

ROSS REPORTS — TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (October 7)

ABC- 7:30-8pm NYT; ADD EVENING PROGRAM - American Bandstand - LIVE from WFIL-TV (Phila), to the net. § Sustaining. § Pkgr- WFIL-TV (Phila) with ABC-TV; Prod- Jack Sameth. § Dick Clark is host of the program, presenting guest recording stars, hit records and audience participation and studio dancing. It is similar to the program of the same name, with the same general format presented over the net, Monday thru Friday, 3-4:30pm NYT (see page 51).

ABC- 8-8:30pm NYT; DEBUT - Guy Mitchell Show - LIVE from KABC-TV(LA), 80 stations live and nine. § Sponsor- Max Factor & Co (Pharmaceuticals & Specialties) thru Anderson-McConnell, Inc(LA). § Pkgr- Edward Joy Productions(NY, LA); Exec Prod- Edward Joy; Prod- Phil Cohan; Dir- Kevin Jonson; Music Dir- Van Alexander; Choreog- Ted Cappy; Writer- Ben Starr. § Singer Guy Mitchell is host of the music-variety series, presenting guest stars and young new talent. The program is in the time formerly occupied by Wire Service, 7:30-8:30pm NYT (last show Sept 23).

CBS- 9-9:30pm NYT; NET DEBUT - The Danny Thomas Show - FILM from WCBS-TV(NY) & KNXT(LA), approx 160 stations, net and delayed. § Sponsor- General Foods Corp (Post Cereals, Sanka); Post Cereals thru Benton & Bowles, Inc(NY); Acct Exec- Jack Thomas; Sanka thru Young & Rubicam, Inc(NY); Acct Exec- Don McNeil. § Pkgr- Marterto Enterprises(LA); Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Calif.; Exec Prod- Louis F. Edelman; Prod & Dir- Sheldon Leonard; Dir of Photog- Robert de Grasse; Writers- Various. § Danny Thomas stars in this latest version of his situation comedy series as nightclub entertainer Danny Williams, a widower, now married to widow Kathy, played by Marjorie Lord; with Sherry Jackson as Terry and Rusty Hamer as Rusty, Danny's two children, and Angela Cartwright as Linda, Kathy's child. The program originally debuted over the ABC net on Sept 29, 1953, and was seen on the net thru July 18, 1957. In its new spot it replaces a summer program, Those Whiting Girls (last show Sept 30).

Tuesday (October 8)

ABC- 10-10:30pm NYT; NET DEBUT - West Point - FILM from WBKB(Chi) & KABC-TV(LA), approx 80 stations net and delayed. § Alternate Week Sponsors- 1) Carter Products, Inc(Arrid, Rise, Little Liver Pills, Whirl-In); Arrid, Rise thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Execs- Lee Abbott(Arrid), Rol Marx(Rise). Carter's Little Liver Pills thru Ted Bates & Co., Inc(NY); Acct Exec- James Kavanagh. Whirl-In thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Ramon Cabrera. 2) Phillips-Van Heusen Corp (Van Heusen Men's Wear) thru Grey Advertising Agency, Inc(NY); (Continued on next page)

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THIS WEEK(More)

THIS WEEK(Cont'd)

Tuesday(October 8)

ABC- West Point (Cont'd from previous page): Acct Execs- Roger Saypol, Maurice Berger. § Pkgr & Film Prod- Ziv Television Program, Inc(LA); Exec Prod- Maurice Unger; Prods & Dirs- Leon Benson, Henry Kessler, James Sheldon; Asst Dir- Erich von Stroheim, Jr.; Writers- Sam Rolfe, John Kneubuhl, Don Brinkley, George F. Slavin, Gene Roddenberry. § Re-runs (for at least 13 weeks) of films seen over the CBS net last season. The program debuted over CBS on Oct 5, 1956 and was seen thru Sept 27, 1957. The stories on various aspects of life at West Point, using professional actors and actresses, supported by U. S. Military Academy cadets, are produced on location and in Hollywood. The program is seen in the time formerly occupied by It's Polka Time (last show Sept 24).

Thursday(October 10)

ABC- 8-8:30pm NYT; DEBUT - Zorro - FILM from WABC-TV(NY) & WBKB(Chi), 120 stations net and delayed. § Alternate Week Sponsors- 1) Seven-Up Co thru J. Walter Thompson Co(NY). 2) AC Spark Plug Division, GMC, thru D. P. Brother & Co(Det). § Pkgr & Film Prod- Walt Disney Productions at Walt Disney Studios, Burbank, Calif.; Assoc Prod- William H. Anderson; Dir- Norman Foster; Writers- Malcolm Stewart Boylan, Joel Kane, Tony Ellis, Jack Gillis. § Guy Williams stars in the title role of the series, based on the figure of "the fox," an Old California Robin Hood-type, created by Johnston McCulley in his novels and stories, set in Spanish California of the 1800's. Williams is supported by Britt Lomond as Monastario, the villain; Eugenia Paul, a ranchero's daughter; Gene Sheldon as Zorro's manservant, Romney Brent as Padre Felipe and George Lewis as Don Diego Vega's (Zorro) father. The program replaces network films.

Saturday(October 12)

ABC- 4-5pm NYT; DEBUT - All-Star Golf - FILM from WBKB(Chi) & KABC-TV(LA), approx 90 stations net and delayed. § Co-Sponsors- 1) (one-half of program weekly) Miller Brewing Co (High Life Beer) thru Mathisson & Associates, Inc(Milwauk). 2) (one-half of program alternate weeks) Wildroot Co., Inc (Hair Preparations) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Gertrude Scanlon). § Pkgr & Film Prod- Peter De Met Productions(Chi); Exec Prod- Peter De Met; Prod & Dir- Sidney C. Goltz. § Weekly one-hour medal play matches between leading golf pros, filmed at leading golf clubs throughout the West and Southwest before galleries. Jim Britt is commentator for each week's match. The winner receives \$2,000 and returns the following week to meet a new challenger; the loser receives \$1,000. The series will run 26 weeks and will present the world's top pros, with Ray O'Brien, FGA tournament director, as tournament director and judge.

ABC- 7:30-8pm NYT; DEBUT - Keep It In the Family - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- Frank Cooper Associates(NY); Creator & Prod- Art Stark; Assoc Prod- Mary Dodd; Dir- Mickey Trenner; Assoc Dir- Lou Hollister. § Keefe Brasselle is host for this new television quiz, which calls for two families to compete against each other during each round, with each family bidding on each question category. A competing family may contain up to seven members and as many as three generations. Each member of the family, starting with the youngest must answer one of the question's multiple parts. Cash and merchandise prizes are awarded after each set of questions and after each round.

NBC- 10-10:30pm NYT; DEBUT - What's It For - LIVE from WRCA-TV(NY), no. of stations not available. § Sponsor- Pharmaceuticals, Inc (Geritol, other products) thru Parkson Advertising, Inc(NY); TV Superv- Charles Boland(Dir of Radio-TV). § Pkgr- Entertainment Productions, Inc(NY); Prod- Ed Jurist; Dir- Seymour Robbie. § Panel show, with Hal March as moderator. The program, based on an idea by Merrill Heatter, presents inventions (all registered with the U. S. Patent Office) to a panel of four members who have to figure out what the inventions are, what they do and what they are for. (Continued on next page)

THIS WEEK(Cont'd)

Saturday(October 12)

NBC- What's It For (Cont'd from previous page): Program is in the time formerly occupied by Encore Theatre (last show Sept 21). Spot was also filled on Sept 28 by Dollar A Second, its last show, when it moved up a half-hour for an additional week. (See page 71).

Sunday(October 13)

CBS- 5-6pm NYT; SPECIAL - Algeria Aflame - FILM from WCBS-TV(NY), to the net.
§ Sustaining, public service. § Pkgr- CBS News & Public Affairs(NY); Prod- Edwin P. Hoyt; Asst Prod- Fred Stollmack; Dir- Bob Quinn; Script Ed- Frank De Felitta; Camera Teams- (Rebel Algeria) Frank Kearns(correspondent), Yousef Masraff(CBS News Cairo camera); (French Algeria) David Schoenbrun(correspondent) George Markman(CBS News camera). § Film report of the undeclared war raging in Algeria between Algerian rebels and the French authorities, with a film report of life behind the rebel lines and a film report of the French point of view. Eric Sevareid summarizes and interprets the two reports on the program.

CBS- 8-9pm NYT; SPECIAL - The Edsel Show - LIVE from KNXT(LA), 141 stations live,
30 kine and videotape. § Sponsor- Edsel Division, Ford Motor Co., thru Foote, Cone & Belding(Det); Acct Exec- Donald Hamilton. § Pkgr- Gonzaga University(Spokane, Wash); Prod & Writer- Bill Morrow; Assoc Prod- Murdo MacKenzie; Dir- Seymour Berns; Music Dir- Toots Camarata; Choral Dir- Norman Luboff; Choreog & Stager- Eugene Loring. § Variety show with Bing Crosby as star and m.c., co-starring Frank Sinatra, for the benefit of Gonzaga University, Crosby's alma mater. (See page F for cast credits). The program preempts The Ed Sullivan Show one time only.

NBC- 6:30-7:30pm NYT; SPECIAL - Pinocchio - LIVE simulcast from WRCA-TV(NY), 179
stations live. § Sponsor- Rexall Drug Co (Stores, Products) thru Batten, Barton, Durstine & Osborn, Inc(LA). § Pkgr- Yasha Frank with Talent Associates Ltd(NY); Creator & Stager- Yasha Frank; Prod- Herbert Moss; Assoc Prod- Michael Abbott; Dir- Paul Bogart; Music Composer- Alec Wilder; Art Dir- Samuel Leve; Choreog- Hanya Holm. § Musical version of Carlo Collodi's story of the little wooden puppet, "Pinocchio," written in verse by Yasha Frank, starring Mickey Rooney in the title role. (See page F for cast credits).

NBC- 9-10:30pm NYT; SPECIAL - The Standard Oil Co (NJ) 75th Anniversary Show -
LIVE (COLOR) from WRCA-TV(NY), 155 stations live, 10 kine. § Sponsor- Standard Oil Co (NJ) thru McCann-Erickson, Inc(NY). § Pkgr- McCann-Erickson, Inc with Showcase Productions, Inc(NY); Prod Superv- Terry Clyne, George Haight (McCann-Erickson); Prod- Paul Feigay(Showcase); Stager- Cyril Ritchard; Writer- Leslie Stevens; Music Coord- George Bassman; Color Consult- Richard Avedon; Choreog, Consult- Kay Thompson; Special 13-minute color cartoon, "Energetically Yours," designed by British caricaturist Ronald Searle, produced by Transfilm Inc(NY). § Music-variety show with features from every field of entertainment, starring Tyrone Power as host for this anniversary party on the air. (See page F for cast credits).

OTHER NETWORK CHANGES & ADDITIONS

POOL- Queen Elizabeth's Visit to Canada, United States; SPECIAL, Oct 12, 13, 14, 17, 18, 21; LIVE from Ottawa, Canada; Washington and New York; via Canadian Broadcasting Co to U. S. networks, with reverse coverage during the U. S. visit. Coverage will include the Queen's arrival at Uplands Airport, Ottawa on Sat, Oct 12, thru the first day's activities; Queen Elizabeth's speech to the Canadian Parliament, Mon, Oct 14; the Royal party's arrival in Washington, Thu, Oct 17; Washington activity coverage on Fri, Oct 18, and the New York visit and eve of departure for England on Mon, Oct 21. ABC, CBS, NBC and CBC nets are pooling and covering events individually, for news programs and special coverage.

TALENT SHOWSHEET OCTOBER 4 - OCTOBER 13

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Most of the shows on October 4,5,6, 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 October 11. 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.

FRIDAY OCTOBER 4

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<u>Court of Last Resort</u> (Lyle Bettger)	NBC 8pm	ADD CAST: <u>The Case of Gordon Wallace</u> ; Charles Meredith, Robert H. Harris, Carleton Young, John Launer, John Maxwell, Robert Anderson.
ART FORD'S GREENWICH VILLAGE PARTY	WABD 10pm	Mitch Miller(M), Gene Bianco(M), The Honeydreamers (S).

SATURDAY OCTOBER 5

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|                  |          |                                                                                 |
|------------------|----------|---------------------------------------------------------------------------------|
| JIMMY DEAN SHOW  | CBS 12N  | Cathy Carr(S), Nick Noble(S).                                                   |
| PERRY COMO SHOW  | NBC 8pm  | <u>DELETE</u> : Fran Allison; <u>ADD</u> : Ethel Merman.                        |
| DEAN MARTIN SHOW | NBC 10pm | <u>DELETE</u> : Paul Weston as Music Dir; <u>ADD</u> : Henri Rene as Music Dir. |

SUNDAY OCTOBER 6

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LAMP UNTO MY FEET	CBS 10am	<u>The Lord's Supper</u> ; (O) Clair Roskam; with Sada Thompson, James Reese, John Ragen; Dir - James MacAllen.
LOOK UP & LIVE	CBS 10:30am	<u>A Visit To The Succah</u> ; (O) Mortimer Frankel; with Leo Penn, Rae Allen, Gene Sachs, Ray Duke, Norman Rose, Michael Tolan.
CATHOLIC HOUR	NBC 1:30pm	<u>Theology For The Layman</u> ; Part I; with Richard Abbott, Martin Brandt, Boris Aplon, Boris Marshakov; Dir - Martin Hoade.
ED SULLIVAN SHOW	CBS 8pm	<u>DELETE</u> : Danny Kaye; <u>ADD</u> : Danny Thomas(A-C), Edwardo Raspini(juggler).

MONDAY OCTOBER 7

AMERICAN BANDSTAND (Dick Clark)	ABC 7:30pm	<u>PREMIERE</u> : The Chordettes(S).
<u>Adventures of Robin Hood</u> (Richard Greene)	CBS 7:30pm	<u>A Tuck In Time</u> ; with regulars & Hubert Gregg, Paul Eddington; (SW&SD).
GUY MITCHELL SHOW	ABC 8pm	<u>PREMIERE</u> : Guests are Marguerite Piazza(S), Dizzy Dean(baseball); Dir - Kevin Johnson; Writers - Ben Starr, William Derman, Irving Graham; Music Dir - Van Alexander; Choreog - Ted Cappy.
<u>Burns & Allen Show</u>	CBS 8pm	with regulars & Inger Johnson, Lisa Simone, Marianne Gabe, Joan Adams, Lewis Martin, Raymond Bailey; (SW&SD).
TALENT SCOUTS	CBS 8:30pm	Arnold Voketaitis(S), Millie Vernon(S), Tim Johnson(S).
VOICE OF FIRESTONE	ABC 9pm	Nadine Connor(S), Eugene Conley(S), Marina Svetlova(D), Earl Wild(M).
<u>Danny Thomas Show</u>	CBS 9pm	<u>RETURN: NEW SEASON</u> : Regulars in this series are: Mr. Thomas, Marjorie Lord, Sherry Jackson, Rusty Hamer, Angela Cartwright; with regulars & Peter Lind Hayes, Mary Healy, Jack Benny, Les Tremayne, Herb Vigran, George Neise; Writer - Arthur Standler; Prod & Dir - Sheldon Leonard.

MONDAY OCTOBER 7 (Cont'd)

TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Doris Lang(M), Peter Riso(M).
<u>December Bride</u> (Spring Byington)	CBS 9:30pm	<u>RETURN: NEW SEASON:</u> Regulars in this series are: Miss Byington, Dean Miller, Frances Rafferty, Harry Morgan, Verna Felton; Writers - Lou Derman, Arthur Julian; Dir - Fred de Cordova; with regulars & Rudy Vallee, Joel Grey.
<u>Alcoa Theatre -</u> <u>A Turn of Fate</u>	NBC 9:30pm	<u>Circumstantial;</u> (O) Alec Coppel; (A) Leonard Freeman; with David Niven, Angie Dickenson, Whit Bissel, Jon Sheppard, James Nolas, Sam Flint, Jess Kirkpatrick, Bud Slater; Dir - Andy McCullough.
STUDIO ONE	CBS 10pm	<u>The Morning Face;</u> (O) Tad Mosel; with Barbara Bel Geddes, Rex Thompson, Arthur Hill, Meg Mundy, Tom Carlin, Gregory Martin, Cris Snell; Dir - Jack Smight.
SUSPICION	NBC 10pm	<u>Murder Me Gently;</u> (O) Gore Vidal; (A) Sarett Rudley; with Kurt Kaszner, Jessica Tandy, Reginald Gardiner, Joseph Buloff; Dir - Don Medford.

TUESDAY OCTOBER 8

<u>Cheyenne</u> (Clint Walker)	ABC 7:30pm	<u>The Conspirator;</u> (O) Donald R. Wilson; (A) James O'Hanlon; with regulars & Tom Conway, Addison Richards, Robin Hughes; Dir - Leslie H. Martinson.
NAT KING COLE SHOW	NBC 7:30pm	Eartha Kitt(S).
<u>Phil Silvers Show</u> (You'll Never Get Rich)	CBS 8pm	<u>Bilko's Valentine;</u> with regulars & Elisabeth Fraser, Gordon Polk, Philipa Evans, Nydia Westman, Guy Repp; (SW&SD).
GEORGE GOBEL SHOW (Gobel & Eddie Fisher)	NBC 8pm	Tallulah Bankhead(A), Jeff Donnell(A-C), Shirley Hermer(S), Barbara Bostock(D), Hank Henry(C), Laurindo Almeida(M).
<u>Life & Legend of Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>Shoot To Kill;</u> with regulars & Barbara Bestar, Michael Healey, Douglas Dick; (SW&SD).
<u>Eve Arden Show</u>	CBS 8:30pm	with regulars & Carol Lee, Gerald Mohr; (SW&SD).
<u>Broken Arrow</u> (John Lupton)	ABC 9pm	<u>Conquistador;</u> (O) Bob Eisenbach; with regulars & Trevor Bardette, Peter Mamakos, Sue England; (SD).
<u>Telephone Time</u> (Dr. Frank Baxter)	ABC 9:30pm	<u>A Hole In The Wall;</u> (O) Oliver Crawford; with Eugene Batanides, Joseph Vitale, Renata Vanni, Henry Guttman; Dir - Erle Kenton.
RED SKELTON SHOW	CBS 9:30pm	Hans Conried(A), Paul Coates(newspaper).
<u>Bob Cummings Show</u>	NBC 9:30pm	<u>Bob Gets Neighborly;</u> with regulars & Sara Shane, Tod Griffin; (SW&SD).
<u>West Point</u>	ABC 10pm	Re-runs for 13 weeks of previously seen films.
<u>The Californians</u> (Adam Kennedy)	NBC 10pm	<u>The Noose;</u> with regulars & Robert Wilke, Darlene Fields; (SW&SD).
<u>Assignment Foreign Legion</u> (Merle Oberon)	CBS 10:30pm	<u>The Ghost;</u> (O) Max Ehrlich; with William Russell, Clifford Evans, Paula Byrnes, Keith Pyott; Dir - Michael McCarthy.

WEDNESDAY OCTOBER 9

<u>Wagon Train</u> (Ward Bond)	NBC 7:30pm	<u>The Ruth Owens Story;</u> (O) Robert Thompson; with Shelley Winters, Dean Stockwell, Kent Smith, Charles Seel, Russell Simpson, Hope Summers, Ann Morrison, Malcolm Atterbury, Ralph Moody, Wendy Winkleman, Terry Wilson, Ross Elliott, Harry Tyler; Dir - Robert Florey.
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WEDNESDAY OCTOBER 9 (Cont'd)
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|--------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE BIG RECORD<br>(Patti Page)             | CBS 8pm    | Alfred Drake(S), Rhonda Fleming(A-S), Andrews Sisters(S), Julius La Rosa(S), Jack E. Leonard(C), Russ Hamilton(S), Erroll Garner(M).                                                                                                |
| <u>Father Knows Best</u><br>(Robert Young) | NBC 8:30pm | <u>The Good Neighbor</u> ; with regulars & Thayer Roberts, Henry Hunter, Joseph Sweeney; (SW) Andy White; (SD).                                                                                                                     |
| <u>Millionaire</u><br>(Marvin Miller)      | CBS 9pm    | <u>The Story of Carl Bronson</u> ; with Philip Abbott, Jane Du Frayne, Chris Olsen, Frank Wilcox, Ned Weaver; (SW&SD).                                                                                                              |
| KRAFT THEATRE                              | NBC 9pm    | <u>Smart Boy</u> ; (O) Harry Junkin; with Skip Homeier, Ed Begley, Loretta Leversee, Martin Balsam, John Connell, Read Morgan, Sasha Von Scherlar; Dir - David Greene.                                                              |
| <u>Walter Winchell File</u>                | ABC 9:30pm | <u>Thou Shalt Not Kill</u> ; (O) Adrian Spies; with Karl Swenson, Joe Lo Presti, Sally Fraser, Kenneth Osmond, Dennis Holmes; Dir - Jerry Thorpe.                                                                                   |
| US STEEL HOUR                              | CBS 10pm   | <u>Who's Earnest?</u> ; (O) Oscar Wilde("The Importance of Being Earnest"); (A) Anne Crosswell, Lee Pockriss; with Edward Mulhare, Dorothy Collins, Martyn Green, David Atkinson, Louise Troy, Rex O'Malley; Dir - David Alexander. |

THURSDAY OCTOBER 10  
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<u>Circus Boy</u>	ABC 7:30pm	<u>Alex, The Great</u> ; with regulars & John Duke, Patrick Waltz, Don Diamond, Joyce Vanderveen, Fred Kohler; (SW&SD).
<u>Sgt. Preston of Yukon</u> (Richard Simmons)	CBS 7:30pm	with regulars & Guy Kingsford, Richard Devon, Fred Graham, Lionel Ames, Russell Shayne (SW&SD).
<u>Zorro</u> (Guy Williams)	ABC 8pm	<u>PREMIERE</u> : Regulars in this series are: Mr. Williams, Eugenia Paul, Britt Lomond, Gene Sheldon, George Lewis, Romney Brent; <u>Presenting Senor Zorro</u> ; with regulars & Henry Calvin; Writers - Malcolm Stewart Boylan, Joel Kane, Tony Ellis, Jack Gillis; Dir - Norman Foster.
<u>Harbourmaster</u> (Barry Sullivan)	CBS 8pm	<u>Spear-Gun</u> ; with regulars & Michael Conrad, L.E. Parker; (SW&SD).
<u>The Real McCoys</u> (Walter Brennan)	ABC 8:30pm	<u>The Great Egg War</u> ; with regulars & Charles Lane, Donald MacDonald; (SW&SD).
CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>Mask For The Devil</u> ; (O) Charlotte Armstrong; (A) John McGreevey; with Steve Forrest, Nita Talbot, Jan Sterling, Paul Stewart; Dir - Paul Nickell.
<u>Dragnet</u> (Jack Webb)	NBC 8:30pm	with regulars & Donald Buka, Brett King; (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Shirley Jones(S).
<u>O.S.S.</u> (Ron Randell)	ABC 9:30pm	<u>Operation Powder Puff</u> ; with regulars & Sheila Brennan, Francis Matthews, Patrick Jordan, Howard Lang, John Heller, John Cazaban; (SW&SD).
PLAYHOUSE 90	CBS 9:30pm	<u>The Playroom</u> ; (O) Tad Mosel; with Mildred Dunnock, Tony Randall, Nina Foch, Patricia Neal, Marilyn Erskine, Charles Drake; Dir - Franklin Schaffner.
FORD SHOW	NBC 9:30pm	Marie Wilson(A-C).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	Edward Everett Horton(A), The Modernaires with Paula Kelly(S).
<u>Jane Wyman Show</u>	NBC 10:30pm	<u>Man On The 35th Floor</u> ; (O) Donald S. Sanford; with Macdonald Carey, Phyllis Avery, Whit Bissell, Wendy Winkleman, David Hoffman, David Armstrong; Dir - Oscar Rudolph.

FRIDAY OCTOBER 11
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|----------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)             | ABC 7:30pm | <u>A Look of Eagles</u> ; with regulars & Harry Strang, Natividad Vacio, Pierre Watkin, Norman Leavitt; (SW&SD).                                                                        |
| <u>Leave It To Beaver</u>                                | CBS 7:30pm | <u>Captain Jack</u> ; with regulars & Edgar Buchanan, Irving Bacon, Connie Gilchrist, Penny Carpenter; (SW&SD).                                                                         |
| <u>Adventures of Jim Bowie</u> (Scott Forbes)            | ABC 8pm    | <u>The Quarantine</u> ; with regulars & Paul Playdon, Joyce Vanderveen, Frank Tweddell, Jonathan Hole, James Fairfax; (SW&SD).                                                          |
| <u>Trackdown</u> (Robert Culp)                           | CBS 8pm    | <u>Law In Lampasas</u> ; with regulars & Frank Ferguson, James Lydon, Vaughn Taylor, Pintan Meyer, John Cliff; (SW&SD).                                                                 |
| <u>Court Of Last Resort</u> (Lyle Pettger)               | NBC 8pm    | <u>Tomas Mendoza Case</u> ; with regulars & Bobby Blake, Robert Harris, Joe Flynn, Whit Bissell; (SW&SD).                                                                               |
| <u>Dick Powell's Zane Grey Theatre</u>                   | CBS 8:30pm | <u>Blood In The Dust</u> ; (O) L.A. Pogue; (A) Sidney Morse; with Claudette Colbert, Jeff Morrow, Barry Atwater, Denver Pyle, Kelly Thordson; Dir - Alvin Ganzer.                       |
| <u>Mr. Adams &amp; Eve</u> (Ida Lupino, Howard Duff)     | CBS 9pm    | <u>Split Careers</u> ; with regulars & Roxanne Arlen, Frank Wilcox, Jerry Hausner; (SW&SD).                                                                                             |
| <u>M Squad</u> (Lee Marvin)                              | NBC 9pm    | <u>Pete Loves Mary</u> ; with regulars & Touch Connors, Bobby Driscoll, Lisa Golm, Roberta Haynes; (SW&SD).                                                                             |
| <u>Date With The Angels</u> (Betty White, Bill Williams) | ABC 9:30   | <u>Night School</u> ; with regulars & Richard Deacon, Loie Bridge; (SW&SD).                                                                                                             |
| <u>Schlitz Playhouse</u>                                 | CBS 9:30pm | <u>Smarty</u> ; (O) Hagar Wilde; with Shelley Winters, Doris Dowling, Tom Coley, Paul Langton, Dick Reeves, Alan Reynolds, Jack Gargan, Bill Remick, John Mitchum; Dir - James Neilsen. |
| <u>The Thin Man</u> (Phyllis Kirk, Peter Lawford)        | NBC 9:30pm | <u>Come Back Darling Asta</u> ; with regulars & Peggy Knudsen, Billy Gray, Michael Fox, Jester Hariston, Amzie Strickland, Butch Bernard; (SW&SD).                                      |
| <u>The Lineup</u> (Warner Anderson, Tom Tully)           | CBS 10pm   | <u>The Honolulu Treasure Case</u> ; with regulars & Walter Reed, Ruta Lee, Hans Conried, Lee Patrick, Walter Coy; (SW&SD).                                                              |

MULTIPLE & ACROSS-THE-BOARD SHOWS OCTOBER 7 - OCTOBER 11  
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TODAY (Dave Garroway)	NBC 7am	Helen O'Connell(S), returns as a regular after a month's vacation. 10/7 - Morgana King(S); 10/9 - Herb Strauss(S), Mundel Lowe(M); 10/10 - Gloria Lane(S).
JIMMY DEAN SHOW	CBS 7am	Sunny Gale(S).
GARRY MOORE SHOW	CBS 10am	10/7 - Dave Gardner(C); 10/8 - Johnny Miller(M); 10/10 - Betty Walker(A-monologist); 10/11 - Johnny Haymer(C), Martha Davis & Spouse(M-S).
ARLENE FRANCIS SHOW	NBC 10am	10/7 - Wally Cox(C), Elsa Maxwell; 10/8 - Cindy & Lindy(S-D); 10/9 - Claudia McNeill(S), Geraldine Fitzgerald(A); 10/10 - Jack Cassidy(S), Shani Wallace(S); 10/11 - Kiko(S-M), Tony Perkins(A).
HOWARD MILLER SHOW	NBC 1:30pm	10/11 - Bud & Cece Robinson(D).
AMERICAN BANDSTAND (Dick Clark)	ABC 3pm	10/7 - Faron Young(S), The Sheppard Sisters(S); 10/8 - The Chordettes(S), Chuck Reed(S); 10/9 - Andy Williams(S), The Dubs(S); 10/10 - Jerry Lee Lewis(S), The Moonglows(S), Thurston Harris(S); 10/11 - Teddy Rendazzo(S), The Dell Vikings(S).
NBC MATINEE THEATRE	NBC 3pm	10/7 - <u>Frankenstein</u> ; Re-run of 2/5/57; 10/8 - <u>Jane Eyre</u> ; Re-run of 5/16/57; 10/9 - <u>The Cask of Amon-Tillado</u> ; Re-run of 7/16/57; 10/10 - <u>Laugh A Little Tear</u> ; Re-run of 8/7/57; 10/11 - <u>Second Hand Lover</u> ; Re-run of 5/22/57.

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)
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MODERN ROMANCES NBC 4:45pm Debut; (O) Michelle Cousin; with Patricia Sales, Barbara O'Neil, Frank Scofield, David White.  
 (Martha Scott)

TONIGHT NBC 11:15pm Mary Margaret McBride will be a guest for the entire week; 10/7 - Carol Richards(S), Tommy Hanlon, Jr.(C), Mario Escudero(M); 10/8 - Russ Eberly(S), Cindy & Lindy(S-D); 10/9 - Lennie Alfano(S), Carol Richards(S), Robert Maxwell(M); 10/10 - Russ Eberly(S), Cindy & Lindy(S-D); 10/11- Carol Richards(S), Florian Zabach(M), Charlotte Rae(S-C).  
 (Jack Paar)

SATURDAY OCTOBER 12  
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JIMMY DEAN SHOW CBS 12N Sunny Gale(S), Richard Hayman(M).
 TRUE STORY NBC 12N The Finger of Scorn; (O) Earl Hamner; with Thomas Carlin, Patricia Barry, Bernard Grant.
 (Kathi Norris)

KEEP IN IN THE FAMILY ABC 7:30pm PREMIERE: Mr. Brasselle will be host for this family-type quiz show.
 (Keefe Brasselle)

Perry Mason CBS 7:30pm The Case of The Drowning Duck; with Carolyn Craig, Don Beddce, Paula Winslow, Carol Kelly, Harry Landers, Victor Sutherland, Gary Vincent; (SW&SD).
 (Raymond Burr)

COUNTRY MUSIC JUBILEE ABC 8pm NOTE: NEW TIME: Shug Fisher(S), Suzi Arden(S-M).
 PERRY COMO SHOW NBC 8pm Ann Sothern(A), Red Buttons(C), The Bobettes(S), Miiko Taka(A), Miyoshi Umeki(A).

Dick & The Duchess CBS 8:30pm The Club; with regulars & Walter Fitzgerald, David Horne, William Franklyn; (SW&SD).
 (Patrick O'Neal, Hazel Court)

CLUB OASIS NBC 9pm Kay Starr(S), The Three Stanleys(S).
 Have Gun, Will Travel CBS 9:30pm with regulars & Angie Dickinson, Bert Nelson, Harold J. Stone, Roy Bancroft, Steven Terrell, Strother Martin, Willis Bouchee, Ken Mayer, John Mitchum; (SW&SD).
 (Richard Boone)

GISELE MACKENZIE SHOW NBC 9:30pm Ronald Reagan(A).
 GUNSMOKE CBS 10pm with regulars & Tom Pittman, Robert F. Sinton; (SW&SD).

WHAT'S IT FOR? NBC 10pm Mr. March is emcee; Permanent panelists are Hans Conried, Cornelia Otis Skinner, Abe Burrows, Betsy Palmer; Dir - Seymour Robbie; PREMIERE.
 (Hal March)

SUNDAY OCTOBER 13
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Get Set, Go! ABC 1:30pm PREMIERE: Mr. Hayes is emcee for this weekly show, produced by the Army; Regulars will be: Sue Ane Langdon(S), Matt Crawley(A), Fort Dix Orch.; Guest this week is Dorothy Collins.  
 (Richard Hayes)

PINOCCHIO NBC 6:30pm (O) Carlo Collodi (Carlo Lorenzini); (A) Yasha Frank; Musical Score by Alec Wilder; with Mickey Rooney, Walter Slezak, Fran Allison, Jerry Colonna, Stubby Kaye, Martyn Green, Mata & Hari, Sondra Lee, Matt Mattox; Dir - Paul Bogart; Sets - Sam Leve; Costumes - Noel Taylor; Music Dir - Glenn Osher; Lyrics - William Engvik; Choreog - Hanya Holm.

Lassie CBS 7pm The Raccoon; with regulars & Arthur Space; (SW&SD).  
 (Tommy Rettig)

Maverick ABC 7:30pm Ghost Rider; with regulars & Joanna Barnes, Rhodes Reason, Willard Sage; (SW&SD).  
 (James Garner)

Bachelor Father CBS 7:30pm Uncle Bentley And The Lady Doctor; with regulars & Mary Webster; (SW&SD).  
 (John Forsythe)

Sally NBC 7:30pm with regulars & Robert Sweeney; (SW&SD).  
 (Joan Caulfield)



MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

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MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Debut; (O) Michelle Cousin; with Patricia Sales, Barbara O'Neil, Frank Scofield, David White.
TONIGHT (Jack Paar)	NBC 11:15pm	Mary Margaret McBride will be a guest for the entire week; 10/7 - Carol Richards(S), Tommy Hanlon, Jr.(C), Mario Escudero(M); 10/8 - Russ Eberly(S), Cindy & Lindy(S-D); 10/9 - Lennie Alfano(S), Carol Richards(S), Robert Maxwell(M); 10/10 - Russ Eberly(S), Cindy & Lindy(S-D); 10/11- Carol Richards(S), Florian Zabach(M), Charlotte Rae(S-C).

SATURDAY OCTOBER 12

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| JIMMY DEAN SHOW                                                | CBS 12N                | Sunny Gale(S), Richard Hayman(M).                                                                                                                               |
| TRUE STORY<br>(Kathi Norris)                                   | NBC 12N                | <u>The Finger of Scorn</u> ; (O) Earl Hamner; with Thomas Carlin, Patricia Barry, Bernard Grant.                                                                |
| KEEP IN IN THE FAMILY<br>(Keefe Brasselle)                     | ABC 7:30pm             | <u>PREMIERE</u> : Mr. Brasselle will be host for this family-type quiz show.                                                                                    |
| <u>Perry Mason</u><br>(Raymond Burr)                           | CBS 7:30pm             | <u>The Case of The Drowning Duck</u> ; with Carolyn Craig, Don Beddoe, Paula Winslow, Carol Kelly, Harry Landers, Victor Sutherland, Gary Vincent; (SW&SD).     |
| COUNTRY MUSIC JUBILEE                                          | ABC 8pm                | <u>NOTE: NEW TIME</u> : Shug Fisher(S), Suzi Arden(S-M).                                                                                                        |
| PERRY COMO SHOW                                                | NBC 8pm                | Ann Sothern(A), Red Buttons(C), The Bobettes(S), Miiko Taka(A), Miyoshi Umeki(A).                                                                               |
| <u>Dick &amp; The Duchess</u><br>(Patrick O'Neal, Hazel Court) | CBS 8:30pm             | <u>The Club</u> ; with regulars & Walter Fitzgerald, David Horne, William Franklyn; (SW&SD).                                                                    |
| CLUB OASIS                                                     | NBC 9pm                | Kay Starr(S), The Three Stanleys(S).                                                                                                                            |
| <u>Have Gun, Will Travel</u><br>(Richard Boone)                | CBS 9:30pm             | with regulars & Angie Dickinson, Bert Nelson, Harold J. Stone, Roy Bancroft, Steven Terrell, Strother Martin, Willis Bouchey, Ken Mayer, John Mitchum; (SW&SD). |
| <u>GISELE MACKENZIE SHOW</u><br><u>Gunsmoke</u>                | NBC 9:30pm<br>CBS 10pm | Ronald Reagan(A).<br>with regulars & Tom Pittman, Robert F. Simon; (SW&SD).                                                                                     |
| WHAT'S IT FOR?<br>(Hal March)                                  | NBC 10pm               | Mr. March is emcee; Permanent panelists are Hans Conried, Cornelia Otis Skinner, Abe Burrows, Eetsy Palmer; Dir - Seymour Robbie; <u>PREMIERE</u> .             |

SUNDAY OCTOBER 13

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<u>Get Set, Go!</u> (Richard Hayes)	ABC 1:30pm	<u>PREMIERE</u> : Mr. Hayes is emcee for this weekly show, produced by the Army; Regulars will be: Sue Ane Langdon(S), Matt Crawley(A), Fort Dix Orch.; Guest this week is Dorothy Collins.
PINOCCHIO	NBC 6:30pm	(O) Carlo Collodi (Carlo Lorenzini); (A) Yasha Frank; Musical Score by Alec Wilder; with Mickey Rooney, Walter Slezak, Fran Allison, Jerry Colonna, Stubby Kaye, Martyn Green, Mata & Hari, Sondra Lee, Matt Mattox; Dir - Paul Bogart; Sets - Sam Leve; Costumes - Noel Taylor; Music Dir - Glenn Osher; Lyrics - William Engvik; Choreog - Hanya Holm.
<u>Lassie</u> (Tommy Rettig)	CBS 7pm	<u>The Raccoon</u> ; with regulars & Arthur Space; (SW&SD).
<u>Maverick</u> (James Garner)	ABC 7:30pm	<u>Ghost Rider</u> ; with regulars & Joanna Barnes, Rhodes Reason, Willard Sage; (SW&SD).
<u>Bachelor Father</u> (John Forsythe)	CBS 7:30pm	<u>Uncle Bentley And The Lady Doctor</u> ; with regulars & Mary Webster; (SW&SD).
<u>Sally</u> (Joan Caulfield)	NBC 7:30pm	with regulars & Robert Sweeney; (SW&SD).

SUNDAY OCTOBER 13(Cont'd)
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THE EDSEL SHOW	CBS 8pm	Bing Crosby, Frank Sinatra, Rosemary Clooney, Louis Armstrong, Lindsay Crosby, The Four Preps (S), Mr. Conn & Mr. Mann(D), The Norman Luboff Choir, Toots Camarata & Orch. with Buddy Cole; Dir - Seymour Berns; Writer - Bill Morrow; Choreog - Eugene Loring.
STEVE ALLEN SHOW	NBC 8pm	Dorothy Lamour(A), Jon Hall(A).
<u>General Electric Theatre</u> (Ronald Reagan)	CBS 9pm	<u>Father And Son Night</u> ; (O) William Fay; with Mr. Reagan, Keith Larson, Bobby Clark, Jack Albertson, Howard McNear, Joanne Davis; Dir - James Neilsen.
STANDARD OIL 75th ANNIVERSARY SHOW	NBC 9pm	Tyrone Power, Jimmy Durante, Bert Lahr, Donald O'Connor, Jane Powell, Marge & Gower Champion(D), Brandon de Wilde, Duke Ellington & Orch., Eddie Mayehoff, Cornelia Otis Skinner, Kay Thompson, Art Buchwald(newspaper man), Ronald Searle (caricaturist); Writer & Producer - Leslie Stevens; Entire Production is being staged by Cyril Ritchard; Mus Dir - George Bassman.
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>The Mail Order Prophet</u> ; (O) Anthony Ferry; (A) Robert C. Dennis; with E.G. Marshall, Jack Klugman, Barbara Townsend, Ken Christy, Linda Watkins, Victor Romito; Dir - James Neilson.

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Once upon a time, in the more personal days of live entertainment, the big job was to find a singer who could project a voice so it could cut through the noise of the crockery and the conversation and reach those customers at the small table in the back of the room. Then, with amplification, the big problem was to teach a singer how to stand up at a mike without strangling it, or tripping over the cord, or blasting into it. In time (possibly the day after someone discovered that Bing Crosby was also making money as an actor, and Dorothy Lamour went from songs to sarongs) it was decided that a singer could be a star on his own, especially if he knew how to put a few well-chosen (by writers) words together for his public. Then came the renaissance of the record industry -- the day of the new sound, the new echo and the new gimmick voice -- and singers made more money than the orchestras they used to be part of. Possibly the continuity is exaggerated, but there is no denying the laments of the TV critics over the alleged mediocrity of this season's new shows, seemingly split between filmed Westerns and live singers. The Westerns have always been staple fare, but singers are being called on to do more things outside the range of their talents, all within one 39-week season, than many show business veterans have had to do in more than 20 years on the stage. Routines have to be memorized in hours and presented cold on the air, instead of being polished in weeks. Singers who have barely learned how to present a song without a sound engineer doing tricks are expected to be soft shoe dancers, comedians, actors and suave men of the world m.c.'s. Record successes earned by successful splicing of taped sessions in a recording studio are expected to cover the fact that young singers, men and women, are extremely limited in the types of songs they can handle in front of critical audiences. Before the season gets much older, and possibly more deadly, some producer may look at his prodigy with a cold eye and decide that a music-comedy-variety format is just that, and that some jacks-of-all-trades have never really learned any one of them adequately. The television camera is a truly cruel instrument in its exposure of talent deficiencies. It may eventually force singers to go back to rehearsing with their bands instead of with other acts.

Mike Todd is reported to have denied that he arranged with the Russians to launch their space satellite so that he could have a publicity tie-in with the special CBS show he'll have on Oct 17: "Around the World in 90 Minutes.".....High Adventure with Lowell Thomas will make its once-a-month bow over CBS on Nov 12, Tuesday, 8-9pm NYT. The filmed program dealing with strange places around the globe will be sponsored by the United Motors Service and Delco-Remy Divisions of GMC thru Campbell-Ewald Co. Cdysey Productions, Inc., is film producer, with Gil Ralston of CBS as exec producer, working in the field with the film crews jumping around the world.....Hallmark Hall of Fame's "The Green Pastures," opening the program's season over NEC on Oct 17, Thursday, 9:30-11pm NYT, will have a mixed chorus of 21 in choral music to be used as background, mood and segue music throughout, with no instrumentals

- Page 1 -

(MORE)

except in the nightclub scene. Leonard de Paur created five new songs for Marc Connelly's adaptation of his own play, and has also arranged all the music and will direct the mixed chorus, which will sing 21 familiar hymns and spirituals. William Dillard, the third player announced for the role of the King of Babylon, will play a trumpet in the nightclub scene, which will include four of de Paur's new songs. Dillard is a professional musician as well as an actor.

Talent Performance Record, a new, separate service published by Ross Reports-Television Index, revealed that during the past four weeks about 361 different variety performers of all types appeared on network variety shows. The new service, which also records the performances of starring and leading featured dramatic and situation comedy actors and actresses, listed a total of 292 different actors and actresses appearing on network shows during the same four weeks. (Adding all supporting actors and actresses to the list of leading performers, indicates that over 1,200 different performers appeared on live and filmed drama and situation comedy programs during the four-week period). Projections of the variety and acting totals for the year indicates that network television will have provided jobs for over 3,000 stars and featured players and for over 3,600 variety performers of all types during the regular 39-week season.

Bradford Dillman will star in the title role of "Stover at Yale," the 90-minute musical play opening the season for Omnibus over NBC on Oct 20, alternate Sundays, 4-5:30pm NYT. Dillman is a triumph of type-casting since he is a graduate of Yale. NBC says, "the play is based on the serial that appeared in the early 1900's in McClure's Magazine and has been adapted for Omnibus by Douglass Wallop, co-author of the Broadway hit musical, 'Damn Yankees'." No mention of the original author, the late Owen Johnson, who immortalized Lawrenceville School in his "The Varmint" (1910) and "The Tennessee Shad" (1911) and then cast Frank Merriwell forever in the shade with "Stover at Yale" (1911). As a matter of fact, some Yale men were scandalized by the latter book when it was first published.

Johnson Motors will be a co-sponsor, with U. S. Time Corp (Timex Watches) of three Bob Hope shows this season. Timex is the full sponsor of three shows, with the other three under the co-sponsorship scheduled for Thursday, Feb 6, 8:30-9:30pm NYT; Sunday, March 2, 9-10pm NYT, and Saturday, April 5, 9-10pm NYT.....Possibly as the result of motivation research, Playhouse 90's Oct 24 production has been re-titled, "The Mystery of Thirteen." It is based on Robert Graves' best-selling novel, "They Hanged My Saintly Billy," also originally intended as the title for the teleplay by David Shaw.....Dorothy Hechtlinger, formerly U. S. Steel Hour story editor, is now story editor for producer Ralph Nelson's Climax productions.....Stanley Quinn, formerly exec producer of the late Lux Video Theatre, has returned to New York and starting in December will be an exec producer for Kraft Television Theatre, alternating with exec producer Maury Holland in presenting groups of plays.....The Seven Lively Arts, debuting Nov 3, Sunday, 5-6pm NYT over CBS, will present a cross-section of the present-day entertainment world on its opening program, "The Changing Ways of Love" (script by S. J. Perelman). Piper Laurie heads the dramatic cast and with three leading men, Jason Robards, Jr., Rip Torn and Dick York, will enact scenes from F. Scott Fitzgerald's story, "Winter Dreams," Clifford Odets' play, "Awake and Sing," and Reginald Rose's teleplay, "Three Empty Rooms" (from Studio One). The commentators will be Mike Wallace, introducing the section of the program dealing with American love patterns from the end of World War II to the present; John Crosby, regular host of the program, will narrate the portion devoted to the 1930's and S. J. Perelman will comment on the portion dealing with romance in the flapper era.