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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (September 16)

CBS- 2-2:30pm NYT, Mon thru Fri; ADD AFTERNOON SHOW - Beat the Clock - LIVE from WCBS-TV(NY), no. of stations not available. § Sponsors- Participations. § Pkgr- CBS-TV with Goodson-Todman Productions(NY); Prods- Bud Collyer, Jean Hollander; Dir- Ira Skutch; Stunts- Frank Wayne, Bob Howard. § Bud Collyer is host-m.c. for this audience participation show. The evening version of the program is currently seen over CBS, Friday, 7:30-8pm EDT, but continues in that spot only thru Sept 27, returning Oct 6, Sunday, 6-6:30pm NYT. The afternoon program replaces Cur Miss Brooks (last show Sept 13).

Tuesday (September 17)

ABC- 7:30-8:30pm NYT, alt Tue; DEBUT - Sugarfoot - FILM from WBKB(Chi) & KABC-TV (LA), 114 stations net and delayed. § Sponsor- American Chicle Co (Roll-aids, Clorets, Beemans, Clove, Chiclets, Dentyne); Dentyne thru Dancer-Fitzgerald-Sample, Inc(NY); other products thru Ted Bates & Co., Inc(NY); all first half-hour weekly; second half-hour sustaining with three half-hours in Oct to be sponsored by National Carbon Co. § Pkgr & Film Prod- Warner Bros. TV Division, Burbank, Cal.; Exec Prod- William T. Orr; Prod- Carroll Case; Dirs- Leslie Martinson, Edward Bernds, Franklin Adreon; Dir of Photog- Hal Stine; Writers- Various. § Will Hutchins stars in this western drama series as Tom Brewster, the title role character, with a goal in life to become a lawyer, moving from town to town looking for a place to settle down. The character is based on the magazine stories of Michael Fessier. The program alternates with Cheyenne in this time spot.

CBS- 8:30-9pm NYT; DEBUT - The Eve Arden Show - FILM from WCBS-TV(NY) & KNXT(LA), no. of stations not available. § Alternate Week Sponsors- 1) Lever Bros. Co (Lux Liquid, Lux Flakes, Rinso) thru J. Walter Thompson Co(NY); Acct Execs- Philip Mygatt, Standish Marsh. 2) Shulton, Inc (Old Spice Toiletries) thru The Wesley Associates, Inc(NY); Acct Exec- Jay Perine. § Pkgr- Westhaven Enterprises, Inc(LA); Film Prod- Desilu Productions, Inc, at Motion Picture Center, Hollywood, Cal.; Exec Prod- Robert Sparks(CBS); Prod- Edmund Hartmann; Dir- Robert Rich; Assoc Prod- Brooks West; Dir of Photog- Robert deGrasse; Writers- Sol Saks, Sherman Marks. § Eve Arden stars in this situation comedy series as Liza Hamilton, a widowed novelist who is a touring lecturer, based on Emily Kimbrough's autobiographical "It Gives Me Great Pleasure." Allyn Joslyn is co-star as George Howell, head of the lecture bureau; with Frances Bavier as Liza's mother, Nora; Liza's 12-year-old twin daughters, played by Gail Stone and Karen Greene. The program replaces Private Secretary (last show Sept 10).

THIS WEEK(Cont'd)

Wednesday(September 18)

CBS- 8-9pm NYT; DEBUT - The Big Record - LIVE from WCBS-TV(NY), no. of stations not available. § Alternate Week Co-Sponsors- 8-8:30pm NYT: 1) Oldsmobile Div, GMC, thru D. P. Brother & Co(Detroit). 2) Armour & Co (Dial Soap, Shampoo; Chiffon Flakes, Liquid Detergent) thru Foote, Cone & Belding(Chi); Acct Superv- J. W. Cameron. 8:30-9pm NYT: 1) Pillsbury Mills, Inc(Mixes) thru Leo Burnett, Inc(Chi). 2) Kellogg Co (Cereals) thru Leo Burnett, Inc(Chi). § Pkgr- CBS-TV(NY); Exec Prod- Lester Gottlieb; Prod- Lee Cooley; Assoc Prod- Ervin Drake; Dir- Jerome Shaw; Music Dir- Vic Schoen; Choreog- James Starbuck; Writers- Larry Markes, Bill Jacobson. § Patti Page is hostess for the program which showcases entertainers who have made hit records, those whose recordings are currently popular and those who may hit the jukebox jackpot in the near future. The artists presented represent every category of music. The program succeeds the Vic Damone Show (last show Sept 11).

NBC- 7:30-8:30pm NYT; DEBUT - Wagon Train - FILM from WRCA-TV(NY) & KRCA-TV(LA), 126 stations net and delayed. § Sponsors- one half-hour each, alternate weeks: 1) The Drackett Co (Drano, Windex) thru Young & Rubicam, Inc(NY); Acct Exec- Kenneth Dennon; TV Acct Superv- Bob Leadley. 2) Lewis Howe Co (Tums, Nature's Remedy) thru McCann-Erickson, Inc(Chi). § Pkgr- MCA-TV with NBC-TV; Film Prod- Revue Productions, Inc at Republic Studios, Studio City, Cal.; Prod- Richard Lewis; Assoc Prod- Boris Ingster; Dirs- Herschel Daugherty, Robert Flory, Don Weis, George Waggner, others; Story Consult- Dwight Newton; Writers- Various. § Dramas presenting a visual diary of the trek westward from St. Joseph, Mo., of a band of pioneers in the period after the Civil War. Ward Bond as wagonmaster Seth Adams and Robert Horton as frontier scout Flint McCullough are the regular stars, with top name talent as guest stars in each week's story.

Thursday(September 19)

ABC- 7:30-8pm NYT; NET DEBUT - Circus Boy - FILM from WBKB(Chi) & KABC-TV(LA), approx 90 stations net and delayed. § Alternate Week Sponsors- 1) Mars, Inc (Candy Bars) thru Knox Reeves Advertising, Inc(Minn). 2) Kellogg Co (All Products) thru Leo Burnett Co., Inc(Chi). § Pkgr & Film Prod- Screen Gems, at Columbia Studios, Hollywood, Cal.; Prods- Norman Blackburn, Herbert Leonard; Dirs- Fred Jackman, Robert G. Walker; Dir of Photog- Irving Lippman; Writers- Various. § Adventure series about a boy adopted by a circus troupe during the period about the turn of the century, with Mickey Braddock as the boy, also starring Robert Lowery as the circus owner and Noah Beery as a clown. The series debuted over NBC on Sept 23, 1956 and was seen thru Sept 8, 1957, Sunday, 7:30-8pm NYT. In its new spot it replaces The Lone Ranger, which moves to Sun, 5:30-6pm NYT. (See Other Network Changes).

NBC- 11-11:30am EDT; SPECIAL - John Foster Dulles Address - LIVE from WRCA-TV (NY), to the net. § Sustaining. § Pkgr- NBC Public Affairs(NY); U. N. and NBC production staff. § Secretary of State John Foster Dulles talks at United Nations headquarters in New York.

NBC- 10-11pm EDT; SPECIAL - Texaco Command Appearance - LIVE (COLOR) from WRCA-TV(NY) & KRCA-TV(LA), no. of stations not available. § Sponsor- The Texas Co (Texaco Products) thru Cunningham & Walsh, Inc(NY). Pkgr- Coronet Productions with American Theatre Wing(NY); Prod- Ezra Stone; Assoc Prod- Shelley Hull; Dir- Charles Dubin; Music Dir- Lehman Engel; Sets- Trew Hocker; Choreog- Rod Alexander; Writers- Charles Gaynor, Robert Downing; Costumes- Jerry Boxhorn; Anncr- Mel Brandt. § A salute to the 55-year year showbusiness career of Ed Wynn, with top stars of today portraying stars associated with highlights of Wynn's career. (See page C for cast list). The program is the first of an irregularly scheduled series of similar salutes. The first one preempts the time formerly occupied by Lux Video Theatre (last show Sept 12).

THIS WEEK(Cont'd)

Friday(September 20)

NBC- 9-9:30pm NYT; DEBUT - M Squad - FILM from WRCA-TV(NY) & KRCA-TV(LA), approx 105 stations, net and delayed. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY). 2) Hazel Bishop, Inc thru Raymond Spector Co., Inc(NY). § Pkgr- MCA-TV; Film Prod- Revue Productions, Inc, at Republic Studios, Studio City, Cal.; Exec Prod- Richard Lewis; Prod- John Larkin; Co-Prod- Lee Marvin; Prod Coordinator- Jerry Adler; Dirs- Don Weis, Bernard Gerard, Robert Florey, John Peyser, others; Writers- Various. § Lee Marvin stars in this police-adventure series as Detective Lieutenant Frank Ballinger, a plainclothesman in the Chicago Police Dept in the M Squad, a special detail of top detectives working all divisions of police work. Marvin is the only regular cast member. The program replaces The Joseph Cotten Show - On Trial (last show Sept 13).

NBC- 9:30-10pm NYT; DEBUT - The Thin Man - FILM from WRCA-TV(NY) & KRCA-TV(LA), approx 125 stations, net and delayed. § Sponsor- The Colgate-Palmolive Co (Florient Dental Cream, Palmolive Products, other Colgate Products) thru Ted Bates & Co, Inc., producing agency(NY). § Pkgr & Film Prod- MGM-TV(LA); Exec Prod- Sam Marx; Prod- Edmund Beloin; Dirs- Various; Writers- Various. § Peter Lawford stars as private detective Nick Charles, with Phyllis Kirk co-starring as his wife, Nora, in a series of stories derived from "The Thin Man," the novel by Dashiell Hammett, which was later filmed by M-G-M, and then followed by several other motion pictures based on the adventures of the original characters. The new TV series replaces Big Moment (last show Sept 13).

Saturday(September 21)

CBS- 7:30-8:30pm NYT; DEBUT - Perry Mason - FILM from WCBS-TV(NY) & KNXT(LA), no. of stations not available. § Alternate Week Sponsors- 1) Purex Corp, Ltd (Old Dutch Cleanser, Sweetheart Soap) thru Edward H. Weiss & Co(Chi); Acct Superv- Robert Harris. 2) (one-half hour) Libbey-Owens-Ford Glass Co (Blue Ridge Glass) thru Fuller & Smith & Ross, Inc(Cleve); Acct Execs- E. V. Carlquist, C. H. Day. § Pkgr- Paisano Productions(LA); Film Prod- TCF TV Productions, at 20th Century-Fox Studios, Hollywood, Cal.; Exec Prod- Robert Sparks(CBS); Exec Prod- Gail Patrick Jackson(Paisano); Prod- Ben Brady; Dirs- William Russell, Chris Nyby; Dir of Photog- Frank Redman; Story Ed- Gene Wang; Writers- Various (based on the books by Erle Stanley Gardner). § Raymond Burr stars as Perry Mason, the fictional attorney created by Erle Stanley Gardner, with Barbara Hale as his secretary, Della Street; Ray Collins as Police Lt. Arthur Tragg, William Hopper as private detective Paul Drake and William Talman as Dist. Atty. Hamilton Berger. The program replaces The Buaccaneers, 7:30-8pm EDT (last show Sept 14) and The Jimmy Durante Show, 8-8:30pm EDT, with the latter moving to 8:30-9pm EDT for one week only (last show Sept 21).

NBC- afternoons, various times; RETURN - Game of the Week - LIVE from various stations, approx 170 stations, national and regional. § Segments Sponsors- (National): Bristol-Myers Co thru Doherty, Clifford, Steers & Shenfield, Inc(NY); Libbey-Owens-Ford Glass Co thru Fuller & Smith & Ross, Inc(Cleve); Sunbeam Corp thru Ferrin-Paus Co(Chi), and Zenith Radio Corp (Earle Ludgin & Co(Chi). Three regional area sponsors (Eastern, Big Ten, Pacific Coast): American Machine & Foundry Co thru Fletcher D. Richards, Inc(NY) and Sunbeam Corp thru Ferrin-Paus Co(Chi), one-fourth sponsorship each in the three regions; Philip Morris, Inc thru N. W. Ayer & Son, Inc(NY), one-fourth sponsorship in Big Ten. § Telecasts of eight Saturday NCAA college football games between Sept 21 and Dec 7 and one on Thursday, Nov 28, Thanksgiving Day; plus four regional telecasts on Saturdays not included in the national program. § Pkgr- NBC-TV(NY); Prod- Perry Smith; Dir- Harry Coyle; various production crews. § Lindsey Nelson and Red Grange are commentators for national games and also Eastern regional telecasts; Mel Allen and Bill Flemming for the Big Ten and Chick Hearn and Lee Girous for Pacific.

THIS WEEK(Cont'd)

Saturday(September 21)

NBC- afternoons, various times; RETURN - NBC Football Scoreboard - LIVE from various stations, various cities, no. of stations not available. § Sponsor- James S. Kemper & Co (Insurance) thru John W. Shaw Advertising, Inc(Chi). § Pkgr & Prod- NBC-TV(NY). § Sports review and scores of Saturday afternoon football games, following each telecast of the Game of the Week.

NBC- 9-9:30pm NYT, alt Sat; DEBUT - The Polly Bergen Show - LIVE from WRCA-TV(NY), approx 115 stations live and kine. § Sponsor- Max Factor & Co (Cosmetics) thru Doyle Dane Bernbach, Inc(NY); Acct Exec- Charles Rollins. § Pkgr- K.A.M. Productions, Inc., thru MCA-TV(NY); Prod & Dir- William Colleran; Assoc Prod- Stanley Poss; Music Dir- Luther Henderson, Jr.; Sets- Paul Barnes; Writers- Phil Minoff, Mike Stewart, Tom Murray. § Singer Polly Bergen is star and hostess of the variety show, supported by guest stars. The program replaces George Sanders Mystery Theatre (last show Sept 14).

Sunday(September 22)

ABC- 5-5:30pm NYT; NET DEBUT - Tales of the Texas Rangers - FILM from WBKB(Chi), no. of stations not available. § Co-Sponsors- The Sweets Co of America (Candies) thru Henry Eisen Advertising(NY) and Flav-R-Straws, Inc (Flavored Drinking Straws) thru Ruthrauff & Ryan, Inc(NY). § Pkgr & Film Prod- Screen Gems, Inc. at Columbia Studios, Hollywood, Cal.; Prod- Colbert Clark; Dir- Lew Landers; Tech Advisor- Capt. M. T. Gonzalles, Texas Rangers, Ret. § Willard Parker stars as Texas Ranger Jace Pearson, with Harry Lauter as Ranger Clay Morgan, in exploits of the famed Texas law enforcement group. The series debuted over CBS on Sept 3, 1955 and was seen thru May 25, 1957. The program replaces College News Conference, which moves to 4-4:30pm NYT, this date.

ABC- 7:30-8:30pm NYT; DEBUT - Maverick - FILM from WBKB(Chi) & KABC-TV(LA), no. of stations not available. § Sponsor- Kaiser Industries Corp and Kaiser Aluminum & Chemical Corp (Aluminum Products, Building Materials, Institutional) thru Young & Rubicam, Inc(San Fran); Acct Exec- William Calhoun. § Pkgr & Film Prod- Warner Bros. TV Division, Warners Studios, Burbank, Cal.; Exec Prod- William T. Orr; Prod- Roy Huggins; Dir- Budd Boetticher; Dir of Photog- G. Guthrie; Story Ed- Jack Emanuel; Writers- Various. § James Garner stars as Bret Maverick, a fictional character who roams the West in the late 19th century. The Western adventure series will use top name supporting talent in featured roles each week. The program replaces the first hour, 7:30-8:30pm EDT, of Hollywood Film Theatre (last show Sept 15).

ABC- 8:30-9pm NYT; DEBUT - Bowling Stars - FILM from WBKB(Chi) & KABC-TV(LA), approx 70 stations net and delayed. § Sponsor- American Machine & Foundry Co (Hardware & Machinery) thru Fletcher D. Richards, Inc(NY); Acct Exec- Sandford C. Smith. § Pkgr & Film Prod- American Machine & Foundry Co with Championship Productions, Inc(Chi); Prod- Matt Niesen; Tech Dir- Sam Levine; Anncr- Joe Wilson. § Man-to-man three-game match competition between the country's leading professional bowlers, filmed at Faetz-Niesen Recreation Center in Chicago, before a regular audience. The winner of each week's game meets a challenger the following week, with each week's winner receiving \$1,000, while the loser gets \$1 per pin. The program replaces the last half-hour of Hollywood Film Theatre.

CBS- 5:30-6pm EDT; SPECIAL - Korea: The Forgotten Front - FILM & LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News(NY); Prod- Leslie Midgley; Dir- Vern Diamond; Photog- Wade Bingham; Film Superv- Joseph Zigman; Writer- John Sharnik; Researcher- Jane Bartels. § Filmed report on the status of the Republic of Korea as it is today, with live cut-ins by CBS News correspondent Walter Cronkite in New York. Peter Kalischer, CBS News correspondent in Tokyo conducted interviews and on-the-spot reports filmed in South Korea.

THIS WEEK(Cont'd)

Sunday(September 22)

CBS- 7:30-8pm NYT, alt Sun; RETURN - Jack Benny Show - LIVE from KNXT(LA) or FILM from WCBS-TV(NY) & KNXT(LA), first 3 shows live; 162 stations live or net, 16 kines, videotape or delayed. § Sponsor- American Tobacco Co (Lucky Strikes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cummings. § Pkgr- CBS-TV(LA) with J & M Productions, Inc(LA); Exec Prod & Dir- Ralph Levy; Prod- Hilliard Marks; Assoc Prod- Dick Fisher; Assoc Dir- Jack Meyers; Music Dir- Mahlon Merrick; Sets- Robert T. Lee; Writers- Sam Perrin, George Balzer, Al Gordon, Hal Goldman. § Jack Benny stars with members of his "gang" rotating in their familiar supporting roles, including Dennis Day, Don Wilson, Eddie "Rochester" Anderson, and guests. The program alternates weekly with Bachelor Father (see page 60).

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Mike Wallace Interview; new day, Sat, 10-10:30pm NYT, effective Sept 14; was seen Sun, 10-10:30pm NYT. (A special sustaining interview will be seen Sun, 10-10:30pm NYT on Sept 15).

The Life and Legend of Wyatt Earp (Tue, 8:30-9pm NYT) New series begins Sept 17; has been seen in re-runs during the summer (see Television Index card). Change packaging firm to Wyatt Earp Enterprises, Inc.

The Adventures of Rin Tin Tin (Fri, 7:30-8pm NYT) New series begins Sept 20; has been seen in re-runs during the summer (see Television Index card).

The Lone Ranger; new day and time, Sun, 5:30-6pm NYT, effective Sept 22; was seen Thu, 7:30-8pm NYT. Program now replaces Open Hearing, which moves to 4:30-5pm NYT, effective Sept 22.

CBS- School Year '57; SPECIAL Sept 8; Sun, 5:30-6pm EDT; LIVE from WTOP-TV(Wash), to the net. § Sustaining. § Pkgr- CBS Public Affairs(Wash); Prod & Dir- Bill Kobin. § George Herman is moderator for a round-table discussion of the prospects on the American educational scene, with a panel of leading educators.

Stand Up And Be Counted (Mon thru Fri, 1:10-1:30pm EDT) Last show Sept 6.

The Phil Silvers Show (Tue, 8-8:30pm NYT) New series begins Sept 17; has been seen in re-runs during the summer (see Television Index card). Production staff changes: Prod- Edward J. Montagne; Head Writer- Billy Friedberg.

The Millionaire (Wed, 9-9:30pm NYT) New series begins Sept 18; has been seen in re-runs during the summer (see Television Index card).

Mr. Adams and Eve (Fri, 9-9:30pm NYT) New series begins Sept 20; has been seen in re-runs during the summer (see Television Index card). Production changes: Prod- Warner Toub, Jr.; Assoc Prod- Bill Webb; Dir- Richard Kinon.

NBC- The Nat 'King' Cole Show; new time, 7:30-8pm NYT, effective Sept 17; was seen Tue, 10-10:30pm EDT. Program is now co-op, was sustaining. Production staff: Exec Prod- Carlos Gastel; Prod & Dir- Bob Henry; Assoc Dir- Edith Johnson; Music Dir- Nelson Riddle; Art Dir- Sid Rushakoff; Choreog- Marie Bryant.

Maurice Chevalier's Paris; SPECIAL Sept 22; Sun, 4-5pm EDT; FILM from WRCA-TV(NY), to the net. § Sustaining. § Repeat showing of the color program originally shown on the net, March 6, 1957. It was sponsored in its original showing.

Watch Mr. Wizard; new time, 1-1:30pm EDT, effective Sept 8; was seen Sun, 3:30-4pm EDT during the summer. Effective Sept 15, New York University will cooperate in production of the programs, assisting in program planning, promotion and public information for the series, with Dr. Morris H. Shamos, NYU physics dept chairman, as advisor. Other production credits are the same.

TALENT SHOWSHEET SEPTEMBER 13 - SEPTEMBER 22
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Most of the shows on September 13,14,15, 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 20. Script identifications used are: (O) Original, (A) Adaptation, (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 Robin Hood, Blondie, Broken Arrow, The Buccaneers, Burns & Allen, Crossroads, Bob Cummings Show, Father Knows Best, Ford Theatre, General Electric Theatre, Alfred Hitchcock Presents, Navy Log, Panic, People's Choice, 20th Century-Fox Hour, Wire Service, You Are There.

SATURDAY SEPTEMBER 14  
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JIMMY DEAN SHOW CBS 10:30pm ADD: Mitch Miller(M), George Hamilton IV(S);
 LAST SHOW.

SUNDAY SEPTEMBER 15

LAMP UNTO MY FEET CBS 10am And Thirty Cubits High; (O) A.K. Lewis; with
 (Dr. Lyman Bryson) Boris Marshalov, Ford Rainey, Peter Von Zerneck, Marcel Hillaire, Branya Stefan, Victor Thorley, George Ferron, Gloria Gorvin; Dir - James Mac-Allen.

LOOK UP & LIVE CBS 10:30am The Stranger In The Silence; (O) Arthur Cavanaugh;
 with Doug Rodgers, George Peppard, Joe Warren, Bill Post, Jr., Neil Fitzgerald, Tommy White; Dir - Marvin Silbersher.

ED SULLIVAN SHOW CBS 8pm ADD: Jill Corey(S).

STEVE ALLEN SHOW NBC 8pm DELETE: David Hill(S); ADD: Frankie Laine(S),
 Audrey Meadows(C).

MONDAY SEPTEMBER 16
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TALENT SCOUTS CBS 8:30pm Pino Baratti(S), Betty Adams(S), Lou Gordon(M).

Tales of Wells Fargo NBC 8:30pm Two Cartridges; with regulars & Jim Davis, James  
 (Dale Robertson) Burke, Harry Harvey, Sr., Tom McDonough, Kit Car-  
son; (SW&SD).

VOICE OF FIRESTONE ABC 9pm Brian Sullivan(S), Frances Wyatt(S).

Those Whiting Girls CBS 9pm with regulars & TerryL Hickman, Whit Bissell;  
 (SW&SD).

TOP TUNES & NEW TALENT ABC 9:30pm Nancy Martin(M), Trinidad Lopez(S)  
 (Lawrence Welk)

ARTHUR MURRAY PARTY NBC 9:30pm Billy De Wolfe(C), Jerry Lewis(C), Beatrice Lillie  
 (C), Janet Blair(S), June Havoc(A), Jose Iturbi(M);  
 LAST SHOW.

STUDIO ONE CBS 10pm First Prize For Murder; (O) Phil Reisman Jr.;  
(from an idea by John D. MacDonald); with Darren  
McGavin, Barbara O'Neil, Jonathan Harris, Philip  
Coolidge, Colleen Dewhurst, Larry Hagman; Additional  
guests will be: Rex Stout, Helen McCloy & Brett  
Halliday, Frances & Richard Lockridge, George  
Harmon Cox; Dir - Jack Smight.

TUESDAY SEPTEMBER 17  
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<u>Sugarfoot</u> (Will Hutchins)	ABC 7:30pm	<u>PREMIERE:</u> Regular in this series is Mr. Hutchins; <u>Brannigan's Boots</u> ; (O) Michael Fessier; (A) Dev- ery Freeman; Based on a screenplay by Frank Davis & Winston Miller; with regular & Merry Anders, Dennis Hopper, Arthur Hunnicutt, Ainslie Pryor, Louis Jean Heydt, Chubby Johnson; Dir - Leslie H. Martinson.
NAT KING COLE SHOW	NBC 7:30pm	<u>NOTE NEW TIME:</u> Tony Martin(S); (Originating from Las Vegas).
<u>Phil Silvers Show</u> (You'll Never Get Rich)	CBS 8pm	<u>RETURN: NEW SEASON:</u> Regulars in this series are Mr. Silvers, Maurice Gosfield, Billy Sands, Herbie Faye, Paul Ford, Allan Melvin, Karl Lukas, Mickey Freeman, Jack Healy, Terry Carter; <u>The Merry Widow</u> ; with regulars & Janet Medlin, Margaret Hamilton, Edith King, Bob Hastings, Burton Mallery, Kay Strozzi, Paula Truman, Barbara Barry, Gretchen Wy- ler, Frank Thomas; Dir - Al De Caprio.
<u>Life & Legend of Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>RETURN: NEW SEASON:</u> Regulars in this series are: Mr. O'Brian, Paul Brinegar; <u>Call Me 'Your Honor'</u> ; with regulars & Ralph Sanford, Rex Lease, Steve Dunhill, William Tannen; (O) Frederick Hazlitt Brennan; (Series is adapted from the book "Wyatt Earp, Frontier Marshall, by Stuart N. Lake); Dir - Frank McDonald.
<u>The Eve Arden Show</u>	CBS 8:30pm	<u>PREMIERE:</u> Regulars in this series are: Miss Arden, Allyn Joslyn, Gail Stone, Karen Greene, Frances Bavier; with regulars & Frances Osborne; Writers - Sol Saks & Sherman Marks(Based on Emily Kimbrough's book, "It Gives Me Great Pleasure".) Dir - Sheldon Leonard.
<u>Meet McGraw</u> (Frank Lovejoy)	NBC 9pm	<u>The Texas Story</u> ; with regulars & Robert Rockwell, Craig Stevens, Roxanne Allen, Ralph Dumke, Whitney Blake; (SW&SD).
<u>Telephone Time</u> (Dr. Frank Baxter)	ABC 9:30pm	<u>Here Lies Francois Gold</u> ; (O) Lazlo Vadnay; with George Tobias, Dick Wessell, Lyn Osborne, Maurice Marsac; Dir - Lazlo Vadnay.
IT'S POLKA TIME	ABC 10pm	The Roumanian Folk Dancers, of Gary, Ind.

WEDNESDAY SEPTEMBER 18
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| <u>Wagon Train</u><br>(Ward Bond)     | NBC 7:30pm | <u>PREMIERE:</u> Regulars in this series are: Mr. Bond,<br>Robert Horton; <u>The Willie Moran Story</u> ; (O) William<br>Fay & William R. Cox; with regulars & Marjorie Lord,<br>Ernest Borgnine; Dir - Herschel Daugherty.                                                         |
| THE BIG RECCRD<br>(Patti Page)        | CBS 8pm    | <u>PREMIERE:</u> Writers - Larry Markes & Bill Jacobson;<br>Tony Bennett(S), David Wayne(S-A), Ella Logan(S),<br>Hoagy Carmichael(M), Sal Mineo(A-S), Eddie Cantor(C),<br>Jane Morgan(S), Billy Ward & His Dominoes(S), Mitch<br>Miller(M), Michiko Hamamura(S); Dir - Jerome Shaw. |
| <u>Millionaire</u><br>(Marvin Miller) | CBS 9pm    | <u>RETURN: NEW SEASON:</u> <u>The Story of Matt Kirby</u> ; with<br>Jeff Morrow, Marie Brown, Howard Wendell, Russ<br>Thorson; (SW&SD).                                                                                                                                             |
| KRAFT THEATRE                         | NBC 9pm    | <u>The Killer Instinct</u> ; (O) Cy Chermak; with Peggy<br>Ann Garner, Rip Torn, Ruth White, Doreen Lang;<br>Dir - Paul Bogart.                                                                                                                                                     |

THURSDAY SEPTEMBER 19  
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<u>Circus Boy</u>	ABC 7:30pm	<u>RETURN: NEW SEASON:</u> Regulars in this series are: Mickey Braddock, Noah Beery, Robert Lowery; <u>Elmer</u> , <u>The Rainmaker</u> ; (O) Kenneth A. Enochs; with regulars & Gulnn Williams, Sterling Holloway, Stanley Andrews, Bill Hale, Jack Kenney, Norman Leavitt; (SD) Robert G. Walker.
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THURSDAY SEPTEMBER 19(Cont'd)

CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>The Necessary Evil</u> ; (O) Harold Jack Bloom; with Dewey Martin, Margaret O'Brien, Victor Jory, Lon Chaney; Dir - Buzz Kulik.
PLAYHOUSE 90	CBS 9:30pm	<u>The Dark Side Of The Earth</u> ; (O) Rod Serling; with Kim Hunter, Van Heflin, Dean Jagger, Earl Holliman; Dir - Arthur Penn.
TEXACO COMMAND APPEARANCE	NBC 10pm	A Salute to Ed Wynn; with Keenan Wynn, Jane Froman, Beatrice Lillie, Mimi Benzell, Jill Corey, Rod Alexander, Bambi Linn, Steve Allen, Janet Blair, Billie Burke, Alfred Drake, Jack Palance, Rudy Vallee, Oscar Hammerstein II; Writers - Charles Gaynor, Robert Downing; Choreog - Rod Alexander; Mus Dir - Lehman Engel; Dir - Charles Dubin.

FRIDAY SEPTEMBER 20

<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>RETURN: NEW SEASON</u> : Regulars in this series are: Mr. Aaker, Jim L. Brown, Joe Sawyer, Rand Brooks, William Forrest, Tommy Farrell; Return To Fort Apache; (O) Jennings Cobb; with regulars & Charles Horvath, Selmer Jackson, Syd Saylor; (SD) Robert G. Walker.
<u>Saber of London</u> (Donald Gray)	NBC 7:30pm	<u>Hands Across The Sea</u> ; with regulars only; (SW&SD).
FIESTA AMERICANA (William B. Williams)	WABD 8pm	<u>PREMIERE</u> : Tito Puente & Orch., Geoffrey Holder(D), Carmen D'Oro(S); Dir - Arnie Knox.
<u>Life Of Riley</u> (William Bendix)	NBC 8:30pm	<u>Riley's Ups And Downs</u> ; with regulars & Charlie Ruggles; (SW&SD).
<u>Mr. Adams & Eve</u> (Ida Lupino, Howard Duff)	CBS 9pm	<u>RETURN: NEW SEASON</u> : Regulars in this series are: Miss Lupino, Mr. Duff, Olive Carey, Hayden Rorke; Writer - Sol Saks; Dir - Richard Kinon; <u>Adult Western</u> ; with regulars & Larry Dobkin, Maxine Cooper; (SW&SD).
<u>M Squad</u> (Lee Marvin)	NBC 9pm	<u>PREMIERE</u> : Regular in this series is Mr. Marvin; <u>The Golden Look</u> ; (O) Joel Murcott; with regular & Bruce Gordon, Morris Ankrum, Henry Brandon, Ann Barton, Ken Lynch; (SD).
<u>Date With The Angels</u> (Betty White, Bill Williams)	ABC 9:30pm	<u>Everybody's Baby</u> ; with regulars & Mary Treen, Elvia Allman, Gavin Gordon; (SW&SD).
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>One Way Out</u> ; (O) Gene L. Coon; with Stephen McNally, Vanessa Brown, Garry Guardino, Barry Kelly, Charles Quinliven, Malcolm Atterbury, Mike Ragan; Dir - Robert Florey.
<u>Thin Man</u> (Phyllis Kirk, Peter Lawford)	NBC 9:30pm	<u>PREMIERE</u> : Regulars in this series are: Miss Kirk, Mr. Lawford; (SW&SD).
ART FORD'S GREENWICH VILLAGE PARTY	WABD 10pm	(PREMIERE: 9/13) - Stan Rubin & Dixieland Band, Pat Foster(S), Ellen Adler(S), Cy Coleman Trio(M).

MULTIPLE & ACROSS-THE-BOARD SHOWS SEPTEMBER 16 - SEPTEMBER 20

JIMMY DEAN SHOW	CBS 7am	Roberta Sherwood(S), will be a guest this week.
TODAY (Dave Garroway)	NBC 7am	9/18 - Jane Morgan(S).
GARRY MOORE SHOW	CBS 10am	9/16 - Jackie Jay(C); 9/20 - Carol Burnett(C), Erroll Garner(M).
ARLENE FRANCIS SHOW	NBC 10am	9/16 - Jack Haskell(S), Milton Kamen(C); 9/18 - Earl Wrightson(S); 9/19 - Robert Maxwell(M), Ellen Hanley(S); 9/20 - Eddie Cantor(C).

MULTIPLE & ACROSS-THE-BOARD SHOWS(cont'd)
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|-------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CLUB 60<br>(Howard Miller)          | NBC 1:30pm  | 9/17 - Gene Krupa(M).                                                                                                                                                                                                                                                                                   |
| AMERICAN BANDSTAND<br>(Dick Clark)  | ABC 3pm     | 9/16 - The Crew Cuts(S), Ted Newman(S); 9/17 - Tommy Leonetti(S), Bobby Charles(S); 9/18 - Billy Williams(S), Larry Williams(S), Frankie Avalon(S); 9/19 - Bob Jaxon(S), Dale Hawkins(S); 9/20 - The Poni Tails(S), Billy Duke & Group(S-M).                                                            |
| NBC MATINEE THEATRE                 | NBC 3pm     | 9/16 - <u>Emma</u> ; (O) Jane Austen; (A) Helene Hanff; 9/17 - <u>The Personal Equation</u> ; (O) Irving Neiman; 9/18 - <u>Night Cry</u> ; (O) William L. Stuart; (A) Robert Thompson; 9/19 - <u>Mysterious Disappearance</u> ; (O) Jacob Nay; 9/20 - <u>The Impersonal Touch</u> ; (O) Oscar Shisgall. |
| THE VERDICT IS YOURS<br>(Jim McKay) | CBS 3:30pm  | <u>Kinder vs Brooks</u> ; David Stein is representing the plaintiff, and John O'Donnell is counsel for the defendant. Attorney Arthur P. McNulty is the presiding judge.                                                                                                                                |
| MODERN ROMANCES<br>(Martha Scott)   | NBC 4:45pm  | <u>Donald Gray</u> ; (O) Michelle Cousins; with Lyn McCarthy, Loretta Daye, Edward Andrews, David Hooks.                                                                                                                                                                                                |
| TONIGHT<br>(Jack Paar)              | NBC 11:15pm | 9/16 - Jim Backus(C), Richard Hayes(S), Betty Johnson(S), Jean Allen(C); 9/17 - Richard Hayes(S), Betty Johnson(S), Dorothy Greener(C); 9/18 - Elsa Maxwell; 9/19 - Teddi King(S), Art Lund(S), Alice Ghosetley(C); 9/20 - Teddi King(S), Art Lund(S), Charlotte Raye(C).                               |

SATURDAY SEPTEMBER 21  
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TRUE STORY (Kathi Norris)	NBC 12N	<u>Cover Up</u> ; (O) Ben Radin; with William Redfield, Frances Helm, Harry Worth, Truman Smith.
<u>Perry Mason</u> (Raymond Burr, Barbara Hale)	CBS 7:30pm	<u>PREMIERE</u> : Regulars in this series are: Mr. Burr, Miss Hale, William Hopper, William Talman, Ray Collins; <u>The Case of The Restless Redhead</u> ; (SD) Ted Post; (SW).
PERRY COMO SHOW	NBC 8pm	Ginger Rogers(A), Johnny Mercer(M).
Oh! Susanna (Gale Storm)	CBS 9pm	with regulars & Jim Backus; (SW&SD).
POLLY BERGEN SHOW	NBC 9pm	<u>PREMIERE</u> : Sylvia Sidney(A), Bud Collyer; Writers - Phil Minoff, Mike Stewart, Tom Murray; Dir - Stanley Poss; Mus Dir - Luther Henderson, Jr.
<u>Have Gun, Will Travel</u> (Richard Boone)	CBS 9:30pm	(O) Sam Rolfe; with regulars & Charles Bronson, Grant Withers, Barry Cahill, Steve Mitchell, Peggy Stewart; Dir - Andrew V. McLaglen.
COUNTRY MUSIC JUBILEE	ABC 10pm	Jimmie Dickens(S).
<u>Playhouse of Mystery</u>	CBS 10:30pm	<u>NOTE NEW DAY</u> : Re-runs of Schlitz Playhouse.

SUNDAY SEPTEMBER 22
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|-------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STAR TIME<br>(Johnny Olsen)               | WAED 11am   | <u>PREMIERE</u> : Augie Rios(S-D); Dir - Al Castle.                                                                                                                                                                            |
| CAMERA THREE                              | CBS 11:30am | <u>Interior With Two Guitars</u> ; with Montoya(M), De La Torre(M).                                                                                                                                                            |
| <u>Tales of The Texas Rangers</u>         | ABC 5pm     | <u>RETURN: NEW SEASON</u> : Regulars in this series are: Willard Parker, Harry Lauter; Panhandle; with regulars & Gregg Palmer, J. Anthony Hughes, Bek Nelson, Zon Murray, Dennis Moore, Kim Charney; (SW); Dir - Lew Landers. |
| <u>The Long Ranger</u><br>(Clayton Moore) | ABC 5:30pm  | <u>RETURN: NEW SEASON</u> : Regulars in this series are: Mr. Moore, Jay Silverheels; (SW); Dir's - Earl Bellamy, Oscar Rudolph.                                                                                                |

SUNDAY SEPTEMBER 22(Cont'd)  
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<u>My Friend Flicka</u>	NBC 6:30pm	<u>RETURN: NEW SEASON:</u> Re-runs of previously seen series.
<u>Maverick</u> (James Garner)	ABC 7:30pm	<u>PREMIERE:</u> Regular in this series is Mr. Garner; <u>The War Of The Silver Kings;</u> (O) James O'Hanlon; (from the book, "The War of The Copper Kings", by C.B. Glassock); with regulars & Edmund Lowe, John Litel, Leo Gordon, Carla Merey, John Hubbard, Fred Sherman; Dir - Budd Boetticher.
JACK BENNY SHOW	CBS 7:30pm	<u>RETURN: NEW SEASON:</u> Regulars on this show are: Mr. Benny, Dennis Day, Don Wilson, Lois Corbett, Mel Blank; Writers - Sam Perrin, George Balzer, Al Gordon, Hal Goldman; Prod & Dir - Ralph Levy.
<u>Lassie</u> (Tommy Rettig)	CBS 7pm	<u>The Graduation;</u> with regulars & Arthur Space, Florence Lake; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	(coming from Television City, H'wd.) George Raft (A), Jack Durant(C), Apaka(S), Betty Grable(A-S), Harry James & Orch., Jo Stafford(S), Carol Channing(S).
STEVE ALLEN SHOW	NBC 8pm	Rosemary Clooney(S), Ralph Edwards, Eddie Fisher (S), Tennessee Ernie Ford(S-C), Jane Wyman(A), Ward Bond(A), Bob Cummings(A-C), George Gobel(C), Phyllis Kirk(A), Peter Lawford(A), Gisele MacKenzie (S), Dennis O'Keefe(A), John Payne(A), Dinah Shore (S); (Coming from H'wd).
ALCOA HOUR	NBC 9pm	<u>Night;</u> (O) Bill Barrett; with Franchot Tone, E.G. Marshall, Jason Robards Jr., Virginia Vincent, William Hansen, Addison Powell, Ernie Freeman, Sandy Kenyon; Dir - Paul Stanley.
<u>The Web</u> (William Bryant)	NBC 10pm	<u>Dead Silence;</u> (O) Eustace & Francis Cockrell; with Joe Moross, Christopher Dark, Fay Spain, Julie Van Zandt, Rodolfo Hoyos, Jr., Richard Karlan, John Dennis, Larry Kerr; Dir - Walter Doniger.

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MID-WEEK SPECIAL

NEWS - COMMENT - PERSONALITIES

Hazel Bishop, Inc., happy with the job done for it during the summer, moves with the Original Amateur Hour over NBC, when the program shifts time next Sunday, to 7-7:30pm EDT. It has been seen during the summer, Mondays, 10-10:30pm EDT....It pays to needle a sponsor, even if the weapon is a stiletto. Bristol-Myers Co has renewed its contract for Alfred Hitchcock Presents thru MCA-TV for two more years, thru Oct 4, 1959, with an option of renewing the show again from Oct 4, 1959 to 1961. Mr. Hitchcock has received better reviews for his TV work than for some of the material he presents on TV -- said work consisting of spoofing his sponsors commercials, thereby calling more attention to them.....Gonzaga University's TV benefit, The Edsel Show, over CBS-TV, Oct 13, Sunday, 8-9pm EDT, will be produced by Bill Morrow, with Seymour Berns as director and Eugene Loring as choreographer. The talent roster includes Bing Crosby, Frank Sinatra, Rosemary Clooney, Louis Armstrong and Lindsay Crosby, all live from Hollywood.

Eddie Cantor bowed out of the Eddie Fisher TV set-up last week with a blast at Fisher's think staff. The vet comedian said that he is willing to advise Fisher on a personal basis, but the staff job as consultant involved "too many others with assumed authority." The key word is "assumed," and it has been presumed that this applies to the music set-up on the show, which is being handled by Buddy Bregman. The director will be Barry Shear, who is very much accustomed to planned disorder when one considers the amount of time he has spent with Ernie Kovacs.....Although the rumor has been that the first Du Pont Show of the Month, Paul Gregory's "Crescendo," has been stumbling around musically, the big point seems to have been Rex Harrison's dissatisfaction with his script, the continuity that will tie the entire package together. On the music side, musical director Paul Weston has composed three new numbers for the show, but the rest will be standards -- not all linked to the talent playing or singing them: Louis Armstrong playing "Basin Street Blues," and "Nobody Knows the Trouble I've Seen," then a jazz medley; Peggy Lee singing "Blues in the Night"; Lizzie Miles on "Won't You Come Home, Bill Bailey?" accompanied by Turk Murphy and his Dixieland Jazz Band, and Dinah Washington marking "The Birth of the Blues." Benny Goodman and Diahann Carroll will be in on a blues sequence and then Armstrong and Goodman will serve up a world of jazz. Eddy Arnold and guitar will take care of country and western, while Ethel Merman will bring her always refreshing brass to the songs she introduced on Broadway. Carol Channing will sing one of the new Weston songs, with the other two reserved for group singers and dancers.....One of The Seven Lively Arts programs set for later this year over CBS will be "Here Is New York," described by CBS as the most comprehensive profile of Manhattan ever to be seen on television. Seven weeks of filming (starting five ago) will have including filming in 127 sites around the island, with more than 50,000 feet of film to be edited for the hour-long program. Photography is by Richard Leacock, following an adaptation by Andrew J. Rooney of E. B. White's book of the title.

Film producers in Hollywood are disturbed about reports of considerable hikes in rates being set for discussion at the end of the year when union agreements come up for negotiation. Most feel that the golden goose may turn into a squeezed gilded bird if costs continue to increase. Production labor's viewpoint is that if talent can put on outrageous squeezes, the guys who produce the films ought to collect a few of the drippings, too. Another side of the coin is the familiar payola, blasted by Robert Altman, who had been in New York to oversee production on one of Alfred Hitchcock's hour-long Suspense films for NBC. Altman said when he returned to Hollywood that his costs were nearly doubled because of "holdups by landlords, city officials and police." Conversely, Hi Brown, who operates his own studio set-up in New York, reported that he was pleasantly surprised by an apparent reversal in the city's attitude toward filming in the city streets, signified by the loan to his movie unit of three city policemen for eight days to handle traffic. (The change was also noted by a union official who observed some of Brown's location work). In the case of the Altman unit, a featherbedding charge was thrown at teamsters and electricians, while a bar owner was accused, as typical of the "general attitude" of New Yorkers, of blackjacking the producer into paying \$100 an hour for the use of his bar when shooting ran one day over the limit set in a previous agreement. Meanwhile, other Hollywood producers are worrying about rises in basic costs -- without added bites.

June Allyson has been "forced by a movie commitment" to cancel her appearance on the Standard Oil Company (NJ) 75th Anniversary Show over NBC, Oct 13, Sunday, 9-10:30pm NYT. Cornelia Otis Skinner has been added to the lineup for the show, which is being staged by Cyril Ritchard.....A well-known actor who was reported to have bowed out of a production because of an attack of currently fashionable Asian flu, suddenly recovered in time to start production of a half-hour TV film six days before the live production was scheduled to be aired. Miss Allyson, noted above, may have a conflicting movie engagement, but the excuse has been used at least four times this year, apparently alternating with the "suddenly taken ill" excuse, also used several times in recent months. Naturally, actors and actresses don't like to commit themselves to appearances where they feel scripts or staging will not show their talent to best advantage, but some of the high-priced writers should be able to develop better excuses to take the onus off both parties to agreements.

"The Motion Picture Industry Presents...." will be the screen title for the 1958 telecast of the awarding of the "Oscars" by the Academy of Motion Picture Arts and Sciences on March 26, 10:30pm-12:15am NYT, and there will be no commercials, not even for individual pictures. The MPAA has finally voted approval to a plan under which all companies and individuals (about 225 in both categories) who participate in film profits will contribute one-quarter of one per cent of domestic gross revenues towards payment for the NBC telecast and other Academy activities. The estimated total available from the tariff would be \$800,000. NBC has the rights for three more years of telecasts. The agreement has given the Motion Picture Assn of America the right to accept or refuse the first offer and it has now decided to reverse itself and pick up the option, instead of permitting commercial sponsorship as in the past.

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