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INCLUDING

THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(27)

ABC- 7:30-8pm EST; RETURN; Jamie; from WABC-TV(NY), 12 stations live, 9 kine. Sponsor (sustaining, alternate weeks)- Duffy-Mott Co., Inc (Apple products, Sunsweet prune juice, Clapp's Baby Foods) thru Young & Rubicam, Inc(NY); Acct Exec- Frank Henderson; Agcy Superv- John Moorman; Comm Superv- Various. Pkgr- Talent Associates, Ltd(NY); Prod & Dir- Perry Lafferty; Assoc Prod- Frederick de Wilde; Writers- Various. Brandon de Wilde stars in the title role as an orphan boy of pre-teen age growing up with relatives; with Ernest Truex and Polly Rowles. Program returns after summer hiatus; last show June 7. Summer replacement has been documentary and travel films, sustaining.

DuM- 7:15-7:30pm EST, Mon thru Fri; DEBUT; Morgan Beatty and the News; from WTTG (Wash), stations indef. Sponsor- Miles Laboratories, Inc (Alka Seltzer, One-A-Day Vitamins) thru Geoffrey Wade Advertising(Chi). Pkgr- DuMont; Prod & Dir- Scudder Boyd. Commentator & reporter Morgan Beatty presents a nightly commentary on national and international affairs. Program replaces Marge and Jeff in this time spot, last show Sept 24.

NBC- 8-9pm EST, three weeks of every four; Caesar's Hour; from WNBT(NY), no. of stations indefinite. Sponsors- 1) American Chicle Co (Clorets, Dentyne) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Execs- Raymond Cabrera, Robert Etienne; Acct Superv- Richard A. Porter; Comm Superv & Dir- Norman Mathews; Commls- Live and film. 2) Speidel Corp (Watch Bands) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Herbert Vitriol; Agcy & Comm Superv- Walter Selden. 3) Radio Corp of America (RCA Victor) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Clinton F. Wheeler; Agcy Superv- Al Tennyson; Comm Superv- Marshall Stone; Comm Dir- Gordon Rigsby; Comm Anncr- Vaughn Monroe (live & film). Pkgr- Shellric Corp(NY); Exec Prod- Hal Janis(NBC); Prod- Leo Morgan; Assoc Prod- George Charles; Dir- Clark Jones- Asst Dir- Robert Hartung; Music Dir- Bernie Green; Art Dir- Herb Andrews; Costumes- Lou Eisele; Writers- Mel Tolkin, Tony Webster, Joe Stein, Aaron Rubin; Choreog- Boris Rumanin. Comedian Sid Caesar stars in his own program, with a flexible format from week to week, ranging from situation comedy, variety, book show to a revue; with regulars Carl Reiner and Howard Morris. The program will not be seen every fourth Monday, beginning Oct 18, when NBC's Monday evening spectaculars are presented.

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Monday(27)

NBC- 11:30pm-1am, Mon thru Fri; DEBUT; Tonight; from WNBT(NY), no of stations indefinite. Sponsors- Participations. Pkgr- NBC-TV(NY); Exec Prod- Mort Werner; Prod- Bill Harbach; Assoc Prod- Dale Remington; Dir- Dwight Hemion; Tech Dir- Carl Cabasin; Music Dir- Skitch Henderson; Asst Music Dir- Dave Hendry; Writers- Stan Burns, Herb Sargent. A network, expanded version of the Steve Allen Show which has been seen over WNBT(NY) since July, 1953. Allen will be supported on this music and comedy show by vocalists Steve Lawrence and Eydie Gorme, regulars on the local show; and Gene Rayburn as announcer and newscaster. Skitch Henderson takes over as orchestra leader with the net debut. (The Steve Allen Show will continue to be presented locally in New York, from 11:15-11:30pm, Mon thru Fri, sponsored by Jacob Ruppert (Knickerbocker Beer), with the same cast). Tonight will also include interviews and guest performances by music and theatrical personalities.

Tuesday(28)

ABC- 7:30-8pm EST; RETURN; Cavalcade of America, ON FILM; from WABC-TV(NY), 17 stations net, 12 delayed; 2 spots weekly, 43 spots alternate weeks. Sponsor- E. I. Du Font de Nemours & Co thru Batten, Barton, Durstine & Osborn, Inc (NY); Acct Exec- Harold Blackburn; Agcy & Comm Superv- Hy Brown; Comm Anncr- Various. Film Prods- Jack Denove Productions and Jack Chertok Productions, Inc., both Hollywood, prepare different films in series. Editor- John Hamilton. Dramatizations of historic incidents in America's past. Program returns from summer hiatus on the network. Each season's programs are repeated in local spot showings during the summer.

ABC- 9-9:30pm EST; RETURN; The Danny Thomas Show, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 42 stations net, 79 delayed. Alternate Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY); Acct Exec- William M. Spire; Agcy Superv- Thomas F. Viotor(NY), Jack Van Nostrand(H'wood). 2) Dodge Division, Chrysler Corp thru Grant Advertising, Inc (Chi). Pkgr- Marterto Productions(H'wood); Film Prod- Desilu Productions, Inc (H'wood); Prod- Louis F. Edelman(Marterto); Assoc Prod- Paul Jacobs; Prod Mgr- Argyle Nelson; Dir- Sheldon Leonard; Asst Dir- Edward Hillie; Music Dir- Earle Hagen & Herbert Spencer (Music Services, Inc., H'wood); Sets- Theodore F. Offenbecker; Costumes- Harald Johnson; Story Consult- Melville Shavelson; Writers- Various; Dir of Photog- Robert De Grasse; Film Ed- Danny Cahn. Danny Thomas returns in his starring role as an entertainer with problems in both his public life and his private life with his family; with Jean Hagen, Sherry Jackson, Rusty Hamer, Ben Leasy and Jesse White, as regulars. Program returns from summer hiatus, replacing summer re-runs of its earlier series.

NBC- 8-9pm EST, every fourth Tuesday; RETURN; The Martha Raye Show; from WNBT(NY), no. of stations indefinite. Sponsor- Hazel Bishop, Inc (No-Smear Lipstick, Complexion Glow, Nail Polish) thru Raymond Spector Co., Inc(NY); Acct Exec- Richard Blaine; Agcy Superv- Dick Ward. Pkgr- NBC-TV(NY); Prod- Karl Hoffenberg; TV Dir- Grey Lockwood; Stage Dir- Dave Alexander (first show only); Music Dir- Carl Hoff; Sets- Ejalmar Hermanson; Costumes- Guy Kent; Writers- Ed Simmons, Norman Lear; Choreog- Herb Ross. Martha Raye stars in a new series at a new time, but in essentially the same type of variety show as her once-a-month program on Saturday last season. Rocky Graziano will appear regularly as a featured performer. The Buick-Berle Show appears in this time spot on alternate weeks; Miss Raye will appear in ten shows, and Bob Hope will be starred in six.

Wednesday(29)

ABC- 8:30-9pm EST; SPECIAL (three weeks); Tales of a Wayward Inn and others, ON FILM; from WABC-TV(NY), to the net. Sustaining. Pkgr & Film Prod- Hal Roach, Jr(H'wood). Three films, pilots for series, will be shown in this time spot during successive weeks; 1) Tales of a Wayward Inn (Continued next page)

THIS WEEK(Cont'd)

Wednesday(29)

ABC- Tales of a Wayward Inn (Cont'd from previous page): is based on stories concerning New York's famed Algonquin Hotel; this episode, starring John Carradine and Gloria Talbott, concerns the aspirations of an actress who comes to the Inn. 2) It Seems Like Yesterday (Oct 6) is a situation comedy with flashback scenes concerning the early 1930's and the present; starring Jimmy Lydon and Mary Anderson. 3) Alias Mike Hercules (Oct 13) is a drama of a man sent wrongfully to prison who returns to aid people in trouble rather than seeking revenge; starring Hugh Beaumont.

ABC- 9-9:30pm EST; NET DEBUT; Masquerade Party; from WABC-TV(NY), 34 stations live, 45 kine. Alternats sponsors- 1) Remington-Rand, Inc (Electric Shaver Division) thru Young & Rubicam, Inc(NY); Acct Exec- Robert Eastright; Agcy Superv- David Levy. 2) Knomark Manufacturing Co (Esquire Boot Polish) thru Emil Mogul Co., Inc(NY). Pkgr- Wolf Productions(NY); Prod- Herb Wolf; Assoc Prod- Keith Taylor; Asst to Prod- Gene Mulligan; Dir- Lloyd Gross. Panel quiz show, with Peter Donald as m.c., with panelists attempting to guess identities of celebrities disguised as characters representing their careers or lives; with regular panelists Buff Cobb, Ilka Chase, Ogden Nash, and a guest panelist weekly. The program debuted July 14, 1952, as a summer replacement series over CBS-TV, Mondays, 9:30-10pm, and has returned in the same spot during 1953 and this season. The new series on ABC-TV, marks the program's debut as a regular fall show. Last show over CBS-TV is Sept 27.

NBC- 12:45pm-concl. EST, four to seven consecutive days; SPECIAL; World Series; from WPIX(NY), to NBC-TV net, Sept 29, 30; from WIBK(Cleve), Oct 1, 2 (if additional games are necessary, Oct 3 from Cleveland Oct 4, 5 from NY), to 155 stations live in 150 cities, including 8 in Canada. Sponsor- The Gillette Co (Safety Razor Div) thru Maxon, Inc(Detroit); Acct Exec- Searle Hendee(Detroit); Radio-TV Acct Exec- Ed Wilhelm(NY). Pkgr- American & National Leagues, with NBC-TV; Prod & Dir- Jack Murphy(WPIX-NY-regular season telecasting station for the N. Y. Giants); Cleveland production by NBC crew. Announcers- Russ Hodges and Jack Brickhouse will do the play-by-play with others handling pre and post games. World Series of baseball, between the New York Giants (National League) and the Cleveland Indians (American League), best four out of seven games. This is the first year the series will be televised in all 48 states, with five (50 cities) seeing it for the first time. First telecast was in 1947 over a 4-city hook-up. If rain cancels any games, normal schedules will be presented.

NBC- 8-8:30pm EST; RETURN; I Married Joan, ON FILM; from WNBT(NY) & KNBH(LA), 63 stations net, 44 delayed. Sponsor- General Electric Co (Major Appliance Div) thru Young & Rubicam, Inc(NY); Acct Exec- G. Montagu Miller; Agcy Superv- Robert Buchanan(NY). Pkgr- Joan Davis Enterprises(H'wood); Prod- P. J. Wolfson; Dir- Ezra Stone (Don Weis, first 2 shows); Asst Dir- Tom Connor; Dir of Photog- James Van Trees; Film Ed- Marvin Coyle; Writers- Jesse Goldstein, Phil Sharp, Hugh Wedlock, Howard Snyder. Joan Davis stars in a domestic situation comedy, with Jim Backus as her husband. Program returns from summer hiatus; last show July 7. Summer replacement has been re-runs of previous series.

Thursday(30)

CBS- 8:30-9:30pm EST; DEBUT; Shower of Stars; from KNXT(LA), no. of stations indefinite. Sponsor- Chrysler Corp thru McCann-Erickson, Inc(NY); Acct Exec- Wells W. Spence; Agcy Superv- William E. Berchtold; Agcy Liaison- George Haight (H'wood); Comm Superv- Harry McMahon(H'wood); Comm Dir- Bud Cole. Pkgr- CBS-TV (LA); Exec Prod- Cecil Barker; Prod- Nat Ferrin; Dir- Seymour Berns; Music Dir- Gordon Jenkins; Choreog- Bob Sidney; Writer- Hal Kanter (premiere only); Original Score- Gordon Jenkins. Once a month compatible color music extravaganza, starring major names of the entertainment world. Betty Grable, Harry James and Mario Lanza star in the first musical revue. (continued next page)

THIS WEEK(Cont'd)

Thursday(30)

CBS- Shower of Stars (Cont'd from previous page): Screen star William Lundigan will be host for the Shower of Stars and for Climax, the Chrysler-sponsored drama series to be seen three times each month in the same time spot. The twin series replaces Four Star Playhouse (moves from 8:30 to 9:30pm this day) and What Do You Have in Common, last show Sept 23.

CBS- 9:30-10pm EST; RETURN; Four Star Playhouse, ON FILM; from WCBS-TV(NY) & KNXT(LA), 62 net, 47 delayed (Singer); 61 net, 33 delayed (Parker). Alternate sponsors- 1) Singer Sewing Machine Co thru Young & Rubicam, Inc(NY); Acct Exec- Richard Dana; Agcy Superv- Jim Boyce; Comm Superv- Barbara Demoray. 2) Parker Pen Co thru J. Walter Thompson Co(Chi); Acct Exec- John Sandberg. Pkgr & Film Prod- Four Star Productions(H'wood); Exec Prod- Don Sharpe; Prod- Warren Lewis; Dirs- Various; Story Ed- Coles Trapnell. Drama series, starring Charles Boyer, Dick Powell and David Niven, with different guest stars, alternately. Program returns from summer hiatus, moving to a new time, one hour later (See program above). Summer placement was re-runs of previous films. In its new time, the program replaces Big Town, moving to NBC-TV for a new series; last CBS-TV show, Sept 23.

NBC- 9:30-10pm EST; RETURN; Ford Theatre, ON FILM; from WNBT(NY) & KNBH(LA), 78 stations net, 37 delayed. Sponsor- Ford Motor Co (Ford Division) thru J. Walter Thompson Co(NY); Acct Exec & Agcy Superv- Robert Ballin; Comm Superv- Edward Graham; Comm Dir- Harry Treleaven. Pkgr & Film Prod- Screen Gems, Inc(H'wood); Exec Prod- Fred Brisikin; Prods- Irving Starr, Michael Kraike; Dirs- Various; Script Eds- Morris Levy(Screen Gems, NY), Harry Fried(Screen Gems, H'wood). Drama series, with various stars and supporting casts each week, returns from summer hiatus; last show June 24. Summer replacement has been re-runs of past films.

Friday(Oct 1)

ABC- 9-9:30pm EST; RETURN & NET DEBUT; Dollar A Second; from WABC-TV(NY), 28 stations live, 89 kine. Sponsor- Mogen David Wine Corp thru Weiss & Geller, Inc(Chi); Acct Exec- Marvin Mann; Agcy & Comm Superv- Frank Higgins(NY); Comm Dir- Dave Brown; Prog & Comm Anncr- Ken Roberts. Pkgr- Trinity Telefilms thru William Morris Agency(NY); Prod- Jess Kimmel; Dir- Dave Brown. Audience quiz and stunt show, with Jan Murray as m.c., with contests in which people answer questions in a race against time determined by events beyond the control of the studio. Program debuted for the current sponsor over the DuMont net, Sept 20, 1953. It moved to NBC as a summer replacement program, July 4, 1954, sponsored by the Toni Co; last show Aug 22. In its new ABC spot it replaces The Paul Hartman Show (Pride of the Family); last show Sept 24.

ABC- 9:30-10pm EST; DEBUT; The Vise, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 50 stations net, 32 delayed. Sponsor- Sterling Drug, Inc (Bayer Aspirin, Phillips Milk of Magnesia, Phillips Tablets) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- George Tormey. Pkgr- The Danzigers(England); Prods- Edward J. and Harry Lee Danziger; Dir- David McDonald; Music Composer & Dir- Edwin Astley; Writers- James Eastwood, Kate Barley. (All production credits are for first film, except Eastwood who was writer on first 3; other credits not available at present). Ron Randell is on screen host for the series, which has various stars in stories of how fate closes in on men and women when they attempt to tamper with destiny.

CBS- 9:30-10pm EST; RETURN; Our Miss Brooks, ON FILM; from WCBS-TV(NY) & KNXT(LA), 49 stations net, 15 delayed. Sponsor- General Foods Corp (Various products) thru Young & Rubicam, Inc(NY); Acct Exec- Robert Mountain; Agcy Superv- Lee Strahorn. Pkgr- CBS-TV; Film Prod- Desilu Productions, Inc(H'wood); Prod- Larry Berns; Dir- Al Lewis; Writers- Lewis and Joe Quillan. (Continued next page)

THIS WEEK(Cont'd)

Friday(Oct 1)

CBS- Our Miss Brooks (Cont'd from previous page): Eve Arden stars as an unmarried high school teacher in this situation comedy; with Gale Gordon, Bob Rockwell, Dick Crenna, Jane Morgan, Gloria McMillan. Returns from summer hiatus; summer replacement has been re-runs of past films.

CBS- 10-10:30pm EST; DEBUT; The Lineup, ON FILM; from WCBS-TV(NY) & KNXT(LA), 77 stations net, 33 delayed. Sponsor- Brown & Williamson Tobacco Corp (Viceroy Cigarettes) thru Ted Bates & Co(NY); Acct Exec- Howard Black; Agcy Superv- Thomas F. Harrington; Prog Anncr- Art Gilmore. Pkgr- CBS-TV; Film Prod- Desilu Productions, Inc(H'wood); Exec Prod- Cecil Barker; Prod- Jaime del Valle; Lirs- Thomas Carr, Felix Feist, Earl Bellamy; Asst Dirs- William Beaudine, Jr., John Pommer, Jack Aldworth; Music Dir- Eddie Dunstetter; Dir of Photog- Nick Musuraca; Film Ed- Phil Cahn; Writers- Various. Detective series dramatizing stories from the files of the San Francisco Police Dept; starring Warner Anderson and Tom Tully. Program replaces Viceroy Star Theatre, a summer fill-in film show for the same sponsor.

NBC- 8-8:30pm EST, three out of four Fridays; RETURN & NET DEBUT; The Red Buttons Show; from WNBT(NY), no. of stations indefinite. Sponsor- Pontiac Motor Div, General Motors Corp thru MacManus, John & Adams, Inc(Bloomfield Hills, Mich) Agcy Superv- Henry G. Fownes(NY). Pkgr- NBC-TV(NY); Prod- Ben Brady; Dir- Julie Oshins; Music Dir- Elliot Lawrence; Writers- Danny Simon, Milt Rosen; Songs- Lester Lee. Red Buttons stars in his own comedy revue. The program originally debuted over CBS-TV, Oct 14, 1952 and was last shown on CBS on June 14, 1954. The Dave Garroway Show was in this time spot for the sponsor last season.

Saturday(Oct 2)

NBC- 9-9:30pm EST, three out of four Saturdays; DEBUT; Imogene Coca Show; from WNBT(NY), no. of stations indefinite. Sponsors- Lewis Howe Co (Tums) thru Dancer-Fitzgerald-Sample, Inc(NY), sponsors a 10-minute segment each week; three other sponsors alternate in sponsoring the other two 10-minute segments each week: Griffin Manufacturing Co, Inc (Shoe Polish) thru Birmingham, Castleman & Pierce, Inc(NY); Johnson & Johnson (Band Aids & other products) thru Young & Rubicam, Inc(NY); S.O.S. Co(scouring pads) thru McCann-Erickson, Inc(SF). Pkgr- Cameron Prods(NY); Prod & Dir- Marc Daniels; Asst Prod- Frank Sutton; Music Dir- George Bassman; Sets- Kathleen Ankers; Costumes- Sal Anthony; Writers- Lucille Kallen, Ernest Kinoy, Max Wilk; Choreog- John Butler, assisted by Dorothy Jarnac. Imogene Coca stars in a situation comedy with music, playing herself, with guest stars. The program, with the two that follow in this listing, are replaced every fourth Saturday by a Max Liebman spectacular. (see page 158).

NBC- 9:30-10pm EST, three of four Saturdays; DEBUT; Texaco Star Theatre; live and film alternate weeks, this week live; from KNBH(LA), live and film & WNBT (NY), on film weeks, no. of stations indefinite. Sponsor- The Texas Co (Texaco gasoline and other products) thru Kudner Agency, Inc(NY); Acct Exec- Gerry Johnstone; Agcy Superv- Myron Kirk; Comm Superv- Various. Jimmy Durante in the Club Durant (cq) will inaugurate the series in a live show and will alternate weekly with the filmed Donald O'Connor Show (credits for the latter, next week). Durante production credits: Pkgr- NBC-TV(LA); Prod & Dir- Eddie Buzzell; Assoc Prod- William Harmon; Music Dir- Roy Barge; Writers- Jack Elinson; Jack Barnett; Jerry Stander. (See Coca listing above for scheduling info).

NBC- 10-10:30pm EST; DEBUT; George Gobel Show; from KNBH(LA), no of stations indefinite. Alternate sponsors- 1) Armour & Co (Dial Soap and other products) thru Foote, Cone & Belding(Chi); Acct Exec- W. R. Forrest. 2) Pet Milk Co (Milk products) thru Gardner Advertising Co (St. Louis); Acct Exec- Champ Humphrey(St. Louis); Agcy Superv- Roland Martini(NY). Pkgr- NBC-TV(LA); Prods- Bud Yorkin & Ed Sobol; Dir- Hal Kanter; Tech Dir- Bud Yorkin; (Continued next page)

THIS WEEK(Cont'd)

Saturday(Oct 2)

NBC- George Gobel Show (Continued from previous page): Music Dir- John Scott Trotter; Writers- Hal Kanter, Jimmy Allerdice, Jack Douglas, Harry Winkler. George Gobel stars in a situation comedy and variety show (presented three of four weeks on same schedule as two preceding shows), with weekly guest stars.

Sunday(Oct 3)

CBS- 7:30-8pm EST, alternate Sundays; RETURN; Jack Benny Show, LIVE or FILM various weeks; live from KNXT(LA), film from KNXT & WCBS-TV(NY), 118 stations net and live, 25 stations delayed and nine. Sponsor- American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings. Pkgr- CBS-TV; (Prod for 10 film shows during season, McCadden Corp, H'wood); Prod- Hilliard Marks; Dir- Ralph Levy; Music Dir- Mahlon Merrick; Sets- Robert Lee; Writers- Sam Perrin, George Balzer, Milt Josefsberg, John Tackaberry; for films, Dir of Photog- Phil Tannura; Film Ed- Stanley Frazen. Jack Benny returns with his comedy program for his fifth TV year (debut, Oct 28, 1950) with his regulars, Eddie "Rochester" Anderson, Don Wilson, The Sportsmen and others. Program returns from summer hiatus; last show June 6. (See page 155).

CBS- 10-10:30pm EST; DEBUT; Father Knows Best, ON FILM; from WCBS-TV(NY) & KNXT (LA), 81 stations net, 34 delayed. Sponsor- P. Lorillard Co (Kent Cigarettes) thru Young & Rubicam, Inc(NY); Acct Exec- Bill Thompson; Agcy Superv- David Levy; Comm Anncr- Allan Anthony. Film Prod- Screen Gems, Inc(H'wood) Eugene B. Rodney; Dir- William D. Russell; Dir of Photog- Gert Anderson; Film Ed- Richard Fantl; Writers- Dorothy Cooper, Paul West, Phil Davis, Roswell Rogers and Harry Clark and Sumner Long. Situation comedy based on the radio series of the same name, starring Robert Young and co-starring Jane Wyatt as his wife; featuring Elinor Donahue, Billy Gray and Lauren Chapin as their children. Program replaces The Web for the same sponsor. The Web's last show, Sept 26.

DuM- 12noon-1pm EST; RETURN; New York Times Youth Forum; from WABD(NY), to the net. Sustaining. Pkgr & Prod- Dorothy Gordon with DuMont net; Dir- Dick Sandwick. Dorothy Gordon moderates a panel discussion of issues and personalities of the day, with a panel of six high school students, from public, private and parochial schools, and one adult guest who is connected with the topic under discussion each week. Program returns from summer hiatus.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Studebaker-Packard Program Starring Martha Wright (Sun, 9:15-9:30pm) New network title for program, effective immediately.

Pepsi-Cola Playhouse, ON FILM; NEW SERIES Oct 3; Sun, 7:30-8pm EST., no. of stations indefinite. Sponsor- Pepsi-Cola Co thru The Biow Co(NY). Pkgr & Film Prod- Revue Productions, at Republic Studios, H'wood; Prod Superv- Carl F. Hiecke; Dirs- Various. Polly Bergen is new hostess for drama series, with various stars and production personnel. Previous series starred Anita Colby as hostess.

CBS- Public Defender (Thurs, 10-10:30pm EST) New day and time, effective Sept 30. Last show in previous spot, Mon, 9-9:30pm, is Sept 27. Program replaces The Telltale Clue on Thursday; last show Sept 23.

Winky Dink and You (Sat, 10:30-11am EST; Sun, 12noon-12:30pm EST) New twice weekly schedule, effective Sat, Sept 25.

NBC- American Inventory (Sun, 12:30-1pm EST) New time, effective Sept 26, moving from Sun, 2-2:30pm.

OTHER NET CHANGES(Cont'd)

NBC- The Hunter (Sun, 10:30-11pm EST) Keith Larsen replaces Barry Nelson in the role of Bart Adams, in second series of 13 films, effective Oct 3.

Today; NET AND PRODUCTION CHANGES Sept 27; Mon thru Fri, 7-9am EST & CST; 8-9am PST. Add Seven to Eight, West Coast stations only, 7-8am. Sponsors- Participations. Today production staff: Pkgr- NBC-TV(NY); Exec Prod- Jac Hein; Prod- Robert Bendick; Assoc Prod- Lou Ames; Dir- Robert Merriman; Managing Ed- Gerald Green; Music Dir- Penn Fulton; Feature Staff- Mary Kelly, Joe Michaels, Tom Naud, Cliff Evans, Betty Folker, Beverly Gary. Seven to Eight: Pkgr- NBC-TV(LA); Prod- Joe Thompson. Dave Garroway, with Jack Leacock, Frank Blair and chimpanzee J. Fred Muggs, present news and special features on Today as before, with the program now seen coast-to-coast via a quick kine of the 8-9am segment. Johnny Grant m.c.'s a special similar show for West Coast NBC stations, 7-8am.

LOCAL STATION ACTIVITY

WNBT(Ch 4) - Kids Today; DEBUT Sept-27; Mon thru Fri, 6:45-7am EST. Sustaining. New York Pkgr- WNBT; Prod & Dir- Mike Garguilo. Herb Sheldon presents tips and school news, weather reports and other information in a pre-school time junior almanac series, for children of all ages.

WNBT - Reading to Read By; DEBUT Sept 27, Mon thru Fri, 1-1:15am EST. Sustaining. Pkgr- WNBT; Prod- Selig Alkon. Tex Antoine reads selections from the world's great authors while an actual copy of his material is on the screen. Dr. John Milton French, director of the English Dept, Rutgers University, chooses the material.

WATV(Ch 13) - The Spanish Hour, LIVE & FILM, STATION DEBUT Sept 26; Sun, 9:30-11pm Newark, NJ EST. Pkgr & Prod- Don Passante. Latin-American variety program, with live entertainers and film clips. Don Passante is m.c., speaking in English, and Miguel Machuca does the Spanish intros; both handle commercials. Program has been presented Mondays, 10-11pm, over WOR-TV; last show Sept 20.

WOR-TV(Ch 9) - Hollywood Preview, LIVE & FILM; DEBUT Sept 24; Fri, 7-7:30pm. Sustaining. New York Pkgr- Balsan Productions, Inc(NY); Prods- Bruce Balaban, David J. Sanders. Dan McCullough is narrator-commentator and host for the program, introducing highlights of new films before they open in New York and also interviewing in person people connected with some of the productions.

KTTV(Ch 11) - The Harry Richman Show; DEBUT Sept 24; Fri, 9:30-10pm PT. Sustaining. Los Angeles Pkgr- Sam Howard & Leo Turtledove; Prod- Busby Berkeley; Dir- Joe Agnello(KTTV); Music Dir- Jack Stanley. Harry Richman presents the songs he made famous in a music and variety program originating from Frank Senne's Moulin Rouge in Hollywood; with The Encores quartet and the Moulin Rouettes.

KRON-TV(Ch 4) - Kingdom of Toys; DEBUT Sept 23; Thurs, 6-6:15pm PT. Sponsors- Nor- San Francisco mans Kingdom of Toys and Christopher Dairy Farms. Pkgr & Prod- Art Blum & Norman Rosenberg; Dir- Dave Fulmer. Norman Rosenberg plays King Norman, entertaining ten children on the program each week to operate toys representing various themes. Each week the program will also honor a boy or girl from a Bay Area children's organization or club to be "knighted" on the show.

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST:

The new Robert Cummings Show, scheduled to replace The Hunter over NBC-TV for R. J. Reynolds Tobacco Co, will roll at McCadden Corp (General Service Studios) in late October. Writer Paul Henning will also produce..... Ardy Devine will take over as star and narrator of Frank Ferrin's Smilin Ed's Gang series and as soon as the the new films are ready for presentation, the series will be retitled Ardy's Gang. Eugene Solow and Brewster Morgan are completing the first 13 in their Authors Playhouse series at Goldwyn Studios. The first three will be ready for showing about mid-October..... Dan Duryea is in San Francisco for library filming for new films in the China Smith series. Returns around the country during the past few years have involved the 13 originally made. Twenty six more will be completed by early next year..... The only actors and actresses refusing to do commercials for film series (as Claudette Colbert did) are those that are financially secure or those that prefer not to eat and live television, film or live.

The Blondie pilot film which Hal Roach, Jr., rolled last week has Tom McKnight as producer, Abby Berlin as director, and stars Pamela Britton and Hal Le Roy in the lead roles, with Robin Raymond in a supporting role. Three other pilots previously made by Roach are getting a net showcase over ABC-TV, starting this week (See page 165): Tales of a Wayward Inn, It Seems Like Yesterday, and Alias Mike Hercules..... Networks with options on film series put themselves in a prime position to get nationwide reaction from audiences on new series before a commitment to shoot extra films for a series that a sponsor has not yet shown an interest in. NBC's sneak preview of the new Alan Young Show (critics' reactions were mixed), ABC's Album series which resulted in several live sales, and others, serve to take some of the pressure off network buys.. Duke Goldstone, who had to bow out on the Betty White Show for Guild Films because of a schedule conflict with other Guild shooting, has had to replace musical director Harry Zimmerman on the Florian ZaBach series because of a future assignment on the Olinah Shore and Frankie Laine shows. Phil Boutelje has taken over on the ZaBach series as musical director..... CBS's The Whistler series, now in production, will have familiar movie names starring in various episodes of the series. The first four will have Barton MacLane, Lon Chaney, Tom Brown and Jess Barker, starring individually in each.

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NEWS & COMMENT:

The continuing shakeups in executive and departmental posts at the networks (Dumont had its earlier, so is comparatively settled down now) has many staffers in a general state of anxiety. No one knows when a minor sin out of the past might be remembered and be cause for dismissal. When the net television divisions first started their upbeat they were appendages on the radio divisions. As they burgeoned, TV was split off from radio in separate organizations. Now that network radio is starting to fade as syndicates and transcription services move in with big star series at lower prices to stations and sponsors than net packages, the  
(continued, next column)

networks are again revising their organizations, combining the best television and radio personnel into unit organizations so that if and when net radio really goes, at least it will not be an organization calamity. As a concomitant, the nets are pruning costs to prepare for the storm coming in 1955 when many sponsor shifts are again expected. (Ross Reports has had to list more new and returning series during the past month than at any time in its history, according to the records).

While the boughs were shaking the leaves down, DuMont awarded gold pins to four men who have been associated with the net since 1944: Frank Bunetta, producer-director and in charge of the development of new production techniques for the net; Leonard Messina, technical director; Eric Herud, the net's technical operations engineer, and Robert Willis, in the net's scenic dept.... Bernard C. Barth has resigned as general program director for the Crosley Broadcasting Corp in Cincinnati to become v.p. and general mgr of the new commercial TV station to be built by Notre Dame on its campus at South Bend, Ind.... Neal Van Ells has resigned as program director of WLW-T(Cinn) to move to New York..... Joe Jenkins has been named program director of WTVN (Columbus, O).

Affiliated Artists (Irene Etkin, Robert Mayberry) announced the addition of agent Frances Hidden to the staff. Former associate Lee Wallace is now working with radio producer Arthur Henley..... Daniel S. Mead, New York literary agent, is now handling TV scripts for his own office. Former TV script agent was Gloria Birnbaum..... Deborah Coleman, New York artists rep, is now at 200 W 57th St (PL 7-6272). Cameron Productions, new TV packaging firm (Imogene Coca Show) is at the same address and phone..... Julian Claman, former script editor and producer with Talent Associates, Ltd., New York, has left the organization to concentrate on the writing of a play for prospective Broadway production.. Milton Goldman, formerly associated with the late Paul Small, has opened offices at 22 E 60 St (MU 8-0840)..... Allen Ducovny, former producer for Rockhill Productions (Tom Corbett, Space Cadet), is now with D'Arcy Advertising in New York as a production supervisor.

Medicine appears to be newest star of the TV screens. The Crosley stations in Cincinnati and Dayton just ended a medical series with the live telecast of a Caesarian birth, 10th program in a series approved and supervised by local medical groups. WBAL-TV(Ealt) starts a new medical series Oct 3, the story of man from birth to death.

PERSONNEL CHANGES: ABC executive changes: John Daly is now v.p. in charge of the consolidated news and special events dept, with Thomas Velotta as v.p. and administrative officer. Gene Accas is director of a new advertising, promotion and publicity dept for radio and TV nets. Robert F. Lewine promoted to director of the ABC TV net's program dept. Don Durgin named director of sales development and research for the ABC radio and TV nets..... John Derr named director of sports for CBS, for both TV and radio. .... Evelyn F. Burkey is executive director for the newly organized Writers Guild of America (East), 550 Fifth Ave (PL 7-8319). She was formerly with the Authors League, working with the Television Writers Group.

TALENT SHOWSHEET SEPTEMBER 27-OCTOBER 3, 1954

Most of the shows on September 24, 25, 26 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 1. 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.

FRIDAY SEPTEMBER 24

HOLLYWOOD PREVIEW WOR 7pm Sarita Montiel, Leon Shamroy (cameraman); film clips from (Dan McCullough) Vera Cruz, Suddenly, Sabrina

THE STRANGER DuM 9pm The Build-Up - (O) by James Blumgarten; with Bill Gunn, P. (Robert Carroll) Jay Sidney, Arny Freeman, Will Scholz, Joseph Roman; (SD)

SATURDAY SEPTEMBER 25

CAMERA THREE WCBS 2pm The People, Yes - (O) by Carl Sandburg, (A)-(SW); with Jean (James Macandrew) Stapleton, Earle Hyman, Gerald Sarracini, Jared Reed (M&S), Michael Kane; (SD)

ETHEL AND ALBERT NBC 7:30 regulars & Joseph Sweeney, Roy Fant, Alan Hewitt, Nancy (Reg Lynch & Alan Bunce) Sheridan, Lester Loneragan, Jr.; (SW & SD)

MAX LIEBMAN PRODUCTION NBC 9pm Lady in the Dark - with Ann Sothern, Shepperd Strudwick, (COLOR) James Daly, Luella Gear, Paul McGrath, Robert Fortier, Carleton Carpenter, Stephanie Augustine, Jim Congdon, Marjorie Barrett, Douglas Reed, Brooke Byron, Adele Newton, Bambi Linn & Rod Alexander (latter 2, D), the 5 Escorts (Bill Andrew, Bert Henderson, Jack Mattis, Jack Boyle, Todd Miller, D); (O) by Moss Hart, TV (A) by Billy Freidberg; Music by Kurt Weill, Lyrics by Ira Gershwin; Choreography by Rod Alexander; Book Staged by Jeffrey Hunter; TV Dir - Bill Hobin

STORK CLUB ABC 10pm Vivian Blaine (S), Robert Young, Ronald Reagan, Rita Hayes (Sherman Billingsley) (S), Danny Scholl (S), Bobo & Bobby (C)

SUNDAY SEPTEMBER 26

A PRECIOUS HERITAGE CBS 10am The Cord Over the Abyss - (O) by Morton Wishengrad; with Jennie Goldstein, Michael Rosenberg, Norma Crane, Michael Toland; (SD, LAST SHOW OF SERIES)

HALLMARK HALL OF FAME NBC 5-6pm The Story of Moses - (O) by Helene Hanff; with John Barrymore, Jr., Natalie Wood, Karen Sharpe, Douglas Dumbrille, Gertrude Michael, Morris Miller, Gene Reynolds, Venetia Stevenson, Sid Clute, Don Randolph, Louis Letteri; (SD, H'D)

YOU ARE THERE CBS 6:30 The Return of Ulysses - (O) by Jeremy Daniel; with Neva Patterson, John Baragrey, Doug Watson, Philip Bourneuf, Augusta Dabney, Milton Selzer, Bruce Gordon, Richard Casey, Frederic Downs, Jack Bittner; (SD)

MR. PEPPERS(Wally Cox) NBC 7:30 regulars & Herbert Anderson, Dick Dudley, Madeleine Lee; (SW, D)

TOAST OF THE TOWN CBS 8pm Willy Mays, Bob Lemon, Early Wynn, Mike Garcia(all baseball, latter 3 in remote pick-up from Cleveland); Harry Belafonte (S), Sam Levenson (C), the Obernkirchen Children's Choir(S), Los Chevalas de Espana & Trini Reyes (D)

COLGATE COMEDY HOUR NBC 8pm Johnny Ray (S), Joe E. Lewis (C) the Latin Quarter Revue including Jane Morgan (S), the Bernard Brothers (S&panto), the Seven Ashtons (acro), the five Debonnaires (D), Latin Quarter Chorus Line, "Look" Magazine All American Baseball Team interviewed by Russ Hodges (sportscaster)

GENERAL ELECTRIC THEATRE CBS 9pm Nora - (O) by Henrik Ibsen (A Doll's House), (A) by George Bellak; with Phyllis Thaxter, Patric Knowles, Luther Adler; (SD) by Don Medford (PREMIERE OF NEW SERIES)

ROCKY KING, DETECTIVE DuM 9pm Key to Murder - (O) by Gordon Fell; with Stephen Elliott, John Seymour, William Mason, Gerald Milton, Walter Arnold, Michael Fapack; (SD)

MONDAY SEPTEMBER 27 (Cont'd)  
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<u>Duffys' Tavern</u> (Ed Gardner)	WNBT 7pm	<u>Archie's Rich Uncle</u> - with regulars & Edgar Buchanan, Danny Richards, Jr., Donald Kerr; (SD)
JAMIE (Brandon de Wilde)	ABC 7:30	(O) by David Shaw; with regulars & Edgar Stehli, Jane Rose, Anne Seymour, Paul Lipson; Prod & (SD) by Perry Lafferty
CAESAR'S HOUR (Sid Caesar)	NBC 8pm	(PREMIERE OF NEW SERIES) regulars: Carl Reiner, Howard Morris, Virginia Curtis; & Gina Lollobrigida, Ty Perry, Paul Reed, Joe DeSantis, Gerald Lee;
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Ted Browne (S), Samuel Sanders (M), Patti Chapman (S)
VOICE OF FIRESTONE	ABC 8:30	Lois Hunt, Thomas Hayward (both S)
<u>Public Defender</u> (Reed Hadley)	CBS 9pm	<u>Fire Bell</u> - (O) by David Dortort; with Walter Coy, Catherine McLeod, Darryl Hickman; (SD)
<u>The Medic</u> (R. Boone)	NBC 9pm	<u>I Climb the Stairs</u> - with Sallie Brophy; (SW & SD)
ROBERT MONTGOMERY	NBC 9:30	<u>A Dream of Summer</u> - (O) by Noel B. Gerson; with Jackie Cooper, Virginia Vincent, Sandra Deel, Fred Sadoff, Ann Deere, Stuart MacIntosh, Fred Wayner, Bill Pierson, Shirley Grayson, Paul Godkin, Sid Raymond; Choreography - Bob Shearer; (SD) by Jim Sheldon
STUDIO ONE	CBS 10pm	<u>The Education of Hyman Kaplan</u> - (O) by Leonard Q. Ross, (A) by Howard Rodman; with Jacob Kalich, Maria Riva, Bert Freed, Jonathan Harris, Mike Kellin, Victor Thorley, Augusta Merighi; (SD) by Paul Nickell; Title drawing by Rudi Bass
<u>Adolphe Menjou's</u> <u>Favorite Story</u>	WNBT 10:30	<u>Twenty One Days</u> - (O) by Leonard St. Clair; with Menjou, Brett King, Gertrude Michael, Ed Hinton, Joel Allen, Alan Reynolds, Gayne Whitman, Rosa Truich

TUESDAY SEPTEMBER 28
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|-----------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Janet Dean, R. N.</u><br>(Ella Raines)           | WNBT 7pm  | <u>Johnson Case</u> - (O) by James Cavanagh; with Everett Sloane, Janet Ward, Philip Pine, Leora Thatcher, Lenore Lonergan, Ann Sorg, Walter Kohler; (SD)                                                                                                 |
| <u>Cavalcade of America</u>                         | ABC 7:30  | <u>Mountain Man</u> - (O) by Paul Franklin; with Gregory Walcott, Eugenie Paul, Larry Johns, Paul Picerni, Guy Prescott, Keith Richards, Edward Colmans                                                                                                   |
| <u>Waterfront</u> (Preston Foster)                  | WABD 7:30 | <u>Term Paper</u> - Series characters created by M. Bernard Fox; (O) by Fox & Robert J. Shaw; with regulars Preston Foster, Lois Moran; & Douglas Dick, Ted DeCorsia, Pinky Tomlin, Jack Daly, Tristram Coffin, Pat Collins; Dir by John Erahn (PREMIERS) |
| MARTHA RAYE<br>(Rocky Graziano)                     | NBC 8pm   | Wally Cox; (O) by Ed Simmons & Norman Lear; Prod by Karl Hoffenberg; TV Dir - Grey Lockwood; Music - Carl Hoff; Choreographer - Herb Ross (FALL PREMIERE)                                                                                                 |
| RED SKELTON                                         | CBS 8pm   | Betty Madigan (S), the Szonys (D)                                                                                                                                                                                                                         |
| THE BLUE ANGEL<br>(Orson Bean)                      | CBS 8:30  | Hildegard (S), Jack Whiting (S&D), Mata & Hari (D), Robert Clary (S)                                                                                                                                                                                      |
| <u>Studio 57</u>                                    | DuM 9pm   | <u>No Great Hero</u> - (O) by Richard Grey, (A) by Fenton W. Barnshaw; with Craig Stevens, Betty Lou Gerson, Leon Askin, Konstantin Shayne, Harlan Warde, Gay Gallagher, Bert LeBaron; (SD) by Richard Irving                                             |
| <u>Fireside Theater</u><br>(Gene Raymond)           | NBC 9pm   | <u>Afraid to Live</u> - (O) by John W. Vandercook, (A) by Charles Bennett; with Thomas Mitchell, Dorothy Malone, Charles Drake, Robin Hughes, Robert McNeilly, Paul Thompson, Maudie Norman                                                               |
| <u>Danny Thomas -</u><br><u>Make Room For Daddy</u> | ABC 9pm   | <u>Family Troubles</u> - with regulars & Louise Beavers, Marc Sutherland; (SW & SD, PREMIERE OF FALL SERIES)                                                                                                                                              |
| ARMSTRONG'S CIRCLE<br>THEATRE                       | NBC 9:30  | <u>The Judged</u> - (O) by George Bellak; with Walter Abel, Barbara O'Neil, Charles Taylor, Ronnie Welsh, Buzzy Martin, Ken Walken, John Connaughton; (SD)                                                                                                |

TUESDAY SEPTEMBER 28 (Cont'd)

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DANGER CBS 9:30 Cornered - (O) by Ben Benson, (A) by Paul Monash; with Everett Sloane, John Kellogg, John Shay, Arthur Batanides, Allan Tower, Don Keefer, Helen Auerbach, Martin Newman, Peter Gumery, Charles Welch, John Campanella, Mary Lou Taylor, Robert Geiringer; (SD)

UNITED STATES STEEL HOUR ABC 9:30 Baseball Blues - (O) by Steven Gethers; with Frank Lovejoy, Edward Andrews, House Jameson, Harry Bellaver, Billie Worth, Bob Brivic, Bernice McLaughlin, Lefty Gomez, Frankie Frisch (latter 2, baseball); (SD)

LIFE WITH FATHER (Leon Ames & Lurene Tuttle) CBS 10pm Father and the Barber - (O) by Whitfield Cook; with regulars & Robert Emmett Keane, Dick Elliott, Maudie Prickett, Paul Wexler; (SD, FROM HOLLYWOOD)

It's a Great Life (O'Shea, Bishop, Dunn) NBC 10:30 Objective Moon - with regulars & Marie Windsor, James Flaven, Jimmy Cross; (SW & SD)

WEDNESDAY SEPTEMBER 29

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Wild Bill Hickok (Guy Madison & Andy Devine) WNBT 6pm Civilian Clothes - with regulars & Norma Eberhardt, John Merton, Pat Mitchell, Leonard Penn, Fred Kelsey, Ric Vallon, Tris Coffin, Bill Hale; (SD)

SOLDIER PARADE ABC 7:30 Polly Bergen subs as guest hostess for Arlene Francis

My Little Margie (Storm) NBC 8:30 Parrot Gold - with regulars & Roger Pace; (SW & SD)

Tales of a Wayward Inn ABC 8:30 (O) by Siegfried Herzig & Frederick Stephani; with Brian Aherne, John Carradine, Gloria Talbot, Jimmy Lydon, Claire Carleton, Pom Pom (dog); Dir by Roy Kellino (THIS TIME ONLY, NET ONLY; PREMIERE OF BAREFOOT CONTESSA SEEN ON WABC)

KRAFT TELEVISION THEATRE NBC 9pm A Simple Matter - (O) by Marie Baumer; with Joey Walsh, Harry Townes, Hiram Sherman, Joe Maross, Ruth Matteson, Don Hamner, Audra Lindley; (SD)

CONCERT TONIGHT (Margaret Hillis) DuM 9pm Adele Addison, Doris Okerson, Robert Price, Arthur Burrows (all S); John Wustman, Florence Kirsch, Patricia Roth Ienni (all M) & N.Y. Concert Orchestra & Concert Choir

Douglas Fairbanks WNBT 10:30 Mr. Sampson - with Dame Sybil Thorndike

The Big Moment WABC 10:30 (O) by Don Mankiewicz; with John Derek, Thomas Mitchell, Donna Reed, Eduard Franz, Forrest Tucker, Stevie Roberts, Don Bender, Ray Galli, Henry Corden, Gil Warren, Booth Coleman, Grace Hayle, Josephine Wittell, Harry Harvey, Lawrence Dobkin; Prod with cooperation of Paramount by Mel Epstein for U.J.A.; Dir by Nathan Juran; Photographed by Lionel Linden (THIS DATE ONLY)

THURSDAY SEPTEMBER 30

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Foreign Intrigue WNBT 7pm F. I. in Forged Passports - (O) by Sheldon Reynolds; with James Daly introducing new regular Gerald Mohr as "Christopher Storm"; & Francoise Prevost; (SD) (PREMIERE, FALL SERIES)

Ray Milland (Phyllis Avery) CBS 8pm (O) by Arthur Alsberg & Nate Monaster; with regulars & Jacqueline Dewit; (SD)

SHOWER OF STARS (William Lundigan) CBS 8:30 (COLOR) Betty Grable, Harry James (M), Mario Lanza (S), Marvin Kaplan (C), Fred Clark (C), others to be announced; special lyrics for St. Louis Blues by Milton Pascal, arranged by Fred Steine (O) by Hal Kanter; Music Score (O) & Cond by Gordon Jenkins (HD)

JUSTICE (Gary Merrill) NBC 8:30 The Frightened Clown - (O) by Mann Rubin; with Geraldine Fitzgerald, Paul Hartman, King Calder, Emmett Vogan, Marilyn Clark, & others to be announced; Gary Merrill replaces Westbrook Van Voorhis as regular effective this date; (SD)

SO YOU WANT TO LEAD-BAND ABC 9pm Judy Lynn (S)

Ford Theatre NBC 9:30 The Trouble with Youth - (O) by William Bowers; with Paul Douglas, Constance Moore, June Vincett, Lucy Marlow, Diane DeLaire, Chet Marshall, Ray Walker, Vince Barnett, Prod by Irving Starr; Dir by Fred F. Sears (PREMIERE, FALL SERIES)

THURSDAY SEPTEMBER 30

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|--------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Four Star Playhouse</u>           | CBS 9:30 | <u>Man in the Cellar</u> - (O) by Marc Brandel, (A) by J. Gwen Bagni; with Charles Boyer, Mae Clark, Peter Raynold, Donald Murphy, Elaine Williams, Fay Baker, Beverly Washburn, John Doucette, Frank Gerstle, Alene Towne; Dir by Robert Florey (FALL PREM' RE MOVES TO THIS SPOT THIS DATE) |
| KRAFT TELEVISION THEATRE             | ABC 9:30 | <u>The Oath of Hippocrates</u> - (O) by M. V. Heberden; with Lloyd Bochner, Sally Chamberlin, Guy Spaul, John Stephen, Margery Maude, Ted Newton, Stefan Schnabel, Philippa Bevens, Peter Donat, Tony Bickley, Michael Everett, Nick Saunders                                                 |
| LUX VIDEO THEATRE (James Mason)      | NBC 10pm | <u>Meet Jo Cathcart</u> - (O) by John McGreevey; with Virginia Bruce, Bruce Bennett, others to be announced; (SD, FROM HOLLYWOOD)                                                                                                                                                             |
| <u>Public Defender</u> (Reed Hadley) | CBS 10pm | <u>Loyalty</u> - (O) by Howard J. Green; with Bobby Ellis, Joseph Turkel, Biff Elliot, Jack Diamond, Ruth Lee, Phillip Pine, Mickey Simpson; (SD, RETURNS TO THIS SPOT THIS DATE)                                                                                                             |

FRIDAY OCTOBER 1  
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|--------------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MAMA (Peggy Wood)              | CBS 8pm  | <u>Organdy Blues</u> - (O) by Palmer Thompson; with regulars & Kevin Coughlin, Ruth Gates, others to be announced; (SD)                                                                                                                  |
| RED BUTTONS                    | NBC 8pm  | Georgia Gibbs (S) & others to be announced; (PREMIERE)                                                                                                                                                                                   |
| <u>Ray Bolger</u>              | ABC 8:30 | (O) by Don Johnson; with regulars Marjie Millar, Christine Nelson, Charlie Cantor; Dir by John Rich (FALL PREMIERE)                                                                                                                      |
| THE STRANGER (Robert Carroll)  | DuM 9pm  | (O) by John Gay; with Lee Bergere, Peter Von Zerneck, Grant Sullivan, Gaye Jordan, Martin Kosleck; (SD)                                                                                                                                  |
| THE BIG STORY (Norman Rose)    | NBC 9pm  | <u>Arthur Mielke, Washington, D.C. Times-Herald</u> - (O) by Gail Ingram; with Phil Abbott, Luella Gear, Treva Frazee, Courtean Landes, Adele Alice Newton, Harrison Dowd, Jason Robards; (SD)                                           |
| <u>Schlitz Playhouse</u>       | CBS 9pm  | <u>The Viking</u> - (O) by Jack Bennett; with Charles Bickford, Lamont Johnson, Rhys Williams, Margaret Field; Dir by Lewis B. Foster                                                                                                    |
| <u>The Vise</u> (Ron Randell)  | ABC 9:30 | <u>One Just Man</u> - (O) by James Eastwood & Kate Barley; with Alexander Knox, Maureen Swanson, Joan Haythorne; Dir by David McDonald; Prod by Edward J. & Lee Danziger; Music by Edwin Astley (PREMIERE OF NEW SERIES)                 |
| <u>Our Miss Brooks</u> (Arden) | CBS 9:30 | regulars & Ricky Vera; (SW & SD, PREMIERE, FALL SERIES)                                                                                                                                                                                  |
| <u>The Lineup</u>              | CBS 10pm | (O) by E. Jack Neuman; with regulars Warner Anderson, Tom Tully; & Marshall Reed, Joe Turkel, Robert Cole, Pepe Hern, Ted Stanhope, Fred Sherman, Paul Burke, Francis McDonald, Bill Walker; Dir by Thomas Carr (PREMIERE OF NEW SERIES) |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 24 THRU FRIDAY OCTOBER 1

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|---------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TODAY (Dave Garroway)                 | NBC 7am   | M - Willy Mays, Johnny Antonelli, Alvin Dark, Hank Thompson, Don Mueller, Dusty Rhodes, Monte Irvin, Davey Williams, Whitey Lockman, Larry Jansen, Wes Westrum (all baseball; Tu - arrival of Cleveland Indians at Grand Central Station)                                                                                                      |
| GEORGE SKINNER                        | WCBS 9am  | Tu - John Henry Faulk; F (10/1) - Ruth Manecke                                                                                                                                                                                                                                                                                                 |
| GARRY MOORE                           | CBS 10am  | Tu - Jonathan Winters (C); F - Jay Marshall (C-magic)                                                                                                                                                                                                                                                                                          |
| HOME (Arlene Francis)                 | NBC 11am  | F - (10/1) - Marguerite Piazza (S), home visit                                                                                                                                                                                                                                                                                                 |
| <u>Crown Theatre - Gloria Swanson</u> | WABC 6pm  | Tu - <u>Uncle Harry</u> - (O) by Nat Curtis; with Edgar Buchanan, Elisabeth Frazer, Del Moore, Robert Hutton, Thurston Hall, Evelyn Byrd; Dir by Harve Foster; Thu - <u>Portrait of a Lady</u> - (O) by Raphael Hayes; with Allene Roberts, Minerva Urecal, Anthony Caruso, Robert Dillon, Hank Patterson, Everett Glass; (SD) by Harve Foster |
| MAGIC COTTAGE (Meikle)                | WAED 6:30 | M thru F - Carl White, Bernard Kates; (SW & SD)                                                                                                                                                                                                                                                                                                |
| COKE TIME-E. FISHER                   | NBC 7:30  | F (9/24) - Martha Wright (S)                                                                                                                                                                                                                                                                                                                   |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 24 THRU FRIDAY OCTOBER 1 (Cont'd)

PERRY COMO CBS 7:45 W - The Four Ladds (S)

ERNIE KOVACS WAED 11:15 M thru F - Edith Adams returns as regular (S)

STEVE ALLEN WNET 11:20 F (9/24) - Alex Callao (M), Betty Furness  
TONIGHT NBC 11:30 M - Martha Raye (C), the Ink Spots (S); Tu - Lana Horne (S),  
W - Margaret Truman; Thu - Roy Rogers & Dale Evans in rodeo  
remote from Madison Square Garden; F - Gene Krupa Trio (M)  
regulars: Eydie Gorme (S), Steve Lawrence (S), Pat Marshall  
(S), Andy Williams (S), Skitch Henderson & Orch., Gene Ray-  
burn

SATURDAY OCTOBER 2

Captain Midnight CBS 11am Death Below Zero - (O) by Malcolm Stuart Boylan, (A) by  
(Richard Webb) Wells Root; with regulars & David Colmans, Kenneth MacDonald,  
Henry Rowland, Harry Lauter, Bob Woodward; (SD)

Range Rider WNET 6:30 Trail of the Lawless - (O) by Oliver Drake; with regulars &  
(Jack Mahoney) Phyllis Coates, Don Harvey, Sarah Padden, Edmund Cobb; (SD)

LET'S DANCE ABC 8pm Georgia Gibbs (S), Robert Maxwell (M)

IMOGENE COCA NBC 9pm Billy DeWolfe (C), Ruth Donnelly, others to be announced  
(PREMIERE OF NEW SERIES)

TEXACO STAR THEATRE NBC 9:30 regulars Eddie Jackson, Jack Roth, Jules Buffano (on alt.  
(Jimmy Durante) wks., with Durante); guest: Donald O'Connor; Prod & Dir by  
Eddie Buzzell; (O) by Jack Elinson, Jack Barnett, Jerry  
Stander; Music Dir - Roy Bargy (FROM HOLLYWOOD) (PREMIERE)

GEORGE GOBEL NBC 10pm Fred MacMurray, Peggy King (S); (O) by Hal Kanter, Jimmy  
Allardice, Jack Douglas, Harry Winkler; Prod by Bud Yorkin  
& Ed Sobol; Dir by Hal Kanter; Music - John Scott Trotter  
(PREMIERE OF NEW SERIES, FROM HOLLYWOOD)

The Lone Wolf WNET 11:15 Memo: Art Story - (O) by Al C. Ward; with Rita Johnson, John  
(Louis Hayward) Doucette, Lowell Gillmore, Birgit Nielsen, John Larch, Jack  
Reitzen, Charles Watts, Al Murphy; (SD)

SUNDAY OCTOBER 3

THE CHILDREN'S HOUR WNET 10:30 25th Anniversary Program - with Robert Q. Lewis, Lee Goodman  
(Ed Herlihy) (C), Red Benson, Diane Sinclair (D), Arnold Stang (C), Alvey  
West (M), Guy Lebow (announcer), Alan Shackner (M), Lyn Rob-  
erts (S), Ted Reid, Jeanne O'Brien (S), Neal Stanley (C)

YOU ARE THERE CBS 6:30 Sutter Discovers Gold - (O) by Kate Nickerson; with Ray  
(Walter Cronkite) Walston, Haim Winant, George Voskovec, Arthur O'Connell,  
Stuart Germain, John Boruff, Felix Deebank, Murray Hamilton,  
Fred Scollay, Alan MacAteer, John Mathews; (SD)

JACK BENNY CBS 7pm Mary Livingstone, Rochester (C), Don Wilson, the Sportsmen Quartet  
(Rubin) (S), Frank Nelson (FROM HOLLYWOOD, PREMIERE)

Pepsi-Cola Playhouse ABC 7:30 Sal - (O) by James Gunn; with Gladys George, Jean Byron,  
(Polly Bergen) Craig Stevens, George Chandler, John Eldredge, Lyle Talbot,  
Virginia Carroll, Sandy Descher; Dir by John English; Polly  
Bergen replaces Anita Colby as hostess

TOAST OF THE TOWN CBS 8pm Lucille Ball, Desi Arnaz, Vivian Vance, William Frawley in  
(Ed Sullivan) salute to I Love Lucy; John Hodiak, Lloyd Nolan

COLGATE COMEDY HOUR NEC 8pm Phil Harris (M&S), Dinah Shore (S), William Bendix (C),  
Tom D'Andrea & Hal March (C) (FROM HOLLYWOOD)

General Electric Theatre CBS 9pm High Green Wall - (O) by Evelyn Waugh, (A) by Charles Jack-  
(Ronald Reagan) son; with Joseph Cotten, Thomas Gomez, Maurice Marsac, Marsh-  
all Bradford, Ward Wood; Prod by Leon Gordon, Dir by Nicholas  
Ray

PHILCO TELEVISION NBC 9pm Time Bomb - (O) by Sumner Lock Elliot; with John Ireland,  
PLAYHOUSE Nancy Kelly, Katharine Bard, Rebecca Darke, David White; (SD)

THE MAN BEHIND THE CBS 9:30 Marine Helicopter Transport Squadron - (O) by Nelson Gidding;  
BADGE with Joe Maross, Paul Tripp, James Mishler, Wyatt Cooper,  
Bruce Drury, Frank Marth, Jane Evert, Florence Sundstrom, Jer-  
ry Eskow; (SD, LAST SHCW OF SERIES)