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WEEKLY REPORT

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (3)

ABC- 5-6pm, all time zones, Mon thru Fri; DEBUT; Mickey Mouse Club; FILM from WABC-TV(NY) & WBKB(Chi) & KABC-TV(LA), 86 stations net, none delayed. § Segment Sponsors- 18 different sponsors, single and multiple 15-minute segments, Mon thru Fri. § Pkgr & Film Prod- Walt Disney Productions, at Walt Disney Studios, Burbank, Calif., and other locations throughout the world; Exec Prod- Walt Disney; various unit producers, directors and crews. § Each daily hour-long show contains four separate 15-minute segments, to be seen weekly in the following schedule: "The Mickey Mouse Newsreel," presented in the first 15-minute segment, Mon, Wed, Fri; "Let's Go," visits to interesting places, first segment, Tuesdays; "Jiminy Cricket Presents," all-cartoon subject, first segment, Thursdays; "The Mouseketeers," a group of 24 talented youngsters, with Jimmie Dodd and Roy Williams as co-hosts for the special programs presented each day, second segment, Mon thru Fri; "Mickey Mouse Club Continued Stories," live-action filmed serials presented in consecutive daily episodes until their respective conclusions, third 15-minute segment, Mon thru Fri; "Cartoon of the Day," featuring famed Walt Disney characters, fourth segment, Mon thru Fri. Program replaces local programming.

ABC- 7:30-8pm EDT; NET DEBUT; Topper; FILM from WABC-TV(NY), 32 stations net, 29 delayed. § Alternate Week Sustaining; Alternate Week Sponsor- Standard Brands, Inc (Chase & Sanborn Coffees, Blue Bonnet Margarine, Royal Desserts, Tender Leaf Tea) thru Compton Advertising, Inc(NY); Acct Execs- O. S. Chase, William Ziegler. § Re-runs of films in the series, which debuted over CBS on Oct 9, 1953. Re-runs had been shown over CBS this past summer, last CBS show on Sept 30, 1955. Program replaces a network sustaining sports film series.

CBS- 8-8:55am EDT, Mon thru Fri; DEBUT; Captain Kangaroo; LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- Keeshan-Miller Enterprises with CBS (NY); Exec Prod- Louis G. Cowan; Prod- Jack Miller; Assoc Prod- Bob Claver; Dir- Peter Birch; Writers- Bob Claver, Bob Collery, others. § New series for children, starring Bob Keeshan as Captain Kangaroo, a portly old soul who wears a jacket with magic bulging pockets containing things that delight children. The program includes toys, puppets and live animals in a "treasure house" which is guarded by the Captain. Gus Alligretti is the unseen puppeteer. The program replaces the second hour of The Morning Show, which is cut to 7-8am EDT.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Monday(3)

CBS- 9-9:30pm EDT; RETURN; I Love Lucy; FILM from WCBS-TV(NY) & KNXT(LA), 122 stations net, 38 delayed(GF); 121 stations net, 29 delayed(F&G). § Altern-ate Week Sponsors- Procter & Gamble Co (Fluffo, Lilt Home Permanent) thru Biow-Beirn-Toigo, Inc(NY); TV Acct Rep & Comm Superv- Louis Florence; Comm Anncrs- Red Barber(Fluffo), Joanne Jordan(Lilt). 2) General Foods Corp (Instant Swans Down Cake Mixes) thru Young & Rubican, Inc(NY); Acct Exec- Joe Wilkerson; TV Acct Rep- Lee Strahorn; Comm Superv- Bill Colihan. § Pkgr & Film Prod- Desilu Pro- ductions, Inc., at Motion Picture Center, Hollywood, Calif; Prod- Jess Oppen- heimer; Dir- James V. Kern; Asst Dir- Jack Aldworth; Music Dir- Wilbur Hatch; Dir of Photog- Karl Freund; Costumes- Edward Stevenson; Writers- Jess Oppenheim- er, Bob Carroll, Jr., Madelyn Pugh, Bob Schiller, Bob Weiskopf. § Lucille Ball and Desi Arnaz return, succeeding Those Whiting Girls (last show Sept 26).

CBS- 9:30-10pm EDT; RETURN; December Bride; FILM from WCBS-TV(NY) & KNXT(LA), 135 stations net, 41 delayed. § Sponsor- General Foods Corp (Instant Max- well House Coffee, Gaines Dog Food) thru Benton & Bowles, Inc(NY); Acct Superv- Esty Stowell; Agcy TV Superv- Thomas McDermott; Comm Anncr- Rex Marshall (Max- well House). § Pkgr- CBS-TV (program created by Parke Levy); Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood; Exec Prod- Samuel Marx; Prod- Frederick de Cordova; Dir- Jerry Thorpe; Asst Dir- Marvin Stuart; Music Dir- Wilbur Hatch; Dir of Photog- Karl Freund; Sets- Claudio Guzman; Writers- Parke Levy, Lou Derman. § Situation comedy, starring Spring Byington, with Dean Miller, Frances Rafferty and Verna Felton, returns from hiatus, succeeding Ethel and Albert (last show Sept 26) in this time spot. Ethel and Albert will move to ABC, Friday, 10-10:30pm EDT, effective Oct 14.

Tuesday(4)

CBS- 10:30-11pm EDT; RETURN; My Favorite Husband; FILM from WCBS-TV(NY), no. of stations indefinite. § Sponsor- Frigidaire Division, GMC, thru Kudner Agency, Inc(NY); Acct Exec- Clarence Hatch; Comm Superv- James P. Ellis; Comm Anncr- Dick Joy. § Pkgr- CBS-TV(LA); Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood; Prod- Edmund Hartman; Dir- Edward Buzzell; Music Dir- Lud Gluskin; Camera- Sid Hickox; Art Dir- Al Pyke; Writers- Budd Grossman, others. § Return of the situation comedy series, on film, starring Barry Nelson and Vanessa Brown, with Alix Talton and Dan Tobin. The program originally debuted as a live series over CBS on Sept 12, 1953, with Barry Nelson and Joan Caulfield starring, and went off June 4, 1955. Alix Talton was also featured in the live series. The new filmed version replaces The Search (last re-run show Sept 27) in this time spot.

NBC- 8-9pm EDT, every 3rd Tuesday; RETURN & DEBUT; Bob Hope Starring in 'The Chevvy Show'; LIVE from KRCA-TV(LA), 90 stations live, 41 kine. § Spon- sor- Chevrolet Motor Division, GMC, thru Campbell-Ewald Co., Inc(Detroit); Acct Exec- H. G. Little. § Pkgr- Bob Hope Enterprises(LA); Prod- Jack Hope; Assoc Prod- George Habib; Dir- Jim Jordan, Jr; Assoc Dir- Fred Rheinstein; Music Dir- Les Brown (& orch); Art Dir- Jay Krause; Costumes- Kate Drain Lawson; Choreog- Nick Castle; Writers- Lester White and John Rapp, Mort Lachman and Bill Larkin, Charles Lee; Norman Sullivan, consultant. § The Chevvy Show debuts in this time spot, to be seen every third Tuesday, thru the summer of 1956; Bob Hope re- turns as star of the variety show, to be seen six to eight times, with Betty Hutton as star on Oct 25, Dinah Shore as star on Jan 17 and also a later show, and with other top names in the spot on dates not filled by Hope and those named. The program alternates with The Martha Raye Show and The Milton Berle Show (See page 114). Hope was seen in this time spot six times during the 1954-55 season, alternating in the same manner. Hope Enterprises packages only the Hope shows.

THIS WEEK(Cont'd)

Tuesday(4)

NBC- 9:30-10:30pm EDT, alternate Tuesdays; DEBUT; Pontiac Playwrights '56 (A Fred Coe Production); LIVE from WRCA-TV(NY); some from KRCA-TV(LA), 76 stations live, 15 kine. § Sponsor- Pontiac Motor Division, GMC, thru MacManus, John & Adams, Inc(Bloomfield Hills, Mich); TV Acct Exec- Ernest Jones; Agcy TV Superv- Henry Fownes(NY); Conn Superv- Ted Allegretti; Comm Anncrs- Various. § Pkgr- NBC-TV(NY); Prod- Fred Coe; Assoc Prod- Bill Nichols; Dirs- Delbert Mann, Vincent Donehue, Arthur Penn, others; Assoc Dir- Dominick Dunne; Music Dir- Harry Sosnik; Prog Anncr- Bill Wendell; Sets- Various (Otis Riggs, 1st show); Costumes- Various (John Boxer, first show); Casting- Everett Chambers (NBC, NY). § Drama series with top Hollywood, Broadway and TV stars and featured players in adaptations and originals by major writers. The majority of the season's productions will be from New York, but some will originate in Hollywood. The program alternates with Armstrong Circle Theatre in this time spot (see page 115)..

Wednesday(5)

CBS- 10-11pm EDT, alternate Wednesdays; DEBUT; The 20th Century-Fox Hour; FILM from WCBS-TV(NY), 105 stations net, 1 delayed. § Sponsor- General Electric Co (Major Appliances) thru Young & Rubican, Inc(NY); TV Acct Superv- Robert Buchanan; TV Acct Reps- Ward Byron, Kenneth Wood, Herbert Breckheimer. § Pkgr & Film Prod- TCF Television Productions (subsidi of 20th Century-Fox Film Corp), at Fox Western Ave Studios, LA; Exec Prod- Otto Lang; Exec Assoc- Michel Kraike; Prods- Otto Lang, Jules Bricken; Assoc Prod- Peter Packer; Dir- Various; Writers- Various (Carroll Carroll for special material, studio segments). § Joseph Cotten is host for this new drama series, with many of the company's stars in new versions of some of 20th Century-Fox' past motion picture successes. The program replaces Front Row Center (last show Sept 21) in the time spot for the sponsor, alternating weekly with the United States Steel Hour.

NBC- 8-8:30pm EDT; DEBUT; Screen Directors Playhouse; FILM from WRCA-TV(NY) & KRCA-TV(LA), 35 stations net, 32 delayed. § Sponsor- Eastman Kodak Co (Cameras, Films, Equipment) thru J. Walter Thompson Co(NY); Acct Execs- Thayer Jaccaci, Charles Rheinstrom; TV Acct Rep- Robert Ballin. § Pkgr- Screen Directors Guild with Hal Roach Studios; Film Prod- Hal Roach Studios, Culver City, Calif; Exec Prod- Hal Roach, Jr.; Prod Superv- Sidney S. Van Keuren; Dirs- Various members of Screen Directors Guild; Asst Dir- Arthur Lueker. § New half-hour series with outstanding stars playing in a variety of types of scripts, directed by leading members of the Screen Directors Guild, some making their TV directing debuts. The program replaces Kodak Request Performance (last show Sept 28) reruns of half-hour films, in this time spot.

Thursday(6)

ABC- 8-8:30pm EDT; SPECIAL; Mission to the World; LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC Special Events; Prod- Fred Heider; Dir- Marshall Diskin. § His Excellency Bishop Fulton J. Sheen delivers his annual discussion of the role of the Catholic Missions throughout the world in connection with Mission Sunday; Oct 23 this year.

CBS- 8:30-9:30pm EDT, every 4th Thursday; RETURN; Shower of Stars (Color); LIVE from KNXT(LA), 116 stations live, 8 kine (b&w). § Sponsor- Chrysler Corp (All Cars) thru McCann-Erickson, Inc(NY); Acct Exec- Wells W. Spence; TV Acct Rep- Albert J. Petcavage; Comm Superv- Russ Johnston(LA); Comm Anncr- Bill Lundigan, Mary Costa. § Pkgr- CBS-TV(LA); Prod & Dir- Ralph Levy (1st show); Writers- Various (Hugh Wedlock, Howard Snyder, John Tackaberry; all 1st show). § Program replaces Climax! in this time spot every 4th week for the sponsor, as it did last season. Climax! was seen every week during the summer. Shower of Stars is a musical variety series, presenting top variety stars in book shows, revues, etc. The first fall program is the comedy, "Time Out For Ginger," starring Jack Benny, with Ruth Hussey, others. (See page C for cast credits).

THIS WEEK(Cont'd)

Thursday(6)

NBC- 8:30-9pm EDT; DEBUT; The People's Choice; FILM from WRCA-TV(NY) & KRCA-TV (LA), 69 stations net, 31 delayed. § Sponsor- The Borden Co (Dairy Products) thru Young & Rubicam, Inc(NY); TV Acct Reps- David Elton, Robert Fenton; Agcy TV Superv- David Levy. § Pkgr- Norfolk Productions(LA); Film Prod- Norden Productions (Norfolk and McCadden Productions), at General Service Studios, Hollywood; Prod & Creator- Irving Brecher; Prod Superv- Al Simon; Dirs- Brecher (1st two), Leigh Jason (3rd & 4th), Peter Tewksbury (5th); Music Dir- Lou Kosloff; Camera- James Van Trees; Superv Ed- Stanley Frazer; Ed- Edward Mann; Writers- Various. § New romantic comedy series, starring Jackie Cooper as Socrates (Sock) Miller, with Patricia Breslin as his girl friend, Mandy Peoples; Leonid Kinskey as Pierre, an artist; Margaret Irving as Aunt Gus; Paul Maxey as Mayor Peoples, and John Stephenson as Roger Crutcher, the heavy. Cooper plays a Bureau of Fish and Wildlife ornithologist who becomes a city councilman against his will. The program replaces Make the Connection (last show Sept 29).

Friday(7)

ABC- 8:30-9pm EDT; DEBUT; Crossroads; FILM from WABC-TV(NY) & KABC-TV(LA), 57 stations live, 75 delayed. § Chevrolet Motor Division, GMC, thru Campbell-Ewald Co(Detroit); Acct Exec- H. G. Little. § Pkgr- Bernard L. Schubert; Film Prod- Federal Telefilms, Inc., at Goldwyn Studios, Hollywood; Exec Prod- Buster Collier; Prod Mgr- Herbert Stewart; Dir- Various; Camera- Bill Whitley; Film Ed- Roy Livingston. § Anthology series of stories about clergymen, based on true experiences of clergymen of all faiths; with noted different stars appearing in each drama. Program replaces Treasury Men In Action (last show Sept 30).

CBS- 8-8:30pm EDT; RETURN; Mama; LIVE from WCBS-TV(NY), 57 stations live, 15 kine. § Sponsor- General Foods Corp (Maxwell House Coffee, Post Grape-Nuts, Post 40% Bran Flakes) thru Benton & Bowles, Inc(NY); Acct Superv- Esty Stowell; Agcy TV Superv- Thomas McDermott. § Pkgr- Carol Irwin(NY); Prod- Carol Irwin; Dir- Don Richardson; Script Ed- Frank Gabrielson (at Irwin); Casting- Doris Quinlan (at Irwin). § Return from hiatus of the domestic comedy series, starring Peggy Wood in the title role, with Judson Laire, Dick Van Patten, Rosemary Rice and Robin Morgan. Other regulars do not appear in all episodes. Program succeeds Pantomime Quiz (last show Sept 30), its summer replacement.

CBS- 8:30-9pm EDT; RETURN; Our Miss Brooks; FILM from WCBS-TV(NY) & KNXT(LA), 66 stations live, 22 delayed. § Sponsor- General Foods Corp (Various Products) thru Young & Rubicam, Inc(NY); TV Acct Reps- John Creamer, Edward Snowdon, Martin Waldman (Birdseye); Lee Strahorn (Minute Rice, Instant Sanka); Agcy TV Superv- Lee Strahorn. § Pkgr- CBS-TV(LA); Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood; Prod- Larry Berns; Dir- Al Lewis; Writers- Al Lewis, Joe Quillan. § Return of the situation comedy series starring Eve Arden in the title role. The series is seen one hour earlier than last season. Format, supporting cast and locale will change with the second episode of the new series, On Oct 14. Locale changes from Madison High to Mrs. Nestor's Private School. Gale Gordon as the school principal, Osgood Conklin; Gloria McMillan as his daughter Harriet and Jane Morgan as Miss Brooks' landlady, Mrs. Davis, are the only regulars switching to the new locale. Added regulars will be Nana Bryant as Mrs. Nestor, Bob Sweeney as Oliver Munsey, the ineffectual vice-principal, Gail Bonney as Miss Hannibal, the school secretary, and Clint Albright as William Ching, the school's athletic instructor. The program replaces Topper (last show Sept 30; moves to ABC, see Oct 3).

CBS- 9-9:30pm EDT; DEBUT; Crusader; FILM from WCBS-TV(NY) & KNXT(LA), no. of stations indefinite. § Sponsor- R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co., Inc(NY); Acct Exec- Thomas D. Luckenbill; TV Acct Rep- Samuel H. Northcross; Comm Superv- Gene Petrillo. § Pkgr- Richard Lewis and Revue Productions, Inc(LA); Prod- Richard Lewis; (Continued next page)

THIS WEEK(Cont'd)

Friday(7)

CBS- Crusader (Cont'd from previous page): Dir- Herschel Daugherty, others; Writers- Various. § Brian Keith stars as Matt Anders, a free lance writer who fights to help victims of tyranny to escape to free countries. The dramas are fictionalizations of case histories from Radio Free Europe, Radio Liberation, U.S. Information Agency, Voice of America, U.S. State Dept's Escapee Program and the Crusade for Freedom. The program replaces Playhouse of Stars, with the latter moving to 9:30-10pm EDT, replacing The Ray Milland Show (last show Sept 30).

Saturday(8)

NBC- 7:30-8pm EDT; DEBUT; The Big Surprise; LIVE from WRCA-TV(NY), 64 stations net; adding more. § Alternate Week Sponsors- 1) Speidel Co (Watch Bands, Men's Jewelry) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Herbert Vitriol; TV Acct Rep & Comm Superv- Rod Albright; Comm Annncrs- Various. 2) Purex Corp., Ltd. (Old Dutch Cleanser, Purex Dry Bleach, News Detergent, Trend Detergent, Purex Liquid Bleach); Old Dutch thru Weiss & Geller, Inc(Chi); Purex Dry Bleach, News, Trend, all thru Foote, Cone & Belding(LA); Purex Liquid Bleach thru McCann-Erickson, Inc(LA). § Pkgr- Louis G. Cowan, Inc (NY); Exec Prod- Steve Carlin; Prod & Dir- David Lowe; Asst Prod- To be named; Researchers- Shirley Bernstein, Rosanne Kahn. § Jack Barry is m.c. for the quiz program. Contestants who have performed some worthy deed appear with their "reporters," who come along to tell why they suggested the contestants. The game consists of questions based on the contestant's own family, friends, hometown, hobbies and special interests, with correct answers taking the contestant from \$1 to \$100,000. If he misses one of the first four questions, the game is over for him. If he goes beyond the first four successfully and then stumbles, he can still recoup with the aid of a member of the at-home audience who is a "double" for the contestant, chosen with the aid of an IBM electronic "brain" which has the characteristics of over 180,000 people stored in its card file, with thousands more being added daily. If the at home viewer answers the next question correctly over the telephone, the studio contestant goes on answering the next question. If both miss a question at any time, the studio contestant is finished and wins only the amount he has reached. The program replaces Swift's Show Wagon with Horace Heidt (last show Oct 1).

NBC- 9:30-10pm EDT; RETURN; Texaco Star Theatre; LIVE from KRCA-TV(LA), or FIIM from WRCA-TV(NY) & KRCA-TV(LA), 70 stations live or net, 7 kine or delayed. § Sponsor- Texas Co (Gasoline and other Texaco Products) thru Kudner Agency, Inc(NY); Acct Exec- Gerard Johnston; Agcy TV Superv- Myron P. Kirk; Comm Anncr- Harry Von Zell. § Pkgr- Fawn Productions (live & film); Prod & Stager- William Harmon; Dirs- Sidney Smith(live), Hal Yates(Film); Assoc Prod- Derrick Lynn-Thomas; Music Dir- Roy Bargy; Sets- Furth Ullman; Costumes- Campbel (cq); Choreog- Aida Broadbent; Special Material, Songs- Jackie Barnett; Writers- John Fenton Murray, Benjamin Freedman, Jack Elinson, Elon Packard. § Jimmy Durante returns as the star of his comedy-musical-variety series, to be seen three of every four Saturdays this season. (He had been seen alternating weekly with Donald O'Connor for the sponsor last season.) Fifteen of the programs will be live, including the fall debut show, and 15 will be on film, already produced. Each program will have top name guest stars, while weekly regulars include Eddie Jackson, drummer Jack Roth, pianist Jules Buffano and the Five Durante Girls. The program has been seen via re-runs of last season's filmed programs.

NBC- 10-10:30pm, 3 of every 4 Saturdays; RETURN; George Gobel Show; LIVE from KRCA-TV(LA), 102 stations live, 34 kine(Pet); 109 stations live, 39 kine (Armour). § Alternate Week Sponsors- 1) Pet Milk Co (All Products) thru Gardner Advertising Co(St. L.); Acct Exec- Champ Humphrey(St. L.); TV Acct Rep- Al Chance(LA). 2) Armour & Co (Dial Soap) thru Foote, Cone & Belding(Chi); Acct Superv- W. R. Forrest; Agcy TV Superv- John Simpson. § (Cont'd next page)

Saturday(8)

NBC- George Gobel Show (Cont'd from previous page): Pkgr- Gomalco Enterprises (LA); Prod- Hal Kanter; Dir- Alan "Bud" Yorkin; Music Dir- John Scott Trotter; Writers- Eal Kanter, Harry Winkler, Everett Greenbaum, Howard Leeds. § George Gobel returns with his comedy monologues and variety; with singer Peggy King and John Scott Trotter and the orchestra, and weekly guest stars. The program replaces And Here's the Show (last show Sept 24), its summer replacement.

Sunday(9)

ABC- 1-1:30pm EDT; RETURN; College Press Conference; LIVE from WMAL-TV(Wash), to the net. § Sustaining. § Pkgr & Creator & Prod- Ruth Geri Hagy(Wash). § Ruth Geri Hagy moderates a panel of college editors who question national and international personalities on topics of the day. The program returns for its fourth season, in open net time.

ABC- 1:30-2pm EDT; DEBUT; Dean Pike; LIVE via remote to WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC Public Affairs(NY); Prod- Wiley Hance; Dir- Marshall Diskin. § The Very Rev. Dr. James A. Pike, Dean of the Cathedral of St. John the Divine in New York, is host at Cathedral House for informal discussions with prominent friends about the religious and ethical aspects of current issues of public and private life. Mrs. Pike and the Dean's daughter, Catherine, will occasionally join the conversations. Program is in open net time.

CBS- 3-3:30pm EDT; DEBUT; Talkaround; LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Public Affairs(NY); Exec Prod- Irving Gitlin; Prod- Katherine Copeland. § Katherine Copeland chats informally with a group of six youngsters in their early teens in a manner designed to bring out their ideas, their feelings about themselves and their backgrounds. Program replaces local programming.

CBS- 3:30-4pm EDT; RETURN; Adventure; LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS-Public Affairs with the American Museum of Natural History(NY); Prod- Robert Northshield; Assoc Prods- Shelby Gordon, Jac Venza; Dir- Mel Ferber; Script Ed- Frank de Felitta(At Museum, for non-fiction material used in connection with the show). § Charles Collingwood is host for the program, which returns for its fourth season for another look at the world around us, investigating this season four areas of civilization: "The West -- America's Great Laboratory," "The Waters of the World," "Man, the Machine," and "Adventure After Oil." The program replaces local programming in this time spot.

CBS- 4:30-5pm EDT; RETURN; Let's Take a Trip; LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Public Affairs(NY); Superv- Irving Gitlin; Prod- Stephen Fleischman; Assoc Prod- Jack Kuney; Dir- Roger Englander; Story Ed- Selig Alkon; Writers- Craig Gilbert, Bob Allison. § Sonny Fox is adult guide for 9-year-old Ginger MacManus and 11-year-old "Pud" Flanagan on trips to interesting places around the country, with the television cameras watching.

CBS- 5-6:30pm EDT; RETURN; Omnibus; LIVE and FILM from WCBS-TV(NY), no. of stations indefinite. § Sponsors- 1) Scott Paper Co (All Products) thru J. Walter Thompson Co(NY); TV Acct Reps- Bart McHugh, Fred Thomson. 2) Aluminium Ltd of Canada (Aluminum for industry) thru J. Walter Thompson Co(NY); Acct Exec- Robert E. Dennison; Comm Superv- Robert Foster; Comm Annrcs- George Bryant, Dwight Weist. § Pkgr- TV-Radio Workshop, Ford Foundation(NY); Workshop Dir & Prod- Robert Saudek; Assoc Prod- Paul Feigay; Dir- Elliott Silverstein; Feature Eds- Mary V. Ahern, Andrew K. Lewis, William Suchamm; Film Superv- Boris D. Kaplan; Sets- Henry May; Script Ed- Paul Feigay; Casting- Bonnie Novick(at Ford, limited opening). § Alistair Cooke is again m.c. for the show which will present a variety of interviews, excursions, dramatizations and examinations of life. Program replaces Face the Nation, 5:30-6pm, which moves to 4-4:30pm; and The Sunday Lucy Show, 6-6:30pm, moving Oct 8, to Sat, 6:30-7pm, as The Lucy Show.

Sunday(9)

NBC- 12noon-12:15pm EDT; RETURN; Captain Hartz and his Pets; LIVE from WNBQ(Chi), no. of stations indefinite. § Sponsor- Hartz Mountain Products (Pet Food) thru George N. Hartman Co(Chi). § Pkgr- George N. Hartman Co(Chi); Exec Prod- Jules Power; Prod- Bernard Miller; Dir- Alan Beaumont; Writer- Lester Goldsmith. § Ned Locke returns as Captain Hartz, the airline pilot with friends who have animals from all over the world, with "Buzz" Podwell as his youthful friend who watches the animals and listens to the stories. The program also has guest animal experts. The program returns after hiatus since May 29; in open time.

NBC- 3-3:30pm EDT; DEBUT; Dr. Spock; FILM from WRCA-TV(NY), 29 stations net, 5 delayed (16 to be added). § Alternate Week Sustaining; Alternate Week Sponsor- Beech-Nut Packing Co (Baby Food) thru Kenyon & Eckhardt, Inc(NY), Acct Exec- Richard Allewelt; TV Acct Rep & Comm Superv- Joan Dunne; Comm Annncr- Connie Clausen. § Pkgr- NBC-TV; Film Prod- WNBK(Cleve); Prod- William White Parrish; Dir- Charles K. Dargan(WNBK). § Dr. Benjamin Spock, noted pediatrician and author of books on baby and child care, discusses a variety of subjects of interest to the parents of babies and young children, taking a different topic and a different age group each week. The discussions are recorded on film in Cleveland. The program replace Frontiers of Faith, which moves to 1:30-2pm EDT.

NBC- 4:30-5:30pm EDT; SPECIAL; '1976'; LIVE from WRCA-TV(NY), 113 stations live, 44 kine. § Sponsor- American Petroleum Institute (Institutional) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- John Cohane; TV Acct Rep- Rod Albright; Institutional Messages- Admiral Nimitz, Carl Sandburg, others. § Pkgr- NBC-TV(NY); Prod- Ben Park; Assoc Prod- Don Cash; Dir- Lynwood King; Music Dir- Al Goodman; Sets- Jan Scott; Writer- George Lefferts, based on ideas in "Tomorrow," a book being written by Sylvester L. Weaver, Jr. § NBC President Sylvester L. Weaver, Jr., is narrator for the program on the subject of how tomorrow and its developments will affect the American citizen in his home and private life. The program inaugurates the 1955 observance of Oil Progress Week. Outstanding NBC stars will help point up the look of the world of 1976. Zoo Parade, 4:30-5pm, moves to 3:30-4pm, this date, in turn replacing The American Forum, which moves to 1-1:30pm EDT. People will be seen 4-4:30, last show.

NBC- 9-10pm EDT, alternate Sundays; DEBUT; Goodyear Playhouse; LIVE from WRCA-TV (NY), 89 stations live, 16 kine. § Sponsor- Goodyear Tire & Rubber Co thru Young & Rubicam, Inc(NY); Acct Exec & TV Acct Rep- Kenneth D. Alexander; Comm Annncr- Ralph Paul (live & film). § Pkgr- NBC-TV(NY); Prod- Herbert Brodtkin; Assoc Prod- Philip Barry, Jr.; Dirs- Dan Petrie, Sidney Lumet, Robert Mulligan; Sets- James Russell; Script Ed- Herb Hirschman(NBC, NY); Casting- Joan MacDonald, assisted by Priscilla Farley(NBC, NY). § Original dramas and adaptations, with top stars and supporting players. The program succeeds Goodyear Television Playhouse in the time spot, with a complete change in production staff.

OTHER NETWORK CHANGES & ADDITIONS

CBS- George Burns and Gracie Allen Show (Mon, 8-8:30pm EDT) New fall series starts Oct 3, with General Mills, Inc., alternating with the Carnation Co for 13 weeks as sponsors. B. F. Goodrich Co returns as alternate week sponsor on Jan 2. Both Goodrich and General Mills (Betty Crocker Mixes) are thru BBD&O.

Bob Cummings Show (Thu, 8-8:30pm EDT) New fall series starts Oct 6.

Four Star Playhouse (Thu, 9:30-10pm EDT) New fall series starts Oct 6.

The Morning Show (Mon thru Fri, 7-8pm EDT) New time, effective Oct 3. Walter Cronkite replaces Charles Collingwood as newscaster. Dick Van Dyke continues as host. Production staff: Prod- Charlie Andrews; Assoc Prod- Stan Lee; Dirs- Rai Purdy, Ken Whelan; News Staff Prod & Dir- Av Westin; News Ed- Bill Seamans.

MONDAY OCTOBER 3
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VOICE OF FIRESTONE ABC 8:30pm Robert Merrill (S)
 Medic (Richard Boone) NBC 9pm And There Was Darkness And There Was Light - Part 2 of story begun 9/26
I Love Lucy CBS 9pm regulars Lucille Ball, Desi Arnaz, Vivian Vance, William Frawley; (SW & SD) (PREMIERE FALL SERIES)
December Bride CBS 9:30pm The Boxing Show - with Spring Byington, Verna Felton, Art Aragon, Frances Rafferty, Dean Miller, Harry Morgan, John Gallaudet, William Forrest, Sam McDaniels, John Indrisano; (SW) by Parke Levy; (SD) by Jerry Thorpe; (PREMIERE FALL SERIES)
 ROBERT MONTGOMERY PRESENTS NBC 9:30pm The Stranger - (O) by Doria Folliott; with Barbara Eritton, John Baragrey, Jack Livesy, Luis Van Rooten, Harry Holcombe, Fay Sappington, Charles Aidman; (SD)
 STUDIO ONE CBS 10pm A Likely Story - (O) by Frank D. Gilroy; Eddie Bracken, Hope Emerson, Jack Whiting, Patricia Barry, Philip Hepburn, Nell Harrison, Harold Stone, Roy Fant; (SD) by William H. Brown
Eddie Cantor Comedy Theatre WABC 10pm The Song Plugger - with Ray Anthony, Helen O'Connell; (SW & SD)

TUESDAY OCTOBER 4
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Steve Donovan (Douglas Kennedy) WRCA-TV 6pm Mystery Canyon - (O) by Tom Seller; with regulars; (SW & SD)
Warner Bros. Presents (Gig Young) ABC 7:30pm Kings Row - (O) by Ellis St. Joseph, based on original story by Henry Bellaman; with Jack Kelly, Nan Leslie, Robert Horton, Wallace Ford, Lillian Bronson, Peter Votrian, Robert Burton; (SD) by Paul Stewart
My Favorite Husband CBS 10:30pm Barry Nelson, Vanessa Brown, Alix Talton, Dan Tobin; (SW) (SD) by Eddie Buzzell; (PREMIERE FILM SERIES)
 THE CHEVY SHOW (Bob Hope) NBC 8pm Jane Russell, Janis Paige, Wally Cox, Roy Rogers, Hy Averbach, Peter Leeds, Doris Singleton, Jimmy Baird, Nick Castle Dancers. (SW), (SD) by Jim Jordan, Jr. (PREMIERE CHEVY, RETURN HOPE)
Navy Log CBS 8pm The Leave - Dick Jones, Dan Barton, Jimmy Cross, Jack Grinnage, John Cliffin, Mike Ragan; (SW) & (SD) by Jean Yarbrough
Wyatt Earp (Hugh O'Brian) ABC 8:30pm Wyatt Earp Comes to Wichita - regulars & Colette Lyons; (SW&SD)
you'll Never Get Rich (Phil Silvers) CBS 8:30pm Mac - regulars & Elizabeth Frazer, Jane Dulo; (SW & SD) by Nat Hiken
Make Room For Daddy (Danny Thomas) ABC 9pm regulars & Frank Faylen, Virginia Gregg; (SW) & (SD) by Sheldon Leonard
Jane Wyman's Fireside Thtre NBC 9pm The Sport - with Keenan Wynn, Jayne Meadows, Reginald Denny, Paul Harvey; (SW & SD)

DuPont Cavalcade Thtre WABC 9:30pm Toward Tomorrow - (O) by Joel Murcott; with James Edwards, Ruby Goodwin, McHenry Norman, Gregory Wolcott, Madie Norman, Bernard Hamilton, Morris Erby, Ron Hargrave, Alan Reynolds, Lee Ericson; script revised by John Meredyth Lucas; (SD) John Meredyth Lucas
 RED SKELTON SHOW CBS 9:30pm with guest Jackie Gleason; (SW & SD)
 PONTIAC PLAYWRIGHTS '56 NBC 9:30pm The Answer - (O) by Philip Wylie; (A) by David Davidson; Nina Foch, Paul Douglas, Albert Dekker, Walter Abel, Conrad Nagel, Russell Hicks, Richard Casey, Truman Smith, Ed Prentiss, John McGiver, Robert McQueeney, Felice Orlandi, Chris Gampel, Stephen Elliott, Terry Carter, George Maharis, Jeff Harris, Neil McKenzie, Craig Kelly, Roden Streeter, William Johnstone, Harry Stanton, Arthur Gorton; (SD) by Delbert Mann (PREMIERE)

WEDNESDAY OCTOBER 5
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Father Knows Best (Robert Young) NBC 8:30pm New Girl At School - (O) by Roswell Rogers; with Sue George, Richard Eyer, Anne Barton; (SD) by William D. Russell

FRIDAY OCTOBER 7 (Cont'd)
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The Life of Riley NEC 8:30pm regulars & Stanja Lowe; (SW & SD)  
 (William Bendix)

Crusader CBS 9pm Cross On The Hill - (O) by Jim Strangier; with Peter Bourne,  
 Hildagard Christian, Alf Kjellin, Lisa Golm, Paul Hahn, Roland  
 Varno, Horst Ehrhardt; (SD) by Herschel Daugherty (PREM. NEW SER.)

Schlitz Playhouse CBS 9pm Bandit's Hide-Out - (O) by Hal G. Evarts; (A) by William Bruckner;  
 with Anthony Quinn, Gloria Saunders, Eduard Franz, Ken  
 Dibbs, Joseph Waring; (SD) by Roy Kellino

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 30 THRU FRIDAY OCTOBER 7  
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GARRY MOORE SHOW CBS 10am Mon - Marian MacPartland & Trio (M); Fri - Amazing Mr. Ballantine (magician-comic)

ARTHUR GODFREY TIME CBS 10:30am M thru F - Peter Lind Hayes takes over for vacationing Godfrey

JACK PAAR SHOW CBS 1pm M thru F - Ernie Kovacs takes over for vacationing Paar. Fri - guest Burl Ives (balladeer)

TED MACK MATINEE NBC 3pm M - Charles Ferguson (S), W - Richard Melari (S),

WAY OF THE WORLD NBC 4pm 10/3 thru 10/7 - (O) by Melia Gardner White; (A) by Donald Yerril; with Constance Ford, Coe Norton; (SD) by Fredric Carr

SATURDAY OCTOBER 8
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Commando Cody NBC 11am Captives of The Zero Hour - (O) by Ronald Davidsor; with Gregory Gay, Mauritz Hugo, Craig Kelly, Joanne Jordan, John Crawford, Paul Livermore, Lee Roberts, Riley Hill, Dale Van Sickel; (SD) by Harry Keller

Tales of the Texas Rangers CBS 11:30 Uranium Pete - (O) by Robert Shaefer & Eric Friewald; with Dick Elliot, Chris Alcaide, K. L. Smith, Almira Sessions, Bernie Rich, Rhodes Reason; (SD)

THE PERRY COMO SHOW NBC 8pm Marion Lorne (C), Gale Storm (C), Ghezzi Bros. (acrobats), Gino Prato

STAGE SHOW CBS 8pm regulars & Jeanne Crain (S), Jackie Miles (C)

It's Always Jan CBS 9:30pm regulars & Elliot Reid; (SW & SD)  
 (Janis Paige)

TEXACO STAR THEATRE NBC 9:30pm with Eddie Jackson, the 5 Durante Girls, drummer Jack Roth, pianist Jules Buffano, & guests Jose & Ampara Iturbi (RETURN)

GEORGE COBEL SHOW NBC 10pm with Peggy King, John Scott Trotter orch., (RETURN FALL SERIES)

Damon Runyon Theatre CBS 10:30pm Bred For Battle - (O) by Jack Harvey; with Sheldon Leonard, John Bromfield, Nancy Gates, Maxie Rosenbloom, George E. Stone, Race Gentry, John V. Connors; (SD) by Sidney Miller

SUNDAY OCTOBER 9  
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AMERICAN INVENTORY WRCA-TV 2pm Middle Ground - (O) by George Lefferts; with Luis Van Rooten, Joe de Santis, Les Damon, Agnes Young, Wayne Howell, Beulah Garrick, Robert Dryden, Karl Swenson, Bill Zuckert, Joseph Julian, Joseph Boland, Norman Bly, Charles Mendick, Ralph Purdom, Alan Bergman, Paul Silva; (SD) by Edward King

COLOR SPREAD NBC 7:30pm Show Biz - (O) Abel Green, Joe Laurie Jr., (A) by Ken Englund; with Groucho Marx, Rosemary Clooney, Dennis Day, Paul Gilbert, Phil Harris, Beatrice Kay, Buster Keaton, Eartha Kitt, Bert Lahr, Shirley MacLain; staged by Ernest D. Glucksman; (SD) by Richard McDonough; Original music by Gordon Jenkins

GOODYEAR PLAYHOUSE NBC 9pm The Expendable House - (O) by Reginald Rose; with John Cassavetes, Glenda Farrell, Paul Hartman, Vaughn Taylor, Gena Rowlands, Dellie Ellis; (SD) by Dan Petrie (PREMIERE)

Loretta Young Show NBC 10pm The Waiting Game - Joanne Dru, Glen Langan, Philip Ober, Casey Addams, Paula Hill, King Donovan, Tom Hernandez; (SW & SD)
 (Barbara Stanwyck)