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EDITOR: Jerry Leichter

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WEEKLY REPORT

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (Oct 1)

ABC- 8-8:30pm EDT; RETURN - The Danny Thomas Show - FILM from WBKB(Chi), no. of stations indefinite. § Alternate Week Sponsors- 1) Armour & Co (Dial Soap and Shampoo, Chiffon Soap Flakes) thru Foote, Cone & Belding(Chi); Acct Superv- J. W. Cameron. 2) Kimberly-Clark Corp., Cellucotton Div (Kleenex, Delsey Tissues) thru Foote, Cone & Belding(Chi); Acct Superv- John J. Hussey. § Pkgr- Marterto Productions; Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Calif.; Exec Prod- Louis F. Edelman; Prod & Dir- Sheldon Leonard; Dir of Photog- Robert De Grasse; Music- Music Services, Inc; Writers- Various. § Family comedy series, starring Danny Thomas as Danny Williams, a night club entertainer. This season's series has Danny as a widower, with Sherry Jackson as his daughter Terry, Rusty Hamer as his son Rusty; also featured in various episodes are Ben Lessy, Mary Wickes, Amanda Randolph and Jess White. The program was seen in previous seasons, Tuesdays, 9-9:30pm NYT. (See page 82, ABC changes note).

CBS- 9-9:30pm EDT; RETURN - I Love Lucy - FILM from WCBS-TV(NY) & KNXT(LA), 136 net, 24 delayed(P&G); 135 net, 24 delayed(General Foods). § Alternate Week Sponsors- 1) General Foods Corp (Instant Swans Down Cake Mixes) thru Young & Rubicam, Inc(NY); Acct Superv- Frank Yahner; Acct Exec- Bill Whittemore. 2) Procter & Gamble Co (Lilt Home Permanent, Fluffo): Lilt thru Grey Advertising Agency(NY); Acct Exec- John Van Deusen. Fluffo thru Tatham-Laird, Inc(Chi); Acct Exec- George Norris. § Pkgr & Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Calif.; Prod- Desi Arnaz; Dir- James V. Kern; Dir of Photog- Robert De Grasse; Music Dir- Wilbur Hatch; Writers- Bob Carroll, Jr., Madelyn Pugh, Bob Schiller, Bob Weiskopf; Film Ed- Bud Molin. § The situation comedy series returns for its sixth year, starring Lucille Ball and Desi Arnaz, with William Frawley and Vivian Vance. Five-year-old Richard Keith will play the role of Ricky, son of Lucille and Ricky Ricardo, the Ball and Arnaz roles. The program succeeds its summer replacement, The Charlie Farrell Show (last show Sept 24) in this time spot.

CBS- 9:30-10pm EDT; SPECIAL - Campaign Address by President Eisenhower - LIVE fr from WLEX-TV(Lexington), no. of stations indefinite. § Sponsor & Pkgr- Republican National Committee. § President Dwight D. Eisenhower makes a major campaign address, speaking from the Coliseum of the University of Kentucky at Lexington. The program delays the fall return of December Bride until Oct 8.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Tuesday(2)

CBS- 8:30-9pm EDT; DEBUT - The Brothers - FILM from WCBS-TV(NY) & KNXT(LA), 83 stations net, 26 delayed(Sheaffer), P & G stations indefinite. § Alternate Week Sponsors- 1) Procter & Gamble Co (Joy, White Lava) thru Leo Burnett Co., Inc(Chi); Acct Execs- Philip H. Schaff, Jr., and Wm. Eldridge(Joy), Alden Hoemel (Lava). 2) W. A. Sheaffer Pen Co thru Russel M. Seeds Co., Inc(Chi). § Pkgr- Dallad Productions, Inc.; Film Prod- Desilu Productions, Inc., Motion Picture Center, Hollywood, Calif.; Prod- Edward Feldman; Dir- Hy Averback; Dir of Photog- Robert De Grasse; Film Ed- Bud Isaacs; Writers- William Davenport and Jim Fritzell. § Situation comedy series, starring Gale Gordon as Harvey Box and Bob Sweeney as his brother Gilmore, owners of the Box Brothers photo studio in San Francisco; with Frank Orth as their father Capt. Sam, Ann Morriss as Harvey's fiancée Dr. Margaret Kleebs; also Oliver Blake, Mary Lansing, Rodney Bell, David Orrick and Robin Hughes in other featured roles. The program replaces Navy Log (last CBS show Sept 25; will debut on ABC, Oct 17).

CBS- 9-9:30pm EDT; DEBUT - The Herb Shriner Show - LIVE from WCBS-TV(NY), 128 stations live, 14 kine. § Sponsor- Pharmaceuticals, Inc (Geritol, Serutan, Somnax) thru Edward Kletter Associates, Inc(NY). § Pkgr- Astronaut, Inc(NY); Exec Prod- Dick Lewine; Prod- Alan Sherman; Asst Prod- Warren Bryan; Dir- Mel Ferber; Music Dir- Milton DeLugg; Choreog- Felicia Conde; Writers- Aaron Rubin, Carroll Moore, Norman Barasch, Ray Kammerman, Herb Shriner. § Comedy-variety show starring Herb Shriner in comedy monologues, playing his harmonica, in skits, showing home movies; with guest variety stars. The program replaces Joe and Mabel (last show Sept 25) for the sponsor.

CBS- 9:30-10pm EDT; RETURN - The Red Skelton Show - LIVE from KNXT(LA) (when on film, also from WCBS-TV(NY), 73 stations live, 31 kine(Pet); 70 stations live, 18 kine(Johnson). § Alternate Week Sponsors- 1) S.C. Johnson & Son, Inc (Beauti-Flor, all automotive waxes, Pride, Glo-Coat): Beauti-Flor & auto wax thru Foote, Cone & Belding(Chi). Pride and Glo-Coat thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- James Isham. 2) Pet Milk Co thru Gardner Advertising Co(St. Louis); Acct Exec- Champ Humphrey; TVAcct Rep- Roland Martini(NY). § Pkgr- CBS-TV(LA); Exec Prod- Nat Perrin; Prod- Cecil Barker; Dir- Seymour Berns; Asst Dir- Howard Quinn; Music Dir- David Rose; Choreog- Jack Boyle; Writers- Sherwood Schwartz, Jesse Goldstein, Dave O'Brien. § Red Skelton stars in this comedy-variety show, presenting his many characterizations in sketches and monologues, with weekly guest stars; backed by David Rose and the orchestra. The program succeeds its summer replacement, Spotlight Playhouse (last show Sept 18) for the sponsor.

NBC- 7:30-7:45pm EDT; DEBUT - The Jonathan Winters Show - LIVE (COLOR) from WRCA-TV(NY), no. of stations indefinite. § Alternate Week Sponsors- 1) Lewis Howe Co (Tums) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- R. A. Porter. 2) Vick Chemical Co (Vicks products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Herb Roberts. § Pkgr- Martin Goodman Productions (NY); Prod & Dir- Norman Frank(NBC); Asst Dir- Lamar Casselli; Music Dir- Eddie Safranski; Sets- Carden Bailey; Writers- Jack Douglas, Jim Lehner, George Atkins, Jonathan Winters. § Comedy-music show, starring Jonathan Winters in comedy sketches, monologues or blackouts, with one featured singing guest each week. The program replaces the Tuesday segment only of The Golden Touch of Frankie Carle (last Tue show Sept 25), with Carle continuing with his Monday program.

Wednesday(3)

ABC- 9-9:30pm EDT; RETURN - The Adventures of Ozzie and Harriet - FILM from WBKB (Chi) & KABC-TV(LA), approx 105 stations, net and delayed. § Sponsor- Eastman Kodak Co (Kodak Cameras, Photo Products) thru J. Walter Thompson Co(NY); Acct Exec- Thayer Jaccaci; Comm Anncr- Jay Jackson. § (Cont'd on next page)

THIS WEEK(Cont'd)

Wednesday(3)

ABC- The Adventures of Ozzie and Harriet (Cont'd from previous page): Pkgr & Film Prod- Stage Five Productions, Inc., General Service Studios, Hollywood, Calif.; Prod & Dir- Ozzie Nelson; Assoc Prod- Leo Pepin; Music Dir- Basil Adlam; Art Dir- Frank Duriauf; Writers- Ozzie Nelson, Don Nelson, Jay Sommers, Perry Grant and Dick Bensfield; Dir of Photog- Neal Beckner; Film Ed- William Murphy. § Family situation comedy starring Ozzie and Harriet Nelson and their sons David and Ricky as themselves. The program was seen on Fridays last season and now returns for its fifth season with a new sponsor. The program replaces Screen Director's Playhouse (last show Sept 26) for the sponsor.

NBC- 12:45pm-to end; SPECIAL - World Series - LIVE from either WTMJ-TV(Milwaukee) or WRCA-TV(NY), approx 190 stations, including 17 Canadian. § Sponsor- Gillette Safety Razor Co., also spots for The Paper-Mate Co and The Toni Co, all divisions of The Gillette Co; Gillette Safety Razor thru Maxon, Inc(Detroit); Acct Exec- William Laurie, Jr.; Acct Exec for TV- Ed Wilhelm(NY); Comm Superv- Allen Z. Hodshire. § Pkgr- NBC Sports Dept(NY); Prod- Perry Smith; Dir- Harry Coyle. § Telecasts of the World Series, from the city of the National League Champion (either Milwaukee or Brooklyn, at press time), then switching to the home park of the New York Yankees, American League Champion, after the second game, returning to the National League park for the 6th and 7th games if necessary for the best four-out-of-seven series. The game telecasts will pre-empt all net programming to the completion of each game.

NBC- 8-8:30pm EDT; DEBUT - The Adventures of Hiram Holliday - FILM from WRCA-TV (NY) & KRCA-TV(LA), no. of stations indefinite. § Sponsor- General Foods Corp (Instant Sanka, Jell-O Puddings, Pie Fillings) thru Young & Rubicam, Inc (NY); Acct Execs- Don McNeill(Instant Sanka), Alan S. Perry(Jell-O, Pie Filling). Pkgr- Phil Rapp with NBC-TV; Film Prod- California National Productions, Inc(LA); Prod & Dir & Writer- Phil Rapp (direction after first 7 episodes- George Cahan); Dir of Photog- Lester Shorr. § Comedy-adventure series starring Wally Cox as Hiram Holliday, a mild-mannered newspaper proofreader who is skilled at many physical arts. The series follows him on an adventurous trip around the world, with Ainslie Pryor as a reporter accompanying Holliday and Thurston Hall as the newspaper publisher. The series is based on the character created by Paul Gallico. The program replaces Press Conference (last show Sept 26)..

Thursday(4)

ABC- 8-9pm EDT; DEBUT - Circus Time - LIVE from WABC-TV(NY), approx 60 stations live and kine. Sponsors- Participations: Hartz Mountain Products thru George H. Hartman Co(Chi); American Metal Specialties Corp (Toys) thru Lavenson Bureau of Advertising(Phila); Remco Industries thru Webb Associates. § Pkgr- Stone Associates(NY); Prod- Martin Stone; Dir- Jim Walsh; Music Dir- Ralph Herman. § Circus-variety show, with ventriloquist Paul Winchell and "Jerry Mahoney" as ringmasters, introducing circus and general variety acts. The program replaces The Hour Glass (last show Sept 27), feature film program.

ABC- 9-10pm EDT; DEBUT - Wire Service - FILM from WBKB(Chi) & KABC-TV(LA), approx 104 stations, net and delayed. § Sponsor (10-10:30pm portion)- R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co., Inc(NY); Acct Superv- Thomas D. Luckenbill. § Pkgr- Sharpe and Lewis Productions; Film Prod- Desilu Productions, Inc., Motion Picture Center, Hollywood, Calif.; Co-Prods- Don W. Sharpe, Warren Lewis; Assoc Prod- Buck Houghton; Dirs- Alvin Ganzer, Tom Gries; Asst Dirs- Jack Aldworth, Vernon Keays; Writers- Various; Dirs of Photog- Joe Novack, Nick Musuraca. § Adventure series starring Dane Clark, George Brent and Mercedes McCambridge on a rotating basis, each week's episode concerning the adventures of one of the three on reporting assignments for "Trans-Globe" press service. The program replaces a net film series, 10-10:30pm, and local programs.

Thursday(4)

CBS- 9:30-11pm EDT; DEBUT - Playhouse 90 - LIVE or FILM(8 programs, one film every 4th Thu) from KNXT(LA), (film also from WCBS-TV(NY), no. of stations indefinite. Sponsors- Alternate Weeks, 9:30-10pm NYT: 1) Bristol-Myers Co (Ean, other B-M products) thru Batten, Barton, Durstine & Osborn, Inc(NY) (Producing agency for sponsor). 2) Singer Sewing Machine Co thru Young & Rubicam, Inc(NY); Acct Superv- Alexander Kroll. 10-10:30pm portion, Weekly: Ronson Corp (Electric Shaver) thru Norman, Craig & Kummel, Inc(NY); Acct Exec- Robert Russell. 10:30-11pm portion: Sustaining, open. § Pkgr- CBS-TV(LA); Prod- Martin Manulis; Alt Dirs- John Frankenheimer, Arthur Penn, Ralph Nelson, Vincent Donohue; Assoc Dir- Jack Orbison; Art Dir- Walter Scott Herndon; Script Ed- Peter Kortner; Writers- Various. § Weekly drama anthology series, with one filmed production every fourth Thursday during the season (produced by Screen Gems, Inc., for CBS-TV), all starring major talent in originals and adaptations of novels, short stories and plays by first rank writers. The program replaces Four Star Playhouse, 9:30-10pm (last show Sept 27), The Arthur Murray Party, 10-10:50pm (last show Sept 27), Quiz Kids, 10:30-11pm (last show Sept 27).

NEC- 9:30-10pm EDT; DEBUT - The Ford Show - LIVE from KRCA-TV(LA), 147 stations live, 30 kine. § Sponsor- Ford Motor Co (Ford Motor Div) thru J. Walter Thompson Co(Detroit); Acct Exec- W. Eldon Hazard. § Pkgr- J. Walter Thompson for Ford Motor Co; Exec Prod- Cal Kuhl; Prod & Dir- Alan "Bud" Yorkin; Music Dir- Walter Schumann; Writers- Mill Manechoff(head writer), Jimmy Allardice, Tommy Adair. § Tennessee Ernie Ford stars as host and informal singing entertainer on this variety show, with the "Voices of Walter Schumann" (12 men, 8 women) as regular choral group, and weekly guests. The program replaces Ford Theatre (last NBC show Sept 27) for the sponsor. Ford Theatre moved to ABC, debuting Oct 3, Wednesdays, 9:30-10pm EDT.

Friday(5)

CBS- 8-8:30pm EDT; DEBUT - West Point - FILM from WCBS-TV(NY) & KNXT(LA), 96 stations net, 9 delayed. § Sponsor- General Foods Corp (Maxwell House Coffee, Grape Nuts, Bran Flakes) thru Benton & Bowles, Inc(NY). § Pkgr & Film Prod- Ziv Television Programs, Inc., American National Studios, Hollywood, Calif; Exec Prod- Maurice Unger; Prod- Leon Benson; Dirs- Leon Benson, Don Weis, James Sheldon; Editorial Advisers- Jerome Lawrence, Robert E. Lee; Tech Dir- Col. Russell P. "Red" Reeder. § Donald May as Cadet Charles C. Thompson is host and narrator for authentic stories about the U. S. Military Academy and its cadets. Professional actors play the actual dramatic roles, with real cadets cast as extras. The program replaces Hollywood Summer Theatre (last show Sept 28).

CBS- 8:30-9pm EDT; DEBUT - Dick Powell's Zane Grey Theatre - FILM from WCBS-TV (NY) & KNXT(LA), 79 stations net, 7 delayed. § Sponsor- General Foods Corp (Instant Maxwell House Coffee, other GF products) thru Benton & Bowles, Inc (NY). § Pkgr & Film Prod- Four Star Films, Inc., RKO-Pathé Studios, Culver City, Calif.; Prod- Hal Hudson; Dirs- Various; Dir of Photog- Guy Roe; Film Ed- Bernard Burton. § Dick Powell is host for dramatizations of Zane Grey's famed Western stories, with top Hollywood talent in starring roles. Powell will also star in some of the films. The program replaces Our Miss Brooks (last show Sept 21; intervening week filled by a political broadcast) for the sponsor.

NBC- 8:30-9pm EDT; DEBUT - The Walter Winchell Show - LIVE from WRCA-TV(NY), no. of stations indefinite. § Alternate Week Sponsors- 1) The Toni Co (Toni Home Permanent) thru North Advertising, Inc(Chi). 2) P. Lorillard Co (Old Gold Cigarettes) thru Lennen & Newell, Inc(NY). § Pkgr- Broadway Stars, Inc (c/o William Morris Agency, NY); Prod & Dir- Alan Handley; Writers- Milt Rosen, Harvey Bullock, Ray Allen. § Columnist Walter Winchell is host of his own variety program, presenting top talent and famous personalities. The program replaces The Life of Riley, which moves to 8-8:30pm, replacing Truth or Consequences (last show Sept 28) in the 8-8:30pm spot.

Friday(5)

NBC- 9-10pm EDT, 10 Fridays, 6-8 Sundays; RETURN - The Chevy Show - LIVE (COLOR) from KRCA-TV(LA), no. of stations indefinite. § Sponsor- Chevrolet Dealers of America thru Campbell-Ewald Co., Inc(Detroit); Acct Exec- Colin Campbell. § Pkgr(for Dinah Shore shows)- NBC-TV(LA); Prod & Dir- Bob Banner; Asst Dir- Barbara Fishel; Music Dir- Harry Zimmerman; Writers- Bob Wells, Johnny Bradford; Special Lyrics- Bob Wells; Music Adviser- Ticker Freeman. Pkgr & Prod for Bob Hope Shows- Bob Hope Enterprises with NBC-TV(LA); Prod- Jack Hope (premiere show on Oct 21 for Hope). § Musical-variety series returns at different days and times for its second season, with 10 programs to be presented approximately every 4th Friday, 9-10pm, and 10 programs approximately every 4th Sunday, 9-10pm, starting Oct 21. Dinah Shore will star in 10, with guest stars, while Bob Hope will star in 6 to 8 shows. Dinah Shore stars on the show this date.

Saturday(6)

ABC- 11am-12:30pm; SPECIAL - Red Goose Kid Spectacular - LIVE from WABC-TV(NY), no. of stations indefinite. § Sponsor- International Shoe Co., Friedman-Shelby Div (Red Goose Shoes) thru D'Arcy Advertising Co(St. Louis). § Pkgr- Juniorama Productions(NY); Prod- Lee Cooley; Dir- Matt Harlib; Music Dir- Nick Perito; Choreog- Lee Morrison. § The second in a series of three special shows (the first was Aug 25, the third will be Dec 8, each production independent of the other). This program is a fantasy revolving around Alene Dalton, the Story Princess, with a Royal Throne Room motif, and a company of dancers, singers and variety entertainers.

CBS- 2-5:30pm EDT; DEBUT - Football Roundup (with CBS Saturday News inserts) - LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Sports for football, CBS News for inserts; Prods- Hugh Beach(sports), Vern Diamond(news); Dirs- Byron Paul(sports), Vern Diamond(news). § Studio sports show, with Jack Drees as "anchor man" coordinating reports from a 45-man staff around the country, plus six experts in the studio, including Chris Schenkel, Johnny Lujack, Kyle Rote, Jim McKay, and Herman Hickman. The CBS Saturday News will be five minute news capsules by Ron Cochran, presented at 2:30pm, 3:30pm, 4:30pm. The programs replace Baseball Game of the Week (last show Sept 29).

CBS- 9:30-11pm, every 4th Sat; RETURN - Ford Star Jubilee - LIVE (COLOR) from KNXT(LA), no. of stations indefinite. § Sponsor- Ford Div, Ford Motor Co thru J. Walter Thompson Co(Detroit). § Pkgr- CBS-TV(LA); Exec Prod- Jack Rayel; Prod & Stager & Choreog(for premiere)- Robert Alton; Asst Prods- Bea Allen, Joan Bailey; Dir- Seymour Berns(premiere); Music Dir- David Rose; Art Dir- Robert Tyler Lee; Assoc Prod- Robert Adams; Costumes- George Whittaker; Writers(premiere)- Herbert Baker; operetta parody, by Peter Lind Hayes. § Musical pageant, "You're the Top," a revue of more than two dozen of Cole Porter's song hits, with many top stars. (See page D for cast credits).

NBC- 10-10:30pm EDT; RETURN - George Gobel Show - LIVE from KRCA-TV(LA), 153 stations live, 26 kine. § Alternate Week Sponsor- 1) Pet Milk Co thru Gardner Advertising Co(St. Louis). 2) Armour & Co (Dial Soap, Shampoo) thru Foote, Cone & Belding(Chi). § Pkgr- Gomalco Enterprises(LA); Prod- Al Lewis; Dir- Richard McDonough; Music Dir- John Scott Trotter; Writers- Al Lewis, Harry Winkler, Howard Leeds, Everett Greenbaum. § George Gobel stars in comedy sketches, with a guest star and a guest singer each week in sketches and songs. The program succeeds its summer replacement, Encore Theatre (last show Sept 22).

Sunday(7)

ABC- 9-10:30pm; NET DEBUT - Omnibus - LIVE from WABC-TV(NY), 78 stations live and delayed. § Sponsors- Union Carbide and Carbon Corp thru J. M. Mathes, Inc (NY), Aluminium Limited, Inc thru J. Walter Thompson Co(NY). § Pkgr- TV-Radio Workshop, Ford Foundation(NY); Exec Prod- Robert Saudek; (Cont'd on next page)

THIS WEEK(Cont'd)

Sunday(7)

ABC- Omnibus (Cont'd from previous page): Assoc Prod- Paul Feigay; Dirs- Various. § Alistair Cooke is host to a varied collection of dramatizations, documentaries, music excursions and unusual presentations. The program debuted over CBS on Nov 9, 1952 and left the net after its April 1, 1956 show. In its new ABC time it replaces Ted Mack and His Original Amateur Hour, which moves to 7:30-8:30pm EDT, Sunday, effective this date. The Amateur Hour in turn replaces Famous Film Festival, which moves to Saturdays, 7:30-9pm EDT, effective Oct 6, in turn replacing Ozark Jubilee, which moves to Thursdays, 10-11pm, on Oct 4.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- See Ford Star Jubilee listing, page 95, see page D for cast credits.

NBC- See The Chevy Show listing, page 95, see page D for cast credits.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Mickey Mouse Club (Mon thru Fri, 5-6pm EDT) New series begins Oct 1; program has been in re-runs during the summer. (See Television Index card).

Ford Theatre; NET DEBUT Oct 3; Wed, 9:30-10pm EDT; new series of films begins with debut date. Program moves from NBC, last NBC show Sept 27 (See The Ford Show, page 94). (See Television Index card; program, sponsor credits the same).

It's Polka Time (Sun, 8:30-9pm EDT) New day and time, effective Oct 7; program was previously seen Fridays, 10-10:30pm EDT, last Friday show was Sept 27. Pabst Brewing Co ended its partial net sponsorship with the last Friday show.

CBS- Our Miss Brooks (Mon thru Fri, 2-2:30pm EDT) New schedule, effective Oct 1, with segment sponsors. All films are re-runs of previous net series which had been seen Fridays, 8:30-9pm NYT, since Oct 3, 1952; last Friday show Sept 21.

The Adventures of Robin Hood (Mon, 7:30-8pm EDT) New series begins Oct 1; program has been in re-runs during the summer. (See Television Index card).

The 20th Century-Fox Hour (Alt Wed, 10-11pm EDT) New series begins Oct 3; program has been in re-runs during the summer. (See Television Index card). Prod change: Exec Prod- Irving Asher; Prods- Peter Packer, others.

The Bob Cummings Show (Thu, 8-8:30pm EDT) New series begins Oct 4; program has been in re-runs during the summer. (See Television Index card). Production changes: Dir- Norman Tokar; Writers- Paul Henning, Shirley Gordon, Phil Shuken.

Crossroads (Fri, 8:30-9pm EDT) New series begins Oct 5; program has been in re-runs during the summer. (See Television Index card).

Crusader (Fri, 9-9:30pm EDT) New series begins Oct 5; program has been in re-runs during the summer. (See Television Index card).

NBC- Armstrong Circle Theatre (Alt Tue, 9:30-10:30pm EDT) New series begins Oct 2; program has been seen in kine re-runs of live programs during the summer. (See Television Index card). Production changes: Prod- Robert Costello; Assoc Prod & Script Ed- Jacqueline Babbin.

Tonight (Mon & Tue, 11:30pm-1am EDT) Ernie Kovacs becomes permanent m.c. of the Mon & Tue programs, effective Oct 1. Mon & Tue night programs are packaged by NBC-TV(NY). (See Television Index card). Production staff changes: Prod- Roger Gimbel; Dir- Barry Shear; Music Dir- Leroy Holmes; Writers- Ernie Kovacs, Mike Marmer, Rex Lardner; Talent Coord- Andy McKay; Prog Anncr- Bill Wendell. Singers in support of Kovacs will be Maureen Arthur and Pete Hanley.

Youth Wants to Know or American Forum (Sun, 2:30-3pm NYT) Either program will be seen in this time spot, effective Sept 30; as announced in NBC schedules.

TALENT SHOWSHEET SEPTEMBER 28 - OCTOBER 7

Most of the shows on September 28, 29, 30 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 5. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally only first runs of a film series are listed.

FRIDAY SEPTEMBER 28

Lilli Palmer Theatre WABD 9pm The Game and the Onlooker; with Wendy Hiller, John Robinson, Joyce Barbour

SATURDAY SEPTEMBER 29

PERRY COMO SHOW NBC 8pm Add: Jan Peerce (S), Dave Barry (C)

Gunsmoke CBS 10pm with regulars & Barney Phillips, Jacques Aubuchon, John Dierkes, Michael Hinn

SUNDAY SEPTEMBER 30

LAMP UNTO MY FEET CBS 10am The Green Shoot - (O) Steven Gethers; with Joey Saye, Martin Brooks, James Bonnet, Stefan Schnabel, Bruce Hall

LOOK UP AND LIVE CBS 10:30am Parable for Lovers - (O) Carl Beier (based on writings of St. Bernard of Clairvaux, Pope Pius XI; and Genesis, Song of Songs, St. Paul); with Toni Cooke, Robert Cohan, Anita Dencks, Bertram Ross, Nancy Spanier (all dancers) & Tom Clancy, Janine Claire (narrators)

CAMERA THREE CBS 11:30am Citadel of Scorn (O) John McGiffert (based on writings of Jonathan Swift); with Edward Asner, Pernel Roberts, John Scanlan, Jenny Egan, Rita Lloyd; (SD)

Private Secretary CBS 7:30pm The Reunion; with regulars & Virginia O'Brien, June Vincent, Gloria McGhee, Robert Rockwell; (SD)

MONDAY OCTOBER 1

Adventures of Robin Hood CBS 7:30pm A Village Wooing; with regulars & Betty Impey, Donald Pleasance; RETURN

Danny Thomas Show ABC 8pm The Boarding School - (O) Bill Manhoff; with Thomas, Sherry Jackson, Rusty Hamor (all regs) & Ben Lessy, Mary Wickes, Amanda Randolph, Jess White; (SD); RETURN

Adventures of Sir Lancelot NBC 8pm The Ferocious Fathers; with regulars & George Woodbridge, Ballard Berkeley, Norah Gorsen, David Morrell, Pauline Olsen, Berry Nesbitt; (SD)

Stage 7 WPIX 8pm In a Small Motel - (O) Frederic Brady; with Marilyn Erskine, Jerry Paris, Adam Kennedy; Dir - Frank Baur; (also seen Thu, WABD, 8pm)

VOICE OF FIRESTONE ABC 8:30pm Rise Stevens

TALENT SCOUTS CBS 8:30pm No info available at press time

I Love Lucy CBS 9pm with Lucille Ball, Desi Arnaz, William Frawley, Vivian Vance, Richard Keith (all regs); & Bob Hope; (SW&SD); RETURN

ROBERT MONTGOMERY PRESENTS NBC 9:30pm Last Trip of the Hindenburg - (O) Burton & James Benjamin; with Gale Page, Ford Rainey, Ulla Kazanova, Raymond Duke, Dennis Kohler, Nancy Devlin, Lawrence Weber, Edwin Cooper, Dorrit Kellton, Louis Sorin, Lisa Osten, Earl Hammond, Tom Taylor, Michael Allen, Tom Middleton, Mason Adams, Peter Von Zerneck, Karl Swenson, Peter Turgeon, Freeman Hammond, J. Talbot Holland, Anita Corsaut, John Stratton, Allan Lindstrom, Yolande Betbeze; Dir - Perry Lafferty

MONDAY OCTOBER 1 (Cont'd)

STUDIO ONE CBS 10pm A Man's World - (O) Douglas Fairbairn; (A) Howard Rodman; with Joanne Woodward, Dick York, Rocky Graziano, Lili Darvas, Joseph Sweeney, Gerald Price, Sidney Kay, Farrell Pelly; (SD) by Karl Genus

Douglas Fairbanks WRCA 10:30pm The Man Who Wouldn't Escape; with Fairbanks, Karel Stepanek, Christopher Lee, Frederick Schiller, Vera Fuseck

TUESDAY OCTOBER 2

Conflict ABC 7:30pm Condemned to Glory - (O) Wells Root; with Geoffrey Toone, Jorja Curtright, Michael Pate, Carl Millette; Dir - Roger Kay

JONATHAN WINTERS SHOW NBC 7:30pm The Platters (S); PREMIERE

Phil Silvers Show CBS 8pm Bilko Goes to College; with regulars & Robert Strauss, Sandu Scott, Tommy Nello, Graham Velsey, Harry Holcomb, MacLean Savage, Richard Abbott, George Roberts, George McIver, Joey Walsh, Bern Hoffman; (SW&SD)

Life & Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm Wyatt's Love Affair; with regulars & Nancy Hale, Gordon Richards; (SW&SD)

The Brothers CBS 8:30pm with Gale Gordon, Bob Sweeney (regs) & Frank Orth, Nancy Hadley, Oliver Blake, Ann Morriss, David Orrick, Mary Lansing, Rodney Bell; (SW) William Davenport; (SD) Hy Averback; PREMIERE

Noah's Ark NBC 8:30pm The Petition; with regulars & Jim Horan, Alan Reynolds, Minta Durfee, Robert Brubaker, Louise Lewis; (SD)

Broken Arrow ABC 9pm Battle at Apache Pass - (O) Clark E. Reynolds; with regulars & Robert Warwick, Donald Randolph

HERB SHRINER SHOW CBS 9pm Jackie Gleason, Red Skelton (guests); (SD); PREMIERE

Jane Wyman Show NBC 9pm Assignment Champ; with Donald Curtis, Leo Gordon

RED SKELTON SHOW CBS 9:30pm Rocky Marciano; (SW&SD); RETURN

DuPont Cavalcade Theatre ABC 9:30pm The Boy Nobody Wanted - (O) Laszlo Gorog; with Johnny Crawford, Ron Hagerthy, Virginia Gregg, Roy Barcroft, Jean Innes

ARMSTRONG CIRCLE THEATRE NBC 9:30pm The Bystander - (O) Art Wallace; with William Prince, Peggy McKay, Gerald Sarracini, Bert Freed, Carol Gustafson, Ian Tucker, Eda Heineman, George Ebeling, Gene Miller, Henry Beckman, David Clark; RETURN

WEDNESDAY OCTOBER 3

Death Valley Days (Stanley Andrews) WRCA 7pm Riggs and Riggs; with Jack Daly, Ella Ethrigge, Dick Elliott, Helen Haight, John Martin, Eugene Roth, Patti Gallagher, Wanda Barbour

ARTHUR GODFREY SHOW CBS 8pm information not available at press time

Adventures of Hiram Holliday NBC 8pm (O) Paul Gallico; (A) Phil Rapp; with Wally Cox (reg) & Ainslie Pryor, Thurston Hall, Lita Milan, Maurice Marsac, Wilton Graf Philip Tonge; (SD); PREMIERE

Father Knows Best (Robert Young) NBC 8:30pm Man About Town - (O) Dorothy Cooper; with regulars & Kathleen Case, Paul Wallace; (SD)

Ozzie and Harriet ABC 9pm regs & Diane Jergens, Dwayne Hickman, Ricki Pond; (SD); PREMIERE

The Millionaire (Marvin Miller) CBS 9pm The Story of Charles Hartford Simpson; with James Gleason, John Quaien, Taylor Holmes, Burt Mustin, Tommy Jackson, Russell Simpson, Barbara Morrison, Robert Osterloh, Jack Gargan; (SD)

KRAFT TV THEATRE NBC 9pm The Life of Mickey Mantle - (O) Nicholas E. Baehr; with James Olson, Harry Townes, Kevin Soughlin, Loretta Leversee, Dan Morgan, Richard Casey, Wallace Rooney, Mel Allen, Jack Arthur; Dir Harry Hermann

Ford Theatre ABC 9:30pm Catch at Strawa - (O) Fred Freiberger; with Ray Milland, Kerwin Mathews, Virginia Gibson, Michael Fox, Eddie Foy III; Dir - Ray Milland; DEBUT

WEDNESDAY OCTOBER 3 (Cont'd)

20th Century-Fox Hour CBS 10pm Child of the Regiment - (O) Vern Sneider; (A) DeWitt Bodeen & James Edmiston; with Teresa Wright, Robert Preston, Everett Sloane, Grandon Rhodes, Katharine Warren, Louise Arthur, Paul Birch, Grace Lem, Reba Waters, Gary Hunley, John Close; Dir - Lewis Allen

THURSDAY OCTOBER 4

Guy Lombardo WRCA 7pm Skitch Henderson

Sgt. Preston of the Yukon (Richard Simmons) CBS 7:30pm with regulars & John Lehman, Fred Davens

CIRCUS TIME ABC 8pm Paul Winchell & Jerry Mahoney (regs), & Alberto Zappe (equestrian act), Cucciola (C), Takeo Usui (high-wire act); (SD) Jim Walsh; PREMIERE

Bob Cummings Show CBS 8pm Grandpa Meets Zsa Zsa; with Cummings, Rosemary DeCamp, Ann B. Davis, Dwayne Hickman (all regs) & Lurene Tuttle, Zsa Zsa Gabor; (SD); RETURN

CLIMAX! (Bill Lundigan) CBS 8:30pm Island in the Sky - (O) Adrian Spies; with Ricardo Montalban, Sal Mineo, James Gregory, Doris Dowling, Eduardo Ciannelli; Dir - Buzz Kulik

Wire Service ABC 9pm Blood Rock Mine - (O) Al C. Ward; with Dane Clark, William Challee, Jon Sheppard, Arthur Hunnicut, Harry Townes, Maxine Cooper; Dir - Alvin Ganzer; PREMIERE

The People's Choice NBC 9pm with Cooper, Pat Breslin, Margaret Irving, Paul Maxey (all regs) & Frank Wilcox; (SW) Alan Lipscomb, Bob Fisher; (SD); RETURN

PLAYHOUSE 90 CBS 9:30pm Forbidden Area - (O) Pat Frank (novel same name), (A) Rod Serling; with Charlton Heston, Tab Hunter, Diana Lynn, Vincent Price, Victor Jory, Charles Bickford, Jackie Coogan, David Lewis, Tyler McVey, David Orrick, Eddie Ryder, John Gallaudet, Robin Morse, Harald Dyrenforth, Don Lutz, Merland Messner, Howard Price, Richard Gaines, Art Batanides, William Schallert, Joe Fluellen, Joe Scott, Thomas Palmer, Max Palmer, Lamont Johnson, Gil Fryo, Casey Allen, Robert Middleton (narr.); Dir - John Frankenheimer; PREMIERE

THE FORD SHOW NBC 9:30pm Greer Garson, Reginald Gardiner; (SW); (SD) Alan Yorkin; PREMIERE

OZARK JUBILEE (Red Foley) ABC 10pm Tex Ritter (S), Brenda Lee (S), Flash & Whistler (S), Wanda Jackson & Marvin Rainwater (S), Aunt Saps Brasfield (C), Pete Stamper (C), Bill Wimberly's Country Rhythm Boys (S), Promenaders (D); (SD)

LUX VIDEO THEATRE (Gordon MacRae) NBC 10pm Now Voyager - (O) Olive Higgins Prouty (screenplay by Casey Robinson); (A) Stanley Silverman; with Herbert Marshall, Laraine Day, Richard Carlson; Dir - James Yarbrough

FRIDAY OCTOBER 5

Rin-Tin-Tin ABC 7:30pm The Silent Battle - (O) Lee Erwin; with regulars & William Forrest, Steven Ritch, George Keymas, Louis Lettieri, Tom McKee; Dir - Robert G. Walker

Adventures of Jim Bowie (Scott Forbes) ABC 8pm Traps - (O) Monte Barrett; (A) Nat Tanchuck; with Ross Elliot, Lisa Gaye, Booth Colman, Anthony Caruso

West Point (Donald May) CBS 8pm The Mystery of Cadet Layton; with Martin Milner, Carolyn Craig, Don Eitner, Tom Pitman, Michael Milner, Richard Tyler, Frank Fenton, Ray Montgomery, George Leigh, Butler Hixon; (SD) Leon Benson; PREMIERE

Life of Riley NBC 8pm with regulars & Frank Nelson, Florence Shaen; (SD)

Crossroads ABC 8:30pm The Comeback - (O) George Bruce; with Don DeFore, Chuck Connors, Grant Withers, Peter Votrian, Judith Ames, Murray Alper, Gil Frye, Reed Howes; (SD); RETURN

FRIDAY OCTOBER 5 (Cont'd)

<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>You Only Run Once</u> - (O) John McGreevey; with Robert Ryan, Cloris Leachman, John Hoyt; PREMIERE
WALTER WINCHELL SHOW	NBC 8:30pm	Red Buttons, Sammy Davis Jr, Martha Raye, Lola Fisher, Mike Gazzo; PREMIERE
<u>Crusader</u> (Brian Keith)	CBS 9pm	<u>The Syndicate</u> - (O) Joel Murcott; with Robert Osterli, Walter Maslow, Joyce Jameson, Jack Albertson, Jeanne Tatum, Alice Reinheart, Arthur Space; Dir - Allen Miner; RETURN
CHEVY SHOW	NBC 9pm	Dinah Shore & Frank Sinatra, Dizzy Dean; PREMIERE
<u>Lilli Palmer Theatre</u>	WABD 9pm	<u>The Weakness of Frau Borkhardt</u> ; with Mary Clare, Brenda Hogan, William Franklyn
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>If this Be Murder</u> ; with regs & Patrick Holt, Basil Dignam, Michael Brill, Eric Pohlmann
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>The House That Jackson Built</u> - (O) Harriet Frank, Jr; (A) Muriel Roy Bolton; with Diana Lynn, Arthur Franz, Jean Carson, George Neise, Marion Ross, Tod Ferrell, Ray Ferrell
<u>The Lineup</u> (Tom Tully)	CBS 10pm	<u>The Fisherman's Wharf</u> - (O) Lawrence Resner; with regulars; (Other cast not available at press time); Dir - Harold Schuster

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY SEPTEMBER 28 - FRIDAY OCTOBER 5

GARRY MORRE SHOW	CBS 10am	10/3 - Dick Van Dyke(C); 10/5 - "Amazing" Mr. Ballantine(C - magic)
NBC BANDSTAND	NBC 10:30am	Sammy Kaye & Orch., Hal McIntyre & Orch., Dick Haymes(S)
NBC MATINEE THEATRE	NBC 3pm	10/1 - <u>Pride and Prejudice</u> - (O) Jane Austen; (A) Helen Hanff; 10/2 - <u>Fearis of Sheba</u> - (O) Vivian Connell; (A) Henry Misrock; 10/3 - <u>Daughter of the Seventh</u> - kine repeat of 5/3/56; 10/4 - <u>Heart of a Husband</u> - kine repeat of 4/3/56; 10/5 - <u>The Spare Room</u> - kine repeat of 5/21/56
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>The Transfusion</u> - (O) Michelle Cousin; with Mary Fickett, Frank Schofield, Ross Martin, Joey Faye
TONIGHT	NBC 11:30pm	10/1-10/2: Emcee: Ernie Kovacs(permanent Mon-Tue this date on); with Maureen Arthur(S), Peter Hanley(S), (both regs Mon-Tue); Guests: 10/1 - Art Lund(S); 10/3 - (discussion of "confidential" magazines; no talent); 10/4 - Billy Rose; 10/5 - Billy Gilbert (C), Josh White(S)

SATURDAY OCTOBER 6

<u>The Buccaneers</u>	CBS 7:30pm	<u>Dan Tempest</u> ; with regulars & Peter Hammond, Hugh David, Andrew Crawford, George Margo, Judith Wyler, Brian Worth, Edwin Ritchfield, Paul Hansard, Peter Bennett
PERRY COMO SHOW	CBS 8pm	Jeanne Crain, Paul Douglas
<u>Oh, Susanna</u>	CBS 9pm	<u>S.S. Ocean Queen</u> ; with regulars & Jimmy Fairfax; (SW&SD)
FORD STAR JUBILEE	CBS 9:30pm	<u>You're the Top</u> (Cole Porter Musical Revue), with Bing Crosby (T.M.), Louis Armstrong(M-S), Dorothy Dandridge(S), Sally Forrest(D), Dolores Gray(S), Peter Lind Hayes & Mary Healy(S-C) Shirley Jones(S), Gordon MacRae(S), George Sanders(S), Cole Porter; Dir - Seymour Berns
GEORGE GOBEL SHOW	NBC 10pm	Carole Bennett(S), Fred MacMurray; RETURN

SUNDAY OCTOBER 7

<u>Wild Bill Hickok</u>	CBS 12:30pm	<u>Boy and the Bandit</u> ; with Henry Blair, John Merton, Bruce Edwards, Buddy Roosevelt, Ed Cobb, Mike Vallon
<u>Telephone Time</u>	CBS 6pm	<u>Vicksburg</u> - 5:35P.M.; with Gene Lockhart

SUNDAY OCTOBER 7 (Cont'd)
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| <u>You Are There</u>            | CBS 6:30pm | <u>Mr. Christian Seizes the 'Bounty'</u> - (O) Jack Bennett; with Jacques Aubuchon, Russell Johnson, Paul Collins, Noel Drayton, John Alderson, John Colicos, James Logan, Lester Matthews, Ben Wright, Don Spark; Dir - William Russell |
| <u>Jack Benny</u>               | CBS 7:30pm | George Burns, Spike Jones(M)                                                                                                                                                                                                             |
| ED SULLIVAN SHOW                | CBS 8pm    | Royal Danish Ballet, Kate Smith(S), Eartha Kitt(S), Richardi & his company(magic), Joe E. Lewis(C), Ricky Layne & Velvel (ventril)                                                                                                       |
| STEVE ALLEN SHOW                | NBC 8pm    | Bud Abbott, Lou Costello, <u>Mickey Mantle</u> , Jaye P. Morgan(S), Lionel Hampton & his jazz group                                                                                                                                      |
| <u>General Electric Theatre</u> | CBS 9pm    | <u>The Pot of Gold</u> - (O) John Cheever; with Hume Cronyn, Jessica Tandy; (other info not available at press time)                                                                                                                     |
| GOODYEAR PLAYHOUSE              | NBC 9pm    | <u>Missouri Legend</u> - (O) Elizabeth B. Ginty; (A) Ernest Kinoy, with Robert Preston, Robert Emhardt, Barbara Baxley, Louise Platt, Jimmy Gavin, Thomas Carlin, Crahan Denton, John Shellie, George Mitchell, Ford Rainey; (SD)        |
| <u>Alfred Hitchcock</u>         | CBS 9:30pm | <u>Fog Closing In</u> - (O) Ellery Queen; (A) <u>Martin Brooks</u> ; with Phyllis Thaxter, Paul Langton, George Grizzard, Carol Veazie.                                                                                                  |
| <u>Loretta Young Show</u>       | NBC 10pm   | <u>The Years Between</u> - (O) Pauline Stone; with John Newland, Ross Elliott, Ann Doran, Addison Richards, Judith Ames.                                                                                                                 |