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PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (September 30)

ABC- 4:30-5pm NYT, Mon thru Fri; LIVE DEBUT - Do You Trust Your Wife - LIVE from WABC-TV(NY), to the net. § Sponsors- Participating: see next Monthly Program Analyses. § Pkgr- Don Feddersen Productions(NY); Prod- Jim Morgan; Dir- Al Burton; Prog Anncr- Del Sharbutt; Writers- Roy Kammerman, Allen Robin, Cally Curtis. § Johnny Carson is star and host of the comedy-quiz program. Married couples compete as teams for a daily \$1,000 cash prize, with the winning couple continuing in competition until defeated. The program was originally seen in a filmed version, starring Edgar Bergen, over the CBS net from Jan 3, 1956 thru March 26, 1957.

ABC- 5-5:30pm NYT; NET DEBUT - Superman - FILM from WABC-TV(NY) & WKBK(Chi) & KABC-TV(LA), 90 stations net and delayed. § Alternate Week Sponsors- 1) Kellogg Co (All Cereals) thru Leo Burnett Co., Inc(Chi); Acct Exec- James E. Weber. 2) Sweets Co of America (Tootsie Rolls) thru Henry Eisen Advertising Agency(NY); Acct Exec- Henry Eisen. § Pkgr- Superman, Inc; Film Prod- Superman Television Films, Inc., at Ziv Studios, Hollywood, Calif.; Exec Prod- Whitney Ellsworth; Dirs- Various; Dir of Photog- Joe Biroc. § George Reeves stars in the dual role of Clark Kent, newspaper reporter, and as Superman; with Jack Larson as a cub reporter and Noel Neill as Lois Lane. The series has been seen in national spot and local sponsorship for the Kellogg Co since 1953.

ABC- 5:30-6pm NYT, Mon thru Fri; RETURN - Mickey Mouse Club - FILM from WABC-TV(NY) & WKBK(Chi) & KABC-TV(LA), approx 94 stations net. § Segment Sponsorships; see Monthly Program Analyses. § Pkgr & Film Producer- Walt Disney Productions at Walt Disney Studios, Burbank, Calif.; Prod- Bill Walsh; Dirs- Sidney Miller(Mouseketeers), R. G. Springsteen(Hardy Boys); Music- Buddy Baker, William Lava; Choreog- Tom Mahoney; Prod Superv- Mike Holoboff; Writer (Hardy Boys)- Jackson Gillis. § New program series starts a new season, cut back from its previous one-hour, Mon thru Fri schedule, 5-6pm NYT, to the new half-hour Mon thru Fri times. Program is still a daily variety show with "Mouseketeer" segments hosted by Jimmie Dodd, newsreel reports, adventure serials such as "The Hardy Boys," and other film features. The program has been see via re-runs during the summer; the last one-hour program was Sept 27.

NBC- 9:30-10pm NYT; DEBUT - Goodyear Theater-Alcoa Theatre: A Turn of Fate - FILM from WRCA-TV(NY) & KPCA-TV(LA), 102 stations net, 25 delayed. § Programs alternate weekly, with same sub-title: Sponsors- Goodyear Theater: Goodyear Tire & Rubber Co (Tires, other products) thru Young & Rubicam, Inc(NY); Acct Exec- John Burns. Alcoa Theatre: Aluminum Co of America (Continued on next page)

THIS WEEK(Cont'd)

Monday(September 30)

NBC- Goodyear Theater-Alcoa Theatre (Cont'd from previous page): (Aluminum Products thru Fuller & Smith & Ross, Inc(Cleve)); Acct Exec- H. M. Redhead. § Pkgr- First Anthology, Inc with Dayton Productions, Inc(LA); Film Prod- Four Star Films, Inc at RKO-Pathe Studio, Culver City, Calif.; Prod- Robert Fellows; Dirs- Various; Dir of Photog- George Diskant; Film Ed- Bernard Burton; Script Ed- Coles Trapnell; Writers- Various. § Dramas of all types, with rotating stars David Niven, Robert Ryan, Jane Powell, Jack Lemmon and Charles Boyer.

NBC- 10-11pm NYT; DEBUT - Suspicion - LIVE from WRCA-TV(NY); or FILM from WRCA-TV(NY) & KRCA-TV(LA), approx 109 stations live or net, 8 stations kine or delayed. § Co-Sponsors- Ford Division, Ford Motor Co., thru J. Walter Thompson Co(NY); Acct Exec- Clifford Snyder; and Philip Morris, Inc (Philip Morris Cigarettes) thru N. W. Ayer & Son, Inc(NY); Acct Exec- Roddy Rogers; TV Acct Reprs- George H. Reese, Jr., Newton Cunningham. § Pkgr- MCA; one live production group in NY; two film production groups in LA; NY Live Production, at MCA: Exec Prod- S. Mark Smith; Prod- Mort Abrahams; Assoc Prod- Robert Foshko; Dirs- Don Medford, Jack Smight, others; Writers- Various; Sets- Otis Riggs, James Russell, Jan Scott; Costumes- John Boxer; Script Ed- S. Mark Smith(East). Film Production Groups, at Revue Productions(LA), at Republic Studios: 1) Alfred Hitchcock Unit(10 films): Exec Prod- Alfred Hitchcock; Assoc Prod- Joan Harrison; Dirs- Alfred Hitchcock, Robert Stevens, others; Writers- Various; Sets- John Lloyd, Martin Obzina; Costumes- Vincent Dee; Film Superv- Richard Wray; Film Ed- Edward Williams. 2) Alan Miller Unit(10 films): Exec Prod- Alan Miller; Prods- Frank P. Rosenberg, Richard Lewis, William Frye, others; Dirs- James Neilson, John Brahm, Don Weis, Herschel Daugherty, others; Writers- Various; Script Ed- (both film units) William Lawrence. § Top stars from all fields in stories designed to "fascinate, mystify and suspend" the viewer; some originals, some adaptations of stories from famous writers. Dennis O'Keefe is regular host for the program, which during the season will include 22 live programs originating in New York and 20 filmed programs produced in Hollywood.

Tuesday(October 1)

ABC- 5-5:30pm NYT; NET DEBUT - The Adventures of Sir Lancelot - FILM from WABC-TV(NY) & WBKB(Chi) & KABC-TV(LA), approx 90 stations net and delayed. § Sponsor- Kellogg Co (All Cereals) thru Leo Burnett Co., Inc(Chi); Acct Exec- James Weber. § Pkgr- Official Films(NY); Film Prod- Sapphire Films, at Walton-on-Thames, Surrey, England; Exec Prod- Hanneh Weinstein. § Re-runs of the series that was on the NBC net from Sept 24, 1956 thru June 24, 1957; drama series based on the legends of King Arthur and the Knights of the Round Table, starring William Russell as Sir Lancelot.

ABC- 10-10:30pm NYT; SPECIAL - World Series Special - LIVE & FILM from WABC-TV(NY), no. of stations unavailable. § Sponsor- National Carbon Co (Prestone, Eveready Batteries, Lights) thru William Esty Co., Inc(NY); Acct Exec- J. F. Behan. § Pkgr- ABC Sports(NY); Exec Prod- Charles Mortimer; Prod- Martin Stone; various crews. § Live remotes from Yankee Stadium and other points in New York, featuring interviews with press and player participants in the World Series. Mel Allen is m.c. for the telecast, with Howard Cosell and Bud Palmer handling remote portions of the show. A special film of the celebration of the Milwaukee Braves winning the National League pennant will also be telecast.

CBS- 9:30-10pm NYT; RETURN - The Red Skelton Show - LIVE (COLOR) from KNXT(LA); or FILM from WCBS-TV(NY) & KNXT(LA), 93 stations live, 27 kine(Pet); 81 stations live, 17 kine(Johnson). § Alternate Week Sponsors- 1) S.C. Johnson & Son, Inc(Waxes, Polishes) thru Foote, Cone & Belding(Chi). (Cont'd on next page)

THIS WEEK(Cont'd)

Tuesday(October 1)

CBS- The Red Skelton Show(Cont'd from previous page): 2) Pet Milk Co (Milk Products) thru Gardner Advertising Co(St. Louis); Acct Superv- Champ Humphrey(St. L.); TV Acct Rep- Roland Martini(NY). § Pkgr- CBS-TV(LA); Prod- Cecil Barker; Dir- Seymour Berns; Assoc Dir- Howard Quinn; Music Dir- David Rose; Choreog- Jack Boyle; Writers- Sherwood Schwartz, Jesse Goldstein, Dave O'Brien. § Red Skelton returns with his comedy-variety show; with character sketches, guest stars; backed by David Rose and the orchestra. The program succeeds its summer replacement Spotlight Playhouse (last show Sept 24).

CBS- 10:30-11pm NYT; DEBUT - Assignment Foreign Legion - FILM from WCBS-TV(NY) & KNXT(LA), no. of stations not available. § Sponsor- P. Lorillard Co (Kent Cigarettes) thru Lennen & Newell, Inc(NY); Acct Exec- Frank Cambria. § Pkgr- CBS Television Film Sales, Inc(NY); Film Prod- Intelfilms, in England; Prods- M. Smedly Aston, Anthony C. Bartlett; Dir- Lance Comfort; other credits not available. § Merle Oberon, as a French newspaper correspondent, appears at the opening and close of each episode as hostess-narrator, also occasionally appearing in the cast; but mainly introducing stories of the French Foreign Legion. Program replaces The Playhouse (last show Sept 24 - see page 55).

NBC- 8-9pm NYT, alt Tue; DEBUT - The Eddie Fisher Show - LIVE (COLOR) from KRCA-TV(LA), 136 stations live. § Co-Sponsors- 1) Radio Corp of America (RCA Victor Radio-Phonos, TV) thru Kenyon & Eckhardt, Inc(NY); Acct Execs- Kevin Kennedy(Radio-Phonos), Robert Barker(TV). 2) Whirlpool Corp (Ranges, Washers, other products) thru Kenyon & Eckhardt, Inc(NY); Acct Superv- Jack Petterson; Acct Exec- Stewart Siebert. 3) Liggett & Myers Tobacco Co (Chesterfields) thru McCann-Erickson, Inc(NY); Acct Exec- James Kleid. § Pkgr- Ramrod Productions, Inc(NY, LA); Exec Prod- Jule Styne; Prod & Dir- Barry Shear; Music Dir- Buddy Bregman; Choeg- Lee Scott; Writers- Herbert Baker(head), Harvey Orkin, Joe Quillan. § Eddie Fisher is the star of this alternate week music-comedy-variety show, with comedian George Gobel as regular guest star. (On alternate weeks, Fisher is the regular starring guest on The George Gobel Show, see page 69).

Wednesday(October 2)

ABC- 5-5:30pm NYT; NET DEBUT - Wild Bill Hickok - FILM from WABC-TV(NY), approx 90 stations net and delayed. § Alternate Week Sponsors- 1) Kellogg Co (All Cereals) thru Leo Burnett Co., Inc(Chi); Acct Exec- James E. Weber. 2) The Sweets Co of America (Tootsie Rolls) thru Henry Eisen Advertising Agency(NY). § Pkgr & Film Prod- William F. Brody Productions, Inc(LA). § Re-runs of films previously seen over the CBS net, Sundays, 12:30-1pm NYT for the Kellogg Co. The CBS program continues. (Wild Bill Hickok is now owned and produced by Screen Gems, Inc., in LA.) Guy Madison stars in the title role of the Western adventure series, with Andy Devine as his sidekick, Jingles.

ABC- 9:30-10pm NYT; DEBUT - The Walter Winchell File - FILM from WABC-TV(NY) & WKB(Chi) & KABC-TV(LA), 120 stations net and delayed. § Sponsor- Revlon, Inc (Love Pat, Clean & Clear, Silken Net) thru C. J. LaRoche & Co., Inc(NY); Acct Exec- Jerry Roscoe. § Pkgr & Film Prod- Desilu Productions, Inc(LA); Prod- Bert Granet; Assoc Prod- Jack Aldworth; Dir- Jerry Thorpe, Writers- Adrian Spies, others. § Walter Winchell stars as the narrator-host of these fictionalized dramas based upon true experiences of the columnist in over 30 years of covering big city news. The program replaces Ford Theatre (last show Sept 25).

CBS- 10-11pm EDT, alt Wed; NET DEBUT - Armstrong Circle Theatre - LIVE from WCBS-TV(NY), approx 132 stations live and kine. § Sponsor- Armstrong Cork Co (Floor & Wall Coverings, Glass Products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Roy Dreher. § Pkgr- Talent Associates, Ltd(NY); Prod- Robert Costello; Dir- William Corrigan; Sets- Bob Wade; (Cont'd on next page)

THIS WEEK(Cont'd)

Wednesday(October 2)

CBS- Armstrong Circle Theatre (Cont'd from previous page): Script Ed- Jacqueline Babbin. § Douglas Edwards is host-narrator for "actuals," dramas based on true events and the exploits of real people in all walks of life; with top stars appearing in key roles. The program, with this format, debuted over NBC on Sept 27, 1955 and was seen thru June 25, 1957. Now it will alternate with the U. S. Steel Hour. It is replacing The Twentieth Century-Fox Hour (last show Sept 18).

NBC- 12:45pm-concl EDT; SPECIAL - 1957 World Series - LIVE (COLOR - NY games), from WRCA-TV(NY), then from WTMJ-TV(Milwaukee), approx 180 U. S. stations, plus Canadian and Cuban stations, all live. § Sponsor- Gillette Safety Razor Co thru Maxon, Inc(Det); TV Acct Superv- M. F. Mahoney(NY); Comm Superv- Ed Wilhelm(NY). § Pkgr- NBC-TV Sports Dept(NY); Prod- Perry Smith; Dir- Harry Coyle. § Telecasts of the 1957 World Series baseball games between the New York Yankees and the Milwaukee Braves, with the first two games, plus six and seven (if necessary), telecast in color from New York, starting at 12:45pm EDT; and games three and four (and if necessary, five) telecast from Milwaukee in b&w, starting at 2:45pm NYT. Mel Allen and Al Helfer will handle the description. The games preempt all net program during the time necessary. Oct 4 and 8 are open days for travel when the Series shifts between the cities.

Thursday(October 3)

ABC- 5-5:30pm NYT; DEBUT - Woody Woodpecker - FILM from WABC-TV(NY) & WBKB(Chi) & KABC-TV(LA), approx 90 stations net and delayed. § Sponsor- Kellogg Co (All Cereals) thru Leo Burnett Co., Inc(Chi); Acct Exec- James E. Weber. § Pkgr & Film Prod- Walter Lantz Productions, Inc(LA); Dir- Jack Daniels. § Walter Lantz introduces his animated cartoons, starring Woody Woodpecker and some other of his creations, as well as explaining animated cartoon production.

ABC- 8:30-9pm NYT; DEBUT - The Real McCoys - FILM from WBKB(Chi) & KABC-TV(LA), 115 stations net and delayed. § Sponsor- Sylvania Electric Products, Inc (Radio, TV, Electrical Fixtures) thru J. Walter Thompson Co(NY); Acct Exec- Henry Johnson. § Pkgr- Brennan-Westgate Productions with Marterto Productions(LA); Film Prod- Desilu Productions, Inc, at RKO-Pathe Studio, Culver City, Calif.; Prod & Creator- Irving Pincus; Assoc Prod- Norman Pincus; Dirs- Sheldon Leonard, Hy Averback; Dir of Photog- William Skall; Writer- Bill Manhoff. § Situation comedy series involving a family from West Virginia on a San Fernando Valley ranch, starring Walter Brennan as Grandpa Amos McCoy; with Kathy Nolan as Kate, Richard Crenna as Luke, Lydia Reed as Hassie McCoy, and Michael Winkelman as Little Luke. The program replaces network films in this time spot.

ABC- 9-9:30pm NYT; DEBUT - Pat Boone Chevy Showroom - LIVE from WABC-TV(NY), 148 stations live and kine. § Sponsor- Chevrolet Division, GMC, thru Campbell-Ewald, Inc(Det); Acct Exec- E. G. Little. § Pkgr- CoogaMooga Productions, Inc thru General Artists Corp(NY); Prod- Joe Santley; Dir- Frank Satenstein; Music Dir- Mort Lindsay; Writers- Selma Diamond, Jerry Seelen. § Pat Boone is star of the musical-variety show, singing and acting as host for guest stars. The program replaces Theatre Time (last show Sept 26).

Friday(October 4)

ABC- 5-5:30pm NYT; NET DEBUT - The Buccaneers - FILM from WABC-TV(NY) & WBKB(Chi) & KABC-TV(LA), 90 stations net and delayed. § Alternate Week Sponsor - Kellogg Co (All Cereals) thru Leo Burnett Co., Inc(Chi); Acct Exec- James E. Weber. § Pkgr- Official Films, Inc(NY); Film Prod- Sapphire Films, Ltd., at Nettlefold Studios, England; Exec Prod- Hannah Weinstein. § Re-runs of the series seen over the CBS net from Sept 22, 1956 thru Sept 14, 1957; 18th Century pirate adventure series.

THIS WEEK(Cont'd)

Friday(October 4)

CBS- 7:30-8pm NYT; DEBUT - Leave It To Beaver - FILM from WCBS-TV(NY) & KNXT(LA), no. of stations not available. § Sponsor- Remington Rand Div, Sperry Rand Corp (Typewriters) thru Compton Advertising, Inc(NY); Acct Exec- George Renner. § Pkgr- Gomalco Inc(LA); Film Prod- Gomalco Productions, at Republic Studios, Studio City, Calif; Exec Prod- Harry Ackerman; Prods & Writers- Joe Connelly, Bob Mosher; Assoc Prod- Dan Nathan; Dir- Norman Tokar, others; Dir of Photog- William Sickner. § Domestic comedy series dealing with the problems of two boys and their harassed and understanding parents; co-starring Hugh Beaumont as Ward Cleaver, Barbara Billingsley as his wife June; eight-year-old Jerry Mathers as Beaver Cleaver and Tony Dow, 12, as Wally, the older brother. The program replaces Beat the Clock, which moves to Sunday, 6-6:30pm NYT, effective Oct 6, in turn replacing The Last Word (last show Sept 29).

CBS- 8-8:30pm NYT; DEBUT - Trackdown - FILM from WCBS-TV(NY) & KNXT(LA), no. of stations unavailable. § Alternate Week Sponsors- 1) American Tobacco Co (Lucky Strikes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Donald Roe. 2) (start Oct 18) Socony Mobil Oil Co thru Compton Advertising, Inc(NY); Acct Exec- Lawrence Dunham. § Pkgr- Dayton Productions, Inc(LA); Film Prod- Four Star Films, Inc., at RKO-Pathe Studios, Culver City, Calif; Prod- Vincent M. Fennelly; Dirs- Thomas Carr, Don McDougall; Dir of Photog- Guy Roe; Writers- Various. § Robert Culp stars in this Southwestern adventure series as Hoby Gilman of the Texas Rangers. The stories, adapted from Ranger files, are set in the late 1870's. The program replaces West Point (last show Sept 27).

CBS- 8:30-9pm NYT; RETURN - Dick Powell's Zane Grey Theatre - FILM from WCBS-TV(NY) & KNXT(LA), 125 stations net, 16 delayed. § Alternate Week Sponsors- 1) General Foods Corp (Maxwell House Coffee, Gaines Dog Food) thru Benton & Bowles, Inc(NY). 2) Ford Div, Ford Motor Co (Ford Cars) thru J. Walter Thompson Co(NY). § Pkgr- Zane Grey Productions, Inc(LA); Film Prod- Four Star Films, Inc, at RKO-Pathe Studios, Culver City, Calif; Prod- Hal Hudson, Prod Superv- Frank Baur; Dirs- Various; Dir of Photog- Charles E. Burke, Guy Roe; Script Ed- Aaron Spelling; Writers- Various. § Western drama anthology with Dick Powell as host, sometimes starring in stories, which are in Zane Grey story settings. The program succeeds its summer replacement, Destiny (last show Sept 27).

NBC- 8-8:30pm NYT; DEBUT - Court of Last Resort - FILM from WRCA-TV(NY) & KRCA-TV(LA), 120 stations net, 29 delayed. § Sponsor- P. Lorillard Co (Old Gold Cigarettes) thru Lennen & Newell, Inc(NY); Acct Exec- Frank Cambria. § Pkgr- Paisano Productions, Inc(LA); Film Prod- Walden-Piasano Productions, at Paramount-Sunset Studio, Hollywood, Calif; Exec Prod- Jules C. Goldstone; Prod- Elliott Lewis; Assoc Prod- Lonnie D'Orsa; Dirs- Tom Gries, Peter Godfrey, John Meredyth Lucas, James Sheldon; Dir of Photog- Floyd Crosby. § Lyle Bettger stars as the chief investigator of the Court of Last Resort, patterned after the real organization, which was founded by Erle Stanley Gardner and Harry Steeger, publisher of Argosy Magazine. The work of the court is dramatized in this film series, presenting cases simulating those presented to the real court. The program replaces Blondie (last show Sept 27).

Saturday(October 5)

NBC- 10-11pm EDT; SPECIAL - The Dean Martin Show - LIVE (COLOR) from KRCA-TV(LA), 143 stations live, 16 quick kine. § Sponsor- National Carbon Co, Div of Union Carbide and Carbon Corp., thru William Esty Co., Inc(NY); Acct Exec- J. F. Bexon. § Pkgr- NBC-TV(LA); Prod & Writer- Cy Howard; Dir- Joseph Tinney; Music Dir- Henri Rene. § Singer Dean Martin stars in this music-variety show, with guest stars, backed by Henri Rene, and the orchestra. The program preempts open time, 10-10:30pm EDT, and Your Hit Parade, 10:30-11pm EDT, one time only.

THIS WEEK(Cont'd)

Sunday(October 6)

ABC- 3-3:30pm NYT; RETURN - Johns Hopkins File 7 - KINE from WABC-TV(NY), to the net, recording of live telecast from WJZ-TV(Balt), Sat, 11:30am-12noon, each week. § Sustaining. § Pkgr- Johns Hopkins University with WJZ-TV(Balt); Creator & Prod- Lynn Poole(Johns Hopkins); other production credits not available. Lynn Poole is the regular host for the series which explores the results of research in the arts and industry thru the eyes of outstanding guest authorities. The program debuted Nov 11, 1956, and was seen thru June 9, 1957.

ABC- 3:30-4pm NYT; RETURN - Dean Pike - KINE from WABC-TV(NY), to the net, recording of live telecast in New York, each Sunday, 2-2:30pm NYT. § Sustaining. § Pkgr- ABC Public Affairs(NY); Prod- Wiley Hance; Dir- Marshall Diskin. § The Very Rev. James A. Pike, Dean of the Cathedral of St. John the Divine, New York City, returns for his third season of "study" conversations; weekly half-hour discussions with guests in his study or other locations on the Cathedral grounds. This season emphasis will be on one subject weekly, probing the problems in present-day living.

CBS- 5-6pm NYT, every 4th Sun; RETURN - See It Now - FILM from WCBS-TV(NY) & KQXT(LA), no. of stations not available. § Sponsor- Pan American World Airways (Air Travel) thru J. Walter Thompson Co(NY); Acct Exec- Robert Booth. § Pkgr- See It Now, Inc with CBS-TV(NY); Prods- Edward R. Murrow, Fred W. Friendly; the production credits vary for each program. § Interpretive reports on the background of news happenings, or subjects that are newsworthy. Program originally debuted over CBS Nov 18, 1951. The opening program of the new season focuses on the U. S. Post Office Dept deficit, "The Great Billion Dollar Mail Case." Ed Murrow presents the reports.

NBC- 9-10pm NYT; RETURN (6 shows, various days, times, during season) - The Bob Hope Show - FILM from WRCA-TV(NY) & KRCA-TV(LA), 147 stations net, 5 delayed. § Sponsor- The U. S. Time Corp (Timex Watches) thru Peck Advertising Agency, Inc(NY); Acct Exec- James M. Ellers. § Pkgr- Bob Hope Enterprises, Inc(LA); Prod- Jack Hope; Dir- Mort Lachman; Writers- Mort Lachman, Bill Larkin, Les White, John Rapp, Norman Sullivan, Charles Lee. § Comedy-variety show, starring comedian Bob Hope, with top name guest stars. The season's first program is a film record of a show presented to GI's at Nouasseur Air Depot, 3153rd Air Base Wing, Nouasseur Air Division, Morocco. (See page F for credits).

OTHER NETWORK CHANGES & ADDITIONS

- ABC- Broken Arrow (Tue, 9-9:30pm NYT) New series begins Oct 1; has been seen in re-run during the summer (see Television Index card). Ralston Purina Co (Purina Dog Chow) thru Gardner Advertising Co(NY) has replaced General Electric Co as alternate week sponsor. Miles Laboratories continues as alternate week sponsor.
- The Adventures of Ozzie and Harriet (Wed, 9-9:30pm NYT) New series begins Oct 2; program has been seen in re-run during the summer (see Television Index card).
- CBS- The Adventures of Robin Hood (Mon, 7:30-8pm NYT) New series begins Sept 30; program has been in re-run during the summer (see Television Index card).
- Burns and Allen Show (Mon, 8-8:30pm NYT) New series begins Sept 30; program has in re-run during the summer (see Television Index card). General Mills, Inc thru Dancer-Fitzgerald-Sample, Inc(NY) is alternate week sponsor with Carnation Co.
- Sergeant Preston of the Yukon (Thu, 7:30-8pm NYT) New series begins Oct 3; program has been in re-run during the summer (see Television Index card).
- General Electric Theatre (Sun, 9-9:30pm NYT) New series begins Oct 6; program has been seen in re-run during the summer (see Television Index card).

TALENT SHOWSHEET SEPTEMBER 21 - OCTOBER 6
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Most of the shows on September 27,28,29, 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 October 4. 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) are: Crossroads, Ford Theatre, Navy Log, Panic, Wire Service, You Are There.

FRIDAY SEPTEMBER 27  
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FIESTA AMERICANA WABD 8pm Lecuona Cuban Boys(M), Adela D'Acosta(S-D), Raul
 (William B. Williams) Martel(S).

SATURDAY SEPTEMBER 28
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JIMMY DEAN SHOW CBS 12N ADD: Andy Williams(S).

SUNDAY SEPTEMBER 29  
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LAMP UNTO MY FEET CBS 10am Excerpts from Bizet's Carmen; with Gloria Lane(S),
 Dick Cassilly(S); Music Dir - Theodore Bloom-
 field.

LOOK UP & LIVE CBS 10:30am If Not Higher; (O) I.L. Peretz; (A) Samuel J.
 Citron; with Jacob Ben Ami, Robert Blackburn,
 Theo Goetz, Bertha Gersten, Michael Strong, Felix
 Fibich(D); Dir - Marvin Silbersher.

ED SULLIVAN SHOW CBS 8pm ADD: The Lucky Jesters(C-S-M), Sing Lee Sing
 (equilibristic).

DU PONT SHOW OF THE MONTH CBS 9pm DELETE: Tommy Sands(S); ADD: Sonny James(S),
 Benny Goodman(M), Norman Luboff Choir, Julie
 Andrews(S), Stanley Holloway(S).

MONDAY SEPTEMBER 30
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Adventures of Robin Hood CBS 7:30pm RETURN: NEW SEASON: Regulars in this series are:  
 (Richard Greene) Mr. Greene, Patricia Driscoll, Archie Duncan,  
 Alexander Gauge, Alan Wheatley, Victor Woolf;  
The Salt King; with regulars only; (SW&SD).

Burns & Allen CBS 8pm RETURN: NEW SEASON: Regulars in this series are:  
 George Burns, Gracie Allen, Harry Von Zell, Ronnie  
 Burns, Bea Benadaret, Larry Keating; with regu-  
 lars & Douglas Dumbrille, Mason Alan Dinehart,  
 Gail Land; Producer-Director - Rod Amateau;  
 Writers - Harvey Helm, Keith Fowler, Norman Paul,  
 William Burns.

The Restless Gun NBC 8pm Trail to Sunset; with regulars: (SW&SD).  
 (John Payne)

TALENT SCOUTS CBS 8:30pm Dick Curless(S), Marigay Nelson(S), The Cell Block  
 7(M).

Tales of Wells Fargo NBC 8:30pm with regulars & Lyle Bettger; (SW&SD).  
 (Dale Robertson)

VOICE OF FIRESTONE ABC 9pm Roberta Peters(S).

Those Whiting Girls CBS 9pm with regulars & Danny Fix; (SW&SD).

TOP TUNES & NEW TALENT ABC 9:30pm Bill Wright & Group(M), Mickey Grayson(M).  
 (Lawrence Welk)

MONDAY SEPTEMBER 30(Cont'd)

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|                                                    |            |                                                                                                                                                                                                                               |
|----------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Goodyear Theatre -</u><br><u>A Turn of Fate</u> | NBC 9:30pm | <u>PREMIERE:</u> <u>Silhouette of A Killer</u> ; (O) Tita Brooks; (A) Palmer Thompson; with Robert Ryan, Beverly Garland, Anna Navarro, Irving Bacon, Forrest Lewis, Robert Brubaker, Domenick Del Garde; Dir - Alvin Ganzer. |
| STUDIO ONE                                         | CBS 10pm   | <u>Mutiny On The Shark</u> ; Part 2; (O) Max Erlich; with Betsy Palmer, William Smithers, Robert Loggia, Larry Gates, Judson Laire, Ann Hillary, Richard Basehart; Dir - Tom Donovan.                                         |
| <u>Suspicion</u><br>(Dennis O'Keefe)               | NBC 10pm   | <u>PREMIERE:</u> <u>Four O'Clock</u> ; (O) Cornell Woolrich; (A) Francis Cockrell; with E.G. Marshall, Nancy Kelly; no other cast information available; Dir - Alfred Hitchcock.                                              |

TUESDAY OCTOBER 1

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|                                                        |             |                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Sir Lancelot</u><br>(William Russell) | ABC 5pm     | <u>RETURN: NEW SEASON:</u> Regulars in this series are: Mr. Russell, Robert Scroggins, Jane Hylton, Ronald Leigh-Hunt, Cyril Smith; <u>The Knight of The Red Plume</u> ,                                                                                                 |
| <u>Sugarfoot</u><br>(Will Hutchins)                    | ABC 7:30pm  | <u>Reluctant Hero</u> ; (O) S. Omar Barker; (A) Dan Riesner; with regulars & Gloria Talbott, Will Wright, Steve Brodie, Michael Dante, I. Stanford Jolley; Dir - Leslie H. Martinson.                                                                                    |
| NAT KING COLE SHOW                                     | NBC 7:30pm  | Tony Bennett(S), Natalie & The Beachcombers(S).                                                                                                                                                                                                                          |
| <u>Phil Silvers Shows</u><br>(You'll Never Get Rich)   | CBS 8pm     | <u>The Hillbilly Whiz</u> ; with regulars & Yogi Berra, Gil McDougald, Whitey Ford, Phil Rizzuto, Red Barber, Joyce Gladmond, Frank Milan; (SW&SD).                                                                                                                      |
| EDDIE FISHER SHOW                                      | NBC 8pm     | <u>PREMIERE:</u> Regulars on this show are: Mr. Fisher, George Gobel; Guests this week are:Debbie Reynolds(S), Mike Todd, Elaine Dunn(D); Dir - Barry Shear; Writers - Herbert Baker, Harvey Orkin, Joe Quillan; Mus Dir - Buddy Bregman.                                |
| <u>Life &amp; Legend of Wyatt Earp</u> (Hugh O'Brian)  | ABC 8:30pm  | <u>Pinkytown</u> ; with regulars & Lou Krugman, Connie Gilchrist; (SW&SD).                                                                                                                                                                                               |
| <u>Broken Arrow</u><br>(John Lupton)                   | ABC 9pm     | <u>RETURN: NEW SEASON:</u> Regulars in this series are: Mr. Lupton, Michael Ansara; <u>White Man's Magic</u> ; with regulars & Man Leslie, Peter Hansen, Ric Roman, Arthur Batanides; Writer of first episode; Arthur Orloff; Dir's - Hollingsworth Morse, Richard Bare. |
| <u>Telephone Time</u><br>(Dr. Frank Baxter)            | ABC 9:30pm  | <u>The Gadfly</u> ; (O) David Evans; with Thomas Mitchell, Rita Lynn, Henry Daniell, Morris Ankrum, Liam Sullivan; Dir - Robert Z. Sinclair.                                                                                                                             |
| RED SKELTON SHOW                                       | CBS 9:30pm  | <u>RETURN: NEW SEASON:</u> Marie Wilson(C), Marilyn Maxwell(A-S); Writers - Sherwood Schwartz, Jesse Goldstein, Dave O'Brien; Dir - Seymour Berns; Mus Dir - David Rose.                                                                                                 |
| <u>Bob Cummings Show</u>                               | NBC 9:30pm  | <u>Bob Gets Schultzy In Pictures</u> ; with regulars & Alan Ladd, Dick Wesson, Lizz Slifer; (SW&SD).                                                                                                                                                                     |
| <u>Assignment Foreign Legion</u><br>(Merle Oberon)     | CBS 10:30pm | <u>PREMIERE:</u> Regular in this series is Miss Oberon; <u>The Outcast</u> ; with Michael Gaugh, Rosalie Crutchley; Dir - Lance Comfort.                                                                                                                                 |

WEDNESDAY OCTOBER 2

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|-----------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wagon Train</u><br>(Ward Bond) | NBC 7:30pm | <u>The John Cameron Story</u> ; (O) E. Jack Neuman; with regulars & Michael Rennie, Carolyn Jones, Claude Akins, William Boyett, Henry Wills, Francis J. McDonald, Jack Elam, Ron Foster; Dir - George Wagner. |
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WEDNESDAY OCTOBER 2(Cont'd)  
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<u>THE BIG RECORD</u> (Patti Page)	CBS 8pm	Paul Whiteman(M), Les Paul & Mary Ford(M-S), Johnny Mathis(S), The Coasters(S), Ron Goodwin(M), Fernando Lamas(A-S).
<u>Navy Log</u>	ABC 8:30pm	<u>Phantom Commander</u> ; (O) Milton Wayne; with Walter Sande, Ted Di Corsia, Joe Bassett, Ralph Smiley, Gene Cary; (SD).
<u>Father Knows Best</u> (Robert Young)	NBC 8:30pm	<u>The Awkward Hero</u> ; with regulars & Keith Vincent, Jean Owens, Anne Whitfield; (SW&SD).
<u>Adventures of Ozzie & Harriet</u>	ABC 9pm	<u>RETURN: NEW SEASON</u> : Regulars in this series are: <u>Ozzie & Harriet Nelson</u> , David Nelson, Ricky Nelson; <u>Fixing Up The Fraternity House</u> ; with regulars & <u>Skip Young</u> , <u>The Four Preps(S)</u> , John Wilder, Barney Phillips, James Stacy; Writers - Ozzie Nelson, Jay Sommers, Don Nelson, Dick Ensfield, Perry Grant; Prod & Dir - Ozzie Nelson.
<u>Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Roy Delbridge</u> ; with Harry Guardino, Jeanne Cooper, Celia Lovsky, Harvey Parry, John Mylong, Don Garrett, John Mitchum, Sascha Harden; (SW&SD).
KRAFT THEATRE	NBC 9pm	<u>Barefoot Soldier</u> ; (O) Bruce Bassett; with Sal Mineo, Nancy Marchand, Collin Wilcox, Jared Reed; Dir - William Graham.
<u>The Walter Winchell File</u>	ABC 9:30pm	<u>PREMIERE: Country Boy</u> ; (O) Adrian Spies; with Jacques Aucuchon, William Kendes, Dean Stanton, Jon Shayner, Richard Bakalyan; Dir - Jerry Thorpe.
ARMSTRONG CIRCLE THEATRE	CBS 10pm	<u>RETURN: NEW SEASON: Buried 2,000 Years: The Dead Sea Scrolls</u> ; (O) Irve Tunick; with Douglas Edwards, acting as host; Joseph Yadin, Si Oakland, John McEliam, Nancy Pollock, Stanley Beck, David White, Daniel Lewis; Dir - William Corrigan.

THURSDAY OCTOBER 3
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|-------------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Circus Boy</u>                                     | ABC 7:30pm | <u>Bimbo, Jr.</u> ; with regulars & William M. Griffith, Sydney Mason, Joe Kirk; (SW&SD).                                                                                                                                                                                             |
| <u>Sgt. Preston of The Yukon</u><br>(Richard Simmons) | CBS 7:30pm | with regulars & Harry Strang, John Pickard, Michael Mark, Jack Littlefield; (SW&SD).                                                                                                                                                                                                  |
| <u>Harbourmaster</u><br>(Barry Sullivan)              | CBS 8pm    | <u>Sawtucket Festival</u> ; with regulars & Robert Dryden, Ralph Chambers, Sam Raskyn, Miriam Goldina, Fred Herrick, Sari Mordana; (SW&SD).                                                                                                                                           |
| <u>The Real McCoys</u><br>(Walter Brennan)            | ABC 8:30pm | <u>PREMIERE</u> : Regulars in this series are: Mr. Brennan, Kathy Nolan, Richard Crenna, Lydia Reed, Michael Winkelman; with regulars & Tony Martinez, Andy Clyde, Madge Blake; Writer - Bill Manhoff; Dir - Sheldon Leonard.                                                         |
| CLIMAX!<br>(Bill Lundigan)                            | CBS 8:30pm | <u>Jacob And The Angel</u> ; (O) Rowland Brown & Clemmie Calloway; (A) Oliver Crawford; with Gig Young, June Lockhart, Eva Gabor; Otto Kruger, Hugh Marlowe, Keye Luke; Dir - Buzz Kulick.                                                                                            |
| <u>Dragnet</u><br>(Jack Webb)                         | NBC 8:30pm | with regulars & Lillian Powell, Taylor Holmes, Martha Wentworth, Pamela Carpenter, Keith Britton; (SW&SD).                                                                                                                                                                            |
| PAT BOONE CHEVY SHOWROOM                              | ABC 9pm    | <u>PREMIERE</u> : Guest is Anna Maria Alberghetti(A-S); Writers - Selma Diamond, Jerry Seelen; Dir - Frank Satenstein; Music Dir - Mort Lindsay.                                                                                                                                      |
| <u>The People's Choice</u><br>(Jackie Cooper)         | NBC 9pm    | <u>RETURN: NEW SEASON</u> : Regulars in this series are: Mr. Cooper, Patricia Breslin, Margaret Irving, Paul Maxey, Dick Wesson; <u>The Nickel Pickle</u> ; with regulars & Jay Jostyn; Writers - Frank Gill, Jr., G. Carleton Brown, Bob Fisher, Alan Lipscomb; Dir - Jackie Cooper. |

THURSDAY OCTOBER 3 (Cont'd)  
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PLAYHOUSE 90	CBS 9:30pm	<u>A Sound of Different Drummers</u> ; (O) Robert Alan Aurthur; with Diana Lynn, Sterling Hayden, John Ireland; Dir - John Frankenheimer.
FORD SHOW	NBC 9:30pm	Dennis O'Keefe(A).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	William Bendix(A-C).
<u>Jane Wyman Show</u>	NBC 10:30pm	<u>Contact</u> ; with Joseph Cotten, Lawrence Dobkin; no other credits available at press time.

FRIDAY OCTOBER 4
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|------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>The Buccaneers</u>                                | ABC 5pm    | <u>RETURN</u> : Re-runs of previously seen films.                                                                                                                                                                                                                                                                                                |
| <u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)         | ABC 7:30pm | <u>Rusty's Reward</u> ; with regulars & Sandy Descher, Larry White, Helen Wallace, Stephen Hammer; (SW&SD).                                                                                                                                                                                                                                      |
| <u>Leave It To Beaver</u>                            | CBS 7:30pm | <u>PREMIERE</u> : Regulars in this series are: Barbara Billingsley, Hugh Beaumont, Jerry Mathers, Tony Dow; <u>Beaver Gets 'Spelled'</u> ; with regulars & Diana Brewster, Doris Packer, Stanley Fafara, Jeri Weil, Gary Allen, Steve Paylow, Alan Reynolds, Ralph Sanford, Burt Mustin; Writers - Joe Connelly, Bob Mosher; Dir - Norman Tokar. |
| <u>Saber of London</u> (Donald Gray)                 | NBC 7:30pm | <u>Death By Delayed Payment</u> ; with regulars & Philip Saville; (SW&SD).                                                                                                                                                                                                                                                                       |
| FIESTA AMERICANA (William B. Williams)               | WABD 8pm   | Emilio Reyes & Orch., Diane Adrian(S), The Mambo Aces(D).                                                                                                                                                                                                                                                                                        |
| <u>Adventures of Jim Bowie</u> (Scott Forbes)        | ABC 8pm    | <u>Bullet Metal</u> ; with regulars & Charles Jason, S. John Launer, Walter Coy, Madge Meredith, Jimmy Fields; (SW&SD).                                                                                                                                                                                                                          |
| <u>Trackdown</u> (Robert Culp)                       | CBS 8pm    | <u>PREMIERE</u> : Regular in this series is Mr. Culp; <u>The Marple Brothers</u> ; (O) John McGreevy; with regular & James Best, James Griffith, Jan Merlin, Don House, Gale Kobe, Tom Pittman; Dir - Thomas Carr.                                                                                                                               |
| <u>Court Of Last Resort</u> (Lyle Bettger)           | NBC 8pm    | <u>PREMIERE</u> : Regulars in this series are: Mr. Bettger, Paul Birch; <u>The Case of Gordon Wallace</u> ; with regulars & Robert McQueeney; Dir - John Meredyth Lucas.                                                                                                                                                                         |
| <u>Dick Powell's Zane Grey Theatre</u>               | CBS 8:30pm | <u>RETURN: NEW SEASON</u> : <u>The Deserters</u> ; (O) Otis Carney; with Mr. Powell, Maggie Hayes, Joe DeSantis, Tom Pittman, Larkin Ford, Charles Gray, Pat Clement; Dir - Jason Lindsey.                                                                                                                                                       |
| <u>Mr. Adams &amp; Eve</u> (Ida Lupino, Howard Duff) | CBS 9pm    | <u>International Affair</u> ; with regulars & Christopher Dark, William Schallert, Eve Miller, Ed Barrier; (SW&SD).                                                                                                                                                                                                                              |
| <u>M Squad</u> (Lee Marvin)                          | NBC 9pm    | <u>Neighborhood Killer</u> ; (O) William Holder; (A) Stirling Silliphant; with regulars & David Chevigny, Grant Richards, Stafford Repp; Dir - Bernard Girard.                                                                                                                                                                                   |
| <u>Schlitz Playhouse</u>                             | CBS 9:30pm | <u>Switch Station</u> ; (O) N.B. Stone, Jr.; with Charlton Heston, Edgar Buchanan, Catherine McLeod, John Carradine, John Dierkes; Dir - John Brahm.                                                                                                                                                                                             |
| <u>Thin Man</u> (Phyllis Kirk, Peter Lawford)        | NBC 9:30pm | <u>The Angel Biz</u> ; with regulars & Barbara Lang, Gerry Gaylor, Don Burnett, Gardner McKay; (SW&SD).                                                                                                                                                                                                                                          |
| <u>The Lineup</u> (Warner Anderson, Tom Tully)       | CBS 10pm   | <u>The Security Officer Case</u> ; with regulars & Ron Hagerthy, Greta Granstedt, Fred Sherman, Dick Reeves; (SW&SD).                                                                                                                                                                                                                            |

MULTIPLE & ACROSS-THE-BOARD SHOWS SEPTEMBER 30 - OCTOBER 4  
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GARRY MOORE SHOW	CBS 10am	10/1 - Martha Davis & Spouse(M-S); 10/3 - Vare1 & Bailly(S), Milt Kamen (C).
ARLENE FRANCIS SHOW	NBC 10am	9/30 - Paul Lynde(C); 10/1 - Pat Wilson(S); 10/2- Barbara McNair(S), Robert Clary(S); 10/3 - Pat Wilson(S), Kiko(C); 10/4 - Barbara McNair(S).
HOWARD MILLER SHOW	NBC 1:30pm	10/1 - Bob Gibson(S).
AMERICAN BANDSTAND (Dick Clark)	ABC 3pm	9/30 - Don Rondo(S), Sonny James(S); 10/1 - Cathy Carr(S), Bobby Helms(S); 10/2 - Bobby Brookes(S); 10/3 - The Galahads(S), Marvin Rainwater(S), Connie Francis(S); 10/4 - Eddie Dano(S), Jackie Wilson(S).
NBC MATINEE THEATRE	NBC 3pm	9/30 - <u>The Others</u> ; Re-run of 2/15/57; 10/1 - <u>Eye of The Storm</u> ; Re-run of 6/7/57; 10/2 - <u>The In-visible Man</u> ; Re-run of 8/8/57; 10/3 - <u>Daughter Of Mata Hari</u> ; Re-run of 4/3/57; 10/4 - <u>The For-bidden Search</u> ; Re-run of 7/31/57.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Weldon, Inc.; (O) William Kendall Clarke; with Margaret Phillips, Ray Boyle, Diana Van Der Vlis, Coe Norton.
TONIGHT (Jack Paar)	NBC 11:15pm	Elsa Maxwell will be a weekly regular every Tues-day evening; Jack Haskell(S), Hans Conried(A), will be on all week; 9/30 - Diahann Carroll(S); 10/1 - Lu Ann Simms(S); 10/2 - Diahann Carroll(S), Tubby Boots(C); 10/3 - Lu Ann Simms(S); 10/4 - Dorothy Loudon(C), Diahann Carroll(S).

SATURDAY OCTOBER 5
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|----------------------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)                                   | NBC 12N    | <u>Black Oaks</u> ; (O) George Lowther; with Jeffrey Lynn, Diana Douglas, Valerie Cossart.                                                                                                                    |
| <u>Perry Mason</u><br>(Raymond Burr)                           | CBS 7:30pm | <u>The Case Of The Nervous Accomplice</u> ; with regulars & Margaret Hayes; (SW&SD).                                                                                                                          |
| PERRY COMO SHOW                                                | NBC 8pm    | Garry Moore(C), Kukla, Fran & Ollie.                                                                                                                                                                          |
| <u>Dick &amp; The Duchess</u><br>(Patrick O'Neal, Hazel Court) | CBS 8:30pm | with regulars & Michael Medwin, Leslie Dwyer, Marne Maitland, Jack McNaughton; (SW&SD).                                                                                                                       |
| POLLY BERGEN SHOW                                              | NBC 9pm    | Ernie Kovacs(C).                                                                                                                                                                                              |
| <u>Have Gun, Will Travel</u><br>(Richard Boone)                | CBS 9:30pm | with regulars & Anthony Caruso, Robert Karns, Leo Gordon; (SW&SD).                                                                                                                                            |
| <u>Gunsmoke</u>                                                | CBS 10pm   | with regulars & Ainslie Pryor, Dabbs Greer; (SW&SD).                                                                                                                                                          |
| DEAN MARTIN SHOW                                               | NBC 10pm   | with James Mason(A), Pamela Mason(A), Portland Mason(A), Sam Butera and The Witnesses, Joel Grey(S-D), Louis Prima(M), Keely Smith(S); Prod & Writer - Cy Howard; Dir - Joseph Tinney; Mus Dir - Paul Weston. |

SUNDAY OCTOBER 6  
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<u>Maverick</u> (James Garner)	ABC 7:30pm	<u>According To Hoyle</u> ; (O) Horace McCoy; (A) Russell B. Hughes; with regulars & Ted de Corsia, Leo Gordon, Ted Avery, Jay Novello; (SD).
JACK BENNY SHOW	CBS 7:30pm	<u>Jack Goes To The Airport</u> ; with regulars & Artie Auerback, Frank Nelson, Mel Blanc, Sheldon Leonard; (SW&SD).
<u>Sally</u> (Joan Caulfield)	NBC 7:30pm	<u>Free Thinkers</u> ; with regulars & Hooper Dunbar; (SW&SD).

SUNDAY OCTOBER 6 (cont'd)

ED SULLIVAN SHOW	CBS 8pm	Danny Kaye(C), Kate Smith(S), Eva Marie Saint(A), Alan King(C), Everly Bros.(S), The Piel Bros. Bob Elliot & Ray Goulding(C), Kirby Stone Four (M-C), Richard Hearne(Mr. Pastry) (C), The Mambo Aces(M), Eduardo Raspini(Juggler).
STEVE ALLEN SHOW	NBC 8pm	Anthony Perkins(A), Joanne Dru(A), Johnny Puleo and His Harmonica Rascals(C-M), Xavier Cugat(M),
<u>General Electric Theatre</u> (Ronald Reagan)	CBS 9pm	<u>RETURN: NEW SEASON: The Questioning Note</u> ; (O) Phillip Freund; (A) Charles Larson; with James Mason, Pamela Mason, Sebastian Cabot, Werner Klemperer, John Wengraf; Dir - John Brahm.
<u>Bob Hope Show</u>	NBC 9pm	Ann Miller(D), Eddie Fisher(S), Marie McDonald(A-S), Gary Crosby(S), Les Brown & Orch.; Writers - Mort Lachman, Bill Larkin, Les White, John Rapp, Norman Sullivan, Charles Lee; Dir - Mort Lachman
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>RETURN: NEW SEASON: The Glass Eye</u> ; (O) John Keir; (A) Stirling Silliphant; with Jessica Tandy, Tom Conway, William Shattner, Rosemary Harris, Bill Barty, Nelson Welch, Colin Campbell, Pat Hitchcock, A.E. Gould-Porter, Paul Playdon; Dir - Robert Stevens.
<u>The Web</u> (William Bryant)	NBC 10pm	<u>Man With A Choice</u> ; (O) Walter B. Newman; with Jeff Richards, Royal Dano, Carl Benton Reid, Russell Collins, Russ Conway, Robert J. Stevenson, Dabbs Greer, Micky Maga; Dir - Walter Doniger.

ROSS REPORTS — TELEVISION INDEX

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Bing Crosby may have been fairly shy up to now about appearing on live television, but the Oct 13 The Edsel Show over CBS will present a Crosby who bursts into song at almost every drop of a baton. He'll duet with Frank Sinatra in a song spoof, lazy along with Louis Armstrong in some slow song specials, compete with Sinatra for the musical hand of Rosemary Clooney who'll scuttle the bit by forming a trio, and then reprise a jazz special with Armstrong. Other songs and musical numbers will be handled by the production groups and by Lindsay Crosby, backed by The Four Preps, a new vocal group. Mr. Conn and Mr. Mann will handle the dance specialties, and the Norman Luboff Choir will provide the musical backing along with an orchestra led by Toots Camarata and featuring Buddy Cole. Bill Morrow is writing and producing the Gonzaga University special, with Eugene Loring staging and choreographing the production numbers. Murdo MacKenzie is associate producer.....Peter Ustinov will co-star in a December Omnibus production of the "Life of Samuel Johnson" over NBC, appearing as Johnson, with Emlyn Williams appearing as James Boswell. The dramatization of the biography is being done by James Lee as a 90-minute treatment.....Jack Benny's category on the Oct 8 The \$64,000 Question will be "The Violin and Violin Music." The comedian, playing the contestant role straight, will fly to New York after his LA show telecast on Sunday night to bone up for his new show business side.

Keefe Brasselle, whose first m.c. role was to be in the Walt Framer package, Lady Luck, sidelined when Do You Trust Your Wife took over the ABC time spot, gets an evening spot over ABC starting Oct 12, when another Framer program takes to the air. Keep It in the Family, Saturdays, 7:30-8pm NYT, will feature two families competing for prizes, with Brasselle as ref. The Lady Luck might get back into the Monday thru Friday afternoon ABC schedule soon, especially if the evening show clicks. This would be a reversal of NBC's seasonal tactic of promoting afternoon shows to evening status.....ABC is capitalizing on one afternoon success, with Philadelphia disc jock Dick Clark bringing in an evening version of his daytime American Bandstand, starting Oct 7, Mondays, 7:30-8pm NYT. The show will originate from Philadelphia and will follow the afternoon format, featuring guest stars, records, audience participation and dancing, but it will be upgraded for evening viewers.

The first of the three NBC specials from Las Vegas, yclept Las Vegas, musical-variety shows intended to be typical of the nightclub-hotel shows, Saturday, Nov 16, will have Ann Sothern as hostess, with Sammy Davis, Jr., as co-star, probably supported by Tony Randall and Jayne Mansfield. Jack Rayel is the producer, with Kirk Browning handling direction, David Rose furnishing the musical backing, and script by Mel Tolkin and Lucille Kallen.....The official title of Desi-Lu's five musical comedy filmed specials will be The Lucille Ball-Desi Arnaz Show. The "Hour" identification was dropped because the first one on Nov 6 will run 75 minutes, borrowing from the U. S. Steel Hour's air time, Nov 6, Wednesday, 8-9:15pm NYT.

- Page 1 -

(MORE)

A TV columnist who seems to borrow material fairly regularly from the feature column of one of the West Coast trades without extending credit, picked up a beaut recently when the column used a major portion of one day's trade column, but completely ignored an apology that appeared in the trade paper the day after, correcting a wrong impression in the original.....Correcting a typo that appeared here: It will be Lloyd Nolan and James Whitmore co-starring in the "Galvanized Yankee" 90-minute film being made by Screen Gems for Playhouse 90. Victor Jory and Neville Brand have been added to the cast as "co-stars" in TV's new tack of out-doing the movie star system -- no marquees, you know.....Jack Kelly will become a regular in the Maverick series, taking the role of Bart, Bret Maverick's brother, newly written into upcoming productions. He's the brother of actress Nancy Kelly, not the sculling Kelly from that Philadelphia family.

The Japanese will see the full 1957 World Series on television, with each game being telecast only 24 hours after being played in the U. S. NBC International, Ltd., has sold special kinescope recordings to Tokyo commercial station NTV. Each Series game telecast will be kinescoped on the West Coast and flown to Japan via Pan American for replay 24 clock hours later. The kinescopes will be telecast during the evening in Tokyo to assure maximum viewing.....The Nat 'King' Cole Show has racked up a total of 15 advertisers in 14 leading markets. Although beer sponsors predominate, the list also includes Coca-Cola in Texas, coffee and dog food in Cincinnati, Colgate-Palmolive in Hollywood and Chicago (partnered with Continental Baking in Chicago) and Swan Cleaners in Columbus..... The Edsel Division of Ford Motor Co buy of Wagon Train, NBC full-hour Wednesday Western, for alternate weeks is effective Oct 23. Edsel seemingly waited to see what open series might have the best chance of making a name for itself this season, and the one-hour Westerns with the big name guest stars may be the answer.

Hallmark Hall of Fame's lineup over NBC is set this way: Oct 17, "The Green Pastures"; Nov 17, "On Borrowed Time" (starring Ed Wynn); Dec 15, "Hans Brinker"; Feb 9, "Twelfth Night" (starring Maurice Evans); March 24, "Little Moon of Alban" (the only original to be presented this season), and April 25, "Dial M for Murder" (starring Evans).....Du Pont Show of the Month futures over CBS include three of the group to be produced by Talent Associates, Ltd., and two of CBS' own: Oct 28, "The Prince and the Pauper" (TA); Nov 25, "Beyond This Place" (TA); Dec 20, "Junior Miss" (prod by Howard Erksine for CBS); Jan 28, "The Bridge of San Luis Rey" (TA); and Feb 21, "Aladdin" (CBS, Cole Porter music, Perelman book).

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