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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (September 9)

ABC- 9-9:30pm NYT; RETURN - Voice of Firestone - LIVE from WABC-TV(NY), 85 stations live and nine. § Sponsor- The Firestone Tire & Rubber Co (Tires) thru Sweeney & James Co(Cleve); Comm & Prog Anncr- Hugh James. § Pkgr- Firestone Tire & Rubber Co with ABC-TV(NY); Prod- Frederick Heider; Dir- Cort Steen; Assoc Dir- George Patrick; Music Dir- Howard Barlow; Choral Dir- Harry Simeone; Staged By- Frank Westbrook; Continuity- A. J. McGinness(Firestone). § Program features popular and light classical music for orchestra, chorus and soloist. The program enters its 10th year on TV after the first summer vacation in its broadcast history. The program will no longer be simulcast. The program succeeds a summer program of documentaries, ABC Presents (last show in this time spot, Sept 2).

CBS- 10-11pm NYT; RETURN - Studio One - LIVE from WCBS-TV(NY), 109 stations live, 18 nine. § Sponsor- Westinghouse Electric Corp (Consumer & Institutional) thru McCann-Erickson, Inc(NY); Acct Exec- James Gillis. § Pkgr- CBS-TV(NY); Alternate production staffs; Sept 9 thru Oct 14: Prod- Gordon Duff; Asst to Prod- Joe Scully; Alt Dirs- Tom Donovan, Jack Smight. Start Oct 21 for six or more weeks: Prod- Herbert Brodtkin; Assoc Prod- Norman Felton; Asst to Prod- Joseph Gantman; Dirs- to be named. Basic production staffs for both groups: Music Dir- Eugene Cines; Art Dirs- John Ward alt with Larry Eggleton; Sets- Wes Laws alt with Ken Krausgill; Costumes- Leslie Renfield; Script Consult- William Yates; Casting- Alixe Gordon(CBS); Comm Anncrs- Betty Furness (Product), John Cameron Swayze (Institutional); Prog Anncr- Art Hanes. § Return for its ninth season of live hour-long dramatic programs of all types using top Broadway and Hollywood talent. The program succeeds its summer replacement, Studio One Summer Theatre (last show Sept 2).

NBC- 8:30-9pm NYT; RETURN - Tales of Wells Fargo - FILM from WRCA-TV(NY) & KRCA-TV(LA), 112 stations net, 9 delayed. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY); Acct Exec- William Spire. 2) Buick Motor Div, GMC thru Kudner Agency, Inc(NY); Acct Exec- J. J. Cochran. § Pkgr & Film Prod- Overland Productions, Inc., with Revue Productions, Inc., at Republic Studios, Hollywood, Cal.; Prod- Nat Holt; Dir- Earl Bellamy, others; Music Superv- Stanley Wilson; Art Dir- Martin Cbzina; Dir of Photog- R. Rennahan; Story Consultant- Frank Gruber; Writers- Various. § Dale Robertson stars in the western adventure series as Jim Hardie, Wells Fargo agent. The program returns for its second season, succeeding its summer replacement, Action Tonight (last show Sept 2).

THIS WEEK(Cont'd)

Tuesday(September 10)

NBC- 7:30-8pm EDT; SPECIAL - The Big Issue - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- Lawrence Spivak with NBC Public Affairs(NY); Prod- Lawrence Spivack; Dir- Not available. § Debate and discussion, moderated by Lawrence Spivak, on the cause and possible cures for juvenile delinquency; with prominent law enforcement officials and judges participating. The special program is in the time formerly occupied by The Andy Williams-June Valli Show (Tue & Thu, 7:30-7:45pm EDT; last show Sept 5) and NBC News, 7:45-8pm NYT (see Other Network Changes).

Wednesday(September 11)

CBS- 7:30-8pm NYT; RETURN - I Love Lucy - FILM from WCBS-TV(NY) & KNXT(LA), no. of stations not available. § Alternate Week Sponsors- 1) Gold Seal Co (Glass Wax, Snowy Bleach) thru Campbell-Mithun, Inc(Minn). 2) W. A. Sheaffer Pen Co thru Russel M. Seeds Co., Inc(Chi). § Pkgr & Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Cal.; Prod- Desi Arnaz; Dirs- James V. Kern, others; Music Dir- Wilbur Hatch; Writers- Bob Carroll, Jr., Madelyn Pugh, Bob Schiller, Jess Oppenheimer. § Re-runs of films in the series formerly seen over the net on Mondays, 9-9:30pm NYT. The series is no longer in production. The program replaces My Friend Flicka (last show Sept 4; moves to NBC, Sunday, 6:30-7pm NYT, effective Sept 22).

Thursday(September 12)

CBS- 9:30-11pm NYT; RETURN - Playhouse 90 - LIVE from KNXT(LA); several FILM from WCBS-TV(NY) & KNXT(LA), 123 stations live, 13 videotape and kine. § Alternate Week Sponsors and Co-Sponsors- 1) Bristol-Myers Co (Ban, Bufferin, Trushay, Ipana, Theradan) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Len Carey (9:30-10:30pm alt weeks). 2) Philip Morris, Inc (Marlboro Cigarettes) thru Leo Burnett, Inc(Chi) (9:30-10pm alt weeks). 3) American Gas Association thru Lennen & Newell, Inc(NY) (10-10:30pm alt weeks). 4) Kimberly-Clark Corp., Cellucotton Sales Div (Kleenex) thru Foote, Cone & Belding(Chi); Acct Exec- J. Stuart Doyle (10:30-11pm alt weeks). 5) Allstate Insurance Co thru Leo Burnett Co., Inc(Chi) (10:30-11pm alt weeks). § Pkgr- CBS-TV(LA); Prod- Martin Manulis; Assoc Prod- Peter Kortner; Dirs- John Frankenheimer, Vincent J. Donehue, George Roy Hill, Arthur Hiller, Arthur Penn, Franklin Schaffner, and Alex Segal; Story Ed- Del Reisman. § Weekly hour-and-a-half drama anthology series, live, with some filmed dramas during the season, presenting originals and adaptations with top name starring and featured players from Hollywood and Broadway. The program has presented re-runs of last season's filmed dramas during the summer (last repeat filmed program Sept 5).

NBC- 7:50-8pm NYT; ADD EVENING PROGRAM - Tic Tac Dough - LIVE (COLOR) from WRCA-TV(NY), approx 100 stations live and kine. § Sponsor- Warner-Lambert Pharmaceutical Co., Emerson Drug Co Division, other divisions; Emerson (Bromo Seltzer) thru Lennen & Newell, Inc(NY); Acct Exec- Martin Dwyer; other divisions and products thru various agencies; participations not set at press time. § Pkgr- Barry & Enright Productions, Inc(NY); Exec Prod- Robert Noah; Co-Prod- Jack Barry; other staff assignments not set. § Evening version of the Mon thru Fri, 12noon-12:30pm NYT quiz show, but a completely separate version with Jay Jackson as m.c. (Jack Barry continues as m.c. of the daytime program). The program replaces The Andy Williams-June Valli Show, 7:30-7:45pm EDT (last show Sept 5; see The Big Issue, Tuesday listing) and NBC News, 7:45-8pm EDT (see Other Net Changes).

THIS WEEK(Cont'd)

Friday(September 13)

CBS- 10:30-11pm NYT; RETURN - Person to Person - LIVE control from WCBS-TV(NY)
and remotes, approx 101 U. S. stations live, 1 Canadian, no kines. §
Alternate Week Sponsors- 1) Time, Inc (Life, Time magazines) thru Young & Rubi-
cam, Inc(NY); Acct Execs- Layng Martine(Life), Eric Schlubach(Time). 2) 67 East-
ern stations: American Oil Co (AMOCO) thru Joseph Katz Co(NY); Acct Exec- William
Lynn. 32 Midwestern & West Coast stations: Theo. Hamm Brewing Co (Beer) thru
Campbell-Mithun, Inc(Minn). § Pkgr- Person to Person, Inc. with CBS-TV(NY);
Prods- Edward R. Murrow, Jesse Zousmer, John A. Aaron; Dirs- Robert Sammon,
Charles Hill(remote), Bob Daily(studio); Editorial Assoc- John Horn, David Moore;
Prod Consult- Aaron Ehrlich. § Fifth season of Edward R. Murrow's "visits,"
via remote cameras, with two celebrities per show. He chats informally via mic-
rowave and phone lines from the stio in NY with the personalities and their fam-
ilies in their homes. The program succeeds its summer replacement, Pantomime
Quiz (last show Sept 6).

NBC- 7:30-8pm NYT; DEBUT - Saber of London - FILM from WRCA-TV(NY), approx 55
stations net. § Sponsor- Sterling Drug, Inc (Bayer Aspirin, Phillips Milk
of Magnesia, Ironized Yeast, Bayer Nasal Spray) thru Dancer-Fitzgerald-Sample,
Inc(NY); Acct Exec- A. W. Spence, Jr. § Pkgr & Film Prod- Edward J. and Harry
Lee Danziger, at M-G-M Studios, London, England; Dirs & Writers- Various. §
Mystery-suspense film series on the adventures of private detective Mark Saber,
with Donald Gray in the title role, featuring Neil McCallum as his assistant,
Pete Paulson. Gray's Saber characterization originally appeared in films as
part of the The Vise anthology series over the ABC net and eventually became
the weekly star. Re-runs of these films are currently shown as Detective's
Diary over NBC, Saturdays, 12:30-1pm NYT. Saber of London is a new series, re-
placing The Helen O'Connell Show (Wed & Fri, 7:30-7:45pm EDT; last show Sept 6)
and NBC News, 7:45-8pm NYT.

Saturday(September 14)

CBS- 8-9pm EDT; SPECIAL - "Pendleton Roundup" Rodeo - LIVE from KNXT(LA), via
remote line from Pendleton, Ore., no. of stations not available. § Spon-
sor- General Mills, Inc (Cereals) thru Tatham-Laird, Inc(Chi). § Pkgr- CBS-TV
(LA): Prod- Don Hine; Dir- Don Cook. § One-time telecast of the World's Champ-
ionship Rodeo at Pendleton, Oregon, begun in 1910. "The Lone Ranger" will act
as the official television score-keeper of the top rodeo events being televised.
The program preempts The Jimmy Durante Show, 8-8:30pm EDT and replaces Two For
The Money (last show Sept 7).

CBS- 9:30-10pm NYT; DEBUT - Have Gun, Will Travel - FILM from WCBS-TV(NY) & KNXT
(LA), no. of stations not available. § Alternate Week Sponsors- 1) Lever
Bros Co (All Products) thru J. Walter Thompson Co(NY); Acct Execs- Philip Mygatt,
Standish Marsh. 2) Whitehall Pharmacal Co (Anacin, BiSoDol, Freezone) thru
Ted Bates & Co, Inc(NY); Acct Exec- Dan Rodgers. § Pkgr- CBS-TV; Film Prod-
Filmaster Productions, Inc at California Studio, Hollywood, Cal.; Prod- Julian
Claman; Prod Exec- Robert Stabler; Dir- Andrew V. McLaglen; Story Ed- Ellis Kad-
ison; Dir of Photog- W. Margulies. § Richard Boone stars as Paladin, a former
U. S. Army officer whose gun is for hire in the period of the 1870's; always
ready to fight on the side of the right as a gentleman soldier of fortune -- as
a paladin, a knight of old. The program replaces S. R. O. Playhouse (last show
Sept 7).

NBC- 8-9pm NYT; RETURN - The Perry Como Show - LIVE (COLOR) from WRCA-TV(NY), 128
stations live, 17 kine and quick kine. § Alternate Week Segment Sponsors,
one-third program each: 1) Kimberly-Clark Corp, Cellucotton Sales Div (Kleenex,
other products) thru Foote, Cone & Belding(Chi); (continued on next page)

THIS WEEK(Cont'd)

Saturday(September 14)

NBC- Perry Como Show (Cont'd from previous page): Moxzema Chemical Co (Various Products) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); American Dairy Assn (General Promotion) thru Campbell-Mithun, Inc(Minn). 2) Radio Corp of America (RCA Victor) and Whirlpool-Seeger Corp (RCA Estate Ranges, Whirlpool Washers) thru Kenyon & Eckhardt, Inc(NY); Sunbeam Corp (All Products) thru Perrin-Paus Co(Chi); Knowmark Manufacturing Co., Inc (Esquire Polishes) thru Emil Mogul Co., Inc(NY). § Pkgr- Roncom Productions(NY); Prod- Robert S. Finkel; Assoc Prod- Henry Howard; Dir- Grey Lockwood; Music Dir- Mitchell Ayres; Choreog- Louis DaPrun; Writers- Goodman Ace(head), Mort Green, George Foster, Jay Burton; Prog Anncr- Frank Gallop. § Perry Como returns with his musical, variety show with the Ray Charles singers, Louis DaPrun dancers, Mitchell Ayres orchestra and guest stars. The program succeeds its summer replacement, The Julius La Rosa Show (last show Sept 7).

Sunday(September 15)

CBS- 5:30-6pm EDT; SPECIAL - Wirtschaftswunder: The German Comeback - FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News(NY); Film Prod- CBS News, Special Program Unit; Prod- Leslie Midgley; Assoc Prod- Joseph Zigman; Dir- Vern Diamond; Camera-Sound Unit- Gerhard Schwarzkopf, Gernot Anderle. § Walter Cronkite does a live narration in New York for a special film report on Germany's economic recovery from the war; with Ernest Leiser acting as guide and interviewer in the films, made in Munich. John Sharnik wrote the program.

CBS- 7:30-8pm NYT; DEBUT - Bachelor Father - FILM from WCBS-TV(NY) & KNXT(LA), 163 stations net, 17 delayed. § Sponsor- The American Tobacco Co (Hit Parade Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Stephan P. Bell; TV Acct Rep- Bill Connor. § Pkgr- Bachelor Productions, Inc; Film Prod- Revue Productions, at Republic Studios, Cullver City, Calif.; Prod- Harry Ackerman; Dir- Jerry Hopper; Writers- Arthur Alsberg, Nate Monaster; Dir of Photog- William Sickner. § John Forsythe stars as an attorney, Bentley Gregg, who has many clients from the film world; featuring Noreen Corcoran as his teen-age niece Kelly, Sammee Tong as his houseboy Pete and Alice Backes. The program will be seen alternate weeks. It replaces My Favorite Husband (last show Sept 8).

NBC- 2:30-3pm NYT; DEBUT - Wisdom - FILM from WRCA-TV(NY) & KRCA-TV(LA), to the net. § Sustaining. § Pkgr & Film Prod- NBC Special Projects Div(NY); Exec Prod- Henry Salomon; Prod- Robert Graff; Production staffs- Various. § A series of 26 programs, films of visits with outstanding figures of the world, some new, some seen before over the net as Conversations with Elder Wise Men, Visits with Distinguished Persons and Wise Elders.

NBC- 3:30-4pm NYT; DEBUT - Look Here! - LIVE from WRCA-TV(NY), or WRC-TV(Wash), or remotes, to the net. § Sustaining. § Pkgr- NBC Special Projects Div (NY); Exec Prod- Henry Salomon; Prod- Robert Graff; Production staffs- Various. § Martin Agronsky is regular interviewer on this program, talking to one person a week, someone from any field who has something thought-provoking to contribute to a timely discussion, or conversational interview-in-depth. The interviews will be telecast from the subject's home or other location significant to the discussion.

NBC- 4-5:30pm NYT alt weeks; RETURN - Wide Wide World - LIVE control from WRCA-TV(NY), with remotes, approx 145 stations live. § Sponsor- General Motors Corp (All Auto Divisions) thru MacManus, John & Adams, Inc (producing agency); and Delco-Remy Div and United Motors Service Div thru Campbell-Ewald Co., Inc (Detroit); and A. C. Spark Plug, Harrison Radiator (Continued on next page)

THIS WEEK(Cont'd)

Sunday(September 15)

NBC- Wide Wide World (Cont'd from previous page): Hyatt Bearings, New Departure and Saginaw Steering Gear Divisions thru D. P. Brother & Co(Detroit). § Pkgr- NBC-TV(NY); Exec Prod- Barry Wood; Prods- Herbert Sussan, John Goetz, Alan Neuman, Ted Rogers; Dir- Van Fox(NY control); Music Dir & Composer- David Broekman; Writer- Joe Liss. § Dave Garroway is host and narrator for live television explorations of a variety of themes, with each program concentrating on various aspects of a single broad subject. Remote field units around the country are tied in through NY control. There will be 20 programs in this season's series.

NBC- 7:30-8pm NYT; DEBUT - Sally - FILM from WRCA-TV(NY) & KRCA-TV(LA), no. of stations not available. § Alternate Week Sponsors- 1) Chemstrand Corp (Acrilan and Chemstrand nylon fibers) thru Doyle Dane Bernbach, Inc(NY); Acct Exec- Joseph R. Daly. 2) Royal Typewriter Co., Div of Royal McBee Corp thru Young & Rubicam, Inc(NY); Acct Exec- T. J. Smith. § Pkgr- Caulross Productions, Inc., at Paramount Studios, Hollywood, Calif.; Prod- Frank Ross; Dir- William Asher; Asst Dir- Bud Brill; Dir of Photog- George Clemens; Art Dir- John Goodman; Sets- Ray Moyer; Writer- Phil Shuken. § Joan Caulfield stars in the title role as a dept store sales girl who becomes the globe-trotting companion of a wealthy scatterbrained matron, Mrs. Myrtle Banford, played by Marion Lorne. The program replaces Circus Boy (last show Sept 8).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Bold Journey (Mon, 8:30-9pm NYT) New series begins Sept 9; has been seen in re-run during the summer (see Television Index card).

Telephone Time (Tue, 9:30-10pm NYT) New series begins Sept 10; has been seen in re-run during the summer. Dr. Frank Baxter is host for the series, succeeding John Nesbitt (see Television Index card). Writers are now various.

Disneyland (Wed, 7:30-8:30pm NYT) New series begins Sept 11; has been seen in re-run during the summer. Sponsorships, effective Sept 11; alternate weeks, one half-hour each: 1) Derby Foods, Inc (Peanut Butter) thru McCann-Erickson, Inc(Chi); Acct Exec- John Kinsella; and General Mills, Inc (Cereals) thru Tatham-Laird, Inc(Chi). 2) General Foods Corp (Jell-O Puddings, other products) thru Young & Rubicam, Inc(NY), and Reynolds Metals Co (Aluminum Products) thru Buchanan & Co., Inc(NY) and Clinton E. Frank, Inc(Chi). (See Television Index card).

You Asked For It (Sun, 7-7:30pm NYT) New series begins Sept 15; has been seen in kine and film re-run during the summer (see Television Index card). Exec Prod is now Tommy Tomlinson.

CBS- U.N. In Action; RETURN Sept 8; Sun, 11-11:30am NYT; LIVE & FILM from WCBS-TV(NY) to the net. § Sustaining. § Pkgr- CBS Public Affairs(NY); Prod- Harry Rasky; Writer- Lane Slate; Research- Murray Katzman. § Larry LeSueur acts as host for live and filmed reports on news made at the United Nations when the Assembly is in session. Film segments of the program are narrated by George Hicks. When U. N. In Action is on the network schedule it replaces Eye On New York, which reverts to local program status over WCBS-TV(NY) (last net program was Sept 1).

Professional Football; RETURN Sept 8, Sun afternoons, various times and originations; pre-season telecasts are full network; starting with the regular season National Football League games on Sept 29, all telecasts are regional. Following each of the pre-season exhibition games, Professional Football Review will be presented, with Bill Hickey giving scores, highlights of games and interviews with football experts. Starting Sept 29, the Review program will be seen only over a New England regional net, including New York and Pennsylvania.

OTHER NETWORK CHANGES(Cont'd)

CBS- World Water Ski Tournament; SPECIAL Sept 14; Sat, 5:30-6:30pm EDT; LIVE remote, to the net. § Sustaining. § Pkgr- CBS Sports; production info not available. § Bud Palmer describes the action at Cypress Gardens, Winter Haven, Fla. Another telecast will also be presented Sunday, Sept 15, 1-2pm EDT.

The Gale Storm Show - Oh! Susanna (Sat, 9-9:30pm NYT) New series begins Sept 14; has been seen in re-run during the summer (see Oh! Susanna Television Index card). Program now has alternate week sponsors: 1) The Nestle Co (Nescafe) thru Bryan Houston, Inc(NY); Acct Exec- Joseph Scheideler. 2) Helene Curtis Industries, Inc (Stopette, Enden Shampoo, Flor) thru Edward H. Weiss & Co(Chi).

Gunsmoke (Sat, 10-10:30pm NYT) New series begins Sept 14; has been seen in re-run during the summer (see Television Index card). Production staff additions: Dirs- Ted Post, Richard Whorf, Buzz Kulick.

NBC- NBC News; new times effective Sept 9; Mon thru Fri, 6:45-7pm NYT, with live repeat 7:15-7:30pm NYT to serve various time zones; program has been seen 7:45-8pm NYT since it debuted in its present form Oct 29, 1956. (See Television Index card). Current Production staff: Prod- Reuven Frank; Dirs- Jack Sughrue, Jim Kitchell(NY); Ralph Peterson(Wash); Assoc Dir- Charles Sieg; News Ed- Eliot Frankel; Writers- Arthur Hepner, William Hill; Assoc in Production- George Murray, Ann Kramer.

The Jazz Age; SPECIAL Sept 11; Wed, 7:30-8:30pm EDT; FILM from WRCA-TV(NY), to the net. § Sustaining. § Repeat showing of the "Project 20" program originally presented on the net Dec 6, 1956. The late Fred Allen is narrator. The program has its one-time showing in the spot formerly occupied by The Helen O'Connell Show (Wed & Fri, 7:30-7:45pm EDT; last show Sept 6), NBC News, 7:45-8pm EDT (see above listing) and Masquerade Party, 8-8:30pm EDT (last show Sept 4).

Life Of Riley (Fri, 8:30-9pm NYT) New series begins Sept 13; has been seen in re-run during the summer (see Television Index card). Alternate week is Sustaining; Alternate Week Sponsor: Lever Bros. Co (Wisk, Lux Liquid); Wisk thru Batten, Barton, Durstine & Osborn, Inc(NY), producing agency; Acct Superv- Roland Cramer; Acct Exec- Donald A. Porter; Lux Liquid thru J. Walter Thompson Co (NY); Acct Exec- Philip Mygatt. Current cast: William Bendix stars as Chester A. Riley, with Marjorie Reynolds as Peggy his wife; Eugene Sanders and Wesley Morgan as their son and daughter; Tom D'Andrea as Gillis, Riley's friend, and Gloria Blondell as Honeybee, Gillis' wife. Production staff: directors now various.

People Are Funny (Sat, 7:30-8pm NYT) New series begins Sept 14; has been seen in re-run during the summer (see Television Index card). Production staff changes: Prod- John Guedel; Dir- Irv Atkins; Prog Mgr- Walter Guedel; Dir of Photog- Alan Stensvold; Ideas By- Louis Schor, Mannie Manheim, Jack Houston.

TALENT SHOWSHEET SEPTEMBER 6 - SEPTEMBER 15
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Most of the shows on September 6,7,8, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday September 13. Script identifications used are: (O) Original, (A) Adaptations, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Blondie, Broken Arrow, The Buccaneers, Burns & Allen, Cheyenne, Conflict, Joseph Cotten Show--On Trial, Crossroads, Bob Cummings Show, Father Knows Best, Ford Theatre, General Electric Theatre, Alfred Hitchcock Presents, Life & Legend of Wyatt Earp, Millionaire, Mr. Adams & Eve, Navy Log, Panic, People's Choice, Private Secretary, Phil Silvers Show, 20th Century-Fox Hour, Wire Service, You Are There.

SUNDAY SEPTEMBER 8  
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FRONTIERS OF FAITH	NBC 1:30pm	Guest: Dr. Norman Vincent Peale. <u>NOTE NEW TIME.</u>
STEVE ALLEN SHOW	NBC 8pm	<u>ADD:</u> Dove Garroway(C)

MONDAY SEPTEMBER 9
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|                                                              |            |                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TALENT SCOUTS                                                | CBS 8:30pm | Chuck Nelson(S), Betty Holt(S), The Frontiersmen(S).                                                                                                                                                                                                                                                               |
| <u>Tales of Wells Fargo</u><br>(Dale Robertson)              | NBC 8:30pm | <u>RETURN: NEW SEASON:</u> Regular in this series is Mr. Robertson; <u>Belle Starr</u> ; with regulars & Jeanne Cooper; Dir - Earl Bellamy; (SW).                                                                                                                                                                  |
| VOICE OF FIRESTONE                                           | ABC 9pm    | <u>RETURN: NEW SEASON:</u> Robert Merrill(S); Dir - Cort Steen.                                                                                                                                                                                                                                                    |
| <u>Those Whiting Girls</u>                                   | CBS 9pm    | with regulars & Casey Adams; (SW&SD).                                                                                                                                                                                                                                                                              |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)                    | ABC 9:30pm | Glauco A'Attili(M), Brian Slobman(M), Eltra Camsler(S).                                                                                                                                                                                                                                                            |
| <u>Richard Diamond, Private Detective</u><br>(David Janssen) | CBS 9:30pm | <u>Venus of Park Avenue</u> ; with regulars; (SW&SD).                                                                                                                                                                                                                                                              |
| ARTHUR MURRAY PARTY                                          | NBC 9:30pm | Farley Granger(A), Jack Carter(C), Ben Blue(C), Paul Winchell(ventril), Ricardo Montalban(A).                                                                                                                                                                                                                      |
| STUDIO ONE                                                   | CBS 10pm   | <u>The Night America Trembled</u> ; (O) Nelson Bond; (Based on the 1938 broadcast "War Of The Worlds", by H.G. Wells); Narrated by Edward R. Murrow; with Alexander Scourby, Casey Allen, Priscilla Gillette, Crahan Denton, Norman Rose, Frank Marth, James Coburn; Dir - Tom Donovan; <u>RETURN: NEW SEASON.</u> |

TUESDAY SEPTEMBER 10  
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<u>Meet McGraw</u> (Frank Lovejoy)	NBC 9pm	<u>The Good Doctor</u> ; with regulars & Barbara Morrison, Nora Marlowe; (SW&SD).
<u>Telephone Time</u> (Dr. Frank Baxter)	ABC 9:30pm	<u>RETURN: NEW SEASON:</u> Dr. Baxter is new host for series. <u>Revenge</u> ; (O) Laslo Vadnay; with Greer Garson, Grant Richards, Florenz Ames; Dir - Lewis Allen.
IT'S POLKA TIME	ABC 10pm	The Klub Kavkaz Russian Folk Dancers.
NAT KING COLE SHOW	NBC 10pm	Ella Fitzgerald(S), The Four Lads(S); <u>LAST SHOW IN THIS TIME SPOT.</u>

WEDNESDAY SEPTEMBER 11
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|--------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Disneyland</u>  | ABC 7:30pm | <u>RETURN: NEW SEASON:</u> Peter And The Wolf; (O) Dick Huemer(With The Music of Serge Prokofieff); Dir - Clyde Geronimi.                                                                   |
| <u>I Love Lucy</u> | CBS 7:30pm | <u>PREMIERE:</u> Re-runs of previous seasons shows.                                                                                                                                         |
| VIC DAMONE SHOW    | CBS 8pm    | Duke Ellington(M), Roberta Sherwood(S), Patti Page(S), Robert Maxwell(M), Shecky Green(C); <u>LAST SHOW.</u>                                                                                |
| KRAFT THEATRE      | NBC 9pm    | <u>The Old Ticker;</u> (O) John Whedon; with Paul Hartman, Glenda Farrell, Sam Levene, Larry Blyden, Eddie Bracken; Dir - William Graham.                                                   |
| US STEEL HOUR      | CBS 10pm   | <u>Windfall;</u> (O) Bob & Wanda Duncan; with Ed Begley, Andrew Duggan, Burt Brinckerhoff, Philip Abbott, Frances Fuller, Louise Platt, Nancy Marchand, Richard Coogan; Dir - Fielder Cook. |

THURSDAY SEPTEMBER 12  
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CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>The Secret Of The Red Room;</u> (O) Mary Loos; (A) Charles Larsen; with Anna Maria Alberghetti, Michael Rennie, Judith Evelyn, Una Merkel, Arthur Franz; Dir - Paul Nickell.
PLAYHOUSE 90	CBS 9:30pm	<u>RETURN: NEW SEASON:</u> <u>The Death Of Manolete;</u> (O) Barnaby Conrad; (A) Paul Monash; with Jack Palance, Suzy Parker, Robert Middleton, Esther Minciotti, Nehemiah Persoff, Ray Danton; Dir - John Frankenheimer.
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	<u>The Last Act;</u> (O) Margery Allingham; (A) William L. Stuart; with Jack Cassidy, Lilia Skala, Veola Vonn, Abraham Sofaer, Liam Sullivan, Charles Meredith, Tom Brown, Naomi Stevens; Dir - Norman Morgan.

FRIDAY SEPTEMBER 13
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|-------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Saber Of London</u><br>(Donald Gray)                     | NBC 7:30pm  | <u>PREMIERE:</u> Mr. Gray and Neil McCallum will be regulars in this series. The Captain And The Killers; with regulars & Len Sharp; (SW&SD). Producers - Harry Lee Danziger & Edward J. Danziger.                                  |
| <u>Life of Riley</u><br>(William Bendix)                    | NBC 8:30pm  | <u>RETURN: NEW SEASON:</u> Regulars in this series will be: Mr. Bendix, Marjorie Reynolds, Tom D'Andrea, Eugene Sanders, Wesley Morgan, Gloria Blondell; <u>Gossip;</u> with regulars; Writers - Dick Conway, Roland MacLane; (SD). |
| <u>Date With The Angels</u><br>(Bill Williams, Betty White) | ABC 9:30pm  | <u>The Gorilla;</u> with regulars & George D. Barrows; (SW&SD).                                                                                                                                                                     |
| <u>Schlitz Playhouse</u>                                    | CBS 9:30pm  | <u>The Three Dollar Bill;</u> (O) Lew Meltzer & Edna Anhalt; with Steve Forrest, Pat Crowley, George Chandler, Vivi Janiss, Robert Carson, Olan Soule; Dir - Paul Henreid.                                                          |
| PERSON TO PERSON                                            | CBS 10:30pm | <u>RETURN: NEW SEASON:</u> Host is Edward R. Murrow.                                                                                                                                                                                |

MULTIPLE & ACROSS-THE-BOARD SHOWS SEPTEMBER 9 - SEPTEMBER 13  
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JIMMY DEAN SHOW	CBS 7am	June Valli(S), will be the guest this week.
GARRY MOORE SHOW	CBS 10am	9/10 - Will Holt(S); 9/12 - Ivan Sanderson; 9/13 - Mickey Deems(C), Hines & Ford(C).
ARLENE FRANCIS SHOW	NBC 10am	9/9 - Anna English(S); 9/10 - Carol Burnett(C); Alan Dale(S); 9/11 - Marshall Izen(puppeteer); 9/12 - Alan Dale(S), Susan Strasberg(A); 9/13- Jonathan Winters(C).
AMERICAN BANDSTAND (Dick Clark)	ABC 3pm	9/9 - Gene Vincent(S); 9/10 - Jimmy Rodgers(S); 9/11 - Janice Harper(S), Webb Pierce(S); 9/12 - Nick Noble(S), The Tune Weavers(S); 9/13 - The Everly Bros.(S).
THE VERDICT IS YOURS (Jim McKay)	CBS 3:30pm	Continuation of last week's case; <u>The Matter of George and Nora Meyers.</u>
NBC MATINEE THEATRE	NBC 3pm	9/9 - <u>The Adjustable Mr. Willing</u> ; (O) Lucy Core (Christine's Children); (A) George Lowther; 9/10 - <u>Freedom Comes Later</u> ; (O) Sidney Paine; 9/11 - <u>In The Fog</u> ; (O) Richard Harding Davis; 9/12 - <u>Son of Thirty-Seven Fathers</u> ; (O) Jack Lewis; 9/13 - <u>Hand-Me-Down</u> ; (O) Helen Cotton.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>The Sign-Off</u> ; (O) William Kendall Clarke; with Sallie Brophy, Frank Overton, Lawrence Weber, Frank Campanella.
TONIGHT (Jack Paar)	NBC 11:15pm	Singers this week are: Martha Wright, Jack Has- well, Marguerite Sierra; 9/9 - Joey Carter(C); 9/10 - Louis Nye(C); 9/11 - Jimmy Thompson(C); 9/12 - Florian Zabach(M); 9/13 - Jimmy Edmun- son(professor backwards).

SATURDAY SEPTEMBER 14
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|-------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)                    | NBC 12N     | <u>Marriage of Convenience</u> ; (O) George Lowther;<br>with Lisa Daniels, Cathrine Meskill, Robert<br>Webber, Barbara Baxley, Peter Donat.                                                     |
| PERRY COME SHOW                                 | NBC 8pm     | RETURN: NEW SEASON: Guest stars for this date:<br>Ginger Rogers(A), George Sanders(A), Lou Carter<br>(S); Dir - Grey Lockwood; Writers - Goodman<br>Ace, Mort Green, Jay Burton, George Foster. |
| <u>Oh! Susanna</u><br>(Gale Storm)              | CBS 9pm     | RETURN: NEW SEASON: Regulars in this series are:<br>Miss Storm, Zasu Pitts, Roy Roberts; with<br>regulars & Pat Boone; Dir - William Seiter,<br>Charles Barton; (SW).                           |
| <u>George Sanders Mystery<br/>Theatre</u>       | NBC 9pm     | <u>Broker's Special</u> ; (O) Malvin Wald & Jack Jacobs;<br>with Mr. Sanders, Mary Lawrence, Grant Richards,<br>Lyle Talbot, Diana Darrin; Dir - Fletcher Markle.                               |
| <u>Have Gun, Will Travel</u><br>(Richard Boone) | CBS 9:30pm  | PREMIERE: Regular in this series is Mr. Boone;<br>Writers for the premiere episode are Herb Meadow,<br>Sam Rolfe; with regulars & Janice Rule, Jack<br>Lord; Dir - Andrew V. McLagen.           |
| COUNTRY MUSIC JUBILEE                           | ABC 10pm    | Patsy Montana(S).                                                                                                                                                                               |
| <u>Gunsmoke</u><br>(James Arness)               | CBS 10pm    | RETURN: NEW SEASON: Regulars in this series are:<br>Mr. Arness, Dennis Weaver, Milburn Stone, Amanda<br>Blake; Dir's - Ted Post, Richard Whorf, Buzz<br>Kulick; (SW).                           |
| JIMMY DEAN SHOW                                 | CBS 10:30pm | Jaye P. Morgan(S).                                                                                                                                                                              |

SUNDAY SEPTEMBER 15

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|-------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CAMERA THREE                              | CBS 11:30am | <u>Study of Shakespeare's Kings - Part 4 - King Richard III</u> ; (O) Clair Roskam; with Roberts Blossom, Nan Martin, Paul Sparer, Arthur Malet, Wayne Tippet, Robert Lansing, Frank Gloseclose.                                                            |
| WIDE, WIDE WORLD<br>(Dave Garroway)       | NBC 4pm     | <u>RETURN: NEW SEASON</u> : Writer - Joe Liss; Dir - Van Fox.                                                                                                                                                                                               |
| <u>Lassie</u><br>(Tommy Rettig)           | CBS 7pm     | <u>The Suit</u> ; with regulars only; (SW&SD).                                                                                                                                                                                                              |
| <u>Bachelor Father</u><br>(John Forsythe) | CBS 7:30pm  | <u>PREMIERE</u> : (Alternate Sundays); Regulars in this series are: Mr. Forsythe, Noreen Corcoran, Sammee Tong, Alice Backes; <u>Uncle Bentley And The PTA</u> ; with regulars & Sheila Rudy; Writers - Nate Monaster & Arthur Alsberg; Dir - Jerry Hopper. |
| <u>Sally</u><br>(Joan Caulfield)          | NBC 7:30pm  | <u>PREMIERE</u> : Regulars in this series are Miss Caulfield, Marion Lorne; Writer - Philip Shuken; Dir - William Asher.                                                                                                                                    |
| ED SULLIVAN SHOW                          | CBS 8pm     | The Andrew Sisters(S), Joe E. Lewis(C), June Taylor Dancers, The Carters(D), Billy Ward & His Dominces(S), Mildred Miller(S).                                                                                                                               |
| STEVE ALLEN SHOW                          | NBC 8pm     | Dorothy Collins(S), David Hill(S), Don Adams(C).                                                                                                                                                                                                            |
| GOODYEAR PLAYHOUSE                        | NBC 9pm     | <u>Fifteen, October, 1864</u> ; (O) Louis Pelletier; with Allen Nixon, Paul Tripp, James Pritchett, Clu Gulager, Olive Sturges; Dir - Herbert Hirschman.                                                                                                    |
| <u>The Web</u><br>(William Bryant)        | NBC 10pm    | <u>Easy Money</u> ; (O) Maurice Zimm; with Joe Mantell, Ken Lynch, Ned Glass, Lois Collier, Mimi Gibson; Dir - Walter Doniger.                                                                                                                              |

# ROSS REPORTS — TELEVISION INDEX

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Before the end of last week, the figures published here about the new and returning show totals in a three week period were kicked out of sight by changes in program starting dates. This week, Sept 9 thru 15, will have a total of 33 programs debuting, returning from vacation or just coming (a few) as one-shot specials. Next week, Sept 16 thru 22, the total is now 26; the following week adds up to 17 programs and the week of Sept 30 thru Oct 6 has 20 programs ready to jam up the schedules. None of these figures is guaranteed for more than a day or two as the nets are constantly announcing new lineup shifts and programs returning from vacation. Of the totals noted, only about six or seven are one-shot specials of the feature, sports and news-political types.

NBC has signed a five-year contract for exclusive television and radio coverage of the annual Sugar Bowl football game in New Orleans each New Year's Day. The game, formerly carried by the ABC net, will replace the Cotton Bowl game on the NBC schedule, preceding NBC's pickup of the Rose Bowl Game. Oldsmobile sponsored ABC's telecast of the Sugar Bowl game last New Year's Day.....The Nat 'King' Cole Show has more than six sponsors already set on a co-op sponsorship basis over local stations. Those announced include Gallo Wines and Colgate-Palmolive Co for KRCA-TV(LA); Italian Swiss Colony Wines, KRON-TV(San Fran); Gunther Brewing Co., WRC-TV(Wash); Pittsburgh Wine Co., WIIC(Pitt), and Rheingold Beer over WRCA-TV(NY) and WNBC(Hartford-New Britain, Conn). The advertisers start with the program's shift to the Tuesday, 7:30-8pm EDT spot on Sept 17.....The Mike Wallace Interview shifts to Saturdays, 10-10:30pm NYT over ABC starting this week, Sept 14, still sponsored by Philip Morris, Inc., but he will present a special interview show this Sunday, Sept 15, in the customary time spot, 10-10:30pm EDT. Wallace will interview Arkansas Governor Orval E. Faubus in the Governor's Mansion in Little Rock.

The high price of entertainment and expenses working against keeping musical groups together is being highlighted by the appearances of former big band leaders on TV as soloists, or with small musical groups, guesting on the variety shows. The Dean Martin Show, the first of the singer's two specials this season over NBC, on Saturday, Oct 5, 10-11pm EDT, will have among the star guests bandleader Louis Prima, singer Keely Smith(Mrs. Prima) and their Five Musicians (caps are NBC's). Most of the top name band leaders working as singles or with small groups can get a talent price because of the fame they were able to build on records with their former big groups, or in fronting them instrumentally. But, whether it's the entertainment tax, or the high cost of feeding good individual sidemen, or the general decline in the night spots and sites of one night stands, the top name musician can make more for himself and keep more when he works alone or in a small way. Prima, at least, will bring "Five Musicians" to the show. The show will be written and produced by Cy Howard, directed by Joseph Tinney, with musical direction by Paul Weston.

Paddy Chayefsky may feel that "money never was a writer's most serious demand" in television, but Rod Serling, who has television laurels of his own, says that "cash -- cold, warm or hot -- has just one function for any writer. It gives him a little creative independence. You can only enjoy the luxury of writing about something that is personally meaningful in a manner you feel it demands when you have a little cash behind you." Actually, there's just a slight difference in the viewpoint, but the big difference is that one now scorns television because except for a few men it lacks "artistic integrity," while Serling, with a little cash in the pocket, says he can pick his spots -- and his scripts.....NBC Matinee Theater working thru Brandt and Brandt, literary agents, has purchased TV rights to a story by James Gould Cozzens, three stories by Stephen Vincent Benet, one by Robert Carson and ~~two by I. A. R. Wylie.....~~ Cornibus features announced for the coming season (NBC, alternate Sundays, 4-5:30pm NYT, starting Oct 20) will include a 90-minute treatment of James Boswell's "Life of Samuel Johnson," which will star Emyln Williams. The adaptation is being done by James Lee. Bert Lahr, Leonard Bernstein and Joseph N. Welch will be presented in special programs featuring the skilled talents of each in their respective comedy, musical and legal fields. Other dramatic, factual and musical programs during the season, both live and on film, will follow the usual Cornibus formula of mixing culture with reality.

KHJ-TV(LA) will end its long-time contract for telecasts of Hollywood Legion Stadium's Saturday night fights after Sept 28 and replace the over-two-hour sports show with feature movies, a "move prompted by the ever increasing trend toward motion pictures on television". The independent station has been almost entirely a film and sports station.....CBS Television has revised its voluntary product protection policy because of expansion in multiple brand advertising and the trend toward industrial diversification which has led to some odd sponsor conflicts which do not always appear on the air. The keys points are: 1) CBS Television will endeavor to maintain separation of at least 15 minutes in the network placement of commercials for competing products; 2) The network will continue to prevent competitive product conflicts within programs having two or more sponsors, and 3) Exchange commercials are not necessarily entitled to protection, and CBS Television may change the position of an exchange commercial in order to maintain 15-minute separation between competitive products. In effect, the net will do its best to prevent unfair conflicts but will not give in to unreasonable demands based on multiple product or company ownership.

Norman Lessing will be associate producer and script editor for producer Alvin Cooperman on the Shirley Temple fairy tale-adventures programs, being produced by Henry Jaffe with Screen Gems. Nine of the stories for the NBC series, debuting Jan 12, are "Beauty and the Beast," by Madam Le Prince de Beaumont, "The Valiant Little Tailor" and "Rumpelstiltskin" by the Grimms, "Son of Aladdin" by Noel Langley, "The Emperor's Nightingale" and "The Wild Swans" by Hans Christian Anderson, "The Legend of Sleepy Hollow" by Washington Irving, "The Magic Fishbone" by Charles Dickens and "Dick Whittington and his Cat." Many of these properties were announced in late June, but others included at that time have been dropped.....Television Programs of America and Entertainment Productions, Inc., are jointly preparing a half-hour dramatic series based on the lives of big money winners on quiz shows. The series, which would have a permanent star and be produced in Hollywood, is titled Turning Point....  
.....New York University, probably the most active of American educational institutions in working with commercial TV stations, has become a partner in coordinating program planning, promotion and public information for NBC's Watch Mr. Wizard series, starting Sept 15. The program stars Don Herbert and will continue to be produced by Jules Power.