

# ROSS REPORTS - TELEVISION INDEX

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CIRCULATE BY TELEVISION INDEX

## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (Sept 22)

NBC- 4:30-5pm NYT (2:30-3pm LAT), Mon thru Fri; DEBUT - County Fair - LIVE from NY; 140 stations live and tape. (Replaces the third quarter-hour of Queen For a Day, which continues Mon thru Fri, 4-4:30pm NYT (2-2:30pm LAT), and also replaces Modern Romances, 4:45-5pm NYT, last show Sept 19). § Bert Parks is host of this variety and audience participation show with a fairgrounds theme, featuring games, contests, skits, musical and variety acts, guest stars, etc. Ken Williams is the barker-announcer and Bill Gale leads an eight-piece band. § SEGMENT SPONSORS- (See latest Monthly Program Analyses for sponsor schedule) Frigidaire Division, GMC, thru Dancer-Fitzgerald-Sample, Inc(NY); Lever Bros. Co thru Batten, Barton, Durstine & Osborn, Inc(NY); National Biscuit Co thru McCann-Erickson, Inc(NY); Sandura Co thru Hicks & Greist, Inc(NY); National Brands Div., Sterling Drug, Inc., thru Dancer-Fitzgerald-Sample, Inc(NY). § PKGR- Gale-Gernannt Corp(NY); Prod- Perry Cross; Assoc Prods- Herb Landon, Ed Cosgrove; Dir- Joe Durand; Asst Dir- Jim Gaines; Music Dir- Bill Gale; Sets- Don Shirley; Writers- Bob Carman, Larry Miller, Mike Marmer.

NBC- 9-9:30pm NYT & LAT, Weekly; DEBUT - Peter Gunn - FILM; no. of stations not available. (Replaces Twenty-One, which moves to Thursday, 8:30-9pm NYT & LAT, effective Sept 25). § Adventure series starring Craig Stevens in the title role as a troubleshooter who battles underworld elements, with Lola Albright as Edie Hart, Hope Emerson as "Mother," and Herschel Bernardi as Lt. Jacoby. § SPONSOR- Bristol-Myers Co (Ipana, Vitalis, Ipana Plus, Bufferin, Sal Hepatica, Trig); Ipana, Vitalis, Ipana Plus thru Doherty, Clifford, Steers & Shenfield, Inc(NY, producing agency); Acct Superv- Harry Ireland; Acct Execs- Robert C. Kelly(Ipana), R. M. Curtis(Vitalis), K. W. Price(Ipana Plus); Bufferin and Sal Hepatica thru Young & Rubicam, Inc(NY); Trig thru BBDO, Inc(NY). § PKGR & Film Prod- Spartan Productions at Universal Studios, Universal City, Calif.; Exec Prod- Gordon Oliver; Creator & Prod & Dir & Story Ed & Chief Writer- Blake Edwards; Asst to Prod- Byron Kane; Prodn Superv- Argyle Nelson; Music Dir- Henry Mancini; Dir of Photog- Phillip Lathrop; Art Dir- Charles F. Pyke.

#### Tuesday (Sept 23)

CBS- 9-9:30pm NYT (8-8:30pm LAT), Weekly; DEBUT - The Arthur Godfrey Show - LIVE from NY; 168 stations live and tape(Toni), 160 live and tape(Pharmaceutical). (Replaces To Tell The Truth, which moves up to 8:30-9pm NYT, effective Sept 23, in turn replacing Keep Talking. The latter goes off for one week, returning on Sept 30, 8-8:30pm NYT). § Arthur Godfrey returns with a new variety show, with guest stars each week. Mr. Godfrey will also introduce new professional talent on the show, presenting one new act weekly. (Continued on next page)

THIS WEEK(Cont'd)

Tuesday(Sept 23)

CBS- The Arthur Godfrey Show (Cont'd from previous page): § ALTERNATE SPONSORS-  
1) Toni Co (Silver Curl, Tonette, Toni, Adorn, Deep Magic, Pamper) all  
except Pamper thru North Advertising, Inc(Chi); TV Acct Rep- Bruce Dodge; Comm  
Superv- Frank Higgins. Pamper thru Clinton E. Frank, Inc(Chi). Paper-Mate Co  
thru Foote, Cone & Belding(Chi). 2) Pharmaceutical, Inc (Sominex, Geritol,  
Lectric Shave, Aqua Velva) thru Parkson Advertising Agency, Inc(NY); Acct Superv-  
Ted Bergmann; TV Acct Rep- Don Blauhut.  
§ PKGR- Arthur Godfrey with CBS-TV(NY); Prod- William Hammerstein; Assoc Prod-  
Al Rafkin; Dir- Mel Ferber; Music Dir- Bernie Green; Prog Anncr- Tony Marvin;  
Choreog- Frank Westbrook; Prodn Ideas- Larry Marks.

NBC- 8-9pm NYT & LAT, Alt Weeks; RETURN - The George Gobel Show - LIVE (COLOR)  
from LA; 154 stations live and tape. § Comedy-variety show starring comed-  
ian George Gobel, featuring The Petites vocal quintet and guest stars, with  
Frank DeVol leading the orchestra. Program alternates with Eddie Fisher Show.  
§ SPONSOR- Radio Corp of America (RCA and RCA Victor TV, Radios, Phonographs)  
thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Kevin Kennedy; TV Acct Rep- Clint  
Wheeler.  
§ PKGR- Gomalco, Inc(LA); Prod- Bill Burch; Dir- Norman Abbott; Music Dir-  
Frank DeVol; Writers- Norman Lear, Tom Koch, Phil Green; Leo Solomon, Dan Beau-  
mont.

Wednesday(Sept 24)

ABC- 9-9:30pm NYT (9:30-10pm LAT), Weekly; DEBUT - The Donna Reed Show - FILM;  
approx 140 stations net and delayed. (Replaces The Adventures of Ozzie and  
Harriet, which moves to 8:30-9pm NYT; 9-9:30pm LAT, effective this date, in turn  
replacing Tombstone Territory, last show Sept 17). § Donna Reed stars in this  
family comedy series as Donna Stone, the wife of Dr. Alex Stone, a small town  
pediatrician, played by Carl Betz, with Paul Petersen and Shelley Fabares as  
their son and daughter.  
§ ALTERNATE SPONSORS- 1) Campbell Soup Co (Soups, Swanson TV Dinners) Soups  
thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- Donald Gillespie.  
Swanson thru Tatham-Laird, Inc(Chi). 2) Shulton, Inc (Men's and Women's Toilet-  
ries) thru The Wesley Associates, Inc(NY); Acct Exec- Jay Perine.  
§ PKGR- Todon-Briskin Productions(LA); Film Prod- Screen Gems, Inc., at Colum-  
bia Studios, Hollywood, Calif.; Prod- Tony Owen; Creator & Assoc Prod- William  
Roberts; Dirs- Andrew McCullough, Oscar Rudolph, others; Dir of Photog- Gert  
Andersen; Art Dir- Paul Palmentola; Writers- Various.

ABC- 9:30-10pm NYT (10-10:30pm LAT), Weekly; DEBUT - The Oldsmobile Show - LIVE  
from NY; approx 200 stations live and tape. § Patti Page stars in a new  
musical series with weekly guest stars.  
§ SPONSOR- Oldsmobile Division, GMCM, thru D. P. Brother & Co(Det); TV Acct  
Rep- Ken Manuel(Det); Comm Superv- Mel Furney(NY).  
§ PKGR- Page-Rael Productions(NY); Prod- Ted Mills (Mills-Park-Milford, Inc);  
Assoc Prod- George Charles; Dir- David Geisel; Music Dir- Vic Schoen; Art Dir-  
James McNaughton; Choreog- Matt Mattox; Writers- Lou Salaman, Sheldon Keller,  
Ted Mills.

CBS- 8-9pm NYT (7-8pm LAT), this date and Oct 1; SPECIAL - The Defender - KINE;  
to the net. (Replaces Leave It To Beaver, 8-8:30pm NYT, last CBS show Sept  
17, and Johnson's Wax Theater, 8:30-9pm NYT, last show Sept 17). Re-run of the  
kine recording of a drama shown in two parts on Studio One over the CBS net on  
Feb 25 and March 4, 1957, starring Ralph Bellamy as the lawyer of the title role.  
§ Sustaining.  
§ PKGR- CBS-TV(NY); Prod- Herbert Brodtkin; Assoc Prod- Norman Felton; Asst to  
Prod- Joseph Gantman; Dir- Robert Mulligan; Writer- Reginald Rose.

THIS WEEK(Cont'd)

Wednesday(Sept 24)

NBC- 10-10:30pm NYT & LAT, Weekly; RETURN - This Is Your Life - LIVE from LA; 120 stations live, 24 tape. (Replaces It Could Be You, evening version last show Sept 17). § Ralph Edwards is host of the program, re-creating the high spots of life stories of persons in all fields with the aid of anecdotes from friends and family brought to the scene of the telecast.  
§ SPONSOR- Procter & Gamble Co (Zest, Prell, Pace Home Permanent); Zest and Prell thru Benton & Bowles, Inc(NY, producing agency); Acct Exec- Mike Turner (Zest). Pace thru Leo Burnett Co., Inc(Chi); Acct Exec- Thomas Heath.  
§ PKGR- Ralph Edwards Productions(LA); Exec Prod- Ralph Edwards; Prod- Axel Gruenberg; Dir- Dick Gottlieb; Music Dir- Von Dexter; Prog Anncr- Bob Warren; Researchers- Don Malmberg(head), Jan Boehme, Janet Tighe, Alice Armbruster; Sets- Sid Rushakoff; Continuity Eds- Paul Phillips, Mort Lewis.

Thursday(Sept 25)

CBS- 9:30-11pm NYT (8:30-10pm LAT), Weekly; RETURN - Playhouse 90 - LIVE from LA; 136 stations live, 14 tape. (Replaces filmed and videotape re-runs of previous programs; last repeat show Sept 17). § Third season for the 90-minute drama anthology series, returning with a complete turnover in the production staff and to present live productions only during the regular season for the first time. Previous seasons included several filmed programs each season.  
§ ALTERNATE WEEK SPONSORS- (one-half hour each) 1) American Gas Assn thru Lennen & Newell, Inc(NY); Acct Exec- Thomas Lane. Allstate Insurance Co thru Leo Burnett Co., Inc(Chi). Third half-hour sustaining. 2) Kimberly-Clark Corp (Kleenex Tissues, Table Napkins, Delsey Tissues) thru Foote, Cone & Belding (Chi). Two half-hours sustaining.  
§ PKGR- CBS-TV(LA); Prods- Fred Coe, Herbert Brodtkin, Gordon Duff, others; Assoc Prods- Robert Goldman (for Coe), Herbert Hirschman (for Brodtkin), Joe Scully (for Duff), others; Dirs- Delbert Mann (3 shows for Coe), Herbert Hirschman (several shows for Brodtkin), John Frankenheimer, Tom Donovan, others; Art Dirs- Al Hescong, Robert Tyler Lee, Walter S. Herndon, Bob Markell. Other producers and their staffs will be announced later as confirmed.

NBC- 8-8:30pm NYT & LAT, Weekly; DEBUT - The Ed Wynn Show - FILM; no. of stations not available. (Replaces The Best of Groucho, summer replacement for You Bet Your Life which returns for its new season in a new time, 10-10:30pm NYT & LAT, effective this date). § Ed Wynn stars in this family comedy series as John Beamer, a widower who solves other people's problems, with Jacklyn O'Donnell as his 18-year-old granddaughter Laurie and Sherry Alberoni as his 9-year-old granddaughter Midge; both being raised by Beamer. Setting is a college town.  
§ ALTERNATE SPONSORS- 1) Liggett & Myers Tobacco Co (Chesterfield) thru McCann-Erickson, Inc(NY); Acct Exec- James Kleid; TV Acct Rep- Bob Rogers. 2) Bulova Watch Co., Inc (Men's and Women's Watches) thru McCann-Erickson, Inc (NY); Acct Execs- Tom Byrne, George Norris.  
§ PKGR- Thalia-Keethwyn Productions(LA); Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif.; Prod- Ben Feiner, Jr.; Dirs- William Russell, Jack Donohue, others; Dir of Photog- Fred Jackman; Prodn Superv- Seymour Friedman; Sets- Bill Calvert; Writers- Devery Freeman, others.

Friday(Sept 26)

CBS- 10:30-11pm NYT (9:30-10pm LAT), Weekly; RETURN - Person to Person - LIVE control from NY; remotes from various cities; 106 stations live and tape. (Replaces Personal Appearance, last show Sept 19). § Edward R. Murrow returns for his sixth season of his "visits" via remote cameras with two celebrities on each program. He chats via microwave and phone lines from the CBS studio in NY with the celebrities and their families in their homes. (Cont'd on next page)

THIS WEEK(Cont'd)

Friday(Sept 26)

CBS- Person to Person (Cont'd from previous page): § SPONSOR- P. Lorillard & Co., Inc (Kents) thru Lennen & Newell, Inc(NY); Acct Superv- Elkin Kaufman; Acct Exec- Frank Cambria.

§ PKGR- Person to Person, Inc with CBS-TV(NY); Prods- Edward R. Murrow, Jesse Zousmer, John A. Aaron; Dirs- Robert Sammon, Charles Hill, Bob Daily; Edit Assoc- David Moore, Charles Romine, Liz Scofield; Prodn Consult- Aaron Ehrlich.

NBC- 8-9pm NYT & LAT, Weekly; DEBUT - The Further Adventures of Ellery Queen - LIVE (COLOR) from LA; 168 stations live and tape. (Replaces Jefferson Drum, 3-8:30pm NYT, which moves to 7:30-8pm NYT, in turn replacing Big Game, last show Sept 12. The 8:30-9pm NYT spot has been open time since the Life of Riley's last show on Aug 22). § George Nader stars in the title role in dramas created as originals for television, with some taken from the Ellery Queen mystery stories and novels. Each week's drama will be complete in itself.

§ ALTERNATE SPONSORS- 1) Radio Corp of America (All Products) thru Kenyon & Eckhardt, Inc(NY); TV Acct Rep- Clint Wheeler. 2) Alt week sustaining.

§ PKGR- NBC-TV(LA); Prod- Albert McCleery; Assoc Prods- Ethel Frank (for scripts, in NY); Darrell Ross (for operations, in LA); LA Story Ed- Warner Law; Dirs- Walter Grauman, Alan Hanson, Livia Granito; Music Dir- Allen Cook; Casting Dir- Jane Murray(LA); Writers- Various.

Saturday(Sept 27)

ABC- 8-9pm NYT & LAT, Weekly, for at least 4 weeks; DEBUT - Billy Graham's Charlotte Crusade - LIVE from Charlotte, N. C.; approx 130 stations live and tape. (Replaces Jubilee, U. S. A., which moves to Mon, 7:30-8:30pm NYT, effective Sept 29, for the duration of the Graham program). § Telecast of rallies by the Billy Graham evangelistic team in the Charlotte, N. C., Coliseum.

§ SPONSOR- Billy Graham Evangelist Assn of Minnesota, Inc thru Walter F. Bennett & Co(Chi).; Acct Exec- Walter F. Bennett.

§ PKGR- Billy Graham Evangelist Assn; Prod- Billy Graham; Dir- ABC staff.

Sunday(Sept 28)

CBS- 2-4:45pm NYT (2:30-5:15pm LAT), Weekly; RETURN - Professional Football - LIVE from various cities, various times, over ten regional network groups; approx 199 stations live. (Replaces Sunday Game of the Week baseball telecasts, last show Sept 21). § Telecasts of 34 professional football games in various sections of the country on 15 different playing dates thru Dec 14. Twelve different teams of commentators will handle the various announcing assignments.

§ SPONSORS- Regional and co-op in various areas and over regional nets.

§ PKGR- CBS Sports(NY); Prod- Judson Bailey; various production crews in each city of origination.

CBS- 5-5:30pm NYT, Weekly; DEBUT - The Great Game of Politics - LIVE & FILM; to the net. (Replaces The Last Word, last show Sept 21). § Eric Sevareid is host-moderator of this seven-part series offering a basic primer on American politics and featuring discussions with top political figures. Some programs have been filmed.

§ Sustaining.

§ PKGR- CBS Public Affairs(NY); Prod- Bill Weinstein; Assoc Prod- Arthur Morse; Dir- Roger Englander; Researcher- Stanford Mirkin; Writer- Arthur Barron. (Program title is used thru the courtesy of The Baltimore Sun, which carried a column of that name written by the late Frank R. Kent).

CBS- 6:30-7pm NYT & LAT, this date only; SPECIAL - The Twentieth Century - "October Classic" - FILM; 117 stations net, 36 delayed. (Preempts Air Power, this date only). Pre-season, pre-World Series (Cont'd on next page)

THIS WEEK(Cont'd)

Sunday(Sept 28)

CBS- "October Classic" (Cont'd from previous page): program featuring the eight top series thrills of the past as seen by sports columnist Walter "Red" Smith and described by former baseball star Phil Rizzuto.

§ SPONSOR- Prudential Insurance Co of America thru Reach, McClinton & Co.

§ PKGR- CBS Public Affairs(NY); Prod- Burton Benjamin; Assoc Prod- Isaac Kleinerman; Continuity- Earle Luby; Research- John Gilligan; Film Research- Don Miller, Mel Stuart; Film Ed- Harold Silver.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Day of Awe; previously listed (see page 73) for Sept 14, Sun, 4-4:30pm NYT; postponed to and presented Sept 21, Sun, 5-5:30pm NYT.

Cheyenne (Alt Tue, 7:30-8:30pm NYT & LAT) New series begins Sept 23; was seen in re-run during the summer (see Television Index card). Approx 120 stations net and delayed. Change sponsor info: (one-half of first three programs)- National Carbon Division, Union Carbide Corp., thru William Esty Co., Inc(NY). (one-half of each program, starting Nov 4)- Johnson & Johnson thru Young & Rubicam, Inc (NY); Acct Superv- Milford Baker. (participation in each program)- Harold F. Ritchie, Inc(Brylcreem, other hair products) thru Kenyon & Eckhardt, Inc(NY). Other periods sustaining. Add production credits: Dirs- Alan Crosland, Leslie H. Martinson, others; Writers- Alan Lipscott and Bob Fisher, James O'Hanlon, others. Add Ty Hardin as series co-star in role of "Bronco" Layne.

CBS- General Electric Theater (Sun, 9-9:30pm NYT & LAT) Add Harry Tugend as head of an independent production unit to produce special programs, apart from the regular production staff.

Integration: Battle in the Courts; SPECIAL Sept 17; Wed, 7:30-8pm NYT, this date only; LIVE & FILM; to the net. (Preempted Twilight Theatre, this date only).

§ Special news report on the legal maneuvering between federal and state authorities over the school integration crisis, with Howard K. Smith as anchorman.

§ Sustaining.

§ PKGR- CBS News(NY); Prod & Dir- Av Westin.

The \$64,000 Question; RETURN Sept 21; Sun, 10-10:30pm NYT & LAT, Weekly; LIVE; no. of stations not available. (Replaces The \$64,000 Challenge, last show Sept 14). § Hal March is m.c. for this high money quiz show, which returns to a new day and time. The program debuted June 7, 1955, Tuesdays, 10-10:30pm NYT, and was seen in that time until it left for the summer after the June 24, 1958 show.

§ ALTERNATE SPONSORS- 1) Revlon, Inc (Various Products) thru Warwick & Legler, Inc(NY, producing agency). 2) P. Lorillard Co (Kents) thru Lennen & Newell, Inc(NY).

§ PKGR- Entertainment Productions, Inc(NY); Exec Prod- Steve Carlin; Prod- Mert Koplin; Assoc Prod- Ben Kagan; Dir- Seymour Robbie; Music Dir- Norman Leyden.

The Phil Silvers Show - "You'll Never Get Rich" (Fri, 9-9:30pm NYT; 8-8:30pm LAT)

New series begins Sept 26; was seen in re-run during the summer (see Television Index card) Change alternate sponsor: R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co., Inc(NY) will alternate with Schick, Inc (Electric Shavers, Lighters) thru Benton & Bowles, Inc(NY); Acct Superv- George Simons.

Change production credits: Writers- Billy Friedberg (head), Terry Ryan, Neil Simon, Coleman Jacoby, Arnie Rosen. Add Music Dir- John Strauss.

OTHER NETWORK CHANGES (Cont'd)

CBS- Father Knows Best; NETWORK CHANGE Sept 22; Monday, 8:30-9pm NYT (7:30-8pm LAT); FILM; no. of stations not available. (Replaces Masquerade Party, last show Sept 15). § Robert Young and Jane Wyatt star in the situation comedy, which returns for its new season this date. Program has been seen in re-runs during the sun in its former time spot on the NBC net, Wednesdays, 8:30-9pm NYT, last NBC show Sept 17. The program originally debuted over the CBS net on October 3, 1954 and moved to NBC on Aug 31, 1955. (See Television Index card, NBC net). Agency information change: delete "All" as a Lever Bros. product on show.

Du Pont Show of the Month; RETURN Sept 22; nine shows during the season on various days; season premiere, Sept 22, Mon, 9:30-11pm NYT (8:30-10pm LAT); LIVE from NY; no of stations not available. (Preempts Frontier Justice, 9:30-10pm NYT, and Studio One in Hollywood, 10-11pm NYT, this date only). Of the nine shows during this season (10 last year), seven will again be produced by Talent Associates, Ltd., with the remaining two to be produced by CBS. (See Television Index card).

The Lineup; RETURN Sept 26, Friday, 10-10:30pm NYT (9-9:30pm LAT); FILM; 122 stations net, 60 delayed. (Replaces Undercurrent, last show Sept 19). New series begins this date (see Television Index card). Sponsor and agency changes: Full weekly sponsor is now The Procter & Gamble Co (Cheer, Ivory Soap, Gleem); Cheer thru Young & Rubicam, Inc(NY); Acct Exec- Alden Gardner. Gleem and Ivory Soap thru Compton Advertising, Inc(NY); Acct Execs- John Cross(Gleem), Frank Snell(Ivory). Production credits remain the same.

NBC- The Restless Gun (Mon, 8-8:30pm NYT & LAT) New series begins Sept 22; was seen in re-run during the summer (see Television Index card). Sponsor changes: ALTERNATE SPONSORS- 1) Procter & Gamble Co (Jiff Peanut Butter) thru Leo Burnett Co., Inc(Chi); Acct Exec- Pete Katz. 2) National Brands Div (Bayer Aspirin) Sterling Drug, Inc thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv- George Tormey; Acct Exec- A. W. Spence.

The Californians (Tue, 10-10:30pm NYT & LAT) New series begins Sept 23; was seen in re-run during the summer (see Television Index card). Added to cast as regulars with star Richard Coogan, are Carole Mathews as a young widow and Arthur Fleming as a lawyer friend of the star.

The Bob Cummings Show (Tue, 9:30-10pm NYT & LAT) New series begins Sept 23; was seen in re-run during the summer (see Television Index card). Sponsor change: R. J. Reynolds Tobacco Co (Winston) thru William Esty Co., Inc(NY) is now full sponsor.

Dragnet; SCHEDULE CHANGE Sept 23; to Tue, 7:30-8pm NYT & LAT; was seen Thu, 8:30-9pm NYT & LAT. New series begins this date; was seen in re-runs in its former time spot during the summer (see Television Index card). Sponsor change: ALTERNATE SPONSORS- 1) Bulova Watch Co thru McCann-Erickson, Inc(NY); Acct Exec- Tom Byrne. 2) Alternate week sustaining, with Bell & Howell Co (Cameras) thru McCann-Erickson, Inc(Chi) sponsoring a program in November and one in December.

Groucho Marx - You Bet Your Life; TITLE & SCHEDULE CHANGE Sept 25; to Thu, 10-10:30pm NYT & LAT. New series begins this date; was seen in re-run during the summer in its former time, Thu, 8-8:30pm NYT & LAT, as The Best of Groucho. Previous regular season title was You Bet Your Life (see Television Index card). Sponsor changes: ALTERNATE SPONSORS- Lever Bros Co (Wisk) thru Batten, Barton Durstine & Osborn, Inc(NY); Agcy Superv- Don Schwab(LA). 2) Toni Co (Prom Home Permanent) thru North Advertising, Inc(Chi); TV Acct Rep- Frank Higgins(NY).



MONDAY SEPTEMBER 22 (Cont'd)  
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DU PONT SHOW OF THE MONTH CBS 9:30pm(8:30) RETURN: NEW SEASON: Harvey; (O) Mary Chase; (A) Jacqueline Babbitt & Audrey Gellen; with Art Carney, Marion Lorne Loring Smith, Elizabeth Montgomery, Larry Blyden, Charlotte Rae, Ruth White, Fred Gwynne, Jack Weston, Katherine Raht, Ray Bramley; Dir - George Schaefer.

Suspicion NBC 10pm The Eye of Truth; RE-RUN of 3/17/58. LAST SHOW.

TUESDAY SEPTEMBER 23  
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Cheyenne (Ty Hardin) ABC 7:30pm RETURN: NEW SEASON: Regular in this series is Mr. Hardin. The Besieged; (O) Alan Lipscomb & Bob Fisher; with Claude Akins, Sue Randall, Jack Elam, Robert Warwick, Allen Case, Terry Ranganne, House Peters, Jr, Stewart Bradley; Dir - Alan Crosland, Jr.

Draagnet (Jack Webb) NBC 7:30pm RETURN: NEW DAY & TIME: Regulars in this series are Mr. Webb, Ben Alexander. Writers - James Moser, Frank Burt, Michael Cramoy, others; Dir - Jack Webb. Premiere show cast to be announced.

GEORGE GOBEL SHOW NBC 8pm RETURN: NEW SEASON: Regulars on this show are Mr. Gobel, The Petties(S), Fred Albeck(A). Guests for premiere show are: Keeley Smith(S), Jim Backus(C), Leo Durocher. Writers - Norman Lear, Tom Koch, Phil Green, Leo Solomon, Dan Beaumont; Dir - Norman Abbott.

Life and Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm The Peacemaker; with regulars & Ralph Sanford, William Phipps, Donald Murphy, Walter Maslow, Damian O'Flynn, Bill Baucom, Bill Catching, Rico Alaniz; (SW&SD).

ARTHUR GODFREY SHOW CBS 9pm (8) PREMIERE: Regulars on this show are Mr. Godfrey, Tony Marvin(Anncr), Frank Westbrook Dancers. Guests for premiere show are: Peggy King(S), Jackie Cooper(A), The Axidentals (S); Dir - Mel Ferber.

Colgate Theatre NBC 9pm Macreeedy's Woman; with Jane Russell, Don Durant, Sean McClory, Jonathan Harris.

Bob Cummings Show NBC 9:30pm RETURN: NEW SEASON: Regulars on this series are Mr. Cummings, Rosemary DeGamp, Ann B. Davis, Dwayne Hickman. Bob and Schultzzy Reunite; with regulars & Barbara Nichols. Writers - Paul Henning, Dick Wesson; Dir - Bob Cummings.

The Californians (Richard Coogan) NBC 10pm RETURN: NEW SEASON: Regulars in this series are Mr. Coogan, Arthur Fleming, Carole Mathews. Dishonor for Matt Wayne; (O) Carey Wilber; with regulars & R. G. Armstrong. Harry Antrim, Douglas Dunbrille, Jan Shepard, Stacy Keach, John Danler, Fred Coby, Charles Horvath, James Parneil, Robert B. Williams, Ashley Cowan; Directors - Paul Stewart, Paul Henried, Sean McClory, Jacques Tourneur.

WEDNESDAY SEPTEMBER 24  
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PLYMOUTH SHOW STARRING LAWRENCE WELK ABC 7:30pm(8) with regulars & Marilyn Zubow(M).

THE DEFENDER CBS 8pm Two-part RE-RUN (KINE) of show starring Ralph Bellamy, previously seen on Studio One on 2/25/57 & 3/4/57.

Donna Reed Show ABC 9pm(9:30) PREMIERE: Regulars on this series are Miss Reed, Carl Betz, Paul Peterson, Shelley Fabares. Weekend Trip; (O) Phil Leslie; with regulars & Jack Keik, Howard Wendell, Alice Reinheart, Louise Lewis, Hugh Corcoran; Dir - Andrew McCullough.

KRAFT MYSTERY THEATRE NBC 9pm Riddle of a Lady; (O) Anthony Gilbert; (A) Jerome Cooper-smith; with David Hurst, David White, Nancy Marchand, Lis Daniels, Lee Richardson; Dir - Jack Klugman.

OLDSMOBILE SHOW (Patti Page) ABC 10pm PREMIERE: Regular on this show is Miss Page, Matt Mattox (D). Guests for premiere show are: Walter Pidgeon(A), Melissa Hayden(D). Writers - Sheldon Keller, Lou Salaman; Dir - David Geisel.



WEDNESDAY SEPTEMBER 24 (Cont'd)

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US STEEL HOUR CBS 10pm (9) Death Minus One; (O) Arthur Hailey; with Alexander Scourby, Meg Mundy, Beverly Lunsford, Carson Woods, P. J. Kelly, Bryan Herbert, Donald Moffat, John Wynn Evans; Dir - Robert Stevens.

THURSDAY SEPTEMBER 25

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Ed Wynn Show NBC 8pm PREMIERE: Regulars in this series are Mr. Wynn, Jacklyn O'Donnell, Sherry Alberoni, Herb Vigran, Jesslyn Fax. Sincerely Sam Hill; (O) Devery Freeman; with regulars & Charles Arnt, Maureen Cassidy, Myrna Fahey, Norman Ollestad, Gary Vinson; Dir - William Russell.

PLAYHOUSE 90 CBS 9:30pm(8:30) RETURN: NEW SEASON: The Plot to Kill Stalin; (O) David Karp; with Melvyn Douglas, Eli Wallach, Oscar Homolka, Thomas Gomez, F. G. Marshall, Luther Adler, Marian Seldes; Dir - Delbert Mann.

Buckskin NBC 9:30pm Tell Me Leonardo; with regulars & Chubby Johnson, Kathleen Freeman, Grant Richards, Pickey Kelman; LAST SHOW.

STARS OF JAZZ ABC 10pm Les Brown & Orchestra, featuring Butch Stone(C), Laurie Johnson(S).

FRIDAY SEPTEMBER 26

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Adventures of Rin Tin Tin ABC 7:30pm Escape to Danger; with regulars & Dean Stanton; (SW&SD)

Jefferson Drum NBC 7:30pm RETURN: NEW SEASON: Regulars in this series are Mr. Richards, Eugene Martin, Robert Stevenson, Cyril Delevanti; Showdown; (O) Berne Giler; with regulars & Paul Richards, Irene Tedrow, Gardner McKay, Dennis Cross; Dir - Harmon Jones.

Trackdown CBS 8pm(7) The Setup; with James Griffith, Ellen Corby, Norman Leavitt, Douglas Fowley, King Donovan; (SW&SD).

FURTHER ADVENTURES OF ELLERY QUEEN (George Nader) NBC 8pm PREMIERE: Regular in this series is Mr. Nader, others to be announced. The Glass Village; (O) Nicholas E. Baehr; with Mr. Nader, Vaughn Taylor, Andrew Duggan, David Opatashu; Dir - Walter Grauman.

Phil Silvers Show CBS 9pm(8) RETURN: NEW SEASON: Regulars in this series are: Mr. Silvers, Harvey Lembeck, Allan Melvin, Maurice Gosfield, Paul Ford, Joe E. Ross, Herbie Faye, Billy Sards, Mickey Freeman, Jack Healy, Terry Carter, Maurice Brenner, Bernie Fein, Hildy Parks. Gold Fever; with regulars & Jeff Bryant, Al Sandor, Katherine Payne, Tom Ahearn; Writers - Billy Friedberg, Terry Ryan, Neil Simon, Coleman Jacoby, Arnie Rosen; Directors - Aaron Ruben (staging), Al De Caprio (filming).

M Squad NBC 9pm Dead or Alive; with regulars & Tom Pittman, Judi Meredith; (SW&SD).

Schlitz Playhouse CBS 9:30pm(8:30) A Thing To Fight For; (O) Wyatt Blessingame; (A) Paul Monash; with Rod Steiger, Rod Taylor, Marianne Stewart, Kim Charney, Dan Sheridan, Read Morgan, Chick Chandler, Martin Landau; Dir - John Brahm.

Lineup CBS 10pm(9) RETURN: NEW SEASON: Regulars in this series are: Mr. Anderson, Mr. Tully, Marshall Reed. The Samuel McCutcheon Case; with regulars & Glen Kramer, Yvonne King, Harvey Stephens, Carol King, John Barclay; Dir - Hollingsworth Morse; (SW).

MULTIPLE & ACROSS-THE-BOARD SHOWS - SEPTEMBER 22 - SEPTEMBER 26

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JIMMY DEAN SHOW CBS: 2pm (1) Gretchen Wyler(S-D) will be guest for entire week. 9/22 - Rudy Vallee(S); 9/23 & 9/25 - Hootor & Byrd(D); 9/24 - Robert Clary(S); 9/26 - Pat Rooney Sr(D).

MULTIPLE & ACROSS-THE-BOARD SHOWS (Cont'd)

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COUNTY FAIR (Bert Parks) NBC 4:30pm(2:30) PREMIERE: Regulars on this show are: Mr. Parks as m.c., Ken Williams(barker-arnor), Bill Gale(conductor). Christie Logan is guest for the first week. 9/22 - Eileen Barton(S); 9/24 - Betty Ann Grove(S); 9/26 - Anita Wood(S). Writers - Bob Carman, Mike Marmer, Larry Miller; Dir - Joe Durand.

JACK PAAR SHOW NBC 11:15pm 9/22 - Kay Thompson(S-C), Marion Marlowe(S); 9/23 - Jack Haskell(S), Cliff Arquette(C); 9/24 - Theodore(C), Marion Marlowe(S); 9/25 - Johnny Desmond(S), Cliff Arquette(C); 9/26 - Marion Marlowe(S), Gypsy Rose Lee.

SATURDAY SEPTEMBER 27

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GEORGE HAMILTON IV SHOW CBS 12N(10:30am) Denise Lor(S), Danny Costello(S).

TRUE STORY NBC 12N(4pm) The Sad Blackmailer; (O) Bob Corcoran; with Stephen Elliott, Melba Rae, Jay Barney, Don Fellows.

DICK CLARK SHOW ABC 7:30pm(9:30) Valerie Carr(S), Bobby Freeman(S).

Perry Mason (Raymond Burr) CBS 7:30pm(6:30) The Case of the Lucky Loser; with regulars & Tyler MacDuff, Douglas Kennedy; (SW&SD).

PERRY COMO SHOW NBC 8pm Ann Sheridan(A), Everly Brothers(S), Ray Walston(A), Arthur Schwartz(composer).

Wanted - Dead or Alive (Steve McQueen) CBS 8:30pm(7:30) with Joe DeSantis, Robert Griffin, Anna Novarro; (SW&SD).

Gale Storm Show CBS 9pm(8) with regulars & James Fairfax, Edgar Buchanan; (SW&SD).

Steve Canyon (Dean Fredericks) NBC 9pm Operation Zero Launch; with Ward Wood, Marion Ross, Dory Merande, Nelson Leigh; (SW&SD).

Have Gun, Will Travel (Richard Boone) CBS 9:30pm(8:30) with Charles Bronson, Grace Raynor, Celia Lovsky, Edmund Johnson, Harry Carey Jr, Junius Matthews, Marian Collier, Marcia Drake, Bob Tetrick; (SW&SD).

Gunsmoke (James Arness) CBS 10pm(9) with regulars & Paul Langton, Frank De Kova; (SW&SD).

SUNDAY SEPTEMBER 28

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Maverick (James Garner) ABC 7:30pm Lonesome Reunion; (O) Gene Levitt & Robert Mitchell; (A) Gene Levitt; with Joanna Barnes, Richard Reeves, John Russell, John Qualen, Clair Carleton, Byron Foulger, Robert Carson, Jon Lormer; Dir - Richard Bare.

Bachelor Father (John Forsythe) CBS 7:30pm with regulars & Joanna Moore, Shirley Mitchell, Sondra Rogers, Karl Swenson; (SW&SD).

Northwest Passage NBC 7:30pm The Gunsmith; with regulars & Larry Chance, Don Burnett, Lisa Gaye; (SW&SD).

ED SULLIVAN SHOW CBS 8pm Sacha Distel(S-M), Robert Iglesias & Company(D), Wayne & Shuster(C), Hermione Gingold(C), Julie Wilson(S), Shecky Greene(C), Bobby Van(D), Los Chavales de Espagna(S), NY Yankee baseball stars.

STEVE ALLEN SHOW NBC 8pm Joan Davis(C), Jimmie Rodgers(S), Ray Anthony(M).

General Electric Theatre CBS 9pm One is a Wanderer; (O) James Thurber; (A) Samuel Taylor; with Fred MacMurray, Jeanne Shelley, James Westerfield, David Hoffman, George Keyman, Eve McVeagh; Dir - Herschel Daugherty.

Decision NBC 10pm Man on a Raft; (Based on character of Mike Shane created by Brett Halliday); with Mark Stevens, Robert Brubaker, Steve Mitchell, William Kendis, Mary Anders, Diane Brewster, Gage Clarke, Mary Adams, Bob Stevenson, Sherwood Price.

Because of the temporary nature of summer replacement programs, Television Index cards will not be issued for shows in this category or for shows which had limited runs during the past several months. However, in order that users of Ross Reports - Television Index may keep track of programs in this category, a list of the temporary programs has been compiled with an index reference noting the pages in the Weekly Reports on which each appeared plus any changes that may have occurred after the original listing. Letters in parentheses after each program title indicate whether it was Live or Film.

AMERICAN BROADCASTING COMPANY

<u>TITLE</u>	<u>PAGE NO.</u>	<u>DAY</u>	<u>TIME</u>	<u>DEBUT</u>	<u>LAST SHOW</u>
Pantomime Quiz (L)	28	Tues	9:30-10pm	4/8/58	9/2/58
Campaign Roundup (L & F)	39	Mon	8-8:30pm	5/12/58	6/9/58
The Baseball Corner (L)	43, 58, 61	Wed Sun	9:30-10pm 5-5:30pm	6/1/58 6/29/58	8/27/58 8/31/58
Cowtown Rodeo (L)	50	Mon	7:30-8:30pm	6/16/58	9/8/58
Traffic Court (L)	50, 61	Sun	9-9:30pm	6/18/58	9/28/58
The Frigidaire Summer Theatre (F)	51	Fri	9:30-10pm	6/20/58	8/15/58
Harness Racing (L)	51, 64	Tues	10-10:30pm	6/20/58	8/19/58
Polka-Go-Round (L)	52	Mon	9:30-10:30pm	6/23/58	9/29/58
Midwestern Hayride (L)	52, 76	Sat	10-10:30pm	6/28/58	current
The Chevy Showroom Starring Andy Williams (L)	56	Thurs	9-9:30pm	7/3/58	9/25/58
ESP (Tales of ESP) (L, later F)	59, 65, 66	Fri	9-9:30pm	7/11/58	8/22/58
Buick Action Theatre (F)	67	Fri	9:30-10pm	8/22/58	10/3/58

COLUMBIA BROADCASTING SYSTEM

<u>TITLE</u>	<u>PAGE NO.</u>	<u>DAY</u>	<u>TIME</u>	<u>DEBUT</u>	<u>LAST SHOW</u>
Race of the Week (L)	35	Sat	4:30-5pm	4/26/58	10/25/58
Air Power (F)	39	Sun	6:30-7pm	5/18/58	10/12/58
The Adorn Playhouse (F)	42	Tues	8:30-9pm	5/13/58	7/1/58
The Boing-Boing Show (F)	43	Fri	7:30-8pm	5/30/58	10/3/58
Sunday Game of the Week (L)	44	Sun	various	6/1/58	9/28/58
The Search (F)	44	Sun	6-6:25pm	6/1/58	9/21/58
Sing Along (L)	45	Wed	7:30-8pm	6/4/58	7/9/58
Sports Page (L)	45	alt Sat & Sun	various	6/7/58	ends with baseball season
Johnson's Wax Theatre (F)	53	Wed	8:30-9pm	6/18/58	9/27/58
Undercurrent (F)	52	Fri	10-10:30pm	6/27/58	9/19/58
The Brothers (F)	53	alt Sun	7:30-8pm	6/29/58	9/7/58

TELEVISION INDEX - SUMMER REPLACEMENT SHOWS - Columbia Broadcasting System (Cont'd)

<u>TITLE</u>	<u>PAGE NO.</u>	<u>DAY</u>	<u>TIME</u>	<u>DEBUT</u>	<u>LAST SHOW</u>
Spotlight Playhouse (F)	55	Tues	9:30-10pm	7/1/58	9/23/58
The Verdict is Yours (night-time version) (F)	57, 60	Thurs	8:30-9:30pm	7/3/58	9/25/58
Personal Appearance (F)	57	Fri	10:30-11pm	7/4/58	9/19/58
Top Ten Lucy Shows (F)	59	Mon	9-9:30pm	7/7/58	9/29/58
Frontier Justice (F)	59	Mon	9:30-10pm	7/7/58	9/29/58
Keep Talking (L)	61	Tues	8:30-9pm	7/15/58	9/16/58
Destiny (F)	63	Fri	8:30-9pm	7/18/58	9/26/58

NATIONAL BROADCASTING COMPANY

<u>TITLE</u>	<u>PAGE NO.</u>	<u>DAY</u>	<u>TIME</u>	<u>DEBUT</u>	<u>LAST SHOW</u>
Turning Point (F)	28	Sat	9:30-10pm	4/12/58	9/20/58
Music Bingo (L)	43	Thurs	10:30-11pm	5/29/58	9/11/58
Noah's Ark (F)	44	Sun	7-7:30pm	6/1/58	9/28/58
The Investigator (L)	45	Tues	8-9pm	6/3/58	9/2/58
Leo Durocher's Warmup (L)	46	alt Sat	various	6/7/58	ends with baseball season
Club Oasis Starring Spike Jones (L)	46	alt Sat	9-9:30pm	6/7/58	9/6/58
The Big Game (L)	47	Fri	7:30-8pm	6/13/58	9/19/58
The Sports Page (L)	47	alt Sat	various	6/14/58	ends with baseball season
Bob Crosby Show (L)	47	Sat	8-9pm	6/14/58	9/6/58
Opening Night (F)	48	alt Sat	9-9:30pm	6/14/58	8/23/58
The Joseph Cotten Show (F)	48	Sat	10:30-11pm	6/14/58	9/6/58
The Chevy Show (L)	51, 53	Sun	9-10pm	6/22/58	9/28/58
Win With A Winner (L)	52, 65	Tues	7:30-8pm	6/24/58	9/16/58
Lucky Partners (L)	54	Mon-Fri	2-2:30pm	6/30/58	8/22/58
Haggis Baggis (night-time version) (L)	55	Mon	7:30-8pm	6/30/58	9/29/58
Dotto (night-time version) (L)	56	Tues	9-9:30pm	7/1/58	8/15/58
It Could Be You (night-time version) (L)	56	Wed	10-10:30pm	7/2/58	9/17/58
Buckskin (F)	57	Thurs	9:30-10pm	7/3/58	9/25/58
Decision (F)	58	Sun	10-10:30pm	7/6/58	9/28/58
Steve Allen Presents Steve Lawrence & Eydie Gorme (L)	60	Sun	8-9pm	7/13/58	8/31/58
Colgate Theatre (F)	68	Tues	9-9:30pm	8/19/58	10/7/58