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—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (September 23)

NBC- 7:30-8pm EDT; ADD EVENING PROGRAM - The Price Is Right - LIVE from WRCA-TV(NY), no. of stations not available. § Alternate Week Sponsor (alternate week sustaining)- Speidel Corp (Watch Bands) thru Norman, Craig & Kummell, Inc(NY); Acct Exec- Gerald Shapiro. § Pkgr- Goodson-Todman Productions(NY); Prod- Robert Stewart; Assoc Prods- Beth Hollinger, Barbara Olsan; Dir- Paul Alter; Prog Anncr- Don Pardo; Sets- Hjalmar Hermanson. § Evening version of the Mon thru Fri, 11-11:30am NYT, program, but a separate production. Bill Cullen is m.c. for both evening and the continuing daytime programs. The evening program prizes and "Home Showcase" items will be more expensive than those use for daytime display.

NBC- 8-8:30pm EDT; DEBUT - The Restless Gun - FILM from WRCA-TV(NY) & KRCA-TV (LA), no. of stations not available. § Sponsor- Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co., Inc (Beauty Curl, Richard Hudnut Products) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Donald Anderson. § Pkgr- Window Glen Productions(LA); Film Prod- Revue Productions, at Republic Studios, Studio City, Calif.; Exec Prod- John Payne; Prod- David Dortort; Dir- Justus Addiss, others; Sets- George Milo. § John Payne stars in this new Western adventure series as Vint Bonner, a fast-drawing, roving cowboy of the late 1860's. The program replaces The Charles Farrell Show (last show Sept 16).

NBC- 9:30-10:30pm EDT; SPECIAL - Eleven Against the Ice - FILM (COLOR) from WRCA-TV(NY), no. of stations not available. § Sponsor- The Timken Roller Bearing Co (Bearings, Steels) thru Batten, Barton, Durstine & Osborn, Inc(Cleveland). § Pkgr- NBC-TV Special Projects Div(NY); Prod- Robert Emmett Ginna; Cameramen- Bill Hartigan, Pat Trese; Writers- Pat Trese, Robert Emmett Ginna; Film Ed- Sidney Katz; Music Dir- Kenyon Hopkins; Narrator- James E. "Tex" Gardiner(U.S. Navy). § The filmed record of the true story of an Army-Navy trail party which explored and mapped out a safe trail across 644 miles of unexplored Antarctic territory to prepare a safe trail to establish a base for U. S. scientists taking part in the International Geophysical Year. Gardiner, the narrator, was one of the 11-man group that laid out the ice trail. The program is in the time spot formerly occupied by The Arthur Murray Party, 9:30-10pm EDT (last show Sept 16), and Ted Mack's Original Amateur Hour, 10-10:30pm EDT, which moved to Sun, 7-7:30pm NYT, effective Sept 22.

Tuesday (September 24)

NBC- 8-9pm NYT, alt Tue; DEBUT - The George Gobel Show - LIVE (COLOR) from KRCA-TV(LA), no. of stations not available. § Co-Sponsors- 1) Radio Corp of America (RCA Victor Radio-Phonographs, TV) (Continued on next page)

THIS WEEK(Cont'd)

Tuesday(September 24)

NBC- The George Gobel Show (Cont'd from previous page): thru Kenyon & Eckhardt, Inc(NY); Acct Execs- Kevin Kennedy(Radio-Phono), Robert Barker(TV). 2) Whirlpool-Seeger Corp (Ranges, Washers, other products) thru Kenyon & Eckhardt, Inc (Chi); Acct Superv- Jack Petterson; Senior Acct Exec- Stewart Siebert. § Pkgr- Gomalco, Inc(LA); Prod & Dir- Alan Handley; Music Dir- John Scott Trotter; Choreog- Lee Scott; Writers- Harry Winkler, Elon Packard, Jack Brooks, Milton Rosen. § George Gobel is the star of this alternate week comedy-variety show, with singer Eddie Fisher as regular guest star, and featuring Jeff Donnell as Gobel's wife Alice, with other guests each week. (On alternate weeks, Gobel will be the regular starring guest on The Eddie Fisher Show, starting Oct 1). The George Gobel Show replaces Festival of Stars, 8-8:30pm EDT (last show Sept 17) and Panic!, 8:30-9pm EDT (last show Sept 17).

NBC- 9:30-10pm NYT; RETURN - The Bob Cummings Show - FILM from WRCA-TV(NY) & KRCA-TV(LA), 148 stations net and delayed. § Sponsor- R. J. Reynolds Tobacco Co (Winston Cigarettes) thru William Esty Co., Inc(NY); Acct Exec- Grant Thompson. § Pkgr- Laurmac Productions(LA); Film Prod- Laurmac with McCadden Corp, at General Service Studios, Hollywood, Cal.; Prod- Paul Henning; Assoc Prod- Eddie Rubin; Dir- Bob Cummings; Dir of Photog- Harry Wild; Writers- Paul Henning, Shirl Gordon, Dick Wesson. § Bob Cummings stars as a bachelor commercial photographer Bob Collins; with Rosemary DeCamp as his widowed sister, Dwayne Hickman as her teenage son and Ann B. Davis as Collins' secretary, Schultzy. The series made its original debut over NBC on Jan 2, 1955 and switched to the CBS net on July 7, 1955, running thru Sept 19, 1957. The NBC return marks the start of the new season's series. In its new spot it replaces Show For a Summer Evening (last show Sept 10) which alternated weekly with Summer Playhouse (last show Sept 17), both summer replacement programs.

NBC- 10-10:30pm NYT; DEBUT - The Californians - FILM from WRCA-TV(NY) & KRCA-TV(LA), 108 stations net, 4 delayed. § Sponsor- Singer Sewing Machine Co (Machines, Services) thru Young & Rubicam, Inc(NY); Acct Exec- Thomas J. Smith; TV Acct Rep- Richard Dana. § Pkgr- California Film Enterprises, Inc(LA); Film Prod- Desilu Productions, Inc at RKO Studio, Hollywood, Cal.; Exec Prods- Louis F. Edelman, Robert Sisk; Prod- Robert Bassler; Dirs- Holly Morse, others; Dir of Photog- Charles Straumer; Art Dir- Albert M. Pyke; Costumes- Frank Delmar; Writers- Charles Marquis Warren, others. § Adventures series placed in California during the 1850's, the period of vigilantes and the gold rush, starring Adam Kennedy as Dion Patrick, young Boston Irishman who comes to San Francisco and finds adventure as a newspaper reporter and vigilante, with Sean McClory as Jack McGivern, owner of a miners' supply store and also a vigilante. Nan Leslie is featured as McGivern's wife.

Wednesday(September 25)

NBC- 10-10:30pm NYT; RETURN - This Is Your Life - LIVE from KRCA-TV(LA), 99 stations live, 43 kine. § Sponsor- The Procter & Gamble Co (Ivory Bar, Comet, Crest, Prell); Ivory Bar, Comet thru Compton Advertising, Inc(NY); Acct Execs- Frank Snell(Bar), Edward Gallaher(Comet); Crest, Prell thru Benton & Bowles, Inc(NY); Acct Execs- Norman H. Grulich(Crest), Wilson H. Fowle, Jr(Prell). § Pkgr- Ralph Edwards Productions(LA); Exec Prod- Ralph Edwards; Prod- Axel Gruenberg; Dir- Dick Gottlieb; Prod Asst- Janet Tighe; Research- Don Malmberg(head), Jan Boehme Miller, Alice K. Armbruster; Writers- Paul Phillips, Mort Lewis. § Ralph Edwards returns as host, presenting his in-person biographies of people from all fields, re-created thru anecdotes of their friends and families. The program has been seen via re-run kinescopes during the summer.

THIS WEEK(Cont'd)

Thursday(September 26)

ABC- 9:30-10pm NYT; DEBUT - O. S. S. - FILM from WBKB(Chi) & KABC-TV(LA), no. of stations not available. § Sponsor- The Mennen Co (Men's Shaving Lotions, Creams) thru McCann-Erickson, Inc(NY); Acct Exec- Robert Raidt. § Pkgr & Film Prod- LSQ Productions, Inc., with Flamingo Films, Inc., at National Studios, London, England; Prod- Jules Buck; Dir- Robert Siodmak; Tech Advisor- William Eliscu; Writer- Paul Dudley. § Ron Randell stars as Capt. Frank Hawthorn in these stories based on personal experiences of veterans of the World War II Office of Strategic Services; with Lionel Murton as the chief of Hawthorn's O.S.S. unit and Robert Gallico as an agent who specializes in making special equipment for the "cloak and dagger" operations. The program replaces network documentary films.

CBS- 8-8:30pm NYT; DEBUT - Harbourmaster - FILM from WCBS-TV(NY) & KNXT(LA), 106 stations net, 24 delayed. § Sponsor- R. J. Reynolds Tobacco Co (Winston Cigarettes) thru William Esty Co., Inc(NY). § Pkgr & Film Prod- Ziv Television Programs, Inc(LA); Prod & Dir- Felix Feist; Asst Dir- Herbert Glaser; Story Ed- Jon Epstein; Writers- Cary Wilbur, others. § Barry Sullivan stars as Capt. David Scott in this modern sea adventure series, set around Scott Island, off the New England coast, where Capt. Scott is the harbourmaster and runs a boatyard. Paul Burke is featured as Jeff Kittredge, with Nina Wilcox as Anna Morrison, owner of a restaurant. The series replaces The Bob Cummings Show for the sponsor (see page 69).

NBC- 9:30-10pm NYT; RETURN - The Ford Show - LIVE from KRCA-TV(LA), 147 stations live, 26 kine. § Sponsor- Ford Division, Ford Motor Co thru J. Walter Thompson Co(NY); Acct Exec- W. Eldon Hazard. § Pkgr- Betford Corp(LA); Prod & Dir- Alan "Bud" Yorkin; Music Dir- Harry Geller; Choreog- Ward Ellis; Sets- Ed Stephenson; Costumes- Ret Tirmer; Writers- Roland Kibbie, Norman Lear. § Tennessee Ernie Ford returns as star of his music-comedy show, with weekly guest stars; supported by a 20-voice choral-dance group (12 men, eight women). The program succeeds its summer replacement, High-Low (last show Sept 19).

NBC- 10-10:30pm NYT; DEBUT - The Lux Show Starring Rosemary Clooney - LIVE (COL-OR) from KRCA-TV(LA), no. of stations not available. § Sponsor- Lever Bros Co (All Lux Products) thru J. Walter Thompson Co(NY). § Pkgr & Prod- Information not available at press time; Dir- Dik Darley; Music Dir- Frank DeVol; Writers- Danny Arnold, Howard Leeds, Tom Waldman. § Singer Rosemary Clooney is star of this new music-variety program, featuring weekly guest stars; backed by The Modernaires with Paula Kelly, singing group. The program is a half-hour replacement for the sponsor in the first half-hour of the time formerly occupied by Lux Video Theatre (last show Sept 12).

NBC- 10:30-11pm NYT; RETURN - The Jane Wyman Show - FILM from WRCA-TV(NY) & KRCA-TV(LA), no. of stations not available. § Alternate Week Sponsors- 1) The Quaker Cats Co (Ken-L Products) thru Needham, Louis & Brorby, Inc(Chi). 2) Hazel Bishop, Inc (Cosmetics) thru Raymond Spector, Inc(NY); Acct Exec- Richard G. Blaine. § Pkgr- Lewman Productions, Ltd(LA); Film Prod- Revue Productions, at Republic Studios, Studio City, Cal.; Prod- Eva Wolos(first two programs only), Jane Wyman; Dirs- Various; Music Dir- Stanley Wilson; Writers- Various. § Jane Wyman is hostess for her anthology series and stars in at least six of the stories during the season, which will feature top name talent in every type of story. The program debuted on August 30, 1955, Tuesdays, 9-9:30pm NYT and was seen in that time thru June 25, 1957. In its new spot it fills the second half-hour of the time formerly occupied by Lux Video Theatre.

THIS WEEK(Cont'd)

Saturday(September 28)

CBS- 12noon-1pm NYT; ADDED PROGRAM - The Jimmy Dean Show - LIVE from WTOP-TV (Wash), to the net. § Sustaining. § Pkgr- Connie B. Gay with CBS-TV; Exec Prod- Ed Friendly(CBS); Prod- Robert J. Clarkson; Dir- Clark Pangle. § Singer-musician Jimmy Dean stars in this new show, with the regulars also appearing on his Monday thru Friday, 7-7:45am NYT, program. The Saturday program will also have guest artists. The new program replaces Big Top (last show Sept 21). The Jimmy Dean Show, previously seen Saturdays, 10:30-11pm NYT, during the summer, had its last show Sept 14.

CBS- 8:30-9pm NYT; DEBUT - Dick and the Duchess - FILM from WCBS-TV(NY) & KNXT (LA), no. of stations not available. § Alternate Week Sponsors- 1) Mogen David Wine Corp thru Edward H. Weiss & Co(Chi); Acct Superv- Marvin Mann; Acct Exec- Edwin Kuhn. 2) Helene Curtis Industries, Inc (Creme Shampoo, Suave, Lanolin Shampoo, Tweed Hair Spray) thru Gordon Best, Inc(Chi). § Pkgr- Sheldon Reynolds; Exec Prod- Nicole Milinaire; Prod & Dir- Sheldon Reynolds; Music Dir- Bob Sharpels; Writers- Ray Allen, Harvey Bullock. § Patrick O'Neal and Hazel Court star in the title roles as Dick Starrett, an insurance claims investigator, married to Jane, the daughter of an English peer; with Richard Wattis as Starret's partner, Pete Jamison.

NBC- 9-9:30pm NYT, Alt Sat; DEBUT - Club Oasis - LIVE from KRCA-TV(LA), approx 115 stations live and kine. § Sponsor- Liggett & Myers Tobacco Co (Oasis Cigarettes) thru McCann-Erickson, Inc(NY); Acct Exec- Kenneth Carlson. § Pkgr- McCann-Erickson, Inc for Liggett & Myers Tobacco Co., with NBC-TV(LA); Prod & Dir- Greg Garrison; Assoc Dir- Rick Oxford; Musical Dir- Pete King; Art Dir- Raphael Bretton; Costumes- Bob Campbell; Writers- Mel Diamond. Sidney Miller. § Variety show in a night club setting, with top name variety talent appearing as stars and added attractions on each program. Hy Gardner, syndicated N. Y. columnist, will interview stars backstage after they finish their acts on each show. The program alternates weekly with The Polly Bergen Show (see page 66).

NBC- 9:30-10pm NYT; DEBUT - The Gisele MacKenzie Show - LIVE from KRCA-TV(LA), no. of stations not available. § Alternate Week Sponsors- 1) Scott Paper Co (All Products) thru J. Walter Thompson Co(NY). 2) Schick, Inc (Electric Shavers) thru Warwick & Legler, Inc(NY). § J & M Productions, Inc(LA); Prod & Head Writer- Charles Isaacs; Dir- Joe Landis; Music Dir- Axel Stordahl; Costumes- Grady Hunt; Choreog- Jack Regas; Writers- Charles Isaacs, Hugh Wedlock, Howard Snyder, Billy Barnes, Bob Rogers. § Singer Gisele MacKenzie stars in this musical variety show, with weekly top name guest stars. The program replaces Dollar A Second (last show Sept 21).

Sunday(September 29)

ABC- 4:30-5pm NYT; DEBUT - Paul Winchell Presents - LIVE from WABC-TV(NY), 62 stations, live and kinescope. § Sponsor- Hartz Mountain Products (Bird, Pet Products) thru George H. Hartman Co(NY); Acct Exec- John Berg. § Pkgr- ABC-TV(NY); Prod & Writer- Carl Jampel; Assoc Prod- Janet Spencer; Dir- Dave Brown. § Weekly variety series, starring ventriloquist Paul Winchell, with Milton De Lugg and his orchestra as regulars. Guest variety acts will be presented each week. The program replaces Open Hearing (last show Sept 22).

CBS- 9-10:30pm NYT; DEBUT - Du Pont Show of the Month - "Crescendo" - LIVE (COLOR) from WCBS-TV(NY), various station counts for each program. § Sponsor- E. I. Du Pont de Nemours & Co., Inc (Institutional, All Products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Harold Blackburn. § Pkgr- CBS-TV(NY); Exec Prod (all shows in series)- Richard Lewine. Production credits will vary for each program. Production credits for "Crescendo": Prod- Paul Gregory; Dir- William Collieran; Music Dir- Paul Weston; (Continued on next page)

THIS WEEK(Cont'd)

Sunday(September 29)

CBS- Du Pont Show of the Month (Cont'd from previous page): Costumes- Saul Bo- lasni; Choreog- Eugene Loring; Writers- Leslie Stevens, Peter Ustinov. § The first of ten special programs in this series, to be produced on various dates during the season. The debut program, "Crescendo," stars Rex Harrison in the role of an Englishman being introduced to various types of American music (see page E for cast credits). "Crescendo" preempts General Electric Theatre, 9-9:30pm EDT; Alfred Hitchcock Presents, 9:30-10pm EDT; and The \$64,000 Chal- lenge, 10-10:30pm EDT, this date only.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Country Music Jubilee; new time, Sat, 8:30-9pm NYT, effective Sept 14. The pro- gram had been seen 10-10:30pm NYT. It replaces the last half-hour of Famous Film Festival, 7:30-9pm NYT.

Cheyenne (alt Tue, 7:30-8:30pm NYT) New series begins Sept 24; program has been seen in re-runs during the summer (see Television Index card). Program now alternates with Sugarfoot (see page 63).

Birthday of the World; SPECIAL Sept 29; Sat, 3-3:30pm EDT; LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV Public Affairs with the Jewish The- ological Seminary of America; Prod- ABC-TV Public Affairs; Writer- Morton Wish- engrad. § A dramatic narrative commemorating the Jewish High Holy Days, with Alexander Scourby as the star. It will be presented in documentary style.

CBS- Saturday Playhouse; DEBUT Sept 21; Sat, 10:30-11pm NYT; FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS-TV(NY). § Re-runs of films previous- ly seen over the network as part of Schlitz Playhouse of Stars.

The Lineup (Fri, 10-10:30pm NYT) New series returns Sept 27; program had been replaced for the summer by filmed re-runs under the title Undercurrent (last show Sept 20). See The Lineup Television Index card.

NBC- Father Knows Best (Wed, 8:30-9pm NYT) New series begins Sept 25; program has been seen in re-runs during the summer (see Television Index card). Production staff changes: Dir- Peter Tewksbury; Asst Dir- Herbert Wallerstein; Writers- Roswell Rogers (head), Paul West.

You Bet Your Life (Thu, 8-8:30pm NYT) New series begins Sept 26; program has been seen in re-runs during the summer under the title, The Best of Groucho. See Television Index card. Add: Prod- John Guedel.

Dragnet (Thu, 8:30-9pm NYT) New series begins Sept 26; program has been seen in re-runs during the summer (see Television Index card). Add: Writers- James Moser, Michael Cramoy.

My Friend Flicka; NET DEBUT Sept 22; Sun, 6:30-7pm NYT; FILM from WRCA-TV(NY), to the net. § Sustaining. § Pkgr & Film Prod- TCF Television Productions, Hollywood, Cal.; Prods- Sam White, Allen Armer. § Re-runs of the series pre- viously seen over the CBS-TV net, starring Gene Evans, Anita Louise and Johnny Washbrook. The series now replaces the first half-hour of Cowboy Theatre, 6:30- 7:30pm EDT (last show Sept 15). The Original Amateur Hour replaced the 7-7:30pm portion, effective Sept 22.

The Howard Miller Show; new title for the program formerly called Club 60; change effective Sept 23; Mon thru Fri, 1:30-2pm NYT.

TALENT SHOWSHEET SEPTEMBER 20 - SEPTEMBER 29

Most of the shows on September 20,21,22, 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 September 27. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), 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. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing): Adventures of Robin Hood, Blondie, Broken Arrow, The Buccaneers, Burns & Allen, Crossroads, Ford Theatre, General Electric Theatre, Alfred Hitchcock Presents, Navy Log, Panic, People's Choice, Wire Service, You Are There.

FRIDAY SEPTEMBER 20

ART FORD'S GREENWICH VILLAGE PARTY WABD 10pm ADD: Maxine Sullivan(S).

SATURDAY SEPTEMBER 21

THE BIG TOP (Jack Sterling) CBS 12N The Tokayer Troupe(teeterboard), Captain Eddie Kuen's Mixed Wild Animals, Princess Tanit-Ikao (hypnotist, Walt & Family(acro), The Flying Victors(trapeze).

PERRY COMO SHOW NBC 8pm ADD: Jack Carter(C).

POLLY BERGEN SHOW NBC 9pm DELETE: Bud Collyer; ADD: Julius La Rosa(S).

SUNDAY SEPTEMBER 22

LAMP UNTO MY FEET CBS 10am A Prayer For A Prayer; (O) Howard Rodman; Program will offer the first public performance of the music of Salomone Rossi; Mus Dir - Alfredo Antonini; with Lawrence Davidson(S), The Raymond Porter Choir; Dir - Roger Englander.

LOOK UP & LIVE CBS 10:30am The Quiet Spaniard; (O) Gary Zimmerman; with Frank Silvera, Mario Alcalde; Dir - Marvin Silbersher.

FRONTIERS OF FAITH NBC 1:30pm Strangers in The Land; (O) Virginia Mazer; Music & Lyrics by Mildred Kayden; with Norman Rose, Dean Gitter(S), Tom Gorman, George C. Scott, Jay Barney, Ethel Everett.

Maurice Chevalier's Paris NBC 4pm Re-run of 3/6/57.

ORIGINAL AMATEUR HOUR (Ted Mack) NBC 7pm NOTE: NEW DAY & TIME.

ED SULLIVAN SHOW CBS 8pm ADD: Elisa Jayne(D).

STEVE ALLEN SHOW NBC 8pm ADD: Robert Horton(A).

MONDAY SEPTEMBER 23

The Restless Gun (John Payne) NBC 8pm PREMIERE: Regular in this series is Mr. Payne; Duel At Lockwood; with regular & Vic Morrow; (SW); Dir - James Neilson.

TALENT SCOUTS CBS 8:30pm (Coming from Omaha, Nebraska); Virginia Dunbury(S), Jean Ann Spelic (M), The Glaser Bros. (S).

VOICE OF FIRESTONE ABC 9pm Rise Stevens(S).

TOP TUNES & NEW TALENT (Lawrence Welk) ABC 9:30pm Leon McAuliffe(M), Steve Kenny(M), Terry Carr(S).

Eleven Against The Ice NBC 9:30pm Documentary on the unexplored Antarctic territory; (O) Robert Emmett Ginna, Pat Trese; Narrator - James E. "Tex" Gardiner; Prod - Robert Emmett Ginna.

MONDAY SEPTEMBER 23(cont'd)
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STUDIO ONE

CBS 10pm

Mutiny On The Shark; Part 1 - (O) Max Erhlich; with Richard Basehart, Betsy Palmer, William Smithers, Larry Gates, Robert Loggia, Ann Hillary, Judson Laire; Dir - Tom Donovan.

TUESDAY SEPTEMBER 24  
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Cheyenne
 (Clint Walker)

ABC 7:30pm

RETURN: NEW SEASON: Regular in this series is Mr. Walker; Incident At Indian Spring; (O) George Slavin; with regular & Dan Barton, Bonnie Bolding; Dir - Thomas Carr.

NAT KING COLE SHOW

NBC 7:30pm

Gogi Grant(S).

Phil Silvers Show
 (You'll Never Get Rich)

CBS 8pm

Bilko's Boys Town; with regulars & Darryl Richard, Lillian Schaaf, Nick Saunders, Herb Evers; (SW&SD).

GEORGE GOBEL SHOW

NBC 8pm

PREMIERE: Regulars in this series are: Mr. Gobel, Eddie Fisher, Johnnie Mann Singers; Writers - Harry Winkler, Elon Packard, Jack Brooks, Milton Rosen; Mus Dir - John Scott Trotter; Prod-Dir - Alan Handley; with Fred MacMurray(A), Barbara Bostock(D), Tommy Noonan(C), Pete Marshall(C), Shirley Harmer(S), Jeff Donnell(C).

Life & Legend of Wyatt Earp
 (Hugh O'Brian)

ABC 8:30pm

The Big Bellyache; with regulars & Roy Roberts, Damon O'Flynn; (SW&SD).

Eve Arden Show

CBS 8:30pm

with regulars & William Schallert, Vici Raaf, Mary Jane Croft, Carol Veazie; (SW&SD).

Telephone Time
 (Dr. Frank Baxter)

ABC 9:30pm

Campaign For Marriage; (O) Howard R. Evans; with Robert Sterling, Anne Jeffreys, Lloyd Corrigan, Charles Lane, Ray Teal; Dir - Lewis Allen.

Bob Cummings Show

NBC 9:30pm

RETURN: NEW SEASON: Regulars in this series are: Mr. Cummings, Rosemary DeCamp, Dwayne Hickman, Ann B. Davis; Dir - Bob Cummings; Air Force Calls - Grandpa Answers; with regulars & Ingrid Goude. Writers - Paul Henning, Shirl Gordon, Dick Wesson.

IT'S POLKA TIME

ABC 10pm

Slovenian American Radio Club Dancers.

The Californians
 (Adam Kennedy)

NBC 10pm

PREMIERE: Regulars in this series are: Mr. Kennedy, Sean McClory; The Vigilantes Begin; (O) Fredrick Hazlitt Brennan; with regulars & Nan Leslie, Alan Napier, Stuart Randall, James Griffith, Michael Emmet; Dir - Hollingsworth Morse.

WEDNESDAY SEPTEMBER 25

Wagon Train
 (Ward Bond)

NBC 7:30pm

The Jean LeBec Story; with regulars & Ricardo Montalban, Joanna Moore, Grant Withers, Bill Phipps; Dir - Sidney Lanfield.

THE BIG RECORD
 (Patti Page)

CBS 8pm

Janis Paige(S), The Mills Bros.(S), Stan Kenton & Orch., Don Rondo(S), Larry Storch(C), Webb Pierce(S), Jeanette MacDonald(S), Nelson Eddy(S).

Father Knows Best
 (Robert Young)

NBC 8:30pm

RETURN: NEW SEASON: Regulars in this series are: Mr. Young, Jane Wyatt, Elinor Donahue, Billy Gray, Lauren Chapin; Follow The Leader; with regulars & Ray Stricklyn, Bobby Hyatt, Writht King; Writers - Paul West & Roswell Rogers; Dir - Peter Tewksbury.

Millionaire
 (Marvin Miller)

CBS 9pm

The Story of Pete Marlowe; with Regis Toomey, Dan Barton, Whitney Blake, Robert Simon, Gil W. Rankin, Roy Bancroft; (SW&SD).

KRAFT THEATRE

NBC 9pm

Vengeance; (O) Joseph Cochran; with Cliff Robertson, Edward Binns, Ann Wedgeworth, Ward Costello, Richard Shepard, James Congdon; Dir - Norman Morgan.

WEDNESDAY SEPTEMBER 25(Cont'd)
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US STEEL HOUR CBS 10pm Haunted Harbor; (O) Henry Misrock; with Burgess Meredith, Gaby Rodgers, Frank Overton, Joe Campanella, Guy Raymond, Sala Staw, Claudia Crawford, Cec Linder; Dir - David Greene.

THURSDAY SEPTEMBER 26  
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Circus Boy ABC 7:30pm Royal Roustabout; with regulars & Robert Warwick, Grant Withers, Pamela Beaird; (SW&SD).

Harbourmaster
(Barry Sullivan) CBS 8pm PREMIERE: Regulars in this series are: Mr. Sullivan, Paul Burke, Nina Wilcox; The Thievingest Dog; with regulars & Coe Norton, Albert Henderson, Martin Ashe, Felix Munso, Freeman Hammond; Dir - Felix Feist; Writers - Cary Wilbur & others.

CLIMAX!
(Bill Lundigan) CBS 8:30pm Along Came A Spider; (O) Leonard Spigelgass & Walter Reilly; with Ruth Hussey, Leif Erickson, Don Dubbins, Jeanette Nolan, Natalie Trundy; Dir - Arthur Hiller.

O. S. S.
(Ron Randell) ABC 9:30pm PREMIERE: Regular in this series is: Mr. Randell; Operation Fracture; with regular & Lionel Murton, Robert Gallico; Writer - Paul Dudley; Dir - Robert Siodmak.

PLAYHOUSE 90 CBS 9:30pm Topaze; (O) Marcel Pagnol; (A) Ellis St. Joseph; with Ernie Kovacs, Sheree North, Carl Reiner, Richard Haydn; Dir - Vincent Donahue.

THE FORD SHOW NBC 9:30pm RETURN: NEW SEASON: Regular in this series is Tennessee Ernie Ford; Prod & Dir - Alan "Bud" Yorkin; Writers - Roland Kibbie, Norman Lear; Mus Dir - Harry Geller; Jane Wyman(A).

LUX SHOW STARRING ROSEMARY CLOONEY NBC 10pm PREMIERE: Regulars in this series are: Miss Clooney, The Modernaires with Paula Kelly; Dir - Dik Darley; Writers - Danny Arnold, Howard Leeds, Tom Waldman; Mus Dir - Frank DeVol; Tennessee Ernie Ford(S-C).

Jane Wyman Show NBC 10:30pm RETURN: NEW SEASON: The Way Home; (O) Steve Fisher; With Miss Wyman, Robert Bray, Steve Dunne; Dir - Allen H. Miner.

FRIDAY SEPTEMBER 27
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Adventures of Rin-Tin-Tin  
(Lee Aaker) ABC 7:30pm The Courtship of Marshal Higgins; with regulars & Dub Taylor, Bill Hale; (SW&SD).

Adventures of Jim Bowie  
(Scott Forbes) ABC 8pm Counterfeit Dixie; with regulars & Gordon Jones, Nick Dennis, Sid Casel, Penny Santon; (SW&SD).

Mr. Adams & Eve  
(Howard Duff, Ida Lupino) CBS 9pm Taming of The Shrew; with regulars & David Niven; (SW&SD).

Date With The Angels  
(Bill Williams, Betty White) ABC 9:30pm Nobody's Father; with regulars & Bill Boyett; (SW&SD).

Schlitz Playhouse CBS 9:30pm Storm Over Rapallo; (O) Adrian Spies & Jameson Brewer; with Ricardo Montalban, Yvonne de Carlo, George Mathews, Frank Puglia, Peg LaCentra, Ned Weaver, Len Lesser, Paul Lamber, Robin Morse, George Humbert; Dir - Paul Henreid.

The Thin Man  
(Phyllis Kirk, Peter Lawford) NBC 9:30pm The Duke of Sing Sing; with regulars & Myrna Hansen, Theona Bryant, Fuji, Joyce Holden, Robert Wilke, Robin Morse, Murray Alper, John Indrisano, Donald Kerr; (SW&SD).

ART FORD'S GREENWICH VILLAGE PARTY WABD 10pm Carmel Quinn(S), The Mello-Tones(S).



FRIDAY SEPTEMBER 27(Cont'd)  
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The Lineup CBS 10pm
 (Warner Anderson, Tom Tully)

RETURN: NEW SEASON: Regulars in this series are: Mr. Anderson, Mr. Tully, Marshall Reed; The Fleet Queen Case; (O) Joseph Cavelli; with regulars & James Bell, Kay Bell, Harry Carey, Jr., Claire Carleton, Tom London; Dir - Andrew V. McLaglen.

MULTIPLE & ACROSS-THE-BOARD SHOWS SEPTEMBER 23 - SEPTEMBER 27
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|------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                    | CBS 7am     | Eileen Barton(S), will be the guest this week.                                                                                                                                                                                                                                                                                                                                                                                                                         |
| TODAY<br>(Dave Garroway)           | NBC 7am     | 9/23 - Annie Ross(S).                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| GARRY MOORE SHOW                   | CBS 10am    | 9/27 - Martha Davis & Spouse(S-M); Earl Hall(C).                                                                                                                                                                                                                                                                                                                                                                                                                       |
| ARLENE FRANCIS SHOW                | NBC 10am    | 9/23 - Adelaide Bishop(S), Walter Cassel(S), Kirk Oreste(S), Elaine Malbin(S); 9/24 - Russell Arms (S); 9/25 - Toshiko(M), Gordon Polk(C-S); 9/26 - Russell Arms(S), Miiko Tako(A).                                                                                                                                                                                                                                                                                    |
| HOWARD MILLER SHOW                 | NBC 1:30pm  | <u>FORMERLY CLUB 60: NOTE NEW TITLE:</u> 9/23 - Ann B. Davis(A-C); 9/24 - Eileen Rodgers(S); 9/25 - Carmen Cavallero(M); 9/26 - Al Morgan(M-S); 9/27 - Everly Bros.(S).                                                                                                                                                                                                                                                                                                |
| AMERICAN BANDSTAND<br>(Dick Clark) | ABC 3pm     | 9/23 - The Playmates(S); 9/24 - Dick Lindy(S); 9/25 - Eileen Rodgers(S); 9/26 - Andy Quinn(S), The Rays(S); 9/27 - Bob Crewe(S), The Three D's (S).                                                                                                                                                                                                                                                                                                                    |
| NBC MATINEE THEATRE                | NBC 3pm     | 9/23 - <u>The Story of Sarah</u> ; Adapted from the Old Testament by Marjorie Duhan Adler; with Marian Seldes, Tom Tryon; 9/24 - <u>The Waiting Swan</u> ; (O) William Schneider & Herman Goldberg; with Bruce Gordon, Peg La Centra; 9/25 - <u>One Mummy To Many</u> ; (O) Alvin Sapinsley; 9/26 - <u>Hearthstones</u> ; (O) Eer-nice Kelly Harris; (A) Betty Ullius; 9/27 - <u>The Reluctant Heiress</u> ; (O) Harriet Frank, Jr.; (A) Harold Gast; with Lois Smith. |
| MODERN ROMANCES<br>(Martha Scott)  | NBC 4:45pm  | <u>The Tangled Web</u> ; (O) Walter Black & William Mendrek; with Mel Ruick, Neva Patterson, Don Briggs, Stewart MacIntosh; Leslie Barrett.                                                                                                                                                                                                                                                                                                                            |
| TONIGHT<br>(Jack Paar)             | NBC 11:15pm | 9/23 - Reginald Gardiner(A), will be a guest for the entire week, Marilyn Lovell(S), Russ Emory(S), Eddie Lawrence(C); 9/24 - Marilyn Lovell(S), Russ Emory (S), Elsa Maxwell; 9/25 - Marilyn Lovell(S), Russ Emory(S), Louis Nye(C), Ronnie Eastman(C); 9/26 - Betty Johnson(S), Byron Palmer(S), Frank Fontaine (C); 9/27 - Betty Johnson(S), Byron Palmer(S), Carol Burnett(S-C).                                                                                   |

SATURDAY SEPTEMBER 28  
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JIMMY DEAN SHOW	CBS 12N	<u>PREMIERE:</u> Regulars for this series are: Mr. Dean, Jan Crockett(S), Jo Davis(S), Mary Klick(S), The Texas Wildcast(M), Alec Houston(ventril); Guests this week are the Fontane Sisters(S). Dir - Clark Pangle.
TRUE STORY (Kathi Norris)	NBC 12N	<u>Secret File</u> ; (O) George Lowther; with Meg Mundy, Stephan Elliott, Richard Coogan, House Jameson.
PERRY COMO SHOW	NBC 8pm	Pearl Bailey(S), Julie Wilson(S), Kukla, Fran & Ollie.

SATURDAY SEPTEMBER 28(Cont'd)

<u>Dick And The Duchess</u> (Patrick O'Neal, Hazel Court)	CBS 8:30pm	PREMIERE: Regulars in this seri Miss Court, Richard Wattis; Wri Harvey Bullock; Prod & Dir - Sh Premiere episode written by Harr regulars & Eugene Deckers, Reggie Shepley, Beatrice Varley, Fabia
CLUB OASIS	NBC 9pm	PREMIERE: Regular on this serie Writers - Mel Diamond, Sid Mille Greg Garrison; Mus Dir - Pete Johnson(A-S), Jo Stafford(S), Ar
<u>Have Gun, Will Travel</u> (Richard Boone)	CBS 9:30pm	with regulars & Lawrence Dobkin Earl Hodgins; (SW&SD).
<u>GISELE MacKENZIE SHOW</u>	NBC 9:30pm	PREMIERE: Regular is Miss MacKe Hugh Wedlock, Howard Snyder, Bi Rogers; Head Writer & Prod - C Dir - Joe Landis; Guest this w letter.
<u>Gunsmoke</u> (James Arness)	CBS 10pm	with regulars & Vinton Hayworth (SW&SD).

SUNDAY SEPTEMBER 29
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BIRTHDAY OF THE WORLD	ABC 3pm	(O) Morton Wishengrad; with Al Produced by ABC, in cooperatio Theological Seminary of America
PAUL WINCHELL PRESENTS	ABC 4:30pm	PREMIERE: Starring Mr. Winchel Carl Jampel; Dir - Dave Brown; (C), Judy Scott(S), The Hambone Milton DeLugg.
<u>Maverick</u> (James Garner)	ABC 7:30pm	<u>Point Blank</u> ; (O) Howard Browne With regulars & Richard Garlan Robert Foulk; Dir - Budd Beet
<u>Bachelor Father</u> (John Forsythe)	CBS 7:30pm	<u>Uncle Bentley Versus The Girl</u> & Diane Brewster; (SW&SD).
<u>Sally</u> (Joan Caulfield)	NBC 7:30pm	with regulars & Francis Ledere
ED SULLIVAN SHOW	CBS 8pm	(Coming from the West Coast): George Burns(C), Gracie Allen Ida Lupino(A), Johnnie Ray(S) (S), Richard Hearn(C), Della est(A).
STEVE ALLEN SHOW	NBC 8pm	Sugar Ray Robinson, Carmen Ba (S-M), Corinne Calvet(A), Jer Nichols(A).
DUPONT SHOW OF THE MONTH	CBS 9pm	<u>Crescendo</u> ; with Rex Harrison Stubby Kaye(C), Louis Armstr (S-M), Diahann Carroll(S), M Peggy Lee(S), Lizzie Miles(S) land Band, Tommy Sands(S), D Prod - Paul Gregory; Dir - Leslie Stevens, Peter Ustinov
GOODYEAR PLAYHOUSE	NBC 9pm	<u>The Best Wine</u> ; (O) John Vlah zak, Martin Houston, Inger S Allen Hewitt, Mark Roberts; man; LAST SHOW.
<u>The Web</u> (William Bryant)	NBC 10pm	<u>Fatal Alibi</u> ; (O) Don Brinkley George Neise, Joyce Meadows, Bryar, Robert Bice, Lennie E Doniger.

ROSS REPORTS — TELEVISION INDEX

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Paul Gregory resolved the problem of having American musical comedy represented on "Crescendo" after the Ethel Merman bow-out, by having Julie Andrews and Stanley Holloway join the show to sing sequences from "My Fair Lady" (backed by CBS) on the show, along with star Rex Harrison, who will sort of double in brass in introducing himself to American musical comedy as a visiting Englishman. Another last-minute cast change brought in Sonny James to substitute for Tommy Sands, whose "Singin' Idol" movie started production last week in Hollywood.....Ed Sullivan will sing on his Sept 29 show from Hollywood -- an original song by Ida Lupino.....Mel Allen and Al Helfer will be the TV commentators for the World Series games, starting Oct 2 at Yankee Stadium in New York. All New York-originating games will be telecast in color.....John Daly, host of What's My Line, will miss his first show after 381 consecutive appearances on the CBS quiz show on Sept 29, when he will be in Europe wearing his other hat, head of ABC News. The performance total will have covered seven years and 17 weeks on the program (it went on the air Feb 2, 1950). Bennett Cerf will be in the smart seat for the evening, with Daly returning for the Oct 6 program.

The guest star list for The Lux Show Starring Rosemary Clooney, for seven future shows thru December 12 includes: Oct 3, William Bendix; Oct 10, Edward Everett Horton, Oct 24, Ken Murray; Oct 31, Boris Karloff; Nov 14, Carol Channing, and Dec 12, Charles Laughton.....Talent Associates' first of six programs for the Du Pont Show over CBS on Oct 28, "The Prince and the Pauper," will line up with Christopher Plummer, Rosemarie Harris, Sir Cedric Hardwicke, John Carradine, Hurd Hatfield, Rex Thompson and Johnny Washbrook.....This Is Your Life will do its Oct 2 and 9 shows from New York. The subject of the Oct 2 program has been informed of the appearance in advance, but Edwards ain't telling the public who it is.....When Sid Caesar and Imogene Coca return to television as on camera partners over ABC, January 26, Sundays, 9-9:30pm NYT, the program will not have any new departures from the format Caesar has firmed during his years on the air. Instead, new ideas will spring from the types of characterizations and specialties the comics are known for, with new approaches being developed to the standby husband-wife, pantomime and interview routines. Hal Janis has left NBC and joined Caesar's Shellrick Corp to produce the new show.

Television Programs of America will go into production soon in Hollywood on two new pilots for TV series. Production has been decided on "after first holding extensive consultation with major advertisers and advertising agencies," according to the firm, which several months ago announced it would no longer produce pilots on pure spec. Airline Hostess, concerning a hostess-purser employed by an international airline, will be produced by Anthony Veiller, with scripts being written by Arnold Belgard and Lois Jacoby. Dude Ranch will dramatize the adventures of a dude ranch owner and his teen age daughter, with a prominent guest star in each episode. Irving Cummings, Jr., will produce, from a script by Robert Bailey.

Private Secretary, having finished its summer duty in re-run over the CBS net in evening time, starts network stripping tomorrow (26) over NBC as part of its Comedy Time, Monday thru Friday, 5-5:30pm NYT.....Arthur Lewis will produce a pilot for NBC based on Ring Lardner's "You Know Me, Al," the 1916 volume of baseball stories which established the newspaperman as a humorist and/or satirist in the short story field. Abe Burrows wrote the pilot and will be head writer on the series if it takes. The original stories concerned a White Sox baseball pitcher.....Four Star Films has two new Western series on its production schedule, despite the heavy criticism of the load of Westerns on TV. One is Doc Holliday, the other, The Tall Texan; both pilot scripts written by Aaron Spelling. The series will be pushed for January sale.....David Susskind, head of Talent Associates, was quoted last week in Hollywood as saying that he has been approached by two agencies to prepare live shows for possible debut in January, to replace two film series that may get their cancellation after 13 weeks. Susskind reported that agency people told him they had seen the first films on the new series and the decision is being made even before the series take to the air.

Helen Deutsch has been signed by NBC to head a staff of writers for the General Motors Fiftieth Anniversary Show, Nov 17, Sunday, 9-11pm NYT. Jess Oppenheimer will produce the two-hour color special. The NBC agreement with Miss Deutsch also covers three annual NBC-TV special projects and creation and development of a new weekly series. She is also free to continue with her motion picture script writing (including 13 years with M-G-M).....Boris Karloff will star in Tales of Frankenstein, a new series to be produced by Bryan Foy in partnership with Joseph Schenck Enterprises for Screen Gems. Karloff will appear as host of the series and will star in some of the half-hour shows.....Toots Camarata will be musical director for The Edsel Show over CBS, Oct 13, Sunday, 8-9pm NYT.....Country Music Jubilee, pushed out of its ABC Saturday, 10pm spot, by The Mike Wallace Interview will expand from its present 8:30-9pm time to a full hour beginning Oct 5, 8-9pm NYT. Thus, ABC will have a spread of country and western music for one hour, followed by Lawrence Welk for an hour, topped by a tart non-musical nightcap from Mike Wallace, for Saturday evenings.

Winston O'Keefe is producing the second of Screen Gems' hour-and-a-half films for this season's Playhouse 90. Lloyd Nolan will star in "The Glvanized Yankee," the story of a Union Army officer assigned to move a group of Confederate prisoners between two bases during the Civil War. James Whitmore will co-star with Nolan, playing an imprisoned Confederate officer. The script was written by Russell S. Hughes. The first Screen Gems Playhouse 90 film for the current season was "The Edge of Innocence," starring Joseph Cotten and Teresa Wright, with playdate to be set.....Kraft Television Theatre has been renewed over NBC for a year, effective Oct 2. It is the longest continuously running dramatic program on network television.

KNXT(LA) is scheduling a basic television training course for the benefit of advertising agency and client personnel in the Los Angeles area, believed to be the first such undertaken by a television station. The first of six two-hour sessions is tentatively scheduled for mid-October. KNXT general manager Clark George sent letters to national and local advertising agency leaders inviting them to make the course available to agency and client personnel. General subjects to be covered are "The Basics of Television," "The Selling Side," "The Commercial Use of Television," and "The Production Side of Television." Within the general subjects, those taking the course will be familiarized with all fine points of local and network operations, live and film production, commercial production and trade merchandising.