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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (Sept 29)

CBS- 8-8:45am NYT, Mon thru Fri; 9:30-10:30am NYT (9-10am LAT), Sat; RETURN - Captain Kangaroo - LIVE from NY; no. of stations not available. (Mon thru Fri show replaces local programs which filled in for the summer. The Saturday program was seen via taped programs during the summer). § Children's variety series with Bob Keeshan as Captain Kangaroo, host and star of the series, with Lumpy Brannam and puppeteer Gus Allegritti.

§ SPONSORS- Segment and participating. See latest Monthly Program Analyses.

§ PKGR- Robert Keeshan Associates, Inc(NY) with CBS-TV; Prod- Robert E. Claver; Assoc Prod- Bill Kelly, David Connell; Dir- Peter Birch; Sets- Bob Gunlach; Writers- Robert Claver, Bob Colleary.

CBS- 8:45-9am NYT, Mon thru Fri; RETURN - Richard C. Hottelet With the News - LIVE from NY; to the net. § Up-to-the-minute news, including late overseas reports, with Hottelet also conducting live interviews with headline personalities. The program, before summer hiatus, was called CBS Morning News.

§ Sustaining.

§ PKGR & Prod- CBS News(NY); Dir- Vern Diamond.

CBS- 8-8:30pm NYT (7-7:30pm LAT), Weekly; DEBUT - The Texan - FILM; approx 133 stations net, 43 delayed. (Replaces The George Burns and Gracie Allen Show last show Sept 22). § Rory Calhoun stars as Big Bill Longley, one of the fastest guns in the Southwest after the Civil War, with various supporting casts.

§ SPONSOR- Brown & Williamson Tobacco Corp (Viceroy, Kool Cigarettes) thru Ted Bates & Co., Inc(NY); Acct Execs- John Doherty(Kool); David Loomis(Viceroy).

§ PKGR- Rorvic Productions(LA); Film Prod- Desilu Productions, Inc., at Desilu Culver, Culver City, Calif.; Prod- Jerry Stagg; Dir- Jerry Thorpe; Sets- William Stevens; Writers- Various.

NBC- 10-10:30pm NYT & LAT, Weekly; RETURN - The Arthur Murray Party - LIVE(COLOR) from NY; no. of stations not available. (Replaces Suspicion, 10-11pm NYT, last show Sept 22. No net service for second half-hour). § Variety program with Kathryn Murray as hostess, featuring top name stars in specialties and in dance contests. The program has been seen on all nets; debuted over CBS on July 3, 1950 and was on the NBC net from April 9 thru Sept 16, 1957, its last showing.

§ SPONSOR- P. Lorillard Co (Newport Filters) thru Lennen & Newell, Inc(NY); Acct Exec- Dale Anderson.

§ PKGR- Kaar Productions, Inc(NY); Exec Prod- Jack Philbin; Assoc Prod- Lee Reynolds; Dirs- Barry Shear, Coby Ruskin (for Mrs. Murray); Music Dir- Ray Carter; Sets- Jan Scott; Choreog- John Butler, others; Casting- Coby Ruskin.

THIS WEEK(Cont'd)

Monday(Sept 29)

NBC- 9:30-10pm NYT & LAT, Alt Weeks; RETURN - Goodyear Theater - FILM; 102 stations net, 15 delayed. (Previous version of this program with a different star format and different productions were seen during the summer in re-run, last show Sept 15). § Drama anthology series with top name stars in dramas produced by various production units. The program alternates with Alcoa Theater (new season starts Oct 6); dramas from the same source under a different program title.

§ SPONSOR- The Goodyear Tire & Rubber Co thru Young & Rubicam, Inc(NY); Acct Exec- John Burns.

§ PKGR & Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif; Exec Prod- William Sackheim; Prods- James Fonda, William Froug, Winston O'Keefe; Dirs- Various; Story Ed- Bud Keye; Writers- Various.

Tuesday(Sept 30)

ABC- 5:30-6pm NYT & LAT, Tue & Thu; TITLE DEBUT - Walt Disney's Adventure Time - FILM; approx 148 stations net and delayed. (Replaces Tue & Thu segments of Mickey Mouse Club; Mon, Wed, Fri segments continue). § Re-runs of serials and adventure films originally shown as part of Mickey Mouse Club.

§ SPONSORS- Net participations. See latest Monthly Program Analyses.

§ PKGR & Film Prod- Walt Disney Productions at Walt Disney Studios, Burbank, Calif.; Exec Prod- Walt Disney; Prod- Bill Walsh; Dir- William Beaudine.

ABC- 9-9:30pm NYT & LAT, Weekly; DEBUT - The Rifleman - FILM; approx 140 stations net and delayed. (Replaces Broken Arrow, last show Sept 23). § Chuck Connors stars in the title role as rancher Lucas McCain, with Johnny Crawford as his son, Mark McCain.

§ CO-SPONSORS- (one-third program each, weekly) 1) The Procter & Gamble Co (Tide) thru Benton & Bowles, Inc(NY, producing agency); Acct Exec- Jack Bernhardt. 2) Miles Laboratories, thru Geoffrey Wade Advertising(Chi); Acct Exec- Robert Dwyer. 3) Ralston Purina Co (Cereals) thru Gardner Advertising Co(St. Louis); TV Acct Rep- Roland Martini(NY).

PKGR- Sussex with Four Star Films, Inc; Film Prod- Four Star Films, Inc., at Fox Western Ave Studios, Hollywood, Calif.; Prods- Jules Levy, Arthur Gardner; Dirs- Arnold Laven, others; Music- Herschel Burke Gilbert; Writers- Sam Peckinpah, others; Script Ed- Nina Laemmle.

ABC- 9:30-10pm NYT & LAT, Weekly; DEBUT - Naked City - FILM; approx 64 stations net and delayed. (Replaces Midwestern Hayride, last show Sept 23). § John McIntire as Lt. Dan Muldoon and James Franciscus as detective Jim Halloran co-star in detective dramas set in New York City; with Suzanne Storrs, Harry Bellaver and Alison Marshall in featured roles.

§ ALTERNATE SPONSORS- 1) Brown & Williamson Tobacco Corp (Viceroy, Kool Cigarettes) thru Ted Bates & Co., Inc(NY); Acct Execs- John Doherty, David Loomis. 2) The Quaker Oats Co thru J. Walter Thompson Co(Chi).

§ PKGR & Film Prod- Screen Gems, Inc., at Biltmore Studios, New York; Prod- Herbert B. Leonard; Assoc Prod- Sam Manners; Dirs- Jerry Hopper, Stuart Rosenberg, Douglas Heyes, others; Asst Dir- John Zane; Script Ed & Chief Writer- Stirling Silliphant; Theme By- George Duning, Ned Washington.

CBS- 7:30-8pm NYT, Weekly; TITLE DEBUT - Stars in Action - FILM; to the net. (Replaces Name That Tune, which moves to Monday, 7:30-8pm NYT; 6:30-7pm LAT; effective Sept 29, in turn replacing Adventures of Robin Hood, which moves to Saturday, 11:30am-12noon NYT, effective Oct 4). § Re-runs of films previously seen as part of Schlitz Playhouse on the CBS net.

§ Sustaining.

§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc., in Hollywood, Calif.

THIS WEEK(Cont'd)

Tuesday(Sept 30)

CBS- 10-11pm NYT (9-10pm LAT), Weekly; DEBUT - The Garry Moore Show - LIVE from NY; 164 stations live and tape. (Replaces Bid 'n' Buy, 10-10:30pm NYT, last show Sept 23). § Garry Moore is host for a new comedy-variety program, with Marion Lorne as a featured regular, and weekly guest stars; backed by a singing and dancing chorus. Durward Kirby is the regular program announcer. § SPONSORS- (weekly half-hour) Revlon, Inc (All Products) thru C. J. La Roche & Co., Inc(NY, agency of record); Acct Exec- Jerome V. Roscoe; also products thru Warwick & Legler, Inc(NY) and thru Emil Mogul Co., Inc(NY). ALTERNATE SPONSORS- (alt week half-hour each) 1) Kellogg Co thru Leo Burnett Co., Inc (Chi); Acct Supervs- James Weber, Roy Lang. 2) Pittsburgh Plate Glass Co (Mirrors, Glass, Chemical, Paint, Fiber Products, etc., Institutional) thru Batten, Barton, Durstine & Osborn, Inc(Pitt); Acct Exec- Harry P. Vieth. § PKGR- Red Wing Productions, Inc(NY) with CBS-TV(NY); Prod- Ralph Levy; Asst to Prod- Charlotte Paley; Assoc Prods- Leon Mirell, Herb Sanford; Alt Dirs- Frank Bunetta, Lewis Freedman; Assoc Dir- Mack Bing; Music Dir- Howard Smith; Choral Dir- Buster Davis; Feature Ed- Marcia Durant; Choreog- Paul Godkin; Set Design- Charles Lisanby, Gary Smiths; Sets- John Pickette, Ken Krausgill; Costumes- Donn Fischer; Writers- Vincent Bogert (head), Will Glickman, Herb Finn, John Tackaberry; Special Material- Arnold Horwitt, Irvin Graham, others.

NBC- 8-9pm NYT & ALT, Alt Weeks; RETURN - The Eddie Fisher Show - LIVE (COLOR) from LA; 154 stations live and tape. (Alternates with The George Gobel Show, which returned Sept 23; see page 80). § Music-variety show starring singer Eddie Fisher, with top name guest stars.

§ SPONSOR- Liggett & Myers Tobacco Co (Chesterfield) thru McCann-Erickson, Inc (NY); Acct Exec- James Kleid.

§ PKGR- Ramrod Productions, Inc with NBC-TV(LA); Prod & Co-Dir- George Englund; Assoc Prod- Bernie Rich; Co-Dir- Grey Lockwood; Assoc Dir- Rick Oxford; Music Dir- Buddy Bregman; Music Adv- Eddie Samuels; Art Dir- Larry Klein; Choreog- Alex Romero; Writers- Ken Englund, Bobbie O'Brien.

NBC- 10:30-11pm NYT & LAT, this date only; SPECIAL - World Series Special - LIVE from Milwaukee; 103 stations live and tape. § Mel Allen is m.c., presenting stars of both teams appearing in the World Series, team managers and commentators familiar with the Yankees and Braves; also film clips of past series.

§ SPONSOR- National Carbon Div, Union Carbide Corp (Prestone Anti-Freeze, Eveready Products) thru William Esty Co., Inc(NY); James T. Behan.

§ PKGR- NBC Sports; Exec Prod- Charles G. Mortimer; Prod- Martin Stone; Assoc Prods- Harvey Fishman, Leon Newman.

Wednesday(Oct 1)

ABC- 9:30-10:30pm NYT (10-11pm LAT), this date only; SPECIAL - The Bing Crosby Show - LIVE from LA; 180 stations live and tape. (Preempts The Oldsmobile Show, 9:30-10pm NYT, and Wednesday Night Fights, 10-10:45pm NYT, this date only).

§ Musical revue starring Bing Crosby, with guests Patti Page, Dean Martin, Mahalia Jackson, the Norman Luboff Choir and dancers Tom Hanson and Thelma Tadlock.

§ SPONSOR- Oldsmobile Division, GMC, thru D. P. Brother & Co(Det); TV Acct Rep- Ken Manuel(Det); Comm Superv- Mel Furney(NY).

§ PKGR- Bing Crosby Productions(LA); Exec Prod- Bing Crosby; Prod & Dir- Bill Colleran; Music Dir- Buddy Cole; Choral Dir- Norman Luboff; Writer- Bill Morrow; Special Material- Sammy Cahn; Special Effects- John Hoppe.

NBC- 2:45-approx 5:45pm NYT, Oct 1, 2 (10:45am-1:45pm LAT); SPECIAL - 1958 World Series Games - LIVE from Milwaukee; 173 stations live. Games telecast from NY on Oct 4, starting 12:45pm NYT and Oct 5, starting 1:45pm NYT, will be in COLOR. If necessary games will also be telecast Oct 6 from NY and Oct 8 and 9 from Milwaukee at times noted. (Continued on next page).

THIS WEEK(Cont'd)

Wednesday(Oct 1)

NBC- 1958 World Series (Cont'd from previous page): § Mel Allen and Curt Gowdy handle the commentary for the 1958 World Series games between the American League champion N. Y. Yankees and the National League champion Milwaukee Braves, best in four out of seven games. Oct 3 and 7 are open for travel.

§ SPONSOR- Gillette Safety Razor Co (Razors, Foamy) thru Maxon, Inc(Detroit); TV Acct Rep- Edwin Wilhelm(NY).

§ PKGR- NBC Sports; Prod- Ferry Smith; Dir- Harry Coyle.

Thursday(Oct 2)

ABC- 9-9:30pm NYT & LAT, Weekly; RETURN - Pat Boone Chevy Showroom - LIVE from NY; 195 stations live and tape. (Replaces The Chevy Showroom starring Andy Williams, last show Sept 25). § Musical-variety show starring singer Pat Boone, returns for its second season, with top name guest stars each week.

§ SPONSOR- Chevrolet Division, GMC, thru Campbell-Ewald Co., Inc(Detroit); Acct Exec- Hugh Lucas; TV Acct Rep- Peter Miranda(NY).

§ PKGR- Cooga Mooga Productions, Inc(NY); Prod & Dir- Bill Hobin; Assoc Prod- Bob Scheerer; Music Dir- Mort Lindsey; Choral Dir- Artie Malvin; Sets- Romain Johnston; Costumes- Al Lehman; Choreog- Bill Foster; Writers- Jerry Seelen, Bill Gammie, Tony Webster.

ABC- 9:30-10pm NYT & LAT, Weekly; DEBUT - Rough Riders - FILM; 120 stations net and delayed. (Replaces Navy Log, last show Sept 25). § Adventure series set in the post-Civil War years, co-starring Kent Taylor as Capt. Jim Flagg, Jan Merlin as Lt. Kirby, and Peter Whitney as St. Buck Sinclair, ex-soldiers.

§ SPONSOR- P. Lorillard Co (Old Gold Filters) thru Lennen & Newell, Inc(NY); Acct Exec- David Laux.

§ PKGR & Film Prod- Ziv Television Programs, Inc., Hollywood, Calif; Exec Prod- Maurice Unger; Prod- Vernon Clark; Dir- Eddie Davis, others; Dir of Photog- Monroe Askins; Writers- Various.

CBS- 8:30-9pm NYT (7:30-8pm LAT), Weekly; DEBUT - Yancy Derringer - FILM; 102 stations net, 15 delayed. (Replaces The Verdict Is Yours, 8:30-9:30pm NYT, last evening show Sept 25. Second half-hour is replaced by Dick Powell's Zane Grey Theatre, changing schedule). § Action-adventure series set in the post-Civil War era in the New Orleans area, starring Jock Mahoney in the title role, with X. Brands as a Pawnee Indian, and Kevin Hagen as John Colton. Julia Adams and Frances Bergen are featured in several episodes.

§ SPONSOR- S. C. Johnson & Son, Inc (Glo-Coat, Stride, Pride) thru Needham, Louis & Brorby, Inc(Chi); Acct Execs- Carl Shem(Glo-Coat); Dan Welch(Stride, etc)

§ PKGR- Derringer Productions, Inc(LA); Film Prod- Sharpe & Lewis Productions, at Desilu Culver Studios, Culver City, Calif.; Creators & Prods- Richard Sale, Mary Loos; Assoc Prod- A. E. Houghton, Jr.; Dir- Various; Dir of Photog- Charles Straumer; Music- Leon Klatzkin; Writers- Mary Loos, Richard Sale.

NBC- 9-9:30pm NYT & LAT, Weekly; DEBUT - Behind Closed Doors - FILM; 163 to 168 stations order, net and delayed. (Replaces The People's Choice, last show Sept 25). § Dramatizations of American counter-espionage stories, based on the files and experiences of Rear Admiral Ellis M. Zacharias, USN (Ret), with Bruce Gordon playing Commander Matson, program host and story teller.

§ ALTERNATE SPONSORS- 1) Whitehall Laboratories, Div of American Home Products Corp (Anacin, Dristan); Anacin thru Ted Bates & Co., Inc(NY, agency of record); Acct Exec- John Benham; Dristan thru Bryan Houston, Inc(NY). 2) Liggett & Myers Tobacco Co (L&M Filters) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- C. L. Fitzgerald.

§ PKGR- Jane Gallu Productions; Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood; Prod- Sam Gallu; Dirs- Sam Gallu, Paul Wendkos, John Peyser; Tech Advisor- Rear Adm. Ellis M. Zacharias, USN (Ret); Writers- Various.

THIS WEEK(Cont'd)

Friday(Oct 3)

CBS- 8:30-9pm NYT (7:30-8pm LAT), Weekly; DEBUT - The Jackie Gleason Show - LIVE from NY; 144 stations live and tape; 8 delayed. (Replaces Destiny, last show Sept 26). § Jackie Gleason is star of the comedy-variety show, featuring comedian Buddy Hackett, and occasional guest stars, including people associated with previous versions of Gleason TV shows. The new show, although featuring some of Gleason's well-known characterizations, will not include "The Honeymooners" sketches.

§ ALTERNATE SPONSORS- 1) Lever Bros. Co (Stripe, Lux Products) thru J. Walter Thompson Co(NY); TV Acct Rep- Storrs Haines. 2) Pharamaceuticals, Inc (Geritol, Devarex, Aqua Velva) thru Parkson Advertising Agency, Inc(NY); TV Acct Rep- Don Blauhut.

§ PKGR- Jackie Gleason Enterprises, Inc(NY); Prod- Stanley Poss; Dir- Frank Satenstein; Assoc Dir- Bruce Minnix; Music Dir- Ray Bloch; Prog Anncr- Jack Les-coulie; Set Design- Richard Rychtarik; Writers- Marvin Marx, Walter Stone, Edward Tedder; Theme Music- Jackie Gleason.

CBS- 9:30-10pm NYT (8:30-9pm LAT), Alt Weeks, DEBUT - Lux Playhouse - FILM; all stations net, 20 delayed. (Replaces alternate week showings of Schlitz Playhouse, which continues alternate weeks with its new season starting Oct 10). § Drama anthology with top name stars and different casts each week. It is the new alternate week title with a new sponsor for dramas also shown as Schlitz Playhouse.

§ SPONSOR- Lever Bros Co (Lux Products) thru J. Walter Thompson Co(NY).

§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc., at Republic Studios, Hollywood, Calif; Prods- Jules Bricken, Joseph T. Naar, Peter Packer; Dirs- Various; Dir of Photog- Jack Russell, others; Writers- Various.

Sunday(October 5)

ABC- 4:30-5pm NYT & LAT, Weekly; RETURN - Bowling Stars - FILM; no of stations not available. § Joe Wilson is commentator for match game competition between the nation's top bowling stars, filmed at Faetz-Niesen in Chicago.

§ SPONSOR- American Machine & Foundry Co (Bowling Products) thru Cunningham & Walsh, Inc(NY); Acct Exec- Russell K. Jones.

§ PKGR & Film Prod- Championship Productions, Inc(Chi) with American Machine & Foundry Co.; Exec Prod- Matt Niesen; Dir- Ed Kasper; Prod Superv- John Keown.

ABC- 8:30-9pm NYT & LAT, Weekly; DEBUT - Lawman - FILM; approx 150 stations net and delayed. (Replaces Anybody Can Play, which moves to Monday, 9:30-10pm NYT & LAT, effective Oct 6, in turn replacing Polka-Go-Round, last show Sept 29). § New Western series starring John Russell as Marshal Dan Troop and Peter Brown as deputy Johnny McKay, with Laramie as the locale.

§ ALTERNATE SPONSORS- 1) R. J. Reynolds Tobacco Co (Camel) thru William Esty Co., Inc(NY); Acct Exec- Thomas Luckenbill. 2) General Mills, Inc (Cheerios, Hi-Pro Cereal, G.M.K.T. Flour) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Execs- Joe Holmes(Cheerios), Dick Whidden(Hi-Pro), Stuart Upson(Kitchen-Tested Flour).

§ PKGR & Film Prod- Warner Bros. TV Division, at Warner Bros Studio, Burbank, Calif.; Prod- Jules Schermer; Dirs- Stuart Heisler, Monty Pittman, others.

ABC- 9:30-10:30pm NYT, Weekly for min of 4 weeks; DEBUT - Encounter - LIVE from Toronto; to the CBC and ABC nets. (Replaces Open Hearing, 9:30-10pm NYT, last show Sept 28.) § Special series of one-hour live dramas originating in the Toronto studios of the Canadian Broadcasting Corp., starring leading Canadian actors. The drama series has been playing since 1953 on the CBC.

§ Sustaining.

§ PKGR- Canadian Broadcasting Corp (assoc in the U.S. with Showcase Productions, Inc, NY, for ABC); Superv Prod- Esse W. Ljungh.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Mickey Mouse Club; SCHEDULE CHANGE Sept 29; Mon, Wed, Fri, 5:30-6pm NYT & LAT. Has been seen Mon thru Fri in these time periods (see Walt Disney's Adventure Time, page 86). New season starts, effective Sept 29.

The Adventures of Ozzie and Harriet (Wed, 8:30-9pm NYT; 9-9:30pm LAT) New series begins Oct 1; has been seen in re-runs during the summer in previous 9-9:30 pm NYT spot, with new time effective Sept 24 (see The Donna Reed Show, page 80). (See Television Index card). Add sponsor change: co-sponsor with Eastman Kodak Co., effective Sept 24 is The Quaker Oats Co thru J. Walter Thompson Co(Chi).

Tales of the Texas Rangers; RETURN Oct 2, Thursdays, 5-5:30pm NYT & LAT. New series begins this date (see Television Index card). Previous Sunday showings ended with June 22, 1958 program. Sponsor change: Sweets Co of America is sole sponsor. Flav-R-Straws ended its alt week sponsorship in 1957.

Leave It To Beaver; NET CHANGE Oct 2; Thursdays, 7:30-8pm NYT & LAT, Weekly; also begins new season this date. Program was previously seen over CBS, Wed, 8-8:30 pm NYT, last CBS show Sept 17, and was seen in re-run during the summer. (see Television Index card, CBS). Add sponsor changes: 1) Ralston Purina Co (Dog Chow) thru Gardner Advertising Co(St. Louis). 2) Miles Laboratories, Inc (One-A-Day Vitamins, Alka-Seltzer) thru Geoffrey Wade Advertising(Chi).

The Real McCoys (Thu, 8:30-9pm NYT & LAT) New series begins Oct 2; was seen in re-run during the summer (see Television Index card).

CBS- The Red Skelton Show; RETURN Sept 30, Tue, 9:30-10pm NYT; 8:30-9pm LAT, Weekly; LIVE or FILM. (Replaces Spotlight Playhouse, last show Sept 23). (See Television Index card). Skelton returns for his sixth CBS season.

Armstrong Circle Theatre (Alt Wed, 10-11pm NYT; 9-10pm LAT) New series begins Oct 1; was seen via re-runs of kines during the summer; alternates with The U.S. Steel Hour. (see Television Index card). Production change: Robert Costello is now exec producer, with Jacqueline Babbin upped to producer.

I Love Lucy; RETURN Oct 2; Thu, 7:30-8pm NYT (6:30-7pm LAT), Weekly; FILM; no. of stations not available. (Replaces Sergeant Preston of the Yukon, last show Sept 25). § Re-runs of the situation comedy series starring Lucille Ball & Desi Arnaz. Last seen over the CBS net, Wed, 7:30-8pm NYT; last show May 28, 1958. Also seen during summer over CBS in selected re-runs as Top Ten Lucy Shows, Mon, 9-9:30pm NYT; 8-8:30pm LAT.

§ SPONSORS- 1) Pillsbury Corp thru Campbell-Mithun, Inc(Minn). 2) Clairol, Inc (Hair Coloring) thru Foote, Cone & Belding(NY).

§ PKGR & Film Prod- Desilu Productions, Inc., Hollywood, Calif.

December Bride; RETURN Oct 2; Thu, 8-8:30pm NYT (7-7:30pm LAT), Weekly; FILM; 137 stations net, 31 delayed. (Replaces Richard Diamond Private Detective, last show Sept 25). § Spring Byington stars in the situation comedy series after summer hiatus; program was previously seen Mon, 9:30-10pm NYT (see Television Index card), last Mon show June 30, 1958.

Dick Powell's Zane Grey Theatre; RETURN Oct 2; Thu, 9-9:30pm NYT (8-8:30pm LAT), Weekly; FILM; no. of stations not available. (Replaces second half-hour of The Verdict Is Yours, 8:30-9:30pm NYT, last show Sept 25). § Dick Powell is host and occasional star in this Western anthology drama series; returning after summer hiatus; program was previously seen Fri, 8:30-9pm NYT (see Television Index card), last Fri show July 11, 1958. Alternate sponsor change: General Foods Corp will alternate for the new season with S. C. Johnson & Son, Inc (Waxes and other products) thru Benton & Bowles, Inc(NY).

Alfred Hitchcock Presents (Sun, 9:30-10pm NYT & LAT) New series begins Oct 5; was seen in re-run during the summer. (Continued on next page)

OTHER NETWORK CHANGES(Cont'd)

CBS- Alfred Hitchcock Presents (Cont'd from previous page): (See Television Index card). Agency and sponsor info changes: Bristol-Myers Co (Bufferin, Ban, Ipana, Ipana Plus, Vitalis, Mum, Mum Mist); Bufferin thru Young & Rubicam, Inc(NY, agency of record); Ban thru Batten, Barton, Durstine & Osborn, Inc(NY); Ipana, Ipana Plus, Vitalis, Mum, Mum Mist thru Doherty, Clifford, Steers & Shenfield, Inc(NY). Production information changes: Prod- Joan Harrison; Assoc Prod- Norman Lloyd; Dirs- Robert Stevens, Arthur Hiller, Paul Henreid, Don Taylor, Norman Lloyd; Dirs of Photog- Lionel Lindon, Jack Russell, Jack Warren; Story Eds- (West) Mae Livingston, at Revue; (East) Art Semon, at MCA, NY).

NBC- Wagon Train (Wed, 7:30-8:30pm NYT & LAT) New series begins Oct 1; was seen in re-runs during the summer (see Television Index card). Sponsor information changes: ALTERNATE SPONSORS- (one-hour alt weeks) Ford Division, Ford Motor Co thru J. Walter Thompson Co(Detroit); Acct Exec- W. Eldon Hazard; TV Acct Rep- Dan Seymour(NY). 2) (Half-hour alt weeks) National Biscuit Co thru McCann-Erickson, Inc(NY). Production information changes: Exec Prod- Richard Lewis; Prod- Howard Christie. Add: Dir of photog- Benjamin H. Kline; Art Dir- Howard E. Johnson.

The Ford Show; RETURN Oct 2; Thu, 9:30-10pm NYT & LAT; LIVE from LA; no. of stations not available. (Replaces Buckskin, last show Sept 25). § Tennessee Ernie Ford returns with his music-comedy show and weekly guests after summer vacation. (see Television Index card). Production information changes: No exec producer. Prod & Dir- Bob Finkel; Music Dir- Harry Geller; Writers- Danny Arnold, Howard Leeds; Costumes- Ret Turner.

The Dinah Shore Chevy Show; RETURN Oct 5; Sun, 9-10pm NYT & LAT; LIVE (COLOR) from LA. (Replaces the summer edition of The Chevy Show, last show Sept 28). § Dinah Shore returns with her musical variety show and top name guest stars after summer vacation (see Television Index card). Production information change: Prod & Dir- William Asher.

The Loretta Young Show; RETURN Oct 5; Sun, 10-10:30pm NYT & LAT; FILM. (Replaces Decision; last show Sept 28). § Loretta Young returns as hostess and frequent star of this weekly anthology drama series after summer hiatus. (See Television Index card). Production information changes: Pkgr & Film Prod- Toreto Films, Inc., at Samuel Goldwyn Studios, Hollywood, Calif.; Prod- John London; Assoc Prod- Jack Murton; Dirs- Richard Morris, others; Music Dir- Herchel Burke Gilbert; Dir of Photog- Norbert Brodine; Story Ed & Asst to Prod- Ruth Roberts; Art Dir- Frank Sylos; Writers- Various.

Northwest Passage (Sun, 7:30-8pm NYT & LAT) Add alternate week sponsor: Radio Corp of America (All Products) thru Kenyon & Eckhardt, Inc(NY); TV Acct Rep- Clint Wheeler. Sponsorship was effective Sept 21; alternate week continues sustaining.

Twenty-One; SCHEDULE CHANGE Sept 25; Thu, 8:30-9pm NYT & LAT; program was previously seen Mondays, 9-9:30pm NYT (see page 79, Peter Gunn). Production info changes (see Television Index card): Assoc Prod- Gloria Anne Rade; Dir- Grant Johnston.

TALENT SHOWSHEET AND SCRIPT REPORT - SEPTEMBER 29 - OCTOBER 5
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

PLAYHOUSE 90; Thursday September 25; CBS 9:30pm - ADD CAST: Alex Gerry, David J. Stewart, Bert Freed, Paul Bryar, Paul Lambert, Lawrence Dobkin, Harry Davidson, Paul Maxwell, Edwin Jerome.

Jefferson Drum; Friday September 26; NBC 7:30pm - DELETE: (as Premiere episode) - Showdown; ADD: (as Premiere episode) - The Keeney Gang; (O) James Malcolm; with regulars & Judith Braun, Brad Dexter, L. Q. Jones, Andy Clyde, Joseph Turkel, Hal Smith; Dir - Harmon Jones.

FURTHER ADVENTURES OF ELLERY QUEEN; Friday September 26; NBC 8pm - ADD CAST: Ralph Dumke, Richard Hale.

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm - ADD: 9/22 - Alice Babs(S); 9/24 - Rex Allen(S-A); 9/26 - Earl Grant(S).

JACK PAAR SHOW; NBC 11:15pm - ADD: 9/23 - Ford & Hines(C-S); 9/25 - Art Linkletter, Eli Mintz(A); 9/26 - Jack Douglas, Betty Bruce(D).

DICK CLARK SHOW; Saturday September 27; ABC 7:30pm - ADD: Gordon MacRae(S), Connie Francis(S).

Turning Point; Saturday September 27; NBC 9:30pm - ADD: (Pilot film) - Conflict; (O) Reginald Rose; Narrated by Alexander Scourby; with Harry Townes; Dir - Sidney Lumet.

LOOK UP AND LIVE; Sunday September 28; CBS 10:30am - ADD: The Sound of Rebirth; (Last in a four-part series devoted to the history of Jewish music); with David Bar-Illan(M), and Alfredo Antonini conducting the CBS Orchestra.

CAMERA THREE; Sunday September 28; CBS 11:30am - ADD: Notes from the Underground; (Second of three parts); with Michael Kane, Roland Hewgill, Joseph Cirolla, Woody Parfrey, Paul Sherm.

STEVE ALLEN SHOW; Sunday September 28; NBC 8pm - ADD: Art Linkletter.

CHEVY SHOW; Sunday September 28; NBC 9pm - ADD: Dorothy Kirsten(S), Stan Freberg(C). LAST SHOW.

MONDAY SEPTEMBER 29  
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JUBILEE U.S.A.	ABC 7:30pm	<u>NOTE: NEW DAY & TIME:</u> with regulars & George Morgan(S).
<u>The Texan</u> (Rory Calhoun)	CBS 8pm (7)	<u>PREMIERE:</u> Regulars in this series are Mr. Calhoun, Neville Brand. <u>Law of the Gun</u> ; (O) Frank Gruber; (A) Frank Moss; with regulars & Helen Wallace, Ralph Moody, Karl Swenson, John Larch, Reggie Parton, Fred Krone, Hank Patterson, Jason Johnson, Carl Thayer, Dennis Cross, Chris Alcade; Dir - Jerry Thorpe.
<u>Restless Gun</u> (John Payne)	NBC 8pm	<u>Dragon for a Day</u> ; with Allen Breneman, Frank Dekova, Leslie Bradley, Junej Ellis, Felipe Turich, Alan Reynolds, Joel Ashley; (SW&SD).
<u>Father Knows Best</u>	CBS 8:30pm(7:30)	with regulars & Wendell Holmes, Beverly Long, Henry Kulky, Gregg Barton; (SW&SD).
<u>Tales of Wells Fargo</u> (Dale Robertson)	NBC 8:30pm	<u>The Golden Owl</u> ; with Elaine Edwards, Willis Douchey, Clarence Lung, Harold Fong; (SW&SD).
VOICE OF FIRESTONE	ABC 9pm	Xavier Cugat & Orchestra, Abbe Lane(S), Chita Rivera(S-D), Tito Guizar(M).
<u>Peter Gunn</u> (Craig Stevens)	NBC 9pm	<u>Streetcar Jones</u> ; with regulars & Carlo Fiore, Patricia Powell, Leigh Whipper, Carlyle Mitchell; (SW&SD).
POLKA-GO-ROUND	ABC 9:30pm	<u>The Jelly Lumberjacks</u> (D).

MONDAY SEPTEMBER 29 (Cont'd)

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Alcoa-Goodyear Theatre NBC 9:30pm RETURN: NEW SEASON: The Chain and The River; (O) Gilbert Wright (from his story "Madman's Chain"); (A) Harold Jack Bloom; with Paul Douglas, Patty McCormack, Claudia Bryar, Maurine McCormack; Dir - David Greene.

STUDIO ONE IN HOLLYWOOD CBS 10pm Image of Fear; (O) Leslie Stevens; (A) James P. Cavanaugh; with Eugenia Leontovich, Lili Darvas, Rod Taylor, Nina Foch, John Van Druelan, Celia Lovsky, Anna Lee, Donald Harron, Richard Merrill; Dir - Buzz Kulik.

ARTHUR MURRAY PARTY (Kathryn Murray) NBC 10pm PREMIERE: Kathryn Murray is hostess for this show. Guests this week are: Teresa Brewer(S), Martel & Mignon(D), Ricardo Montalban(A), Dan Dailey(D), Franchot Tone(A), Susan Strasberg(A); Dir - Barry Shear.

TUESDAY SEPTEMBER 30

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Sugarfoot (Will Hutchins) ABC 7:30pm (O) Harold Medford; with Jerry Paris, Venetia Stevenson, Allen Case, Harry Antrim, Lane Chandler, Don Gordon; Dir - Leslie H. Martinson.

Dragnet (Jack Webb) NBC 7:30pm Big Sweet Annie; with regulars & Jeanette Nolan; (SW&SD).

EDDIE FISHER SHOW NBC 8pm RETURN: NEW SEASON: Regular on this show is Mr. Fisher. Guests this week are: Jerry Lewis(C), Ernie Kovacs(S), Noelle Adams(D), The Four Saints(M-C). Writers - Ken Englund, Bobby O'Brien; Directors - George Englund, Grey Lockwood. Helen Gallagher(S-D) is additional guest.

Life and Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm The Bounty Killer; with regulars & Ashley Cowan, Steve Pendleton, Trevor Bardette, Jean G. Harvey, Hal Baylor, Roy Bancroft, Kenne Duncan; (SW&SD).

The Rifleman (Chuck Connors) ABC 9pm PREMIERE: Regulars in this series are Mr. Connors, Johnny Crawford. The Sharpshooter; (O) Sam Peckinpah; with regulars & Sidney Blackmer, Leif Erickson, Dennis Hopper, R. G. Armstrong, Charles Arnt, Mickey Simpson, Kathleen Mulqueen, Virginia Aldridge; Dir - Arnold Laven.

ARTHUR GODFREY SHOW CBS 9pm(8) Eddie Hodges(S), The Axidentals(S), Dorothy Ashby Trio(M).

Colgate Theatre NBC 9pm Claudette Colbert Show; with Miss Colbert, Leif Erickson, Maudie Prickett, Herb Butterfield, Shelley Fabares, Eric Anderson.

Naked City ABC 9:30pm PREMIERE: Regulars in this series are: John McIntire, James Franciscus, Suzanne Storrs, Harry Bellaver, Alison Marshall. Meridian; (O) Stirling Silliphant; with regulars & Joey Walsh, Pat De Simone; Dir - Jerry Hopper.

RED SKELTON SHOW CBS 9:30pm(8:30) RETURN: NEW SEASON: Regular on this show is Mr. Skelton. Guests this week are: Liberace(M), Sandra Giles(A), Robert Eyer(A). Writers - Sherwood Schwartz, Jesse Goldstein, Dave O'Brien; Dir - Seymour Berns.

Bob Cummings Show NBC 9:30pm Bob and the Dumb Blonde; with regulars & Barbara Nichols, Dick Wesson, Lisa Davis; (SW&SD).

GARRY MOORE SHOW CBS 10pm(9) PREMIERE: Regulars on this show are Mr. Moore, Marion Lorne(A), Durward Kirby(anncr). Guests this week are: Red Skelton(C), Johnny Mathis(S), Janis Paige(S). Writers - Vincent Bogert, Will Glickman, Herb Finn, John Tackaberry; Alternate Directors - Frank Bunetta, Lewis Freedman.

The Californians (Richard Coogan) NBC 10pm Mutineers From Hell; with regulars & Charles Aidman; (SW&SD).

WEDNESDAY OCTOBER 1

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Wagon Train NBC 7:30pm RETURN: NEW SEASON: Regulars in this series are: Ward Bond, Robert Horton, Frank McGrath, Terry Wilson. Around the Horn; with regulars & William Bendix, Ernest Borgnine, Osa Massen, Sandy Descher.

WEDNESDAY OCTOBER 1 (Cont'd)

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Adventures of Ozzie and Harriet ABC 8:30pm (9) RETURN: NEW TIME: Regulars in this series are: Ozzie, Harriet, David and Rick Nelson. David Loses His Poise; with regulars & Janet Lake, Skip Young, James Stacy, Bob Bergdahl, Chris Olsen, Stuart Wilson, Rosemary Ace. Director & Head Writer - Ozzie Nelson.

Donna Reed Show ABC 9pm(9:30) Pardon My Gloves; (O) Alan Lipscomb & Bob Fisher; with regulars & Mary Shipp, Kim Charney; Dir - Oscar Rudolph.

KRAFT MYSTERY THEATRE NBC 9pm LAST SHOW. Presumption of Innocence; (O) Harry Julian Finn; with Coleen Dewhurst, Michael Wager, Phillip Abbott, John Boruff, Val Avery, Martin Rudy, Chet Leaming, Mildred Tra-ries, James Lipton, Lois Nettleton; Dir - Michael Dreyfuss.

BING CROSBY SPECIAL ABC 9:30pm (10) Guests are: Patti Page(S), Dean Martin(S), Mahalia Jackson (S), Tom Hanson & Thelma Tadlock(D). Writer - Bill Morrow; Director - Bill Collieran.

ARMSTRONG CIRCLE THEATRE CBS 10pm(9) RETURN: NEW SEASON: The Case for Room 310; (O) Alvin Bor-etz; with Polly Rowles, Janet De Gore, Sharry Rubin, Robert Drivas, Joey Walsh, Chris Gampel, Barnard Hughes, Robert Mandan, Willis Pinkett; Dir - Paul Bogart.

THURSDAY OCTOBER 2

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Tales of the Texas Rangers ABC 5pm RETURN: NEW SEASON: Regulars in this series are: Willard Parker, Harry Lauter. Traitor's Gold; (O) Arthur Hoerl; with regulars & Steve Pendleton, Joe Bassett, Keith Richards, Richard Powers, Harry Harvey, Jr; Dir George Blair.

Leave It To Beaver ABC 7:30pm RETURN: NEW NETWORK: Regulars in this series are: Barbara Billingsley, Hugh Beaumont, Jerry Mathers, Tony Dow. Beaver's Poem; with regulars & Rusty Stevens, Doris Packer. Writers - Joe Connelly & Bob Mosher; Director - Norman Tokar.

December Bride (Spring Byington) CBS 8pm(7) RETURN: NEW DAY & TIME: Regulars in this series are: Miss Byington, Harry Morgan, Verna Felton, Dean Miller, Frances Rafferty. Premiere show: with regulars & Edgar and Frances Bergen, Bob Easton, Kathy Case; Dir - Fred De Cordova.

Ed Wynn Show NBC 8pm The Crossing Guard; (O) Arthur Julian & Bill Davenport; with regulars & Howard Wright, Ross Ford, Elaine Edwards, Frank Wilcox, June White; Dir - Arthur Lubin.

Real McCoys (Walter Brennan) ABC 8:30pm RETURN: NEW SEASON: Regulars in this series are: Mr. Brennan, Richard Crenna, Kathy Nolan, Lydia Reed, Michael Winkelman, Tony Martinez. The New Car; with regulars & Madge Blake, Jesse White. Writers - Jack Elinson, Chuck Stewart, Bill Manhoff(Head); Dirs - Sheldon Leonard, Hy Averback.

Yancy Derringer (Rock Mahoney) CBS 8:30pm(7:30) PREMIERE: Regulars in this series are: Mr. Mahoney, X. Brands. Premiere episode with regulars & Kevin Hagen, Julie Adams. Writers - Mary Loos & Richard Sale; Dirs - Richard Sale, others.

PAT BOONE CHEVY SHOWROOM ABC 9pm RETURN: NEW SEASON: Regular on this show is Mr. Boone. Guests for premiere show: McGuire Sisters(S), Bert Wheeler (C), Cozy Cole(M), Joe Jones(M), Don Lamond(M). Writers - Jerry Seelen, Bill Gammie, Tony Webster; Dir - Bill Hobin.

Dick Powell's Zane Grey Theatre CBS 9pm (8) RETURN: NEW DAY & TIME: Dick Powell is host for this series. Trail to Nowhere; (O) Aaron Spelling; with Barbara Stanwyck, David Janssen, Paul Genge, Richard Shannon, Guy Wilkerson, Bill Quinn, Ian MacDonald, Stephen Chase, Martin Garralaga, Allan Pinson, Irene Calvillo; Dir - William D'Faralla.

Behind Closed Doors (Bruce Gordon) NBC 9pm PREMIERE: Bruce Gordon is host and storyteller for this series. Cape Canaveral Story; (O) Paul Monash; with Joe Maross, Jacques Aubuchon, William Henry, Virginia Christine, Kathleen O'Malley, Peter Whitney, Gabriel Curtiz, Mark Snow; Dir - Paul Wendkos.

THURSDAY OCTOBER 2 (Cont'd)

Rough Riders ABC 9:30pm PREMIERE: Regulars in this series are: Kent Taylor, Jan Merlin, Peter Whitney. The Murderous Sutton Gang; with regulars & John Doucette, Joan Young, Dan Sheridan; Dir - Eddie Davis.

PLAYHOUSE 90 CBS 9:30pm(8:30) The Days of Wine and Roses; (O) J. P. Miller; with Cliff Robertson, Piper Laurie, Charles Bickford; Dir - John Frankenheimer.

FORD SHOW NBC 9:30pm RETURN: NEW SEASON: Regulars on this show are: Tennessee Ernie Ford and The Top Twenty(S-D). Guest for premiere show is George Gobel(C). Writers - Danny Arnold, Howard Leeds; Dir - Bob Finkel.

STARS OF JAZZ ABC 10pm Steve Allen(C-M), Terry Gibbs(M), Alice Babs(S), Ulrik Neumann(M).

FRIDAY OCTOBER 3

Adventures of Rin Tin Tin ABC 7:30pm Decision of Rin Tin Tin; with regulars & Dean Stenton, Les Tremayne, Mildred Von Hollen; (SW&SD).

Jefferson Drum (Jeff Richards) NBC 7:30pm Showdown; (O) Berne Giler; with regulars & Paul Richards, Irene Tedrow, Gardner McKay, Dennis Cross; Dir - Harmon Jones.

Walt Disney Presents ABC 8pm The Nine Lives of Elfege Baca; (O) Norman Foster; with Robert Loggia, Leonard Strong, Nestor Paiva, Lisa Montell, Robert Simon; Dir - Norman Foster.

Trackdown (Robert Culp) CBS 8pm(7) A Stone for Benny French; with Wallace Ford, Strother Martin, Richard Devon, Gordon Polk, James Goodwin, Mike Monahan; (SW&SD).

FURTHER ADVENTURES OF NBC 8pm The King is Dead; Cast list unavailable.
ELLERY QUEEN (George Nader)

JACKIE GLEASON SHOW CBS 8:30pm(7:30) PREMIERE: Regulars on this show are: Mr. Gleason, Buddy Hackett(C), Jack Lescoulie(anner), Ray Bloch(Conductor). Writers - Marvin Marx, Walter Stone, Howard Tedder; Dir - Frank Satenstein.

Phil Silvers Show (You'll Never Get Rich) CBS 9pm(8) Bilko's Vampire; with regulars & Danny Dayton, Otto Hulett, Walter Kluvin, Beverly Lawrence; (SW&SD).

M Squad (Lee Marvin) NBC 9pm The Missing Claimant; (O) Jack Laird & Wilton Schiller; with regulars & Paul Newlan, Harry Lauter; Dir - Allen Miner.

Lux Playhouse CBS 9:30pm(8:30) PREMIERE: The Best House in the Valley; (O) Margaret McDonnell; (A) Halsey Melone; with Polly Bergen, Dana Dillaway, Rod Taylor, Carl Benton Reid, Selmer Jackson, Alice Backes, Charles Keane; Dir - Jules Bricken.

Lineup (Warner Anderson, Tom Tully) CBS 10pm(9) The Big Score Case; with regulars & Stephen Coit, Lynn Shubert, Ruta Lee; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS - SEPTEMBER 29 - OCTOBER 3

TODAY NBC 7am 9/29 - The Tarrriers(S); 9/30 - Eddie Arnold(S).
(Dave Garroway)

CAPTAIN KANGAROO CBS 8am RETURN: NEW SEASON: Writers - Robert Claver, Bob Colleary; Dir - Peter Birch. Guest this week: 10/1 & 2 - Ann Leonardo(S-M). Regulars are Mr. Keeshan, Hugh "Lumpy" Brannum, Gus Allegretti.
(Bob Keeshan)

JIMMY DEAN SHOW CBS 2pm(1) Evelyn Knight(S) will be guest for entire week. 9/29 & 10/1 - Kirby Stone Four(S-C); 9/30 - Johnny Morgan(C); 10/2 - Eddie Manson(M); 10/3 - Johnny Desmond(S).

COUNTY FAIR NBC 4:30pm(2:30) 9/29 & 10/3 - Roberta MacDonald(S); 9/30 - Eddy Arnold(S).
(Bert Parks)

