of absence, effective March 14, and will be replaced by different people each week until she returns.
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).

**BEDDY WHELCE SCEW:** 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 Basye.

**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 WARD 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 Don'ts(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 Sharp, 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 Heyes, Ronald Dawson, Fred Derrick, 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).

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**MONDAY MARCH 17**

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<tr>
<th>Time</th>
<th>Show/Program</th>
<th>Description</th>
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<tr>
<td>0.9s</td>
<td><strong>(Ron Randell)</strong></td>
<td>ABC 7:30pm Operation Jingle Bells; with regulars &amp; Tom Busby, Ivan Matlon;</td>
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<td>(SW&amp;SD).</td>
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<td><strong>Adventures of Robin Hood</strong></td>
<td>CBS 7:30pm The Ghost That Failed; with regulars &amp; Rupert Davies, Barbara</td>
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<td><strong>Burns &amp; Allen</strong></td>
<td>CBS 8pm with regulars &amp; Pay Bailey, Herbert Heyes; (SW&amp;SD).</td>
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<td><strong>Restless Gun (John Payne)</strong></td>
<td>NBC 8pm The Hand Is Quicker; with John Erickson; (SW&amp;SD).</td>
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<td><strong>TALENT SCOUTS</strong></td>
<td>CBS 8:30pm Kathy McBain(S), The Town &amp; Country Four(S), Ginny Stephens(C).</td>
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<td><strong>VOICE OF FIRESTONE</strong></td>
<td>ABC 9pm Thomas Hayward(S), Frances Wyatt(S).</td>
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<td><strong>Danny Thomas Show</strong></td>
<td>CBS 9pm with regulars &amp; Judy Canova, Ben Leszy, Chick Chandler; (SW&amp;SD).</td>
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<td><strong>TOP TUNES &amp; NEW</strong></td>
<td>ABC 9:30pm Danny Tyrell(S).</td>
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<td><strong>TALENT(Lawrence Welk)</strong></td>
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<td><strong>December Bride (Spring Byington)</strong></td>
<td>CBS 9:30pm with regulars &amp; Sandor Szabo, Sandra Gould, Frank Scannonell, June Tolley; (SW&amp;SD).</td>
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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 Lasser, Edmoc Ryan, Ken Clark, Carol Stone, Thayer David, Byron Foulger; 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 Haye, St., Eddie Quillan, Wally Vernor, Dick Ryan, Glen Turnbull, Irene James; (SW&SD).

FISHER-GOEBEL  ABC 6pm  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 McVeigh, Sally Hughes, Paul Brinegar, Damian O'Flynn; (SW&SD).

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

Adventures of McGraw (Frank Lovejoy)  ABC 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 SKELETON 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 Pessler; with Michi Kobi, Wendell Holmes, Kang 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  Julius LaRosa(S), Mindy Carson(S), Bill Hayes(S), Nellie Lutcher (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 Loitzeaux; (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).

THURSDAY MARCH 20

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

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

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

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

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

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

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

PLAYHOUSE 90
CBS 9:30pm
The Right Hand Man; (O) Garson Kanin; (A) Dick Berg; with Irene Baxter, Dana Andrews, Leslie Neilson, Stuart Erwin, June Clopper; 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
(Scott Forbes)
ABC 8pm
Horse Thief; with Sidney Blackmer, Eugenia Paul, Richard Hale; (SW&SD).

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

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

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

Dick Powell's Zane
CBS 8:30pm
Grey Theatre

Frank Sinatra
ABC 9pm
Show

Phil Silvers
CBS 9pm
(You'll Never Get Rich)

PATRICE MUNSEL
ABC 9:30pm

SCHLITZ
CBS 9:30pm
Playhouse

Walter Winchell
File

Lineup
CBS 10pm
(Warner Anderson, Tom Tully)

Talent Show Sheet (More)
MULTIPLE & ACROSS-THE-BOARD SHOWS MARCH 17 - MARCH 21

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

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 Lason; 3/19 - On Approval; (O) Frederick Lonsdale; 3/20 - Dandy Dick; (O) Sir Arthur Wing Pinero; 3/21 - Hush, Mahala. Hush; (O) Mae Shou.

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

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

Ferry 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 JUKEBOX ABC 8pm The Names Sisters (S), Leon McAliffe (M).

FERRY COMO SHOW NBC 8pm Ray Bolger (D), will replace vacationing Ferry 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.

FOLLY BERGEN SHOW NBC 9pm Johnny Carson.

Have Gun, Will Travel (Richard Boone) CBS 9:30pm with Barbara Baxley, Ray Roop, 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 Diomond, Martyn Green, Judy Meredith, Sebastian Cabot, Ashley Cowan, 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 Freds (S), The Rays (S), Michael Hale (S), Marquis Chimps.

ROSS REPORTS - 3/17/58 - Page D TALENT SHOWSHEET (more)
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<th>Program</th>
<th>Network</th>
<th>Time</th>
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<tr>
<td>STEVE ALLEN SHOW</td>
<td>NBC</td>
<td>8pm</td>
<td>Anita Ekberg(A), Alan Young(C), Joni James(S), John W. Bubbles(S)</td>
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<td>Adventure At Scott Island</td>
<td>ABC</td>
<td>8:30pm</td>
<td>Path Of The Hurricane; with regulars &amp; Rudy Bond, Elaine Aiken,</td>
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<td>General Electric Theatre</td>
<td>CBS</td>
<td>9pm</td>
<td>James C. Kelly; (SM &amp; SD).</td>
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<td>DINAH SHORE CHEVY SHOW</td>
<td>NBC</td>
<td>9pm</td>
<td>Strange Witness; (O) John Whiting; (A) Gavin Lambert; with Joan</td>
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<td>Crawford, Sidney Blackmer, Tom Tryon, John McIntyre; Dir - Herszol</td>
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<td>Daugherty.</td>
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<td>Alfred Hitchcock Presents</td>
<td>CBS</td>
<td>9:30pm</td>
<td>Flight To The East; (O) Devil Charlie; (A) Joel Muncott; with</td>
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<td>Gary Merrill, Patricia Cutts, Konstantin Shayne, Tony George, Mel</td>
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<td>Wells, Harvey Stephens, Ralph Clanton; Dir - Arthur Miller.</td>
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<td>Scotland Yard (Edgar Lustgarten)</td>
<td>ABC</td>
<td>10pm</td>
<td>Late Night Final; with Terrence York, Stanley Vanbeers, Richard Shaw.</td>
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<td>Loretta Young Show</td>
<td>NBC</td>
<td>10pm</td>
<td>Time of Decision; (O) Esther McCoy; with Miss Young, John Newland,</td>
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