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—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (November 5)

NBC - 9-10pm NYT; six times during season; RETURN - The Jerry Lewis Show - LIVE (COLOR) from KRCA-TV(LA), 150 stations live. § Sponsor- Oldsmobile Division, GMC, thru D. P. Brother & Co(Det); Acct Exec- Val Corradi. § Pkgr- York Pictures Corp(LA); Prod- Ernest D. Glucksman; Dir- Jack Shea; Music Dir- Walter Scharf; Choreog- Nick Castle; Costumes- Bob Campbell; Writers- Mel Tolkin, Neil "Doc" Simon. § Jerry Lewis stars on his own comedy-variety show, the first of six to be presented at various times during the 1957-58 season, with guest variety artists. The premiere program preempts Meet McGraw, 9-9:30pm, and The Bob Cummings Show, 9:30-10pm, this date only.

Wednesday (November 6)

CBS - 9-10:15pm NYT; five times during season; DEBUT - The Lucille Ball-Desi Arnaz Show - FILM from WCBS-TV(NY) & KNXT(LA), no of stations not available. § Sponsor- Ford Division, Ford Motor Co., thru J. Walter Thompson Co(Detroit); Acct Exec- John McQuigg. § Pkgr & Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Calif.; Exec Prod- Desi Arnaz; Prod- Bert Granet; Assoc Prod- Jack Aldworth; Dir- Jerry Thorpe; Dir of Photog- Sid Hickox; Music Composer, Dir- Wilbur Hatch; Choreog- Jack Baker; Writers- Madelyn Martin, Bob Carroll, Jr., Bob Shiller, Bob Weiskopf. § The first of five special one-hour filmed programs for the 1957-58 season (only the first is 75 minutes), starring Lucille Ball and Desi Arnaz in comedies with music, with top name stars in support. The premiere program preempts The Millionaire, 9-9:30pm, I've Got A Secret, 9:30-10pm, and the first quarter-hour of U. S. Steel Hour, on this date only.

OTHER NETWORK CHANGES & ADDITIONS

CBS - December Bride; RETURNED Oct 7; Mon, 9:30-10pm NYT (program had not previously been listed when it returned), succeeding its summer replacement, Richard Diamond, Private Detective (last show Sept 30). Production staff changes (see Television Index card)- Dir- Fred de Cordova; Writers- Lou Derman, Arthur Julian. § Sponsor info change- General Foods Corp (Instant Maxwell House Coffee, other General Foods products) thru Benton & Bowles, Inc(NY); Acct Exec- Dick Newman.

TALENT SHOWSHEET NOVEMBER 1 - NOVEMBER 10
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Most of the shows on November 1,2,3, 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 November 8. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as actor(A), 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.

FRIDAY NOVEMBER 1  
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FIESTA AMERICANA (William B. Williams)	WARD 8pm	Fernando Canay & Orch., Micki Marlo(S).
<u>Court of Last Resort</u> (Lyle Bettger)	NBC 8pm	<u>DELETE: The Darlene Fitzgerald Case; ADD: The George Zaccho Case; with regulars & John Verros, Bob Knapp, Robert Anderson, Renata Vanni, Pintan Meyler, Irene Tedrow, Nico Minardos;(SW&SD).</u>
ART FORD'S GREENWICH VILLAGE PARTY	WABD 10pm	Lola Fisher(S), Marie Marchowsky(D).

SUNDAY NOVEMBER 3
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|                             |             |                                                                                                                                                                                                                                                                    |
|-----------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET           | CBS 10am    | <u>Time For Trouble; (O) Robert Lucas; with Tarry Green, James Bennett, Kathleen Widdoes, Frederic Down; Dir - Mel Ferber.</u>                                                                                                                                     |
| LOOK UP & LIVE              | CBS 10:30am | <u>The Family - The Son; Part 4; (O) Steven Gethers; with Warren Beatty, Edward Andrews, Louise Platt, Bennye Gatteys; Dir - Roger Englander.</u>                                                                                                                  |
| FRONTIERS OF FAITH          | NBC 1:30pm  | <u>Green Thumb In The City; (O) Myra Kelly("Little Aliens"); (A) Ernest Kinoy; with Norman Rose, Laurinda Barrett, Robert Emhardt, Guy Repp, Mannie Sloane, Florence Stanley; Dir - Martin Hoade.</u>                                                              |
| OMNIBUS<br>(Alistair Cooke) | NEC 4pm     | <u>American Trial By Jury; (O) Andrew McCullough; with Joseph N. Welch, Fritz Weber, Mike Kellin, Humphrey Davis, Harry Bannister, Al Leberfeld, Felix Deebank, Norman Barr, Lawrence Fletcher, Jay Lanin, Michael Wager, Jane McArthur; Dir - Richard Dunlap.</u> |
| SEVEN LIVELY ARTS           | CBS 5pm     | <u>ADD CAST: Pat England, Gene Saks, Charles Mendick, Joyce Lear, Adnia Rice, Larry Robinson.</u>                                                                                                                                                                  |
| STEVE ALLEN SHOW            | NBC 8pm     | <u>DELETE: Charles Ruggles; ADD: Joanne Gilbert(S-D).</u>                                                                                                                                                                                                          |
| DINAH SHORE CHEVY SHOW      | NBC 9pm     | <u>DELETE: Esther Williams.</u>                                                                                                                                                                                                                                    |

MONDAY NOVEMBER 4  
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AMERICAN BANDSTAND (Dick clark)	ABC 7:30pm	The Shepperd Sisters(S).
GUY MITCHELL SHOW	ABC 8pm	Peggy Lee(S).
<u>Burns & Allen</u>	CBS 8pm	with regulars & Judy Meredith, Hopper Dunbar; (SW&SD).
<u>The Restless Gun</u> (John Payne)	NBC 8pm	<u>Jody; with regulars & Rip Torn; (SW&SD).</u>
TALENT SCOUTS	CBS 8:30pm	Andre Phillipe(S), Lil Greenwood(S), Ardeen DeCamp (S-M), Bob Callahan(S), Rise Stevens(S).
VOICE OF FIRESTONE	ABC 9pm	Jack & Sally Caldwell(M), Bill Palmer(M), Bill Hughes(M), Jimmy Wakely(S).
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	with regulars & Dick Wilson, Paul Smith, Peter Leeds, Bob Duggan; (SW&SD).
<u>December Bride</u> (Spring Byington)	CBS 9:30pm	with regulars & Dick Wilson, Paul Smith, Peter Leeds, Bob Duggan; (SW&SD).

MONDAY NOVEMBER 4 (Cont'd)
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Alcoa Theatre  
A Turn of Fate NBC 9:30pm Guests For Dinner; (O) Alec Coppel; with Charles Boyer, Judith Braun, David Leonard, Paul E. Burns, Nestor Paiva, Richard Hale.

STUDIO ONE CBS 10pm Bend In The Road; (O) John Vlahos; with Franchot Tone, Cathleen Nesbitt, Beatrice Straight, Ernest Graves, Roland Winters, Walter Kingsford, Michael Higgins; Dir - Fielder Cook.

SUSPICION NBC 10pm Diary For Death; (O) David Alexander; No adaptor credit available; with Macdonald Carey, Everett Sloane, Jack Klugman, Julie Wilson; Dir - Perry Lafferty.

TUESDAY NOVEMBER 5  
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Cheyenne
 (Clint Walker) ABC 7:30pm Border Affair; with regulars & Erin O'Brien, Sebastian Cabot, Joy Page, Michael Pate, Linda Watkins; (SW&SD).

NAT KING COLE SHOW NBC 7:30pm Ted Buckner(M), Barney Bigard(M), George Washington(M), Lee Young(M), Red Callender(M), The Cheerleaders(S).

Phil Silvers Show
 (You'll Never Get Rich) CBS 8pm Papa Bilko; with regulars & Fannie Lyde, Robert Webber; (SW&SD).

GEORGE GOBEL SHOW NBC 8pm Janis Paige(S), Jack Carson(C), Bobby Van(D), Jeff Donnell(C).

Life & Legend of Wyatt Earp (Eugh O'Brian) ABC 8:30pm Little Pistol; with regulars & Tina Thompson, Glenn Strange, Glenn Turnbull; (SW&SD).

Eve Arden Show CBS 8:30pm with regulars & Mary Beth Hughes, Allen Jenkins, Gloria Pall, Julie Reding; (SW&SD).

Broken Arrow
 (John Lupton) ABC 9pm The Arsenal; with regulars & Harry Harvey, Sr., Howard Negley, John Holland; (SW&SD).

JERRY LEWIS SHOW NBC 9pm PREMIERE: with Susan Silo(S), The Mellow Larks(S), Nick Castle Dancers; Dir - Jack Shea; Writers - Mel Tolkin, Neil Simon; Mus Dir - Walter Scharf.

Telephone Time
 (Dr. Frank Baxter) ABC 9:30pm Arithmetic Sailor; (O) Paul Rink; with Herbert Anderson, Ralph Clanton; Dir - Robert Z. Leonard.

RED SKELTON SHOW CBS 9:30pm Peter Lorre(A).

The Californians
 (Adam Kennedy) NBC 10pm with regulars & Marie Windsor, Lane Chandler; (SW&SD).

Assignment Foreign Legion
 (Merle Oberon) CBS 10:30pm A Matter of Honor; with Stephen Murray, Lionel Jeffries; (SW&SD).

WEDNESDAY NOVEMBER 6
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Wagon Train  
 (Ward Bond, Robert Horton) NBC 7:30pm The John Darro Story; with Eddie Albert, Margo, Edgar Buchanan, Kim Charney, Don Durant, Terry Wilson, Malcolm Atterbury, Irene Corlett, Norman Leavitt, Ellen Hardies; (O) Adrian Spies; Dir - Mark Stevens.

THE BIG RECORD CBS 8pm Guy Lombardo & Orch., Bill Hayes(S), Nick Todd(S), Yma Sumac(S), Cindy & Lindy(S), Polly Bergen(S).

Tombstone Territory  
 (Pat Conway) ABC 8:30pm Revenge Town; with regulars & Robert J. Wilke, Jean Howell, Morris Ankrum, Nestor Paiva; (SW&SD).

Father Knows Best  
 (Robert Young) NBC 8:30pm The Indispensable Man; with regulars & William Leslie, Jimmy Bates, Charles Tannen; (SW&SD).

Ozzie & Harriet ABC 9pm Ricky's Big Night; with regulars & Elaine DuPont, The Four Preps(S), Skip Young, Will Wright, Alan Reynolds; (SW&SD).

WEDNESDAY NOVEMBER 6(Cont'd)  
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<u>Lucille Ball-Desi Arnaz Show</u>	CBS 9pm	<u>PREMIERE</u> : with Ann Sothern(A-C), Cesar Romero(A), Rudy Vallee(A-S), Hedda Hopper; Regulars are William Frawley, Vivian Vance, Richard Keith; Dir - Jerry Thorpe.
KRAFT THEATRE	NBC 9pm	<u>The Category Is Murder</u> ; (O) George Harmon Cox; with Gene Lyons, Lee Bowman, Betsy Palmer, Frank McHugh, Peter Brandon, Shelagh Fraser; Dir - William Graham.
<u>Walter Winchell File</u>	ABC 9:30pm	<u>The Decision</u> ; (O) Martin Berkeley & Clark E. Reynolds; with Harry Landers, Richard Benedict, Harold Stone, Pamela Duncan; Dir - Alvin Ganzer.
US STEEL HOUR	CBS 10:15pm	(New time this date only). <u>The Locked Door</u> ; (O) Gertrude Schweitzer; with Ralph Bellamy, June Lockhart, Brandon de Wilde, Bennye Gatteys; Dir - Don Richardson.

THURSDAY NOVEMBER 7
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|                                                   |             |                                                                                                                                                                                                                 |
|---------------------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Circus Boy</u>                                 | ABC 7:30pm  | <u>The Magic Lantern</u> ; with regulars & Sterling Holloway; (SW&SD).                                                                                                                                          |
| <u>Sgt. Preston of Yukon</u><br>(Richard Simmons) | CBS 7:30pm  | with regulars & Paul Cavanagh, Pat Ahern, Robert Lavare; (SW&SD).                                                                                                                                               |
| <u>Harbourmaster</u><br>(Barry Sullivan)          | CBS 8pm     | <u>The Wreckers</u> ; with regulars & Bruce Gordon; (SW&SD).                                                                                                                                                    |
| <u>The Real McCoys</u><br>(Walter Brennan)        | ABC 8:30pm  | <u>You Can't Cheat An Honest Man</u> ; with regulars & Joseph Kearns, Jess Kirkpatrick; (SW&SD).                                                                                                                |
| CLIMAX!<br>(Bill Lundigan)                        | CBS 8:30pm  | <u>Keep Me In Mind</u> ; (O) Jerry Davis; with Johnny Desmond, Marisa Pavan, James Dunn, Gil Stratton, Jackie Coogan; Dir - Paul Nickell.                                                                       |
| PAT BOONE CHEVY SHOWROOM                          | ABC 9pm     | Dolores Gray(S), Joel Grey(D).                                                                                                                                                                                  |
| <u>O.S.S.</u><br>(Ron Randell)                    | ABC 9:30pm  | <u>Operation Foulball</u> ; with regulars & Lyndon Brook, Patrick Holt, Naomi Chance, Frank Hawkins, Robert Henderson; (SW&SD).                                                                                 |
| PLAYHOUSE 90                                      | CBS 9:30pm  | <u>The Clouded Image</u> ; (O) Josephine Tey("Brat Farrar"); (A) James P. Cavanagh; with Farley Granger, Terry Moore, Vincent Price, Patty McCormack, John Williams, Judith Anderson; Dir - Franklin Schaffner. |
| THE FORD SHOW                                     | NBC 9:30pm  | Ronald Reagan(A).                                                                                                                                                                                               |
| <u>Navy Log</u>                                   | ABC 10pm    | <u>Fire At Sea</u> ; with Ed Binns, Robert Rockwell, Frank Wilcox, Will J. White; (SW&SD).                                                                                                                      |
| LUX SHOW STARRING ROSEMARY CLOONEY                | NBC 10pm    | Carol Channing(S-C).                                                                                                                                                                                            |
| <u>Jane Wyman Show</u>                            | NBC 10:30pm | <u>Road Block #7</u> ; with Margaret O'Brien, Mark Richman.                                                                                                                                                     |

FRIDAY NOVEMBER 8  
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<u>Adventures of Rin-Tin Tin</u> (Lee Aaker)	ABC 7:30pm	<u>Rodeo Clown</u> ; with regulars & Stacy Harris, "Tiger" Fafara, Bill Hale; (SW&SD).
<u>Leave It To Beaver</u>	CBS 7:30pm	<u>Brotherly Love</u> ; with regulars & Bert Mustin; (SW&SD).
<u>Saber Of London</u> (Donald Gray)	NBC 7:30pm	<u>The Baby Sitters</u> ; with regulars & Barbara Brown; (SW&SD).
PIESTA AMERICANA (William B. Williams)	WABD 8pm	Jodie Sands(S).

FRIDAY NOVEMBER 8 (Cont'd)
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|---------------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Jim Bowie</u><br>(Scott Forbes)        | ABC 8pm    | <u>The Pearls of Talimeco</u> ; with regulars & Malcolm Atterbury, Ted Corsia, June Carter; (SW&SD).                                                                                           |
| <u>Trackdown</u><br>(Robert Culp)                       | CBS 8pm    | <u>Sweetwater, Texas</u> ; with regulars & Valerie French, Ray Danton, Paul Richards, Paul Birch, Arthur Space; (SW&SD).                                                                       |
| <u>Court of Last Resort</u><br>(Lyle Bettger)           | NBC 8pm    | <u>The Karl Hooft Case</u> ; with regulars & Karl Lukas, Gail Kobe; (SW&SD).                                                                                                                   |
| PATRICE MUNSEL SHOW                                     | ABC 8:30pm | Bert Lahr(C).                                                                                                                                                                                  |
| <u>Dick Powell's Zane Grey Theatre</u>                  | CBS 8:30pm | <u>The Promise</u> ; (O) James Leiker; with Gary Merrill, Tommy Sands, Whitney Blake, Carl Benton Reid, Bruce Gordon, John Launer; Dir - Charles Haas.                                         |
| FRANK SINATRA SHOW                                      | ABC 9pm    | Peggy Lee(S).                                                                                                                                                                                  |
| <u>Mr. Adams &amp; Eve</u><br>(Ida Lupino, Howard Duff) | CBS 9pm    | <u>The Comedians</u> ; with regulars & Herb Vigran, Anthony Mazzola, Richard Erdman, Paul Frees, Jack Albertson, Eddie Ryder, Susan Odin, Nancy Crawford, Barbara Woodell, Sam Hanks; (SW&SD). |
| <u>Schlitz Playhouse</u>                                | CBS 9:30pm | <u>The Hole Card</u> ; with Tallulah Bankhead, Isobel Elsom, John Bryant, Ottola Nesmith, George O'Hanlon, Jesslyn Fax.                                                                        |
| <u>Colt .45</u><br>(Wayde Preston)                      | ABC 10pm   | <u>Gallows at Granite Gap</u> ; with regulars & Virginia Gregg, John Smith, Stuart Randall, William Henry, Harry Antrim; (SW&SD).                                                              |
| <u>The Lineup</u><br>(Tom Tully, Warner Anderson)       | CBS 10pm   | <u>The Number 17643 Case</u> ; with regulars & William Forrest, Richard Bakalyn, Frances Morris, Hallene C. Hill; (SW&SD).                                                                     |

MULTIPLE & ACROSS-THE-BOARD SHOWS NOVEMBER 4 - NOVEMBER 8  
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JIMMY DEAN SHOW	CBS 7am	Mel Torme(S), will be the guest for the entire week.
TODAY (Dave Garroway)	NBC 7am	11/5 - Chet Atkins(M).
GARRY MOORE SHOW	CBS 10am	11/4 - Martha Davis & Spouse(S-M); 11/5 - Dick Van Dyke(C); 11/8 - Mary Lou Williams(M), "Senator Clark Crandall(C).
ARLENE FRANCIS SHOW	NBC 10am	Earl Wrightson(S), will be a guest for the entire week; 11/5 - Barbara McNair(S); 11/6 - Marti Stevens(S); 11/7 - Barbara McNair(S).
HOWARD MILLER SHOW	NBC 1:30pm	11/4 - Miiko Taka(A), June Christy(S); 11/6 - Buddy Greco(S); 11/7 - Carmel Quinn(S); 11/8 - Faron Young(S).
AMERICAN BANDSTAND (Dick Clark)	ABC 3pm	11/4 - The Bachelors(S), Jerry Lee Lewis(S); 11/5 - The Sparkletones(S), Mitzi Mason(S); 11/6 - Jerry Reed(S); 11/7 - Tommy Presto(S); 11/8 - Lu Ann Simms(S).
NBC MATINEE THEATRE	NBC 3pm	11/4 - <u>Something About A Dollar</u> ; (O) James Gould Cozzens; (A) Harold Gast; 11/5 - <u>The Fall of The House of Usher</u> ; (O) Edgar Allan Poe; (A) Robert Esson; 11/6 - <u>The Ivy Curtain</u> ; (O) Anthony Spinner; 11/7 - <u>Return In Winter</u> ; (O) Nathan Teitel; (A) S.S. Schweitzer; 11/8 - <u>Grandmama And The Grandfather Clock</u> ; (O) Charles Robbins; (A) Warner Law.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>The Child</u> ; (O) Harry Junkin; with Loretta Leverage, Jaime Smith, Henrietta Moore, Joy Hodges, Cort Benson.

MULTIPLE & ACROSS-THE-BOARD(Cont'd)
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TONIGHT  
 (Jack Paar)

NBC 11:15pm

11/4 - Jim Moran, Blossom Dearie(S); 11/5 - Danny Scholl(S), June Erikson(S); 11/6 - Blossom Dearie(S), Bernie West(S); 11/7 - Danny Scholl(S), Alice Pearce(C); 11/8 - Blossom Dearie(S), Lou Carter(S).

SATURDAY NOVEMBER 9  
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JIMMY DEAN SHOW

CBS 12N

Dorothy Collins(S), Mel Torme(S).

TRUE STORY
 (Kathi Norris)

NBC 12N

Dress Shop; (O) George Lowther; with Ann Loring, Gloria Marlowe, Richard Kendrick, Lawrence Weber.

Perry Mason
 (Raymond Burr)

CBS 7:30pm

The Crimson Kiss; with regulars & Frances Bavier, Sue England, Jean Willis, Connie Cezon; (SW&SD).

COUNTRY MUSIC JUBILEE

ABC 8pm

Carl Smith(S-M), Smiley Burnette(S-C).

PERRY COMO SHOW

NBC 8pm

Johnny Mathis(S), Peter Lind Hayes(C), Mary Healy(S).

Dick & The Duchess

CBS 8:30pm

with regulars & Eric Barker, Peter Butterworth, John Warren, Jerold Wells, Arthur Lovegrove;(SW&SD).

Oh! Susanna
 (Gale Storm)

CBS 9pm

with regulars & Robert Rockwell, Percy Helton, Joe Cranston; (SW&SD).

CLUB OASIS

NBC 9pm

Dean Martin(S), Gisele MacKenzie(S), Edgar Bergen(ventril).

Have Gun, Will Travel
 (Richard Boone)

CBS 9:30pm

with regulars & Vic Perrin, Peter Coe, Rudolfo Acosta, Kam Tong, Ned Glass, Russ Conway, Joe Bassett, Walter Brennan, Jr.; (SW&SD).

GISELE MacKENZIE SHOW

NBC 9:30pm

George Raft(A).

Gunsmoke

CBS 10pm

with regulars & Barry Kelly, Barbara Eden; (SW&SD).

SUNDAY NOVEMBER 10
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WIDE WIDE WORLD  
 (Dave Garroway)

NBC 4pm

Milton Berle(C), Ernie Kovacs(C), Jack Webb(A).

SEVEN LIVELY ARTS  
 (John Crosby)

CBS 5pm

The World of Nick Adams; (O) Ernest Hemingway ("The Battler", "Now I Lay Me", "The End of Something", "Three Day Blow", "Light Of The World"); (A) A.E. Hotchner; with Eli Wallach, Steve Hill, William Smithers, Frank Silvera, Vivian Nathan, Olive Deering, William Marshall, Woodrow Parfrey; Narrator - Michael Kane; Dir - Robert Mulligan.

Maverick  
 (James Garner)

ABC 7:30pm

Hostage; with regulars & Laurie Carroll, Stephen Bekassy, Mickey Simpson, Wright King, Don Durant; (SW&SD).

Bachelor Father  
 (John Forsythe)

CBS 7:30pm

with regulars & Ronny Mann(S); (SW&SD).

Sally  
 (Joan Caulfield)

NBC 7:30pm

with regulars & John Abbott; (SW&SD).

ED SULLIVAN SHOW

CBS 8pm

Billy Eckstine(S), Sarah Vaughan(S), June Taylor Dancers, Roger Williams(M), Charlotte Ray(C), Fernanda Montel(S), Helen Wood(D), Gaby, Po-Fo & Milik(C), Carol Bennett(S), Katryna Ranieri(S), Ricki Layne(ventril).

SUNDAY NOVEMBER 10(Cont'd)

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|----------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STEVE ALLEN SHOW                                   | NBC 8pm    | Charles Ruggles(A), Xavier Cugat(M), Abbe Lane(S), Tony Bennett(S), Jack E. Leonard(C).                                                                            |
| <u>General Electric Theatre</u><br>(Ronald Reagan) | CBS 9pm    | Cornada; (O) Jameson Brewer; with Tony Curtis, Alfred Linder, George Trevino, Michael Granger, Celia Lovsky, Simon Scott, Pamela Duncan; Dir - Herschel Daugherty. |
| CHEVY SHOW                                         | NBC 9pm    | Tony Martin(S), Nat King Cole(S-M), Vera Ellen(D), Red Buttons(C), Joan Davis(C); Dir - Frank Bunnetta; Writer - Phil Rapp; Choreog - Gene Loring.                 |
| <u>Alfred Hitchcock Presents</u>                   | CBS 9:30pm | <u>Reward To Finder</u> ; (O) Frank Gabrielson; with Oscar Homolka, Jo Van Fleet, Claude Akins, Ann Hunter, Robert Whitesides; Dir - James Neilsen.                |
| <u>Loretta Young Show</u>                          | NBC 10pm   | <u>Understanding Heart</u> ; (O) William Bruckner; with Gary Merrill, Nancy Gates, Ann Doran, Dabbs Greer; Dir - Richard Morris.                                   |

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Kitty Foyle, based on the best-selling 1939 novel by Christopher Morley, will be the new Monday thru Friday, 2:30-3pm NYT daytime drama series for NBC, starting in January, the net's first new afternoon "soaper" in some time and a switch from the influx of quiz shows. The program may be part of a general daytime shift for NBC, because although the show moves into the time occupied by Bride and Groom, the latter may move to a new time, with several other shows also set for moves. Kitty Foyle, which has also been a motion picture and has been dramatized three times for net television one-hour drama programs, will be packaged by Henry Jaffe Enterprises, Inc., with Charles Irving as exec producer. The chief writer will be Carlton, Morse, famed for his One Man's Family series, assisted by Sarett Rudley. If the original novel is any tip-off to the possibilities in the TV series, Kitty Foyle's story spans 28 years of her life.....Bride and Groom, meanwhile, is launching what it terms the "biggest contest in daytime television." The competition will involve attempts by viewers at home to identify an old photo of a famous couple as "The Mystery Bride and Groom." The winner-take-all contest, which will run for seven days, will have a pay-off of prizes valued at \$18,000, including a trip around the world.

CBS will televise the 69th annual Tournament of Roses for two hours on New Year's Day, 11:30am-1:30pm NYT, sponsored by The Quaker Oats Co thru Lynn Baker, Inc(NY). Cecil Barker will produce the program for the net.....First of the big program switches announced is Harbourmaster, moving to ABC on Jan 5, 8:30-9pm NYT. R. J. Reynolds will continue as sponsor, and becomes the first of the season to drop an option on a network instead of on the program. Reynolds and its agency obviously figure that Maverick, doing well in the 7:30-8:30pm NYT spot, has furnished proof that there's a sizable audience not interested in the variety performers showcased on the competing Ed Sullivan and Steve Allen shows -- not to mention the possibility of inheriting the adventure-minded audience already tuned to Maverick. CBS' only problem in moving the vacated Thursday, 8-8:30pm NYT spot, will be in finding a show that can stand up against the romantic adventures of Zorro on ABC and the proven comedy of Groucho Marx on NBC.....The Pat Boone Chevy Showroom completed its production staff overhaul with Tom Naud, ex-NBC, replacing Joe Santley as producer.....The first concrete change in a film series this season, aside from adding new characters and changing storylines, happened at CBS where Al Lewis has succeeded Edmund Hartmann as producer of The Eve Arden Show. Lewis will also supervise changes in the storyline and scripting. He was one of the writers and longtime director of Miss Arden's Cur Miss Brooks series, not too actively involved during its last season when that series changed plot and storyline and eventually faded.....The new Bob Hope Show schedule depends on a new sponsor or sponsors.....Cyril Ritchard will play the Magician in the Cole Porter-S. J. Perelman musical, "Aladdin," Feb 21, Friday, 7:30-9pm NYT, in the Du Pont Show of the Month series over CBS.

CBS still insists in its press releases that "Beyond This Place," Nov 25 production for the DuPont Show of the Month, is "the first A. J. Cronin work to be adapted for television." "The Citadel" was presented on NBC's Lucky Strike Theatre on June 19, 1950, and an excerpt of another of Cronin's works was adapted for Climax and presented as "Escape From Fear" on Jan 13, 1955.....David Susskind of Talent Associates, Ltd., who will produce "Beyond This Place," used the occasion of the laudatory reviews of his "The Prince and the Pauper" to make another point about that swing from New York to the West to take advantage of "star" names. Susskind said, "Unfortunately, a great number of Broadway's outstanding talents, such as these (the cast of 'The Prince and the Pauper'), are not as well-known to nation-wide audiences as those who have been given the Hollywood buildup. But the fact remains that most people with Broadway training are far superior performers.".....At about the time this statement was being made in New York, NBC had ads in the Hollywood trade papers (Oct 31) hailing the second birthday of NBC Matinee Theater, with this emphasized statement: "Consider these facts: In the space of only two years, NBC Matinee Theater has produced 500 hour-long shows...brought nighttime quality to daytime TV... employed more than one-third of Hollywood's AFTRA members...paid out one and a half million dollars to talent...used more than 3,500,000 pages of material...held auditions for more than 700 budding actors and actresses...and given new opportunity to Hollywood's most seasoned talent." This statement is intended to prove out the reason for the advertisement -- that NBC Matinee Theater is "the greatest opportunity for talent in theatrical history." .....Then, just a few days later, NBC president Robert W. Sarnoff told a national group of TV editors and writers assembled at Burbank by NBC, that "our traffic flow has been from the East to the West and that's a rather dangerous direction to follow these days." This was a partly facetious lead to the announcement that starting next April, with the start of Daylight Saving Time, NBC will transmit all its delayed programs via tape, using a new Tape Central in Burbank, equipped with 11 tape recorders and associated equipment, followed by an Eastern Tape Central in New York. The tape centers will include six RCA color tape recorders, supplementing Ampex b & w recorders. One of the big programming changes will be in the scheduling of NBC Matinee Theater on the Coast. The program is seen at 3pm NYT in the East, but it's seen at 12noon in Hollywood, which makes it a perfect noontime, lunch-break talent showcase. The Hollywood workday will be shot to blazes if every talent exec has to stop his mid-afternoon chores to watch the program at 3pm Pacific Time.

NBC's General Motors 50th Anniversary Show on Nov 17, Sunday, 9-11pm NYT, will have 34 performers of varying stature, plus a dance group, a choral group and a 33-piece orchestra. Kirk Douglas will be narrator.....Shirley Temple's Story Book program series, which now includes Washington Irving's "Rip Van Winkle" in its line-up, will bow on Jan 12 with "Beauty and the Beast," starring hostess Shirley Temple. She will also star in several other films in the program group. One interesting sidelight on this program is that producer Alvin Cooperman packaged a musical fairy tale series in New York in 1950 under the name Rocking Chair Fairy Tales, but despite a budget that was originally under \$10,000 per program, sponsors were wary and it never got going. It did result in Cooperman later joining NBC in a production capacity, and now full circle back to fairy tales.