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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Thursday(October 31)

CBS- 8:30-9:30pm NYT, every 4th Thurs; RETURN - Shower of Stars - LIVE (COLOR) from KNXT(LA), 132 U.S. stations live, 28 kine and videotape; 13 Canadian stations live, 14 kine. § Sponsor- Chrysler Corp (All Cars) thru McCann-Erickson, Inc(NY); Acct Exec- Bob Head. § Pkgr- CBS-TV(LA); Prod & Dir- Ralph Levy; Assoc Prod- John F. Meyers; Asst to Prod- Jack Langdon; Music Superv- Lud Gluskin; Music Dir- Lyn Murray; Art Dir- Robert Tyler Lee; Costumes- George Whittaker; Choreog- Miriam Nelson; Writers- Hugh Wedlock, Howard Snyder, Sam Perlin, George Balzer, Al Gordon, Hal Goldman. § Seasonal return of the program, which replaces Climax! for the same sponsor, usually every fourth Thursday. This season's schedule includes four or five programs, all starring Jack Benny and top name guest stars in each of the musical variety shows. The program debuted Sept 30, 1954.

Saturday(November 2)

CBS- 3pm-concl NYT; RETURN - Professional Hockey - LIVE from various stations, various cities, to the net. § Sustaining, open, partial sponsorship pending. § Pkgr- CBS Sports(NY) with the National Hockey League; Prod- Pete Molnar; Asst Prod- Joe Gallagher; Dir- Richard Liesendahl. § Telecasts of 21 professional ice hockey games through the final game of the season on March 22. Telecasts will originate from New York, Chicago, Boston or Detroit. Bud Palmer will describe the play by play, with Fred Cusick handling color. Last season, the first for network telecasts on CBS, the net carried ten of the games.

Sunday(November 3)

CBS- 5-6pm NYT, 3 of every 4 Sundays; DEBUT - The Seven Lively Arts - LIVE and/ or FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS-TV(NY); Exec Prod- John Houseman; Prods- Jud Kinberg(premiere), Robert Herridge, Robert Goldman, Robert Northshield(film), Joe Hurley, Jack McGiffert, Charles Schultz; Dirs- Sidney Lumet(premiere), Franklin Schaffner, Jack Smight, Charles Dubin, Mel Ferber, George Roy Hill, Robert Mulligan; Music Dir- Virgil Thompson; Sets- Bob Markell; Script Ed- Elizabeth Bullock; Writers- Various. § John Crosby is regular host for this panoramic survey of Twentieth Century living, covering all aspects and subjects, using the media of drama, music and dance to present and interpret virtually every phase of entertainment as it relates to modern living. Producers and directors listed will work on various programs highlighting the "liveliest" arts, with programs dealing with them presented either all "live," or on film or a combination of each. See It Now will continue to be seen in this time slot every fourth Sunday.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Du Pont Show of the Month (10 times during season, various days and times, 90-minute programs) Oct 28, "The Prince and the Pauper," adapted by Leslie Slobe from Mark Twain's historical romance (see page A for cast credits); Pkgr- Talent Associates, Ltd(NY); Prod- David Susskind; Assoc Prod- Michael Abbott; Dir- Daniel Petrie; Assoc Dir- Frank Leicht; LIVE from WCBS-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Bold Journey (Mon, 8:30-9pm NYT) Jack Douglas replaces John Stephenson as host, effective Oct 28. Douglas is the creator of the program.

The Pat Boone Chevy Showroom (Thu, 9-9:30pm NYT) Dick Feldman replaced Frank Satenstein as director, effective Oct 24. (See page 76).

CBS- The Big Record (Wed, 8-9pm NYT) Jack Philbin has replaced Lee Cooley, resigned, as producer, effective with the program of Oct 30.

NBC- Dinah Shore Chevy Show (Sun, 9-10pm NYT) Add production credits: Writers- add Arnold Peyser; Music Dir- Harry Zimmerman; Music Advisor- Ticker Freeman; Music Coordinator- Joe Hamilton; Art Dir- Frank Swig; Costumes- Bob Carlton. Pkgr is Henry Jaffe Enterprises with NBC-TV.

NBC Special- Educational Television Project (Second Half), via NBC network lines, with local loops supplied by The Educational Television and Radio Center, Ann Arbor, Mich., to 29 educational TV stations on a nationwide basis. Five new program series, each presented on the same day of each week for 10 weeks, will be telecast live, Monday thru Friday, 6-6:30pm NYT. All programs are packaged by NBC-TV public affairs under the direction of Edward Stanley, manager of public service programs(NY); Exec Prod- Brice Howard; Center Rep- Donley Feddersen. § IGY: A Small Planet Takes a Look At Itself, Mondays, beginning Oct 28; conducted by Frank Blair, with scientists and leading IGY figures, one a week, as guests; Prods- Robert Rippen, E. G. Valens; Dir- Robert Rippen; Writer- E. G. Valens. § Mathematics, with Clifton Fadiman, Tuesdays, beginning Oct 29; conducted by Fadiman, dealing with break-throughs in mathematical thinking; Prod- Marilyn Kaemmerle; Dir- Lynwood King; Writer- William Welch. § Arts and the Gods, Wednesdays, beginning Oct 30; conducted by Alexander Scourby, originating each week in a gallery of the Metropolitan Museum of Art; Prod- Marilyn Kaemmerle; Dir- Fran Pacelli; Assoc Prod & Writer- Blair Chotzinoff. § Survival: the Story of Man, Resources and Civilization, Thursdays, beginning Oct 31; conducted by Albert E. Burke, director of the American Institute of Resource Economics; Prod- Dorothy Culbertson; Dir- Frank Pacelli. § Camera on Washington, Fridays, beginning Nov 1; conducted by Bill Henry, a study of the functioning of the executive arm of the Federal government, with on-location pickups at various departments, bureaus, etc., in Washington; Prod- Joel O'Brien; Dir- Frank Slingland; Writer- Joan Seaver. § IGY and Camera on Washington are being underwritten by the Educational Television and Radio Center, the three other program series by NBC. The first half of this program series debuted March 11 for 13 weeks (see page 17). (NOTE: WRCA-TV(NY) and other NBC o-and-o stations will present kinescope recordings of the programs on Saturdays and Sundays, beginning Nov 23. (Sat, 4:30-5pm and Sun, 12noon-12:30pm in NY).)

TALENT SHOWSHEET OCTOBER 25 - NOVEMBER 3
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Most of the shows on October 25,26,27, 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 November 1. Script identification used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as actor(A), singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY OCTOBER 25  
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FIESTA AMERICANA (William B. Williams)	WAED 8pm	Tito Puente & Orch., Josita Hernandez Duc(S-D).
ART FORD'S GREENWICH VILLAGE PARTY	WAED 10pm	Mae Barnes(S), Anita Ellis(S), Paulette Sisters(S), Roy Stewart(C).

SATURDAY OCTOBER 26
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|                       |            |                |
|-----------------------|------------|----------------|
| RISELE MacKENZIE SHOW | NBC 9:30pm | Jack Benny(C). |
|-----------------------|------------|----------------|

SUNDAY OCTOBER 27  
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LOOK UP & LIVE	CBS 10:30am	<u>The Family - The Daughter; Part 3; (O) Clair Roskam; with Bennye Gatteys, Edward Andrews, Louise Platt, Warren Beatty; Dir - Roger Englander.</u>
CAMERA THREE	CBS 11:30am	<u>A Flight of Travelers; (O) Clair Roskam & Warren Wallace; with Frank Schofield, Mohana, Cliff Norton, Stan Watt, Woodrow Parfrey; Dir - Clay Yurdin.</u>
PAUL WINCHELL SHOW	ABC 4:30pm	Miller Bros.(trampoline).
STEVE ALLEN SHOW	NBC 8pm	<u>ADD: Judy Canova(C).</u>
DINAH SHORE CHEVY SHOW	NBC 9pm	Gale Storm(A-S), Boris Karloff(A), Bob Cummings (A), The Steiner Bros.(D).

MONDAY OCTOBER 28
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|                                                 |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Robin Hood(Richard Greene)</u> | CBS 7:30pm | <u>Change of Heart; with regulars &amp; Michael Ripper, Eddie Byrne; (SW&amp;SD).</u>                                                                                                                                                                                                                                                                                                                                                                 |
| GUY MITCHELL SHOW                               | ABC 8pm    | Peggy King(S).                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <u>Burns &amp; Allen</u>                        | CBS 8pm    | with regulars & Darlene Albert, Paula Winslow, Rosemary Ace; (SW&SD).                                                                                                                                                                                                                                                                                                                                                                                 |
| TALENT SCOUTS                                   | CBS 8:30pm | (Coming from San Francisco, Calif.). No info available at press time.                                                                                                                                                                                                                                                                                                                                                                                 |
| VOICE OF FIRESTONE                              | ABC 9pm    | Mildred Miller(S).                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <u>Danny Thomas Show</u>                        | CBS 9pm    | with regulars & Dinah Shore(S), Eileen Janssen, John Holland; (SW&SD).                                                                                                                                                                                                                                                                                                                                                                                |
| DU PONT SHOW OF THE<br>MONTH                    | CBS 9:30pm | <u>The Prince And The Pauper; (O) Mark Twain; (A) Leslie Slote; with Christopher Plummer, Rosemary Harris, Rex Thompson, Sir Cedric Hardwicke, Hurd Hatfield, John Carradine, Johnny Washbrook, Douglas Campbell, Peter Lazer, Robert Goodier, Arthur Mallet, John Milligan, Patti Duke, William Hansen, Clarence Derwent, Tom Duggan, Richard Purdy, William Darrid, Walter Burke; Dir - Daniel Petrie; Sets - Bob Wade; Costumes - Sal Anthony.</u> |
| <u>Goodyear Theater -<br/>A Turn of Fate</u>    | NBC 9:30pm | <u>The Danger By Night; (O) Hugh Cave; (A) Frederic Brady; with David Niven, Katherine Bard, Patricia Donahue, Alexander Campbell, Ernestine Barrier, William Walker, Steve Geray, Lyn Guild; Dir - Peter Godfrey.</u>                                                                                                                                                                                                                                |

MONDAY OCTOBER 28(Cont'd)  
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<u>Suspicion</u> (Dennis O'Keefe)	NBC 10pm	<u>The Story of Margery Reardon</u> ; (O) Susan Seavy; (A) John Knebuhl; with Margaret O'Brien, Rod Taylor, Henry Silva, Sara Haden, Ruta Lee, Don Durant, Michael Landon, Danny Richards, Jr., Anne Loos, Elmore Vincent; Dir - John Brahm.
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TUESDAY OCTOBER 29
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| <u>Sugarfoot</u><br>(Will Hutchins)                      | ABC 7:30pm  | <u>Bunch Quitter</u> ; with regulars & Cathy Case, Ray Danton, George O'Hanlon, Frank Ferguson, Tyler McVey; (SW&SD). |
| NAT KING COLE SHOW                                       | NBC 7:30pm  | Johnny Mercer(S).                                                                                                     |
| <u>Phil Silvers Show</u><br>(You'll Never Get Rich)      | CBS 8pm     | <u>Sgt. Bilko Presents</u> ; with regulars & Gordon Polk; (SW&SD).                                                    |
| EDDIE FISHER SHOW<br>(Fisher, George Gobel)              | NBC 8pm     | Betty Grable(A-S-D), Mary Kaye Trio(S-M), Elaine Dunn(D).                                                             |
| <u>Life &amp; Legend Of Wyatt Earp</u><br>(Hugh O'Brian) | ABC 8:30pm  | <u>Hung Jury</u> ; with regulars & Holly Harris, Jonathan Hole, Hal Gerard; (SW&SD).                                  |
| <u>Eve Arden Show</u>                                    | CBS 8:30pm  | with regulars & Marguerite Chapman, Lester Dorr, Russ Bender, Ann Dore; (SW&SD).                                      |
| <u>Broken Arrow</u><br>(John Lupton)                     | ABC 9pm     | <u>Black Moment</u> ; with regulars & William Phipps, Mort Mills, Steven Ritch, Peter Cce, Francis McDonald; (SW&SD). |
| <u>Meet McGraw</u><br>(Frank Lovejoy)                    | NBC 9pm     | <u>Kiss of Death</u> ; with regulars & Anthony Caruso, Hillary Brooke, Philip Terry; (SW&SD).                         |
| <u>Telephone Time</u><br>(Dr. Frank Baxter)              | ABC 9:30pm  | <u>The Other Van Gogh</u> ; (O) John Nesbitt; with Beverly Garland, Harry Townes; Dir - Robert Sinclair.              |
| <u>Red Skelton Show</u>                                  | CBS 9:30pm  | Bob Sweeney(A), Jackie Coogan(A).                                                                                     |
| <u>Bob Cummings Show</u>                                 | NBC 9:30pm  | <u>Bob Slows Down</u> ; with regulars & Herbert Rudley, James Seay, Pat Blake, Bobby Troup; (SW&SD).                  |
| <u>The Californians</u><br>(Adam Kennedy)                | NBC 10pm    | <u>The Lost Queue</u> ; with regulars & Aki Aleong, Michi Kobi, Robert Griffin; (SW&SD).                              |
| <u>Assignment Foreign Legion</u><br>(Merle Oberon)       | CBS 10:30pm | <u>The Debt</u> ; (O) Max Erlich; (A) A.R. Rawlinson; With Tom Dawson, Peter Wyngarde, Denise Angela Prefeld; (SD).   |

WEDNESDAY OCTOBER 30  
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<u>Wagon Train</u> (Ward Bond, Robert Horton)	NBC 7:30pm	<u>The Emily Rossiter Story</u> ; with regulars & Mercedes McCambridge, John Dehner, Susan Oliver, Frank McGrath, Terry Wilson, William Phipps, Robert McQueeney, Irene Carlett, Frank DeKova; (O) Louis Peterson, Richard Collins; Dir - Sidney Lanfield.
THE BIG RECORD (Patti Page)	CBS 8pm	Sarah Vaughan(S), Andy Williams(S), George Shearing(M), The Four Coins(S), Teresa Brewer(S), Stubby Kaye(S-C).
<u>Tombstone Territory</u> (Pat Conway)	ABC 8:30pm	<u>Ride Out At Noon</u> ; with regulars & Gil Rankin, Dan Sheridan; (SW&SD).
<u>Father Knows Best</u> (Robert Young)	NBC 8:30pm	<u>Mother Goes To School</u> ; with regulars & Charles Meredith; (SW&SD).
<u>Adventures of Ozzie & Harriet</u>	ABC 9pm	<u>The Mystery Shopper</u> ; with regulars & Parley Baer, Lyle Talbot, Joi Lansing, Stu Wilson; (SW&SD).
<u>Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Ruth Ferris</u> ; with Joan Banks, Joe Maross, Bethel Leslie; (SW&SD).
KRAFT THEATRE	NBC 9pm	<u>Gun At A Fair One</u> ; (O) Bruce Bassett; with Ben Piazza, Nancy Malone, Burt Brinkerhoff, Si Oakland, Pat de Simone, Jeff Harris, Joey Walsh; Dir - Paul Bogart.

WEDNESDAY OCTOBER 30(Cont'd)

<u>Walter Winchell File</u>	ABC 9:30pm	<u>The Boy From Mason City</u> ; (O) Joel Murcott; with Tom Laughlin, Otto Waldis, Bing Russell, Robert Gist, Robert Anderson, Herb Ellis; Dir - Jerry Thorpe.
ARMSTRONG CIRCLE THEATRE	CBS 10pm	<u>Assignment Junkie's Alley</u> ; (O) Mel Goldberg; with Monica Lovett, Bert Freed, James Congdon, Kay Medford, Larry Webber, Lee Richardson; Dir - William Corrigan.

THURSDAY OCTOBER 31

<u>Circus Boy</u>	ABC 7:30pm	<u>The Clemens Boys</u> ; with regulars & Robert Easton, Stephen Pearson, Dennis Moore; (SW&SD).
<u>Sgt. Preston of Yukon</u> (Richard Simmons)	CBS 7:30pm	with regulars & Lane Chandler, Jay Lawrence, Pat Comiskey, Hal Taggart; (SW&SD).
SHOWER OF STARS	CBS 8:30pm	<u>RETURN: NEW SEASON</u> : with Jack Benny(C), Carol Channing(A-C-S), The Lennon Sisters(S), Fred MacMurray (A), Jimmie Rodgers(S); Prod-Dir - Ralph Levy; Writers - Hugh Wedlock, Howard Snyder, Sam Perrin, George Balzer, Al Gordon, Hal Goldman.
<u>Dragnet</u> (Jack Webb)	NBC 8:30pm	with regulars & Sara Shane, Yvette Vickers, Ed Prentiss, Harry Klehas; (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Bea Lillie(C), Joel Grey(D).
<u>O. S. S.</u> (Ron Randell)	ABC 9:30pm	<u>Operation Payday</u> ; with regulars & Thomas Duggan, Lionel Murton, Robert Gallico; (SW&SD).
<u>Playhouse 90</u>	CBS 9:30pm	<u>The Edge of Innocence</u> ; (O) Berne Giler; with Joseph Cotten, Teresa Wright, Maureen O'Sullivan, Lorne Greene, Beverly Garland; Dir - Arthur Hiller.
THE FORD SHOW (Tennessee Ernie Ford)	NBC 9:30pm	John Payne(A).
<u>Navy Log</u>	ABC 10pm	<u>The Commander And The Kid</u> ; with Lawrence Dobkin, Brenda Lee, Tristram Coffin, Teru Shimada, Philip Ahn; (SW&SD).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	Boris Karloff(A).
<u>Jane Wyman Show</u>	NBC 10:30pm	<u>The Animal Instinct</u> ; with Miss Wyman, John Larch, Claudia Bryar.

FRIDAY NOVEMBER 1

<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>Hostage of Warbonnet</u> ; with regulars & Ken Mayer, Larry Chance, Tommy Farrell, Bill Hale; (SW&SD).
<u>Leave It To Beaver</u>	CBS 7:30pm	<u>New Neighbors</u> ; with regulars & Ken Osmond, Phyllis Coates, Charles Gray, Yolanda White; (SW&SD).
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>The Whip</u> ; with regulars & David Kashner, Edwin Jerome, Georgette Duval; (SW&SD).
<u>Trackdown</u> (Robert Culp)	CBS 8pm	<u>Like Father</u> ; with regulars & William Talman, Malcolm Broderick; (SW&SD).
<u>Court of Last Resort</u> (Lyle Bettger)	NBC 8pm	<u>The Darlene Fitzgerald Case</u> ; with regulars & Peggy McCay, John Maxwell; (SW&SD).
PATRICE MUNSEL SHOW	ABC 8:30pm	Vic Damone(S).
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>Ride A Lonely Trail</u> ; (O) Kenneth Perkins; (A) Marion Hargrove; with Walter Brennan, Val Dufour, Richard Keith, John Zaremba, Russell Thorson, Vic Perrin, James Anderson; Dir - Alvin Ganzer.

FRIDAY NOVEMBER 1(Cont'd)
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|------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------|
| FRANK SINATRA SHOW                                   | ABC 9pm    | Nancy Sinatra(S), Jane Ross(S), Belinda Burrell(S).                                                                   |
| Mr. Adams & Eve<br>(Ida Lupino, Howard Duff)         | CBS 9pm    | with Les Tremayne, Herbert Anderson; (SW&SD).                                                                         |
| M Squad<br>(Lee Marvin)                              | NBC 9pm    | Street of Fear; with regulars & Barbara Turner, Pamela Duncan, Lawrence Dobkin, Morris Ankrum; (SW&SD).               |
| Date With The Angels<br>(Betty White, Bill Williams) | ABC 9:30pm | Diane; with regulars & Cara Williams, Edmund Percy; (SW&SD).                                                          |
| Schlitz Playhouse                                    | CBS 9:30pm | Dual Control; with Bob Cummings, Susan Kohner, Thayer David; Dir - Paul Henreid.                                      |
| Thin Man<br>(Phyllis Kirk, Peter Lawford)            | NBC 9:30pm | The Acrostic Murders; with regulars & Mary Young; (SW&SD).                                                            |
| Colt .45<br>(Wayde Preston)                          | ABC 10pm   | The \$3,000 Bullet; with regulars & Michael Dante, Richard Garland, Joel Ashley; (SW&SD).                             |
| The Lineup<br>(Warner Anderson, Tom Tully)           | CBS 10pm   | The Circus Malone Case; with regulars & Ned Weaver, Eleanor Audley, Ralph Moody, Stacy Harris, Celia Lovsky; (SW&SD). |

MULTIPLE & ACROSS-THE-BOARD SHOWS OCTOBER 28 - NOVEMBER 1  
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JIMMY DEAN SHOW	CBS 7am	Eileen Rodgers(S), is the guest this week.
TODAY (Dave Garroway)	NBC 7am	10/28 - Faith Winthrop(S).
GARRY MOORE SHOW	CBS 10am	Sandy Stewart(S), will replace Denise Lor this week only. 10/31 - Martha Davis & Spouse(S-M); 11/1 - Amazing Mr. Ballantine(C); Ford & Hines (C).
ARLENE FRANCIS SHOW	NBC 10am	10/29 - Marvin Moran(S), Betty Ann Grove(S); 10/30 - Marvin Moran(S), Betty Ann Grove(S), India Adams (S); 11/1 - Bill Tabbert(S).
AMERICAN BANDSTAND (Dick Clark)	ABC 3pm	10/28 - Hollywood Flames(S), Warren Mack(S); 10/29 - Bonnie Guitar(S), DeJohn Sisters(S); 10/30 - Billy Miles(S), Jill Whitney(S); 10/31 - Four Top Hatters(S), Bob Grabaue(S); 11/1 - Kaye Ballard (S), The Four Esquires(S).
NBC MATINEE THEATRE	NBC 3pm	10/28 - The Last Stop; (O) William Raine; (A) Anthony Spinner; 10/29 - The Weak And The Strong; (O) Al Meglin; 10/30 - Nine-Finger Jack; (O) Anthony Boucher; (A) George Lowther; 10/31 - Elementals; (O) Stephen Vincent Benet; (A) Nicholas E. Baehr; 11/1 - A Plumber In Paradise; (O) I.A.R. Wylie; (A) Theodore Apstein.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Moment of Fear; (O) William Kendall Clarke; with Augusta Dabney, Dickie Olsen, Sam Gray, Staats Cotsworth.
TONIGHT (Jack Paar)	NBC 11:15pm	Betty Johnson(S), Snooky Lanson(S), will be guests for the entire week. 10/28 - Dave Mallon(impersonator); 10/29 - Johnny Hamer(C); 10/30 - Genevieve (S); 10/31 - June Carroll(S), Paul Lynde(C); 11/1 - Genevieve(S), The Muppets(puppets).
HOWARD MILLER SHOW	NBC 1:30pm	The Four Voices(S), will replace The Mello-Larks for two weeks.

SATURDAY NOVEMBER 2
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|------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                          | CBS 12N    | Eileen Rodgers(S), Jimmy Nelson(ventril).                                                                                                                                                                         |
| TRUE STORY<br>(Kathi Norris)             | NBC 12N    | Poison Pen; (O) George Lowther; with Sarah Marshall, Phyllis Newman, Roy Boyle, William Redfield.                                                                                                                 |
| Perry Mason<br>(Raymond Burr)            | CBS 7:30pm | The Case Of The Angry Mourner; with regulars & Malcolm Atterbury, Dorothy Adams, Sylvia Field, Barbara Eden, James Westerfield, Peter Nelson, Joan Weldon, Eve McVeagh, Addison Richards, Eric Sinclair; (SW&SD). |
| COUNTRY MUSIC JUBILEE                    | ABC 8pm    | Uncle Cyp & Rod Brasfield(C), The MillerBros.(C-M).                                                                                                                                                               |
| PERRY COMO SHOW                          | NBC 8pm    | Ed Wynn(C), Sal Mineo(A), Dorothy Collins(S).                                                                                                                                                                     |
| Dick & The Duchess                       | CBS 8:30pm | The Kissing Bandit; with regulars & Margaret Rutherford, Peter Gray, Michael Golden, Charles Farrell; (SW&SD).                                                                                                    |
| Oh! Susanna<br>(Gale Storm)              | CBS 9pm    | with regulars & William Bishop; (SW&SD).                                                                                                                                                                          |
| POLLY BERGEN SHOW                        | NBC 9pm    | Don Ameche(A).                                                                                                                                                                                                    |
| Have Gun, Will Travel<br>(Richard Boone) | CBS 9:30pm | with regulars & Strother Martin, John Dehner, Buddy Baer, Fay Spain; (SW&SD).                                                                                                                                     |
| GISELE MacKENZIE SHOW                    | NBC 9:30pm | Eddie Fisher(S).                                                                                                                                                                                                  |
| Gunsmoke                                 | CBS 10pm   | with regulars & Anthony Caruso, Mort Mills, Wright King, Dorothy Adams, Ken Lynch; (SW&SD).                                                                                                                       |

SUNDAY NOVEMBER 3  
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SEVEN LIVELY ARTS (John Crosby)	CBS 5pm	PREMIERE: The Changing Ways of Love; (O) S. J. Perelman; (Consisting of scenes from Winter Dreams; (O) F. Scott Fitzgerald; Awake And Sing; (O) Clifford Odets; Three Empty Rooms; (O) Reginald Rose); with Piper Laurie, Rip Torn, Jason Robards, Jr., Dick York; Narrators - John Crosby, Mike Wallace, S.J. Perelman; Dir - Sidney Lumet.
Maverick (James Garner)	ABC 7:30pm	Relic Of Fort Tejon; with regulars & Maxine Cooper, Fredd Wayne; (SW&SD).
JACK BENNY SHOW	CBS 7:30pm	Ginger Rogers(A).
Sally (Joan Caulfield)	NBC 7:30pm	with regulars & Barry Gordon, Frances Robinson, Richard Deacon, Penny Santon; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Jimmie Rodgers(S), Paul Anka(S), The Sparkletones (S), Anna Maria Alberghetti(S), Carla Alberghetti (S), Patachou(S), Sam Cooke(S), Dancers of Bali, Sue Carson(C), Arthur Worsley(ventril), Joy Kay & Company(variety).
STEVE ALLEN SHOW	NBC 8pm	Charles Ruggles(A), Jerry Lee Lewis(S), Dennis Day (S).
General Electric Theatre	CBS 9pm	Mischief At Bandy Leg; (O) Jameson Brewer; with Marge & Gower Champion, Alan Napier, Rhys Williams, Emory Parnell, James McCallion; Dir - Gower Champion.
DINAH SHORE CHEVY SHOW	NBC 9pm	Maureen O'Hara(A), Shirley MacLaine(S-D-C), Esther Williams(A), Howard Keel(S), Bob Wagner(A).
Alfred Hitchcock Presents	CBS 9:30pm	The Silent Witness;(O) Robert C. Dennis; with Don Taylor, Dolores Hart, Pat Hitchcock, Harry Vellaver, Mercedes Shirley, William Boyett; Dir - Paul Henreid.
Loretta Young Show	NBC 10pm	Innocent Conspiracy; (O) Louis E. Holz & Richard Morris; (A) Richard Morris; with Miss Young, Teru Shimada, George Matsui, Robert Kino; Dir - Richard Morris.

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

CBS will not only have another Bing Crosby special on Dec 11, but on Jan 12, Sunday, 6-7pm NYT, the net will telecast the Bing Crosby Golf Tournament at Pebble Beach, Calif., with Crosby as official host and sportscaster. Sponsor will be the Easy Appliances Division of The Murray Corp of America thru Earle Ludgin & Co(Chi). Murray Corp is also co-sponsor of the pro-amateur golf tourney, the 17th annual for the 72-hole competition. Cecil Barker will produce the TV program, with Bob Quinlan as director. Play-by-play broadcasters will be announced. That Dec 11 musical variety show, Wednesday, 10-11pm NYT, will be co-sponsored by Shulton, Inc., and U. S. Time Corp for its Timex watches and clocks, thru The Wesley Associates, Inc(NY) and Peck Advertising Agency, Inc(NY) for the respective sponsors. It creates an interesting situation for CBS and NBC. U. S. Time is pulling out of its sponsorship of the Bob Hope Show because of that unfortunate conflict when a Bulova commercial was screened on the first Frank Sinatra Show, with Bob Hope as guest star. Hope may or may not be entered in the golf tournament in January, but if he is present, will the nets be able to resolve his appearance, even though there's no watch company involved in the sponsorship of that telecast? Hope is sure to needle Crosby about beating his time. By the way, U. S. Time got more exposure for its name and the sponsorship conflict in the newspapers than it ever could have gotten through any regular publicity stunt -- which this was not. No matter which way it works out, Hope's nose is really being rubbed into the stage when a sponsor switches from him to Crosby.

Herbert Brodtkin, who was quick to say he'd be delighted to work in Hollywood after the first announcements were made of Studio One's future move to Hollywood, will be the producer who stays in New York. Brodtkin will be producer of a new Ralph Bellamy half-hour film series, Front Office, to be produced in New York, if a pilot meets acceptance. He is also scheduled to work on a new one-hour live drama series, but this means little in the present scheme of things in TV, because all it takes to get a live drama series underway these days is a time spot and a sponsor. There's a reservoir of trained production personnel and certainly no shortage of skilled actors. In the latter connection, it has been suggested that CBS revive its The Best of Broadway program title, but as a switch, instead of spotlighting stage plays transferred to TV, star leading Broadway players in top roles.....Gordon Duff and Norman Felton will go to Hollywood as the two producers of the new Studio One. Herb Brodtkin's productions in New York will close out the year, enabling the other producers to start work on their new coast project.....William Dozier's responsibilities as a new general program executive supervising all live CBS programming from Hollywood, include Playhouse 90, Climax!, Studio One and any special programs the net produces from Hollywood.....Still on Studio One: Its most successful commercial, the "sand test," starring the Westinghouse Laundromat, will be repeated for the fourth time since Sept 1956, this time with a studio audience watching, on the Nov 4 program.

Among the better laughs in the trade on the West Coast is that one of the pundits has been hailing CBS' The Verdict is Yours as a great new departure for TV. The series is based on the format first used for They Stand Accused, which was on the DuMont Net from 1949 thru 1952, and then was revived in 1954. The only difference between the shows is the better staging and camera techniques used today and the fact that the original show was on for a full hour one night a week, while the current version is stripped across the board in five half-hours a week.....Several packagers are dipping into the grab bag of old TV programs, figuring that with the increase in talent names available today and up-dated ideas in staging, some of the bright tricks of TV's early days might be made to sparkle again as afternoon program possibilities.

CBS' Seven Lively Arts will have explored quite a few of them before the end of the year. On the future schedule: Dec 8, "The Sound of Jazz," produced by Robert Herridge; Dec 15, "Hollywood Around the World," produced by Jud Kinberg; Dec 22, "The Nutcracker," starring the City Center Ballet Co., produced by Robert Herridge, and Dec 29, "Here Is New York," produced by Robert Northshield.....Vic Damone has been added to the cast of NBC's first of three one-hour specials from Las Vegas, Nov 16, Saturday, 8-9pm NYT. He joins hostess Ann Sothern, Tony Randall, the Will Mastin Trio starring Sammy Davis Jr., and Jayne Mansfield. Jack Rayel is producing..... The next night, the General Motors 50th Anniversary Show, Sunday, 9-11pm NYT, will present Kirk Douglas as narrator, hosting a pursuit of happiness show, with Don Ameche, Pat Boone, Ernest Borgnine, Eddie Bracken, Carol Burnett, Claudette Colbert, Dan Dailey, Helen Hayes, Cyril Ritchard, Chita Rivera and Dinah Shore (alphabetical order). Patrice Munsel has bowed out because of other commitments, which include a program for GM divisions.....The first of this season's Chevy Shows without Dinah Shore as star, will be on Nov 10, Sunday, 9-10pm NYT, with Tony Martin toplining the NBC variety show, with Nat King Cole, Vera Ellen, Red Buttons and Joan Davis as stars. Leo Morgan will produce the Burbank-based program, with Frank Bunetta as director, Gene Loring as choreographer and Phil Rapp as writer.

ABC's new Scotland Yard film series starts Nov 17, Sunday, 10-10:30pm NYT, with General Foods Corp (Sanka) thru Young & Rubicam, Inc., as sponsor. Edgar Lustgarten, British lawyer turned criminologist and writer, is host-narrator, a spot he filled some years ago for a similar film series. A Scotland Yard film series imported by the DuMont net five or six years ago was a short 13-film group on 16mm film and has no connection with the new films.

The two biggest topics in Hollywood, where the pay-TV proponents are currently talking up the old team spirit, is the probable impact of pay-TV on the entertainment world (everybody seems to take its success for granted), and the impact of the Western series on TV audiences as indicated in overnight ratings. The latter is pointed up by the fact that few pilot producers now expect any TV Western series to fall by the wayside in mid-season, but are now licking their chops over the programs in spots opposite the Westerns. TV people are great for reading a season's results from the first of the trick overnights, but agency buys will still be made from the Nielsens, which can be just as tricky to use for big money decisions.