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EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (November 26)

CBS- 9-9:30pm NYT, this date only; SPECIAL - President Eisenhower - The Value of International Cooperation - LIVE from Cleveland; to the net. ABC will televise a nine, 10:30-11pm NYT, to the net. NEC will televise a nine, 11:15-11:45pm NYT, to the net. (Preempts To Tell the Truth on the CBS net; preempts the first half-hour of Tonight on the NBC net; ABC is open time). § President Eisenhower will speak on "The Value of International Cooperation to Our Nation's Security" at the Cleveland Public Auditorium, addressing the civic organizations of Cleveland.

§ Sustaining, public service.

§ PKGR & PROD- Public Affairs Depts, all nets.

NBC- 7:30-9pm NYT, this date only; SPECIAL - The Pied Piper of Hamelin - FILM (COLOR); 136 stations net. (Preempts The Nat "King" Cole Show, 7:30-8pm, and The Eddie Fisher Show, 8-9pm NYT). § Van Johnson stars in the dual role of the Pied Piper and Truson the schoolmaster in an adaptation of the Robert Browning version of the Westphalian legend. (See page B for cast credits). § SPONSOR- Liggett & Myers Tobacco Co (Chesterfield & Oasis Filter Cigarettes) thru McCann-Erickson, Inc(NY); Acct Execs- James Kleid(Chesterfield), Ken Carlson(Oasis).

§ PKGR & PROD- Hal Stanley(filmed in Hollywood); Dir- Bretagne Windust; Asst Dir- Maurice Vaccarino; Dir of Photog- William Snyder; Music Dir- Peter King; Art Dir- Arthur Lonargen; Costumes- Berman of London; Choreog- Ward Ellis; Writers- Hal Stanley, Irving Taylor; Superv Film Ed- Floyd Knutson; Music- Adapted from Edvard Grieg's "Peer Gynt Suite," "Elegy" and "Concerto in A Minor".

Wednesday (November 27)

AEC- 7-7:30pm NYT, this date only; SPECIAL - Bamberger's Thanksgiving Eve Parade of Light - LIVE from NY; 49 stations live, 24 quick nine. § John Daly describes the annual Bamberger parade in Weequahic Park, Newark, N. J., with elaborate floats designed by William Tracy and Associates, North Bergen, N.J.

§ SPONSOR- General Electric Co (Housewares & Radio Receiver Div) thru Young & Rubican, Inc(NY); Acct Superv- Wilson H. Kierstead; Comm Anncr- Don Morrow.

§ PKGR & PROD- ABC News & Special Events Dept with Bamberger's Dept Store; Dir- Marshall Diskin.

NBC- 8:30-10:30pm NYT, this date only; SPECIAL - Annie Get Your Gun - LIVE (COLOR) from LA; no. of stations not available. (Preempts Father Knows Best, 8:30-9pm; Kraft Television Theatre, 9-10pm, and This Is Your Life, 10-10:30pm NYT). § Mary Martin stars as Annie Oakley (Continued on next page)

THIS WEEK (Cont'd)

Wednesday (November 27)

NBC- Annie Get Your Gun (Cont'd from previous page): in the TV version of the musical comedy stage success, co-starring John Raitt as Frank Butler (see page B for cast credits).

§ CO-SPONSORS- 1) Pontiac Motor Division, General Motors Corp thru MacManus, John & Adams, Inc (Bloomfield Hills, Mich); Acct Exec- Jim Graham. 2) The Pepsi-Cola Co thru Kenyon & Eckhardt, Inc (NY) Acct Exec- Douglas Coyle.

§ PKGR- Los Angeles and San Francisco Civic Light Opera Assn with NBC-TV; Exec Prod- Richard Halliday in association with Edwin Lester; Dir- Vincent J. Donehue; Music Dir- Louis Adrian; Production Design- George Jenkins; Costume Design- Dorothy Jeakins (Costumes by Bob Campbell, NBC); Choreog- Ernest Flatt; Assoc Dir- Dean Whitmore (NBC); Music & Lyrics- Irving Berlin; Book- Herbert and Dorothy Fields.

Thursday (November 28)

ABC- 10:15-11am NYT, this date only; SPECIAL - J. L. Hudson Thanksgiving Day Children's Parade - LIVE from Detroit; 110 stations live. § Jimmie Dodd will describe the 31st annual two-mile J. L. Hudson Company Thanksgiving Day parade thru midtown Detroit to the dept store. The parade will include floats, marching bands and 1,600 costumed marchers.

§ SPONSOR- Chrysler Corp thru McCann-Erickson, Inc (NY & Det).

§ PKGR- ABC-TV with J. L. Hudson Co; Prod & Dir- WXYZ-TV (Det) staff.

NBC- 11am-12noon NYT, this date only; SPECIAL - Macy's Thanksgiving Day Parade - LIVE from NY; no. of stations not available. (Preempts The Price Is Right, 11-11:30am, and Truth or Consequences, 11:30am-12noon). § Bert Parks and David Brinkley will describe the 31st annual Macy's Thanksgiving Day parade down Central Park West and Broadway to the dept store. The parade will feature five giant helium-filled balloons, nine floats, 13 bands and movie-TV personalities.

§ CO-SPONSORS- 1) Sweets Co of America, Inc (Tootsie Rolls) thru Henry Eisen Advertising Co (NY). 2) Ideal Toy Corp thru Grey Advertising Agency, Inc (NY).

§ PKGR- NBC Special Events with R. E. Macy & Co., Inc; Prod- Ed Pierce; Dir- Charles Christiansen.

Sunday (December 1)

CBS- 5-6pm NYT, ten programs, various times, thru Spring, 1959; DEBUT - Conquest - FILM; 92 stations net, 12 delayed (premiere total only). (Preempts The Seven Lively Arts, this date only). § Eric Sevareid is host for the series of programs designed to bring viewers the story of today's expanding scientific frontiers; reporting the "who, why and how" of major scientific achievements.

§ SPONSOR- Monsanto Chemical Co (Institutional) thru Gardner Advertising Co (St. Louis); Acct Exec- David Ferriss.

§ PKGR- CBS Public Affairs with the American Assn for the Advancement of Science and the National Academy of Sciences; Superv- Irving Gitlin; Prod- Michael Sklar; Assoc Prods- Norman Borisoff, Harold Mayer; Dirs- Norton Bloom, Arthur Zegart; Prod Mgr- Kevin Smith; Researchers- Albert Feldman, Irwin Blacker.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Do You Trust Your Wife (Mon thru Fri, 3:30-4pm NYT) David Lowe replaced Al Burton as director, effective Nov 18.

CBS- Lassie (Sun, 7-7:30pm NYT) Cloris Leachman and Jon Shepodd become the starring regulars, with child actor Jon Provost, effective Dec 1; replacing Tommy Rettig and the late George Cleveland. Jan Clayton leaves the cast after the Dec 8 show.

TALENT SHOWSHEET AND SCRIPT REPORT - NOVEMBER 25 - DECEMBER 1
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-Written. Performer and other identifications used are: (SD) Staff-Directed, (S) Singer, (A) Actor, (D) Dancer, (C) Comedian, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

CLIMAX!; Thursday Nov 21; CBS 8:30pm - ADD: Philip Ober; DELETE: Dir - Buzz Kulik; ADD: Dir - Robert Stevens.

NBC MATINEE THEATRE; Friday Nov 22; NBC 3pm - DELETE: We Won't Be Any Trouble; ADD: The Last Leaf; Re-run of 11/30/56.

FIESTA AMERICANA; Friday Nov 22, LocalWABD 8pm - ADD: Jose Curbelo & Orch., Winters & Donay(D), Micki Marlo(S).

Thin Man; Friday Nov 22; NBC 9:30pm - ADD: A Ring For Rosie; with regulars & Lady Crawford; (SW&SD).

PERRY COMO SHOW; Saturday Nov 23; NBC 8pm - ADD: Joan Caulfield(A).

TEXACO COMMAND APPEARANCE; Saturday Nov 23; NBC 10pm - ADD: Claudette Colbert(A), Carl Reiner(C) Keith Andes(A-S). DELETE: Tallulah Bankhead(A), Vic Damone(S), Peter Lawford(A).

LAMP UNTO MY FEET; Sunday Nov 24; CBS 10am - ADD: The Involuntary Chaplain; (O) William Altman; with Jack Livesey, Dorothy Sands, Felix DeeBank, Claudia Crawford, Elizabeth Hubbard; Dir - James MacAllen.

LOOK UP & LIVE; Sunday Nov 24; CBS 10:30am - ADD: Expressing Our Faith -- Through Ritual; (O) Edgar Marvin; with Gregory Morton, Norman Rose, Robert Blackburn, Francis Compton, Richard Sheppard; Dir - Roger Englander.

CAMERA THREE; Sunday Nov 24; CBS 11:30am - ADD: Melissa Hayden(D), Jacques d'Amboise(D), Charlotte Ray(D), John Mandid(D), Roy Tobias(D), Barbara Fallis(D).

FRONTIERS OF FAITH; Sunday Nov 24; NBC 1:30pm - ADD: One Man; (O) Joseph Mindel; (Originally scheduled for Nov 10); with George Ebeling, Martin Newman, Clarice Blackburn, Berry Kroeger, George Ives, Gene Gross, Alan Bergmann.

Sally; Sunday Nov 24; NBC 7:30pm - DELETE: Episode for this week(pre-empted).

Bob Hope Show; Sunday Nov 24; NBC 7pm - ADD: Joan Caulfield(A), Sheree North(A), Rhonda Fleming(A), Francis X. Bushman(A), Marc Wilder(D), Danny Thomas(C), The DebStars(A), Les Brown & Orch.

ED SULLIVAN SHOW; Sunday Nov 24; CBS 8pm - ADD: Tony Martin(S).

STEVE ALLEN SHOW; Sunday Nov 24; NBC 8pm - ADD: Joan Caulfield(A).

DINAH SHORE CHEVY SHOW; Sunday Nov 24; NBC 9pm - DELETE: Marge & Gower Champion; ADD: Ernie Kovacs & Edith Adams(C).

MONDAY NOVEMBER 25  
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AMERICAN BANDSTAND	ABC 7:30pm	Mickey & Sylvia(M).
<u>Adventures of Robin Hood</u> (Richard Greene)	CBS 7:30pm	<u>The Angry Village</u> ; with regulars & Harry H. Corbett, Rowland Bartrop; (SW&SD).
GUY MITCHELL SHOW	ABC 8pm	Dolores Hawkins(S).
<u>Burns & Allen</u>	CBS 8pm	with regulars & Hooper Dunbar, Lewis Martin, Howard Wendell, Sue George; (SW&SD).
TALENT SCOUTS	CBS 8:30pm	(Coming from Chi.) No info available at press time.
<u>Tales of Wells Fargo</u>	NBC 8:30pm	<u>Barbary Coast</u> ; with regulars & Paul Newlan; (SW&SD).
VOICE OF FIRESTONE	ABC 9pm	Roberta Peters(S), Micheline Bardin(D).
<u>Danny Thomas Show</u>	CBS 9pm	with regulars & Larry Blake, Joe Conley; (SW&SD).
TOP TUNE & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Norm Brown(M).

MONDAY NOVEMBER 25(Cont'd)
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DU PONT SHOW OF THE MONTH CBS 9:30pm Beyond This Place; (O) A.J. Cronin; (A) Vance Bourjaily; with Farley Granger, Peggy Ann Garner, Hurd Hatfield, Arthur O'Connell, Shelley Winters, Fritz Weaver, Torin Thatcher, Max Adrian, Eduard Franz, Russell Collins, Ruth White, Fred Herrick, Si Oakland, Betty Sinclair, Carol Low, John McLiam, Louise Buckley; Dir - Sidney Lumet.

Goodyear Theater A Turn of Fate NBC 9:30pm Hurricane; O&A Harold Swanton; with Jane Powell, Douglas Dick, Virginia Gregg, John Eldredge; Dir - Tay Garnett.

Suspicion NBC 10pm The Flight; (O) Halsted Welles & Gene L. Coons; with Audie Murphy, Everett Sloane, Henry Brandon, Susan Kohner, Jack Warden, Vladimir Skoloff, Joe Perry, Vito Scotti, Harold Goodwin, Freddy Foberto, Susan Ridgeway, Albert Carrier, Louis Zito, Alan Lee; Dir - James Neilson.

TUESDAY NOVEMBER 26  
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Sugarfoot (Will Hutchins) ABC 7:30pm Quicksilver; (O) Kay Lenard, Jess Carneol, James Gunn; with regulars & John Lital, Hank Tatum, Fay Spain, Frank Wilcox, Richard Crane, Nestor Palva; Dir - Franklin Adreon.

Pied Piper of Hamelin NBC 7:30pm (O) Robert Browning; Book & Lyrics by Hal Stanley & Irving Taylor; with Van Johnson, Claude Rains, Lori Nelson, Kay Starr, Jim Backus, Doodles Weaver, Stanley Adams, Rene Korper, Oliver Blake, Alan Aaronson, Brian Corcoran, Kathie Anderson, Joseph Sargeant, Jess Kirkpatrick, Amzie Strickland, Fintan Meyler, Nora Marlowe, Les Clark, James Gonzales, Jay Meyers, Dick Wessier, Cyril Delevanti; Dir - Bretagne Windust.

Wyatt Earp ABC 8:30pm Fortitude; with regulars & Bill Henry, Virginia Dale, Damian O'Flynn; (SW&SD).

Eve Arden Show CBS 8:30pm with regulars & Paul Picerni, David Saber; (SW&SD).

Meet McGraw NBC 9pm The Briefcase; with regular & Barbara Lawrence, Ralph Clanton; (SW&SD).

Telephone Time (Dr. Frank Baxter) ABC 9:30pm Resuce; (O) Frank L. Moss; with Lionel Ames, Don Pethley, Douglass Dumbville, Bill Page, Charles Couch, George Kilroy, Al Austin; Dir - Erle C. Kenton.

RED SKELTON SHOW CBS 9:30pm Edward Everett Horton(A-C).

Bob Cummings Show NBC 9:30pm Thanksgiving at Grandpa's; with regulars & Joi Lansing; (SW&SD).

The Californians (Sean McClory, Adam Kennedy) NBC 10pm The Magic Box; (O) Gene Levitt; with John Hoyt, Dick Wilson, Phil Tead, Peggy McCay; (SD).

Assignment Foreign Legion(Merle Oberon) CBS 10:30pm Stool Pigeon; (O) A.R. Rawlinson; with Maurice Kaufmann, Donald Houston, Robert Arden, Larry Cross, John Heller, Terence O'Reagan; Dir - Don Chaffey.

WEDNESDAY NOVEMBER 27
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Wagon Train (Ward Bond, Robert Horton) NBC 7:30pm The Zeke Thomas Story; (O) Halsted Welles; with Gary Merrill, Janice Rule, K.T. Stevens, Harold Stone, Denver Pyle, Terry Wilson, Frank McGrath, Mike Steen; Dir - John Brahm.

THE BIG RECORD (Patti Page) CBS 8pm Johnnie Ray(S), Walter Slezak(A), Guylaine Guy(S), Shepherd Sisters(S), Erroll Garner(M).

Tombstone Territory ABC 8:30pm Guns of Silver; with regulars & Leo Gordon, Mike Regan, Pamela Duncan, Bing Russell; (SW&SD).

ANNIE GET YOUR GUN NBC 8:30pm Book by Herbert & Dorothy Fields; Music & Lyrics by Irving Berlin; with Mary Martin, John Raitt, Reta Shaw, Donald Burr, Zachary Charles, William O'Neal, Stuart Hodes, John Eldredge, Robert Nash, Luke Halpin, Pat Morrow, Jan Skidmore, Thomas Bonilla, Dennis Bonilla, Gary Diamond, Shelly Windsor, Thomas Gleason, Earle MacVeigh, Shevlin Rodgers, Shirley Chambers; Dir - Vincent J. Donehue; Music Dir - Louis Adrian.

WEDNESDAY NOVEMBER 27(Cont'd)  
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Ozzie & Harriet ABC 9pm The Tommy Brannigan Story; with regulars & Chubby Johnson, Joe Kirkwood, Jr., Lloyd Corrigan; (SW&SD).

Millionaire CBS 9pm The Story of Steve Logan; with Jeff Richards, Paul Picerni, Jean Willes, Tom Greenway, Mitch Kowal; (SD).

Walter Winchell File ABC 9:30pm The Semi-Windup; (O) William Bruckner; with Sammy White, Paul Lambert, Richard Hartunian; Dir - Jerry Thorpe.

ARMSTRONG CIRCLE THEATRE CBS 10pm Have Jacket, Will Travel; (O) Vance Bourjaily; with Don Briggs, Frank Marth, Martin Brooks, Patty Duke, Beatrice Pons, Effy Alton, David Bower, Ann Flood, Miko Osgard; Dir - William Corrigan.

THURSDAY NOVEMBER 28
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Circus Boy ABC 7:30pm Uncle Cyrus; with regulars & Lucien Littlefield, Lorna Thayer, Harry Hickox, Fred Kruger; (SW&SD).

Sgt. Preston of Yukon CBS 7:30pm with regulars & Syd Saylor, Gene Walker, Bill Henry, Gilbert Frye, Barbara Knudson, Charles J. Conrad; (SW&SD).

CLIMAX! CBS 8:30pm Murder Has A Deadline; (O) Shirl Hendryx; with Eddie Albert, Constance Ford, Harry Bellaver, Isabel Jewell; Dir - Paul Nickell.

PAT BOONE CHEVY SHOWROOM ABC 9pm Red Foley(S-M).

O.S.S. ABC 9:30pm Operation Sweet Talk; with regulars & Laya Raki, Edwin Richfield, Jerald Wells; (SW&SD).

PLAYHOUSE 90 CBS 9:30pm Panic Button; (O&A) Rod Serling; with Lee J. Cobb, Robert Stack, Vera Miles, Leif Erickson, Marian Seldes; Dir - Franklin Schaffner.

FORD SHOW NBC 9:30pm Charles Laughton(A).

Navy Log ABC 10pm One If By Sea; with Reed Hadley, John Hoyt, Leonard Penn, Edward Colmans, John Tryner; (SW&SD).

LUX SHOW STARRING ROSEMARY CLOONEY NBC 10pm Gail Stone(A), Betty Clooney(S), Nicky Clooney(S).

Jane Wyman Show NBC 10:30pm Reasonable Doubt; (O) Kenneth Perkins; (A) Robert C. Dennis; with Mark Stevens, Hugh Marlowe, Bruce Gordon; Dir - Sydney Lanfield.

FRIDAY NOVEMBER 29  
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Adventures of Rin-Tin-Tin ABC 7:30pm The Silent Battle; with regulars & Louis Lettieri, Tom McKee; (SW&SD).

Adventures of Jim Bowie ABC 8pm The Bridegroom; with regulars & Dee Humphrey, Edwin Jerome, Alan Reed, Charles Meredith; (SW&SD).

Trackdown CBS 8pm End Of An Outlaw; (O) Curtis Kenyon; with regular & John Baer, John Anderson, Willard Sage, De Forest Kelley; (SD).

Court of Last Resort NBC 8pm The James Dawson Case; with regulars & Don Dubbins, Alan Gifford, Robert Carricart, Fay Spain; (SW&SD).

PATRICE MUNSEL SHOW ABC 8:30pm Tom Ewell(A).

Dick Powell's Zane Grey Theatre CBS 8:30pm A Man To Look Up To; (O) Marc Brandel; (A) Aaron Spelling & Gorse O'Connor; with Lew Ayres, Diane Brewster, Will Wright, Willis Bouchey, Robert Gothie, Jess Kirkpatrick, Ray Mansen, Ron Brogan; Dir - John English.

Frank Sinatra Show ABC 9pm A Gun At His Back; (O) John & Ward Hawkins; (A) Bill Bruckner; with Mr. Sinatra, Pat Crowley, Harold J. Stone, Sean McClory, Ray Ferrell, Steve Conte, Charles Horvath, Debbie Sydes, Frank Scannell; Dir - William Claxton.

FRIDAY NOVEMBER 29(Cont'd)
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M Squad NBC 9pm Diamond Hard; (O) Leo Gordon & Joel Murcott; with William Phipps, Mike Ragan, Angie Dickinson, John Halloran, DeForrest Kelley, Than Wyenn, Phil Arnold; (SD).

Schlitz Playhouse CBS 9:30pm Outlaw's Boots; (O) N.B. Stone, Jr.; with Steve Cochran, Keenan Wynn, Whitney Blake, Roland Winters, James Douglas, Rayford Barnes, Nora Marlowe, Alex Campbell; Dir - Jacques Tourneur.

Lineup CBS 10pm Reluctant Addict Case; with regulars & Raymond Guth, Leonard Warner Anderson, Tom Tully) Ingersoll, Gage Clark, Marjorie Owens, Clayton Post; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS NOVEMBER 25 - NOVEMBER 29  
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JIMMY DEAN SHOW CBS 7am Jerry Vale(S), is the guest this week.

TODAY NBC 7am 11/29 - The Skifflers(S).

GARRY MOORE SHOW CBS 10am 11/25 - Ken Barry(C); 11/29 - Kaye Ballard(C), Martha Davis & Spouse(S-M).

ARLENE FRANCIS SHOW NBC 10am 11/26 - Micheline Bardin(S-D); 11/29 - Shorty Long(S), Kay Atwood(S).

HOWARD MILLER SHOW NBC 1:30pm 11/25 - Dorothy Ferguson(S); 11/26 - Toni Arden(S); 11/27 - The Salty Dogs(M); 11/28 - Buddy Greco(S).

AMERICAN BANDSTAND ABC 3pm 11/25 - Guy Pastor(S); 11/26 - Sunny Gale(S); 11/27 - Bill Haley & Comets(S), Dolores Hawkins(S); 11/28 - Paul Hampton(S); 11/29 - Ronnie Self(S).

NBC MATINEE THEATRE NBC 3pm 11/25 - Cadenza; (O) Philip Freund & Joel Ross; 11/26 - The Green Shores; (O) C.P. Breen; (A) Michael Dyne; 11/27 - Question Of Balance; (O) Wood Fitchette & Stuart Dunham; 11/28 - Pre-empted; 11/29 - Daniel Webster And The Sea Serpent; (O) Stephen Vincent Benet; (A) George Low.

MODERN ROMANCES NBC 4:45pm The Shadow Hand; (O) Bob Cochran; with Margaret Phillips, Lonnie Mel Brandt) Chapman, Wesley Addy, Valerie Cossart. (Thurs is pre-empted)

TONIGHT NBC 11:15pm 11/25 - Earl Wilson(columnist); 11/27 - Fran Allison(A), John (Jack Paar) Myhers(C); 11/28 - Fran Allison(A), Alice Pearce(C); 11/29 - Fran Allison(A), Jerry Lewis(C), Milt Kamen(C).

SATURDAY NOVEMBER 30
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JIMMY DEAN SHOW CBS 12N Denise Lor(S), Jerry Vale(S).

TRUE STORY NBC 12N Pre-empted this date only.

COUNTRY MUSIC JUBILEE ABC 8pm Libby Horne(S).

PERRY COMO SHOW NBC 8pm Johnny Puleo & Harmonica Gang(M), Ginger Rogers(A), Gertrude Berg(A-C).

Oh! Susanna CBS 9pm The Kid From Korea; with regulars & Warren Hsieh, John Hudson, (Gale Storm) Charles Meredith; (SW&SD).

POLLY BERGEN SHOW NBC 9pm Tallulah Bankhead(A).

Have Gun, Will Travel(Richard Boone) CBS 9:30pm (O) Don Brinkley; with June Lockhart, Grant Withers, Ruth Storey, Peg Hillias, Whit Bissell; (SD).

GISELE MACKENZIE NBC 9:30pm Anna Maria Alberghetti(S).

Gunsmoke CBS 10pm with regulars & Parnell Roberts, Barry Atwater; (SW&SD).

SUNDAY DECEMBER 1  
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FRONTIERS OF FAITH	NBC 1:30pm	<u>The Assassin</u> ; (O) Morton Wishengrad; with Michael Wager, Gerald Hiken, Joseph Boland.
OMNIBUS (Alistair Cooke)	NBC 4pm	<u>Mary Stuart</u> ; (O) Friedrich Schiller; with Eva Le Gallienne, Irene Worth, Max Adrian, Douglas Campbell, Robert Goodier. Leonard Bernstein & Felicia Montealegre will narrate filmed record of trip to Israel.
<u>Lassie</u> (Jon Provost)	CBS 7pm	This episode will introduce new cast, Cloris Leachman and Jon Sheppard.
<u>Maverick</u> (James Garner)	ABC 7:30pm	<u>The Wrecker</u> ; (O) Robert Louis Stevenson & Lloyd Osbourne; (A) Russell Hughes; with regulars & Patric Knowles, Karl Swenson, Bartlett Robinson, Murvyn Vye, Tom Browne Henry, Maurice Manson, Allen Kramer; (SD).
<u>Jack Benny Show</u>	CBS 7:30pm	Van Johnson(A).
<u>Sally</u> (Joan Caulfield)	NBC 7:30pm	<u>Sally And The Sheik</u> ; with regulars & Jan Brooks, Richard Gil- den; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Polly Bergen(S), Glenn Miller Band with Ray McKinley, Douglas Fairbanks(A), Tony & Sally De Marco(D), Sam Cooke(S), The Rays (S), Bobby Helms(S), The Crickets(S), Jean Carroll(C).
STEVE ALLEN SHOW	NBC 8pm	Jimmy Dean(S), Jennie Smith(S), Don Adams(C).
<u>General Electric Theatre</u>	CBS 9pm	<u>Imp On A Cobweb Leash</u> ; (O) John Keasler; (A) Jameson Brewer; with Fred Astaire, Joan Tetzle, Rhys Williams, Howard Smith, Margaret Irving, Anne Hunter, Thomas B. Henry, Joyce Meadows, Walter Wolf King, Gregg Martell, Paul Newlan, Emily Lawrence, A.E. Gould-Porter; Dir - Robert Sinclair.
DINAH SHORE CHEVY SHOW	NBC 9pm	Jimmy Durante(C), Jane Powell(S).
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>The Young One</u> ; (O) Philip S. Goodman & Sandy Sax; (A) Sarett Rudley; with Carol Lynley, Stephen Joyce, Vincent Edwards.
<u>Scotland Yard</u> (Edgar Lustgarten)	ABC 10pm	<u>The Case of The River Morgue</u> ; (O) Montgomery Tully; with Hugh Moxey, Gordon Needham, Jane Welsh, Charles Mortimer, John Rac, Arthur Goulet; Dir - Montgomery Tully.
<u>Loretta Young Show</u>	NBC 10pm	<u>Blizzard</u> ; (O) Lowell S. Hawley; with Stephen McNally, Pat Crowley, Gil Rankin, Dick Rich; Dir - John Newland.

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— MID-WEEK SPECIAL —

NEWS - COMMENT - POSSIBILITIES

Disneyland may have set the pattern three years ago when it went on the air and immediately dominated its 7:30-8:30pm NYT Wednesday evening period. The blight that seems to have struck this season's TV programming has been most felt in the up-to-8:30 time segments, with both networks and agencies (and producers responsible to either) feeling the hot breath of teen audiences on their shows, even now encroaching on the 8:30-9pm period in affecting net moves of programs in mid-season. According to tentative announcements of some program changes, 9pm will hereafter be considered the timberline, above which child and teen age viewers will be presumed to be in the minority in determining which program the main set in the household will be tuned in to. In other words, programs scheduled after 9pm that have dropping ratings can't afford to blame it on youngsters who supposedly take charge of the nation's TV sets during the earlier part of the evening. A basic question that must be answered sooner or later by the networks and the agencies concerns sponsorship of those programs in early evening periods. Do the sponsors get their money's worth if the programs appeal to youngsters? Despite earlier protests from all quarters against any dependence on rating systems to determine the future of programs, the polls are the only yardsticks available to tell whether it'll be moppets or not in the program crystal ball.

Early trade announcements and high hopes have come back to haunt ABC's Frank Sinatra Show, which got off to an unfortunate start with the critical reception given the live kickoff show, when reviewers used the warm memory of Sinatra's co-starring stint on the Edsel Show to measure his personal vehicle debut just six days later. Trade editors sometimes have good memories and some of them have regarded the ABC announcement about the "new look" Sinatra show as unusual double-talk even for show business. Quoting James T. Aubrey, Jr., v.p. in charge of programming and talent for the ABC TV net: "It has always been the desire of Mr. Sinatra to originate more live shows and to produce his shows before a live audience...Just recently Mr. Sinatra has arranged his motion picture and other commitments so he can carry out his original concept of doing additional live shows and producing his half-hour musicals before a live audience." Mr. Aubrey also announced that starting Jan 3, "all musical programs of the Sinatra series will be produced before a live audience -- the touch and flair that all programs of this style require." And this Friday (29) The Frank Sinatra Show will be live before a live audience, a suddenly scheduled test to determine whether the star's reactions to a live audience will also hypo his future filmed shows. More than movie commitments, money or other hard considerations, the entertainer's own pride probably helped to dictate the change.....Meanwhile, back at the ballroom, The Lawrence Welk Show is still king of ABC's live shows, evening types -- and that one was pre-tested for some years on KTLA, Los Angeles independent.

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(MORE)

The pilot film season has started to move, with Combat Correspondent, U.S.M.C., starring Lin McCarthy, winding up its first segment at Screen Gems. It's a triple package, created by Edward C. Stodel and produced by Ray Singer and Dick Chevillat of Raydic Productions (It's a Great Life).....MGM is planning Maisie as its fourth prospective series, with pilot production set for early spring, depending on the star for the title role. The Thin Man was the studio's first, and the pilots for Min and Bill and Northwest Passage will be up for grabs for next season slotting....
...Douglas Fairbanks, Jr., winding up production on his Presents anthology format (time for residuals on that one), is planning three series for production next year. One would be based on "The Gaucho," which starred his father in 1927; another would be the previously-announced Bulldog Drummond and the third may be idle conversation since Fairbanks is also doing feature films and has several on his future schedule.
.....Jon Hall has finally gotten underway on special footage in Hawaii for his Malolo of the Seven Seas TV series, which was first mentioned months ago.....
MCA-TV has a future syndication or network (depending on sponsor interest) series in the works in Bermuda thru Film Studios Bermuda, Ltd. Eugene Solow and Brewster Morgan, producers of Dr. Hudson's Secret Journal, are supervising 39 half-hours of Caribbean Adventure, starring John Howard as Capt. Pliny Hawk, an American scientist, with English co-star John Lee as a British scientist, Dr. Peter Seaforth. In a featured role is a 76-foot schooner, named "The Sea Hawk." The two scientists use the ship to test all sorts of secret electronic equipment. The series is being directed by Pennington Richards, an English director. Featured roles are being filled by European and American talent, flown to the studio for various episodes.

RCA's first production models of both color and black and white tape recorders will be delivered starting in December, 1958. The color recorder will be priced at \$63,000; the b & w at \$49,500. Seven custom-built prototype color recorders have already been sold -- six to NBC for its Burbank Tape Central, and one to WBTV (Charlotte, N.C.).....NBC will use the new, over-the-horizon scatter microwave system to telecast the Steve Allen Show from Havana to the U. S. on Jan 19. The live telecast will originate at the new Havana Riviera Hotel, opening Dec 10. It will be NBC's third telecast from Cuba, the first with a variety program.....Sal Mineo will play the title role in CES' "Aladdin," on the Du Pont Show of the Month, Feb 21, Friday, 9:30-11pm NYT.....Danny Thomas, who has demonstrated amazing versatility and willingness to move with the seasons since his film series first went on the air in 1953 over the ABC net, tipped a little bit of the reason behind it recently. The intro credits for each program in the series list only the regular players. One of this season's newcomers is 5-year-old Angela Cartwright, who is seen in some episodes as Danny's younger daughter; and she's not up in the opening credits, yet. "The fact is," said Thomas, "we do not make the stars. It's up to the public to make a star, and no one can predict whether any one performer will or will not be a star." In other words, if the little girl helps the appeal of the program, she'll stick around as a regular. She also can be kept in reserve for emergencies, which following the past Thomas TV history, take about six weeks to overcome, from scripting to airing.

According to publicity-smart Hollywood agents Goldstone-Tobias, as reported in Daily Variety in Hollywood, "Madison Ave." has protested actor Richard Egan's disparaging remarks about TV during his four-week promotion tour of the country, plugging his new film, "Slaughter on Tenth Avenue." Supposedly, "certain ad agency toppers" have notified the agents that Egan "may be blacklisted from future TV casting." Young (34) Mr. Egan says, "I couldn't care less. Television is strictly an ad medium which feeds on talent, and once it consumes an individual's talent it moves on to discover more talent to sell more soap or deoderants." Mr. Egan said a lot more, none of it calculated to confuse a reporter looking for a story. He did appear at one time in three half-hour anthology films, presumably during a hiatus in his movie chores, which started in a big way during 1950 when he appeared in seven features.