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INCLUDING

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WEEKLY REPORT

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(26)

CBS- 7:30-8pm EDT; DEBUT; The Adventures of Robin Hood, ON FILM; from WCBS-TV(NY) & KNXT(LA), 75 stations net, 16 delayed. § Alternate Week Sponsors- 1) Johnson & Johnson (Baby Products, Surgical Dressings) thru Young & Rubicam, Inc(NY); Acct Execs- George Fitch(Baby Products), Clifford W. Smith(Surgical Dressings); Agcy Superv- Milford Baker; Comm Superv- John Swayze. 2) Wildroot Co., Inc (Toilet Preparations) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec & Agcy Super- Gertrude Scanlan; Comm Superv- Stewart Garner; Comm Anncr- Sandy Becker. § Pkgr- Incorporated Television Programme Co(England); Film Prod- Sapphire Films Ltd., at Nettlefold Studios, Walton-on-Thames, Surrey, England; Prod- Hannah Weinstein; Dir- Ralph Smart; Asst Dir- Bernard Knowles; Tech Dir- Gabriel Toyne; Art Dir- Peter Proud; Writers- Ralph Smart, others. § Richard Greene stars as Robin Hood in the this British-made film series, with Bernadette O'Farrell co-starring as Maid Marian; with Ian Hunter as Sir Richard, Alexander Gauge as Friar Tuck, Rufus Cruikshank as Little John, Alan Wheatley as Sheriff of Nottingham and Donald Pleasance as Prince John. The program replaces the Monday segment of Douglas Edwards and the News (Mon thru Fri, 7:30-7:45pm, moves this date to 7:15-7:30pm) and The Julius La Rosa Show (last show Sept 23), seen Mon, Wed, Fri, 7:45-8pm EDT. Official Films, Inc(NY) distributes Robin Hood.

NBC- 8-9pm EDT, 3 Mondays of every 4; RETURN; Caesar's Hour; from WRCA-TV(NY), 63 stations live, 27 kine. § Sponsors- 1) Helene Curtis Industries, Inc. (Hair Preparations) thru Earle Ludgin & Co(Chi); Agcy Superv- Phillips Carlin(NY). 2) Remington Rand, Div of Sperry Rand Corp (Electric Shaver Div, other products) thru Young & Rubicam, Inc(NY); Acct Exec- Oliver McKee, Robert Eastright; Agcy Superv- William Howard; TV Acct Superv- David Levy; Comm Superv- John Swayze. 3) American Chicle Co (Dentyne, Clorets, Beemans Gum, Roloids) Dentyne thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv- Richard A. Porter; Acct Exec- Robert Etienne; Comm Superv- Richard Bradshaw; Commls- On Film. Clorets, Beemans Gum, Roloids; all thru Ted Bates & Co(NY); Acct Superv- J. Ross MacLennan; Agcy & Comm Superv- Edward Brown. § Pkgr- Shellric Corp(NY); Exec Prod- Hal Janis(NBC); Prod- Leo Morgan; Assoc Prod- George Charles; Dir- Clark Jones; Assoc Dir- John Block; Music Dir- Bernard Green; Sets- Herb Andrews; Costumes- Jerry Boxhorn; Choreog- Ted Cappy; Writers- Mel Tolkin, Selma Diamond, Larry Gelbhart, Mel Brooks, Sheldon Keller, Mike Stewart, Gary Belkin. (Continued next page)

THIS WEEK(Cont'd)

Monday(26)

NBC- Caesar's Hour (Cont'd from previous page): Sid Caesar returns with his comedy review, with dancing music and occasional guest stars; with Nanette Fabray, Carl Reiner, Howard Morris, Ellen Parker, Sandra Deel, singer Bill Lewis, pianist Earl Wild. Program succeeds its summer replacement, Caesar Presents (last show Sept 12) in this time spot. Producers' Showcase is seen in this time spot once every four weeks.

Tuesday(27)

CBS- 7:30-8pm EDT; RETURN; Name That Tune; from WCBS-TV(NY), 61 stations live. § Sponsor- Whitehall Pharmacal Co (BiSoDol, Kolynos, other products); BiSoDol thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Edward Stephenson; Agcy & Comm Superv- Jim McMenemy; Comm Anncr- Don Hancock. Kolynos, Anacin, others, thru Biow-Beirn-Toigo, Inc(NY). § Pkgr- CBS-TV(NY) with Harry Salter; Prod- Art Stark; Dir- Perry Lafferty; Music Dir- Harry Salter; Prog Anncr- Johnny Olsen. § George de Witt is quiz master for the audience participation musical quiz, in addition to singing the musical clues for the contestants. The program was seen over CBS last season in a different time and day. In its new spot it replaces the Tuesday segment of Douglas Edwards and the News (7:30-7:45pm, moved to 7:15-7:30pm) and the Tuesday segment of Upbeat! (last show Sept 22), Tue & Thu, 7:45-8pm EDT.

CBS- 9:30-10pm EDT; RETURN; The Red Skelton Show (Color); from WCBS-TV(NY) for 2 shows, then regularly from KNXT(LA), 73 stations live, 24 kine(Pet); 62 stations live, 12 kine(Johnson). § Alternate Week Sponsors- 1) Pet Milk Co thru Gardner Advertising Co(St. Louis); Acct Exec- Champ Humphrey; Agcy Superv- Roland Martini(NY); Comm Anncr- Art Gilmore. 2) S.C. Johnson & Son, Inc.(Furniture, Floor, Auto Waxes and Polishes); Auto and floor cleaners and polishers thru Foote, Cone & Belding(Chi); Acct Superv- Charles F. Winston, Jr.; Agcy Superv- Thomas G. Brennan. Furniture waxes and cleaners thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- John J. Louis. § Pkgr- CBS-TV(LA); Prod- Cecil Barker; Dir- Seymour Berns; Music Dir- David Rose; Writers- Sherwood Schwartz, Jesse Goldstein, Mort Greene, Dave O'Brien. § Red Skelton returns with his comedy-variety revue, starring in his character sketches, with guest stars; backed by David Rose and the orchestra. First two shows originate in New York. The program replaces Spotlight Playhouse (last show Sept 20) re-run films, in this time.

NBC- 8-9pm EDT, every 3rd Tuesday; RETURN; The Milton Berle Show (Color); from KRCA-TV(LA), 93 stations live, 61 kine (b & w). § Sponsors- 1) Radio Corp of America (RCA Victor Div) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Clinton Wheeler; Agcy & Comm Superv- Bev Smith; Comm Anncr- Vaughn Monroe. 2) Whirlpool Corp (Washers, Dryers, Ironers) thru Kenyon & Eckhardt, Inc(Chi); Acct Exec- George Simons; Agcy Superv- Andrew Hewitt; Comm Superv & Dir- Judson Whiting; Comm Anncr- Fran Allison. 3) Sunbeam Corp (Electric Shaver, Appliances) thru Perrin-Paus Co(Chi); Agcy & Comm Superv- Elliot Saunders(NY); Comm Anncr- Bob Shepard. § Pkgr- NBC-TV; Exec Prod- Irving Gray; Prod & Dir- Milton Berle; Assoc Prod- Kevin Joe Jonson; Stager- Herb Ross; Music Dir- Victor Young; Costumes- Grady Hunt; Art Dir- Spencer Davies; Unit Prod Mgr- George Habib; Writers- Bill Manhoff, Nate Monaster, Buddy Arnold, Al Schwartz (all for revues). § Milton Berle returns as star of his own program originating from Hollywood during the entire season; revues, book shows, musicals, etc., with prominent guest stars, every third Tuesday. The 13 shows during the season will all be presented in color, from NBC's Burbank studios. Program alternates with The Bob Hope Show (The Chevy Show), starting Oct 4, and The Martha Raye Show (see page 110), each presented every third Tuesday.

THIS WEEK(Cont'd)

Tuesday(27)

NBC- 9:30-10:30pm EDT, alternate weeks; RETURN & DEBUT; Armstrong Circle Theatre; from WRCA-TV(NY), 63 stations live, 7 kine. § Sponsor- Armstrong Cork Co (Floor, Wall Coverings) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- Paul Markman; Acct Exec- Leroy H. Dreher; Comm Superv- Mary Cummings; Comm Dir- Jack Farren; Comm Anncr- John Cameron Swayze (and films). § Pkgr- Talent Associates Ltd(NY); Prod- David Susskind; Assoc Prod- Robert Costello; Dirs- William Corrigan, Paul Bogart, others; Script Ed- Jacqueline Babbin(at Talent Associates); Casting- Ethel Winant(TA); Sets- Ben Edwards. § John Cameron Swayze is host for full-hour "actuals," dramatic re-creations of true stories, with top rank stars of stage, screen and TV in original teleplays. Armstrong Circle Theatre has been a half-hour drama series from its debut on June 6, 1950, until it left the air for summer hiatus this past season, when it had been seen Tuesdays, 9:30-10pm. It now changes to a full-hour, alternate-week appearance, replacing Truth or Consequences, 10-10:30pm, in adding a half-hour to its time spot. The latter program moves to Friday, 8-8:30pm EDT, effective Sept 30.

Wednesday(28)

CBS- 7:30-8pm EDT; DEBUT; Brave Eagle, ON FILM; from WCBS-TV(NY) & KNXT(LA), to the net. § Sustaining. § Pkgr & Film Prod- Frontier Productions, Inc., at Goldwyn Studios, Hollywood, Calif., also Roy Rogers Ranch at Chatsworth, Cal.; Exec Prods- W. Arthur Rush, Mike North; Prod- Jack Lacey; Assoc Prod- Wallace Bosco; Dir- Paul Landres, others. § Adventure series concerning the Cheyenne Indians in the days of the Old West, starring Keith Larsen as Brave Eagle; with Keena Nomkeena as Keena, foster son of Brave Eagle; Bert Wheeler as Smokey Joe, a half-breed Cheyenne, and Kim Winona as Morning Star, a maiden. Programs replaced in this time spot are listed on page 113, this time spot for Monday (26).

NBC- 10-10:30pm EDT; RETURN; This Is Your Life; from KRCA-TV(LA), 79 stations live, 17 kine. § Alternate Week Sponsors- 1) Hazel Bishop, Inc (Lipstick, Nail Polish, Complexion Glow) thru Raymond Spector Co., Inc(NY); Acct Exec- Raymond Spector; Agcy Superv- Richard Ward; Comm Dir- Richard Gottlieb; Comm Anncr- Bob Warren. 2) Procter & Gamble Co (Prell) thru Benton & Bowles, Inc(NY); Acct Exec- Norman Grulich; Agcy Superv- Brown Bolte; Comm Superv & Dir- Edward Mahoney; Comm Anncr- Bob Warren. § Pkgr- Ralph Edwards Productions(LA); Exec Prod- Ralph Edwards; Prod & Dir- Axel Gruenberg; Music Dir- Von Dexter; Chief Researcher- Don Malmberg. § Ralph Edwards is m.c. for his program in which individuals are surprised and honored by the re-creation of their life stories on stage, through friends, family and co-workers brought to the studio. Program has been seen in kine re-runs during the summer, and now returns for its fourth season.

NBC- 12:45pm- to concl, 4 to 7 days; SPECIAL; 1955 World Series (Color); from WRCA-TV(NY), 157 stations live. NBC stations, plus 5 TV stations owned by General Teleradio through Mutual Broadcasting System's contract for broadcasts. § Sponsor- Gillette Safety Razor Co thru Maxon, Inc(Detroit); Acct Exec- William Laurie, Jr.; Agcy Superv- Ed Wilhelm(NY); Comm Superv- Paul J. La Porte; Comm Annrcs- Films and live interviews by game announcers. § Pkgr- Maxon, Inc., with NBC Sports Dept(NY); Prod- Ed Wilhelm(Maxon); Dir- Harry Coyle(NBC); Game Annrcs- Mel Allen, Al Helfer, Jimmy Powers, Win Elliot. § 1955 World Series telecasts, the first time in color, originate for the first two games from Yankee Stadium, the home of the New York Yankees, American League champions, with the third, fourth and (if necessary) the fifth games, originating from Ebbets Field, home field for the Brooklyn Dodgers, National League champions. The best-four-of-seven series then returns to the Yankee Stadium if necessary. All regular programming is pre-empted for the series telecasts. Telecasts start at 12:45pm, 15 minutes before game time. The Sunday game, if played, will be on the air at 1:45pm, with the game starting at 2:05pm EDT.

THIS WEEK(Cont'd)

Thursday(29)

CBS- 7:30-8pm EDT; DEBUT; Sergeant Preston of the Yukon, ON FILM; from WCBS-TV (NY) & KNXT(LA), no. of stations indefinite. § Sponsor- The Quaker Oats Co (Cereals) thru Wherry, Baker & Tilden, Inc(Chi). § Pkgr & Film Prod- Charles E. Skinner Productions, at Skinner Studio, Hollywood, Calif.; Prod & Dir- Charles E. Skinner; Alt Dir- Edward Dew; Script Ed & Writer- Nelson Gidding. § Richard Simmons stars in the title role of the adventure series about an outpost officer of the Royal Northwest Mounted Police, following the long-time radio series.

NBC- 8-8:30pm EDT; RETURN; You Bet Your Life, ON FILM; from WRCA-TV(NY) & KRCA-TV(LA), 107 stations net, 41 delayed. § Sponsor- Plymouth-De Soto Dealers of America thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Nate Tufts; Comm & Prog Anncr- George Fenneman. § Pkgr- NBC-TV; Film Prod- Filmcraft Productions, at own studio, Hollywood, Calif; Prod- John Guedel; Prod Mgr- Isidore Lindenbaum; Prod Superv- F. H. Fodor; Dirs- Robert Dwan, Bernie Smith; Music Dir- Jack Meakin. § Groucho Marx returns with his audience participation quiz show, punctuating the questions with his quips and ad libs. Contestants work in teams for cumulative cash prizes, with a try at a jackpot question. Program has been seen in re-runs during the summer as The Best of Groucho (last show Sept 22).

NBC- 10-11pm EDT; RETURN; Lux Video Theatre; from KRCA-TV(LA), 89 stations live, 9 kine. § Sponsor- Lever Brothers Co (Lux Soap, Lux Liquid, Flakes) thru J. Walter Thompson Co(NY); Acct Exec- Robert Black; Agcy Superv- Cornwell Jackson(H'wood); Prog & Comm Anncr- Ken Carpenter. § Pkgr- J. Walter Thompson Co for Lever Brothers Co; Exec Prod- Stanley Quinn(H'wood); Prod- H. Calvin Kuhl; Alt Dirs- Buzz Kulik, Richard Goode, Earl Ebi; Music Dir- Rudolph Schragar; Sets- William Craig Smith; Costumes- Claudia Ingram; Writer-Adapters- Sanford Barnett, Richard McDonagh; Interview Writer- Dona Clark; Program Host- Otto Kruger. § Adaptations of famous movies, starring and featuring Hollywood name talent. Program replaces Lux Video Theatre's "Summer Preview Series" (last show Sept 22), its summer replacement in this time spot.

Friday(30)

CBS- 7:30-8pm EDT; DEBUT; The Adventures of Champion, ON FILM; from WCBS-TV(NY) & KNXT(LA), to the net. Sustaining. § Pkgr & Film Prod- Flying A Productions, Hollywood, Calif.; Exec Prod- Armand Schaefer; Prod- Louis Gray; Dirs- George Archainbaud, Ford Beebe. § Adventure series stars Champion, "The Wonder Horse," with Rebel, a German shepherd, as the horse's pal, with 12-year-old Barry Curtis as Ricky North, the dog's master, and Jim Bannon as Sandy, Ricky's uncle. (Gene Autry, owner of Champion and Rebel, does not appear in the series).

CBS- 10-10:30pm EDT; RETURN; The Line-Up, ON FILM; from WCBS-TV(NY) & KNXT(LA), 115 stations net, 23 delayed(Viceroy); 87 stations net, 15 delayed(P & G). § Alternate Week Sponsors- 1) Brown & Williamson Tobacco Corp (Viceroy Cigarettes) thru Ted Bates & Co., Inc(NY); Acct Exec- Howard Black; Agcy Superv- Phil Krim; Comm Superv- Thomas McAndrews; Commls- On Film. 2) Procter & Gamble Co (Cheer) thru Young & Rubicam, Inc(NY); Acct Exec- Walter Smith; Agcy Superv- Thomas Clark; Comm Superv- Hanley Worris. § Pkgr- CBS-TV; Film Prod- Desilu Productions, Inc; at Motion Picture Center, Hollywood, Calif; Prod- Jaime del Valle; Dirs- Hollingsworth Morse, Harold Schuster; Dir of Photog- Nick Musuraca. § Dramatized stories from the files of the San Francisco Police Dept; co-starring Warner Anderson as Lt. Ben Guthrie and Tom Tully as Inspector Matt Grebb. The program returns from hiatus replacing Undercurrent (last show Sept 23), re-runs of films, in the time spot.

THIS WEEK(Cont'd)

Saturday(Oct 1)

CBS- 11-11:30am EDT; RETURN; Captain Midnight, ON FILM; from WCBS-TV(NY), 39 stations net, 9 delayed. § Sponsor- The Wander Co (Ovaltine) thru Tatham-Laird, Inc(Chi); Acct Superv- Ralph Linder; Agcy Superv- Jack Ragel; Comm Ann-cr- Bob Lemond. § Pkgr & Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif; Exec Prod- Fred Briskin; Prod- George Bilson; Dir- D. Ross Lederman; Asst Dir- Mitchell Gamson; Art Dir- Robert Peterson; Dir of Photog- Benjamin H. Kline; Film Ed- Robert B. Hoover; Writers- Wallace Bosco, others. § Richard Webb stars as Captain Midnight in this adventure-science fiction series for children; with Sid Melton as Ikky and Olan Soule as Tut. The program had been seen in the 11:30-12noon time spot until Aug 27 when it went off the air for a month. It now replaces the Saturday showing of Winky Dink and You which moves to 10:30-11pm, replacing local programming, effective Oct 1.

CBS- 8-8:30pm EDT; RETURN; Stage Show; from WCBS-TV(NY), 92 stations live, 18 kine. § Sponsor- The Nestle Co, Inc (Nescafe Instant Coffee, other products) thru Bryan Houston, Inc(NY); Acct Exec- Robert Denning; Agcy Superv- William Templeton; Comm Superv- Wyn Walshe; Comm Ann-cr- Jimmy Blaine, Betty Brewer. § Pkgr- Jackie Gleason Enterprises, Inc(NY); Exec Prod- Jack Philbin; Prod- Al Span; Asst Prod- Stanley Poss; Dir- Frank Satenstein; Sets- Richard Rychtarik; Choreog- June Taylor; Casting- Al Span, Jack Hurdle(at Gleason). § Variety show, starring Tommy and Jimmy Dorsey and their combined orchestras, with the June Taylor Dancers and star variety acts each week. The program originally debuted over CBS on July 3, 1954, as the summer replacement for the Jackie Gleason Show and has since been seen occasionally as a short vacation replacement for Gleason. In its current spot it replaces the first half-hour of America's Greatest Bands (last show Sept 24), 8-9pm.

CBS- 8:30-9pm EDT; DEBUT; The Honeymooners, ON FILM; from WCBS-TV(NY) & KNXT(LA), 140 stations net, 36 delayed. § Sponsor- Buick Motor Division, GMC, thru Kudner Agency, Inc(NY); Acct Exec- James Cochran; Agcy Superv- Henry A. Ladd; Comm Superv- J. P. Ellis; Comm Dir- Hugh Brown; Comm & Prog Ann-cr- Jack Lescoulie. § Pkgr & Film Prod- Jackie Gleason Enterprises, Inc(NY), using the Du Mont Electronicam System; Exec Prod- Jack Philbin; Prod- Jack Hurdle; Asst Prod- Stanley Poss; Dir- Frank Satenstein; Music Dir- Sammy Spear; Set Design- Richard Rychtarik; Sets- Ed Pasternak; Writers- Marvin Marx, Walter Stone, Sid Zelinka, Leonard Stern, A. J. Russell, Herb Finn; Casting- Jack Hurdle, Stan Poss(at Gleason). § Jackie Gleason stars as Ralph Kramden, the bumbling bus driver, in this situation comedy series; with Audrey Meadows as Alice, his wife; Art Carney as Ralph's sidekick Ed Norton, the sewer worker, and Joyce Randolph as Norton's wife Trixie. The characterization was originally developed by Jackie Gleason when he was m.c. of Cavalcade of Stars on the Du Mont net (starting late 1950, thru 1951-1952 season). After the debut of The Jackie Gleason Show over CBS-TV on Sept 20, 1952, the skit series was presented more and more often, finally being presented almost regularly as a full hour sketch last season. In the new spot The Honeymooners replaces the second half-hour of America's Greatest Bands.

NBC- 9-10:30pm EDT, 1 Saturday of each 4; RETURN; Max Liebman Presents (Color); from WRCA-TV(NY), 106 stations live. § Sponsor- Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); Acct Exec- Guy Warren; Agcy Superv- Frank Egan(NY); Comm Superv- Kenneth G. Manuel(Det); Comm Dir- Craig Allen(NBC); Comm Ann-cr- Bob Lemond. § Pkgr- NBC-TV(NY); Prod & Dir- Max Liebman; Assoc Dir- Bill Hobin; NBC Superv- Hal Janis; Music Dir- Charles Sanford; Set Design- Frederick Fox; Costumes- Paul Dupont; Choreog- James Starbuck; Writers- William Friedberg, Neal Simon; Choral Dir- Clay Warnick. § "Heidi," a musical adaptation of Johanna Spyri's children's classic is the first of the Max Liebman series for 1955-1956, starring Jeannie Carson, with Wally Cox, Elsa Lanchester, Robert Clary and Bil and Cora Baird. The musical score was written by Clay Warnick and lyricist Carolyn Leigh, based on the melodies of Robert Schumann.

Sunday(Oct 2)

ABC- 2pm-concl EDT; RETURN; Chicago Pro Football; from WBKB(Chi), 29 stations live. § Sponsor- One-half game co-op; one-half of each game sponsored by Falstaff Brewing Corp (Beer) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Ed Sherick; Agcy & Comm Superv- Bill Sheehan. § Pkgr & Prod- ABC Chicago; WBKB cameras and crew. § The fourth season of ABC telecasts of the home games of the Chicago Bears and Chicago Cardinals of National Football League. Harold "Red" Grange handles the play-by-play, with Bill Fay doing the color commentary.

CBS- 9-9:30pm EDT; RETURN; General Electric Theatre, LIVE or FILM; from WCBS-TV (NY) & KNXT(LA), 124 stations live or net, 22 kine or delay. § Sponsor- General Electric Co (Institutional) thru Batten, Barton, Durstine & Osborn, Inc (NY); Acct Exec- Charles H. Newton; Agcy Superv- W. Barry McCarthy; Comm Superv- Al Cantwell(NY); Jack Tyler(LA); Comm & Prog Anncr- Don Herbert. § Pkgr- MCA- Revue Productions (25 productions live, 13 filmed by Revue in LA); Live: Prod- Mort Abrahams(MCA, NY); Assoc Prod- Leo Davis; Prod Superv- Robert Foshko; Dir- Don Medford; Music Dir- Eugene Cines; Sets- John Robert Lloyd; Script Ed- Ted Apstein(MCA, NY); Casting- Eleanor Kilgallen, Monique James(MCA, NY). Films produced at Revue(LA), supervised by Alan Miller. § Ronald Reagan is host and program supervisor for this returning drama series, with top name stars in leading roles. Filmed programs are shown at intervals and then re-run during summer; last re-run of previous season's films, Sept 25.

CBS- 9:30-10pm EDT; DEBUT; Alfred Hitchcock Presents, ON FILM; from WCBS-TV(NY) & KNXT(LA), 63 stations net, 11 delayed. § Sponsor- Bristol-Myers Co(Buferin, Vitalis, Sal Hepatica) thru Young & Rubicam, Inc(NY); Acct Exec- James Benham, Robert Osburn(Sal Hepatica); Agcy Superv- Brooks Emory; Comm Superv- William Whitman. § Pkgr & Film Prod- Revue Productions, at Republic Studios, Hollywood, Calif; Exec Prod- Alfred Hitchcock; Prod- Joan Harrison; Dirs- Various; Story Eds- William Morwood(MCA, NY), Manning O'Connor(Revue, LA). § Alfred Hitchcock is host-narrator for stories selected by him for their qualities of suspense, thrills and mystery. The program replaces Stage 7 (last show Sept 25) in this time spot for the sponsor.

NBC- 10:30-11pm EDT; RETURN; Justice; from WRCA-TV(NY), 53 stations live, 37 kine. § Sponsor- American Tobacco Co (Tareton Cigarettes) thru The M. H. Hackett Co(NY); Acct Execs- George Schiffmacher, Stanley Evans; Comm Anncrs- (film) Kenny Delmar, Fred Maness, Bill Lazar. § Pkgr- John Rust-Talent Associates Ltd (NY); Prod- Gordon Duff(NBC); Dirs- Various; Sets- Bob Wade; Script Eds- Jacqueline Babbin, Earl Booth(TA); Casting- Ethel Winant(TA). § Dramas based on case histories from files of the Legal Aid Society; with William Prince starring each week as the Legal Aid Society representative. The program was seen last season over NBC, Thu, 8:30-9pm. In its new spot it replaces The Bob Cummings Show (last show Sept 25), which has been seen in re-runs.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Douglas Edwards With the News (Mon thru Fri, 6:45-7pm EDT, live repeat 7:15-7:30 pm EDT) New time schedule, effective Sept 26. Program was seen 7:30-7:45pm EDT.

Arthur Godfrey and his Friends; RETURN Sept 14; Wed, 8-9pm EDT; from WCBS-TV(NY), 114 stations live, 38 kine(Toni), 77 stations live, 16 kine(Pillsbury), other totals indefinite. § Sponsors- 1st half-hour: The Toni Co (Various Products) alternating weekly with CBS-Columbia thru Ted Bates & Co., Inc(NY). 2nd half-hour: Kellogg Co thru Leo Burnett, Inc(Chi), for 4 weeks, followed by National Carbon Co (Prestone Anti-Freeze) thru William Esty Co., Inc(NY), alternating weekly with Pillsbury Mills thru Leo Burnett, Inc(Chi). § Pkgr- CBS-TV(NY) with Arthur Godfrey; Exec Prod- Arthur Godfrey; Asst to Mr. Godfrey- Fred Hendrickson; Dir- Robert Bleyer; Music Dir- Bert Farber. § Godfrey returns with regulars Frank Parker, Janette Davis, The McGuire Sisters, Carmel Quinn and Tony Marvin, plus occasional guests. Program replaces Frankie Laine Time (last show Sept 7).

SUNDAY SEPTEMBER 25 (Cont'd)

ED SULLIVAN SHOW WCBS-TV 8pm

with Robert Mitchum, Shelley Winters, Lillian Gish, Charles Laughton, Paul Gregory, Red Skelton (C), Lily Pons (S), Pearl Bailey (S), Obernkirchen Children's Choir

CHANCE OF A LIFETIME ABC 9pm

with Jerome Courtland (S)

PHILCO TELEVISION PLAYHOUSE NBC 9:30pm

The Merry-Go-Round - (O) Mann Rubin; with Anne Jackson, Lee Phillips, Howard St. John, Frank Alleter, Billie Lou Watt, Al Markim, Fred Eisley, Eleni Klamos; (SD) by Jack Smith

Loretta Young (Ricardo Montalban) NBC 10pm

Gino - (O) by William Bruckner; with Thomas Coley, Mary Sinclair

APPOINTMENT WITH ADVENTURE CBS 10pm

Destination Freedom - with Christiane Felsman, Joel Crothers, Jason Robards, Charles Taylor, Katherine Raht, Richard Morse, Edward Strome, Gregory Morton, Frank Marth, Victor Thorley, E. A. Krumschmidt (SD)

MONDAY SEPTEMBER 26

Superman (George Reeves) WRCA-TV 6pm

Flight to The North - with regulars; (SW & SD)

Sherlock Holmes (Ronald Howard) WRCA-TV 7pm

The Case of The Christmas Pudding - (O) by George & Gertrude Foss; with regulars & Eugene Deckers, June Rodney, Richard Watson, Arthur Luce, Harry Belither, Russel Caprio, Sacha Pitoeff; (SD)

CAESAR'S HOUR (Sid Caesar) NBC 8pm

with regulars Nanette Fabray, Carl Reiner, Howard Morris, Ellen Parker, Sandra Deel, Bill Lewis (S), pianist Earl Wild; (SW); (SD) by Clark Jones

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30pm

Barbara Grant (S), Trio Three Tequilas, Ron Beattie (S) (SD) by David Rich

VOICE OF FIRESTONE ABC 8:30pm

Dolores Wilson (S), Theodor Uppman (S)

The Adventures of Robin Hood (Richard Greene) CBS 7:30pm

with Bernadette O'Farrell, Ian Hunter, Alexander Gauge, Alan Wheatley, Archie Duncan; (SW); (SD) by Ralph Smart (PREMIERE)

Medic (Richard Boone) NBC 9pm

with Gloria McGhee, Edith Evanson, Florence Sundstrom, Mary Adams, John Tridonis, Nelson Lee; (SW & SD)

ETHEL & ALBERT CBS 9:30pm

regulars & Don Briggs, Nancy Sheridan, Charles Jordan; (SW&SD)

ROBERT MONTGOMERY PRESENTS NBC 9:30pm

Along Came Jones - (O) by Alan Le May; (A) by Doria Folliott; with Charlton Heston, Louis Lytton, Pat Roe, Lonny Chapman, Robert Gibbons, William Forester, Harrison Dowd, Joe Leberman; (SD) by Alan Cooke

STUDIO ONE CBS 10pm

Three Empty Rooms - (O) by Reginald Rose; with Steve Brodie, Barbara Baxley, Joseph Sweeney, Eli Mintz, Ginger MacManus, Dickie Olsen, Judy Sanford, Celia Boodkin, Jerry Jarrett, Bill Gunn, Vince Gardiner, Joe Marr, Stephen Chase, Chris Bohn, Frank Campanella, Betty Walker; (SD) by Franklin Schaffner

Eddie Cantor Comedy Theatre WABC-TV 10pm

The Lieutenant Was No Gentleman - with Ann Sheridan, Ken Christy, Dan White, Ray Montgomery; (SW & SD)

TUESDAY SEPTEMBER 27

Steve Donovan (Douglas Kennedy) WRCA-TV 6pm

Outlaw Actor - (O) by Robert Schaefer & Eric Freiwald; with regulars & Don Haggerty, Denver Pyle, Edith Angold, Paul Keast, Pitt Herbert; (SD) by Charles D. Livingstone

Warner Bros. Presents (Gig Young) ABC 7:30pm

Casablanca - (O) by David P. Harmon; with Charles McGraw, Anita Ekberg, Marcel Dalio, Dan Seymour, Michael Fox, Clarence Muse, Alberto Morin, Ludwig Stossel; (SD) by John Peyser

Navy Log CBS 8pm

Hiya Pam - Douglas Dick, James Edwards, John Archer, Robert Easton; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 23 THRU FRIDAY SEPTEMBER 30 (Cont'd)
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MODERN ROMANCES NBC 4:45pm  
 (Martha Scott)

9/12 thru 9/16 - (O) by Jesse Sandler; with Lori March, Don Briggs, Frank Behrens, Elizabeth York; (SD) by Tom Reynolds  
 9/19 thru 9/23 - (O) by Ann Howard Bailey & Joseph Cochran; with Dean Harens, Jayne Heller, Marjorie Gateson, William Johnstone, Ronald Dawson, Don Fellows; (SD) by Wesley Kenney  
 9/26 thru 9/30 - (O) by Joe Bates Smith; with Lauren Gilbert, Richard Kendrick, Ann Loring, Pat Sales; (SD) by Tom Reynolds

FRIDAY SEPTEMBER 30  
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Science Fiction Thre WRCA-TV 7pm
 (Truman Bradley)

A Visit From Dr. Pliny - with Edmund Gwenn, William Schallert, John Stephenson, Morris Ankrum; (SW & SD)

Adventures of Rin-Tin-Tin ABC 7:30
 (Lee Aaker & James Brown)

Rusty Volunteers - with regulars & George Keymas, Pamela Duncan Mitchell Lawrence, William Forrest, Richard Emory; (SW) by John O'Dea & Jerry Thomas; (SD) by Robert G. Walker

The Life of Riley NBC 8:30pm
 (William Bendix)

The Marines Have Landed - regulars & Martin Milner; (SW & SD)

Schlitz Playhouse CBS 9pm

The Last Out - (O) by Frank O'Rourke; (A) by Douglas Morrow; with Thomas Mitchell, Regis Toomey, Richard Erdman, Touch Conners, Edward Binns, Robert Hyatt; (SD) by William Self

THE BIG STORY NBC 9pm
 (Ben Grauer)

Dorothy Kilgallen, New York Journal-American - (A) by Gail Ingram; with Mary Lynn Beller, Ann Seymour, Stephanie Elliot, Larry Robinson, Ted Osborne; (SD)

The Wise ABC 9:30pm
 (Ron Randall)

The Search for Martha Harris - with Jennie Laird, John Horsley, Lloyd Lamble; (SD) by David MacDonald

STAR STAGE NBC 9:30pm

First Date - (O) by Florence Jane Soman; (A) by Doris Frankel; Robin Morgan, Joyce Smight, Phyllis Newman, Paula Truman, Geoffrey Horne, Bill Lundmark; (SD)

The Line-Up CBS 10pm

The TV Case - (O) by Sidney Marshall; with Marshall Feed, Warner Anderson, Howard McNear, Toni Gerry, Tom Tully, Joseph Mell, Claude Akins; (SD) by Hollingsworth Morse & Harold Schuster; (PREMIERE NEW FALL SERIES)

SATURDAY OCTOBER 1
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Tales of the Texas Rangers CBS 11:30am  
 (Willard Parker)

Blood Trail - (O) by Samuel Newman; regulars & Mel Welles, Harry Hickox, Joseph Hamilton, Mauritz Hugh, Antonio Roux; (SD)

Man Behind the Badge WCBS 6:30pm  
 (Charles Bickford)

The Silent War - with Hugh Sanders, Bob Harris, Jim McCallion, Bob Poulk, Harlan Wards, Don Megowan, Eva Ralf, Chet Marshall, Ed Penney; (SW) by David P. Harmon; (SD) by John Peyser

Ramar of the Jungle WPIX 7pm  
 (Jon Hall)

King of the Watus - regulars & William Tannen, Darwin Greenfield, Nick Stewart, Woodrow Strode; (SW & SD)

THE PERRY COMO SHOW NBC 8pm

Yvonne de Carlo (S), Tab Hunter, Marion Lorne (C)

STAGE SHOW CBS 8pm

orchestras of Tommy & Jimmy Dorsey, June Taylor dancers, Jane Russell, Dick Haymes (S), Jackie Gleason (C); (SD) by Frank Satenstein

MAX LIEBMAN PRESENTS NBC 9pm

Heidi - (O) by Clay Warnick & lyricist Carolyn Leigh; with Jeannie Carson, Wally Cox, Elsa Lanchester, Robert Clary, Richard Eastman, Natalie Wood, Jo Van Fleet, Bill & Cora Baird (Puppeteers), Swiss Trio Shmeed; (SD) (RETURN FALL SERIES)

It's Always Jan CBS 9:30pm  
 (Janis Paige)

regulars & Darren McGavin; (SW & SD)

SUNDAY OCTOBER 2

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Wild Bill Hickok CBS 12:30pm  
(Guy Madison)

Sheriff Was a Redhead - George Slocum, Veda Ann Borg, Jim Bannon, Keith Richard, Henry Rowland, Frank Hagney; (SW & SD)

Captain Gallant of the Foreign Legion NBC 5:30pm

Desert Justice - regulars & Robert Haynes, Yves Brainville, Gilles Cueant, Stephane Vercoe, Henri Miller; (SW) by Jack Andrews; (SD) by Jean Yarbrough

You Are There CBS 6:30pm  
(Walter Cronkite)

The Boston Massacre - with Danny Richards, Jr., Roy Glenn, Addison Richards, Claude Akins, Gavin Muir, Whit Bissell, Marshall Bradford, Roy Randell, John Alderson, Mike McHale, Robert Burton, John Doucette; (SW) by Leo Davis; (SD)

Roy Rogers Show NBC 6:30pm  
(Roy Rogers & Dale Evans)

Boy's Day in Paradise Valley - (O) by M. H. Raison; regulars & Don Harvey, John Cason, John Merton, Sarah Padden, Dick Shakleton, George Pembrose, Harry Harvey; (SD) Don MacDougall

ED SULLIVAN SHOW WCBS-TV 8pm

Ezio Pinza, Walter Slezak, Florence Henderson & cast of "Fanny" Nat "King" Cole (S), Dick Shawn (C), Robert Lamouret (ventril)

COLGATE VARIETY HOUR NBC 8pm

Harry Belafonte (S), Millard Thomas (M), Jack Carson (C), Martha Scott, sports personalities, & film clips from "The Desperate Hours"

GENERAL ELECTRIC THEATRE CBS 9pm  
(Ronald Reagan)

Tryout - by Robert Wallsten; Ann Harding, Gene Nelson, Neva Patterson; (SD) by Don Medford

Alfred Hitchcock Presents CBS 9:30

Revenge - (O) by Samuel Blas; (A) by A. I. Besserides & Frances Cockrell; with Ralph Meeker, Vera Miles, Ray Montgomery, John Gallaudet, Frances Baveier, Ray Teal; directed by Hitchcock (PREMIERE NEW SERIES)

Loretta Young Show NBC 10pm  
(Merle Oberon)

Moment of Decision - (O) by Marie Frances Upton; (A) by Lowell S. Hawley; with Diana Lynn, Liam Sullivan; (SD)

APPOINTMENT WITH ADVENTURE CBS 10pm

The Allenson Incident - (O) by Richard Overholt; with Georgiann Johnson, Lin McCarthy, Cameron Prudhomme, Pat Hingle, Gene Peterson, Bert Ramsen, Graham Denton, Ray Bramley, Stuart Germaine; (SD) by Paul Stanley

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