

Ross Reports ON TELEVISION

INCLUDING

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(11)

ABC- 7:30-8pm EST; RETURN; The Name's The Same; from WABC-TV(NY), no. of stations indefinite. Sponsor- Ralston Purina Co (Ry-Krisp, Rice-Chex, Wheat-Chex, Instant & Regular Ralston's) thru Guild, Bascom & Bonfigli(San Francisco); Acct Superv- Ernest Hodges; Asst Acct Superv- Kirk Cheney. Pkgr- Goodson-Todman Productions(NY); Prods- Mark Goodson, Bill Todman; Assoc Prod- Peter Arnell; Prod Superv- Doris Hibbard; Dir- Jerome Schnur; Tech Dir- Walter Kubilus. Dennis James is m.c. for this panel quiz show; with Joan Alexander, Bess Myerson and Gene Rayburn; and Arnold Stang and Roger Price alternating; as panel regulars. The panel attempts to guess the names of guests having the same names as celebrities or other familiar identifications. The program had last been seen over ABC-TV, with Robert Q. Lewis as m.c.; last show Aug 31, 1954. The program originally debuted over ABC-TV on Dec 5, 1951. In its new spot it replaces Jamie; last show Oct 4 (see page 175).

Tuesday(12)

NBC- 8-9pm EST, various Tuesdays; RETURN; Bob Hope Television Show; from KNBH (LA) & special segment from WNBT(NY); no. of stations indefinite. Sponsor- General Foods Corp (Minute Rice, Jell-O Instant Puddings) thru Young & Rubicam, Inc(NY); Acct Supervs- William Shinnick(Minute Rice), James Wilkerson(Jell-O); Acct Execs- Alan Perry(Minute Rice), Edgar B. Van Winkle(Jell-O); Agcy Superv- Lee Strahorn; Comm Supervs- Mildred Black(Minute Rice), Ruth Aikman(Jell-O). Pkgr- Bob Hope Enterprises(H'wood); Prod & Casting- Jack Hope; Dir- Jim Jordan, Jr.; Music Dir- Les Brown (& orch); Writers- Mort Lachman, Bill Larkin, John Rapp, Lew White; Choreog- Nick Castle. The Hope show returns from summer hiatus; last show June 1. It will be seen periodically six times during the coming season, in the same spot as the Buick-Berle Show (every other Tuesday) and the Martha Raye Show (10 shows during season). (See page 165).

Wednesday(13)

DuM- 9-10pm EST; RETURN; Chicago Symphony Orchestra; from WGN-TV(Chi), to the net. Sustaining. Pkgr- WGN, Inc(Chi); Music Dir- Fritz Reiner (11 of 26 programs) & guest conductors. The Chicago Symphony returns for its second season of network telecasts; debut Oct 11, 1953. George Kuyper is host for the series. Program replaces Concert Tonight, after the latter's special four-week series.

THIS WEEK(Cont'd)

Friday(15)

ABC- 7:30-8pm EST; DEBUT; The Adventures of Rin-Tin-Tin, ON FILM; from WABC-TV (NY) & KABC-TV(LA), 21 stations net, 20 delayed. Sponsor- National Biscuit Co, Cereal Division (Shredded Wheat, Milk Bone Dog Food) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- William King; Agcy Superv- Marshall Rothen. Pkgr & Film Prod- Screen Gems, Inc(H'wood); Exec Prod- Fred Briskin; Prod- Herbert Leonard; Dirs- Robert G. Walker, Charles S. Gould, Don McDougall; Dir of Photog- Lester T. White; Art Dir- Ross Beelah; Writer- Douglas Heyes, others. Dramatic adventures of the old West, starring Rin-Tin-Tin the dog and Lee Aaker as Rusty, with James Brown, Joe Sawyer, John Hoyt, Rod Redwing, others. Program replaces the Stu Erwin Show in this time spot, with the latter starting a new series Wednesday, Oct 20, 8:30-9pm over ABC-TV.

Sunday(17)

ABC- 9:30-10pm EST; SPECIAL; Mission to the World; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC-TV Public Affairs; Prod- Fred Heider; Dir- Eddie Nugent. Bishop Fulton J. Sheen will give a special talk, pointing out the meaning and importance of helping Catholic missions, in connection with Mission Sunday, Oct 24. The program replaces Dr. I.Q., one time only.

CBS- 4:30-5pm EST; DEBUT; The Search, ON FILM; from WCBS-TV(NY), to the net. Sustaining. Pkgr & Film Prod- CBS Dept of Public Affairs(NY); Prod- Irving Gitlin; Assoc Prod- Stephen Fleischman; Prod Mgr- Norton Bloom; Dirs- Heinwar Rodakiewicz, Franklin Schaffner, others; Unit Mgr- Hugh Foster; Chief Researcher- Barbara Alson; Film Eds- Sid Katz, supervising; Ralph Rosenblum; Writers- Stephen Fleischman, Al Wasserman, Arthur Zegart, others; Music Dir- Ben Ludlow; Narrators- Charles Romine, also Walter Cronkite, Eric Sevareid, others. Documentary reports on advanced research currently in progress at leading universities; filmed on actual location with the people involved playing themselves in the 26-week series, first group in a long range project in education television. The program replaces What in the World?, with the latter moving to Saturday, 2-2:30pm EST, effective Oct 16. Last show in the Sunday spot is Oct 10.

CBS- 5-6:30pm EST; RETURN; Omnibus; from WCBS-TV(NY), no. of stations indefinite. Co-Sponsors- 1) Scott Paper Co (all Products) thru J. Walter Thompson Co (NY); Acct Exec- Kelsey Denton; Agcy Superv- Larry Goldwasser; Comm Superv- Robert Haig. 2) Aluminium (cq) Limited of Canada (Aluminum for industry) thru J. Walter Thompson Co(NY); Acct Exec- Robert E. Dennison; Agcy Superv- Bert Lawrence; Comm Superv- Robert Haig. 3) Norcross, Inc (Greeting Cards & Gift Wrappings) thru Abbott Kimball Co., Inc(NY); Acct Superv- Abbott Kimball; Acct Exec- Rita McNamara; Agcy Superv- Byron H. Collins, Jr.; Commls- Film and live. Pkgr- TV-Radio Workshop of Ford Foundation (NY); Exec Prod- Robert Saudek; Assoc Prod- Paul Feigay; Integrating Dir- Seymour Robbie (various directors for various special segments, live and film); Dir for Fred Allen- Dan Petrie; Script Ed- Max Wylie; Other credits depend on types of special segments scheduled. The experimental and adventurous series, with Alistair Cooke as m.c., returns from summer hiatus; last show March 28. One new feature for this season will be a "series within a series," dealing with newly published books, with the first of these features dealing with a forthcoming book by comedian Fred Allen. The program replaces Man of the Week, moving to 2:30-3pm EST this date, and Youth Takes a Stand, moving to Sat, 2:30-3pm EST, effective Oct 16; with a move for The American Week to an earlier Sunday spot.

DuM- 7:30-8pm EST; RETURN; Opera Cameos; from WABD(NY), no. of stations indefinite. Sponsor- Uddo & Taormina Co (Progresso Quality Foods) thru Carlo Vinti Advertising, Inc(NY); Acct Exec & Agcy Superv- Carlo Vinti; Comm Superv & Dir- Joseph Vinti; Comm Anncr- David Ross. Pkgr- Carlo Vinti Advertising, Inc (NY); Prod & Casting- Carlo Vinti; Dir- Lee Polk(DuM); Staged by- Patrick Tavernia; Music Dir- Giuseppe Bamboschek; Sets- Rudy Luchek. (Continued next page)

THIS WEEK(Cont'd)

Sunday(17)

DuM- Opera Cameos (Continued from previous page): Giovanni Martinelli is host and narrator for the program, presenting leading opera singers in highlights of operas, some never before presented on television, others receiving first performances in many years. English sub-titles are used on the screen.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Kukla, Fran & Ollie (Mon thru Fri, 7-7:15pm EST) ADD: WXYZ-TV(Detroit) to make a 3-station net for sponsor, Gordon Baking Co; also add 20 stations co-op, both effective Oct 4.

Breakfast Club (Mon thru Fri, 9-10am EST) ADD: KABC-TV(LA) to net coverage, effective Oct 11, via quick kine, Mon thru Fri, 9-10am PST.

The Mail Story (Thu, 8-8:30pm EST) ADD: Max Ehrlich and Paul Monash, writers.

CBS- Father Knows Best (Sun, 10-10:30pm EST) ADD: Pkgr- Young-Rodney Productions.

Topper, ON FILM; NEW SERIES Oct 8; Fri, 8:30-9pm EST. New films in the comedy series, starring Anne Jeffreys, Robert Sterling and Leo G. Carroll, with Lee Patrick; based on Thorne Smith's novels of Cosmo Topper and his friends.

U.N. in Action (Mon, Tue, Thu, 5-5:30pm; Wed, Fri, 5:15-5:30pm EST) Winston Burdett replaces Larry LeSueur as CBS news correspondent at the U.N., effective Oct 11.

Danger (Tue, 9:30-10pm EST) CHANGES effective Oct 12: Prod- David Heilweil, succeeding Stanley Niss; Alternate Dirs- Tom Donovan, Byron Kelley; both succeeding Byron Paul.

Adventure (Sun, 3:30-4pm EST) New time, cutting off second half-hour, effective Oct 17.

NBC- Texaco Star Theatre; Donald O'Connor Show, ON FILM; DEBUT Oct 9; alternate Saturdays, 9:30-10pm, alternating under the Texaco name with the Jimmy Durante Show (See page 168); from WNBT(NY) & KNBH(LA), no. of stations indefinite. Sponsor- The Texas Co (Texaco gasoline & other products) thru Kudner Agency, Inc(NY); Acct Exec- Gerry Johnstone; Agcy Superv- Myron Kirk; Comm Superv- Various. Pkgr- O'Connor TV (filmed at General Service Studios, H'wood); Prod- Donald O'Connor; Prod Associates- Arthur Pierson; Dirs- O'Connor & Sid Miller; Music Dir- Walter Scharf; Camera- Hal Mohr; Film Ed- Arthur Seid; Writers- Sid Miller, Hal Fimberg, Eddie Maxwell; Choreog- Louis Da Pron. Donald O'Connor stars in his own variety show; with Sid Miller and various guest stars.

Out On the Farm; RETURN Oct 10; Sun, 4-4:30pm EST; from WNBQ(Chi), to the net. Sustaining. Pkgr- NBC Chicago; Prod- Ben Park; Dir- Don Meier; Agric Adviser- Ken Fiske; Writer- Dorothy Ruddell. Agriculture series originating at the Wilbert Landmeier dairy farm, near Cloverdale, Ill., with special films of other farms integrated into program; also with weatherman Clint Youle and gardening expert John Ott. Program replaces American Forum, which moves up to 3:30-4pm, replacing Comment in that time spot.

Television Playhouse (Philco & Goodyear) (Sun, 9-10pm EST) Hal Loeb named casting director, effective Oct 11, replacing Everett Chambers(NBC), who now casts only Mr. Peepers.

NBC STATION CALL LETTER CHANGES; effective midnight, Oct 17: WNBT(NY) becomes WRCA-TV; WNBW(Wash) becomes WRC-TV; KNBH(LA) becomes KRCA-TV.

LOCAL STATION ACTIVITY

- WABC-TV(Ch 7) - Guess Who It Is; DEBUT Oct 9; Sat, 11:30am-12noon EST. Sponsor- New York Shower Master thru Hal Tunis Associates, Inc(NY). Pkgr- Hal Tunis Associates, Inc(NY); Prod- Hal Tunis; Dir- Lee Davis. Hal Tunis moderates a panel quiz show in which contestants, attempt to guess the identity of people, places and objects from silhouettes seen on a screen, with prizes for winners.
- WABD(Ch 5) - Golf Clinic; DEBUT Oct 8; Fri, 7:30-7:45pm EST. Sponsor- Tempesta New York Import Corp (Carpano Vermouth) direct. Pkgr & Prod- Helen Kramer. Golf analyst Phil Galvano serves as instructor-pro, demonstrating fine points of golf; with Nick Kenny as host, and guest celebrities.
- WPIX(Ch 11) - Today's Best Buys; DEBUT Oct 11; Mon thru Fri, 2-2:30pm EST. Parti- New York cipations. Prods- Harry Solow, Kenneth Small; Co-ordinator- Frank Easy; Dir- Herb Homes(WPIX). Kathy Godfrey, as a "shopper," pre- sents the day's best department store features.
- WATV(Ch 13) - Musical Jackpot; DEBUT Oct 4; Mon thru Fri, 3-4pm EST. Participa- Newark-NY tions. Prod- George Green; Dir- Don Horan; Music Dir- Jay Stanley. Paul Brenner is m.c. for a musical quiz show for viewers, with mer- chandise prizes for correct answers to song questions; with vocalists Cece Blake and Sandy Evans, with The Nocturnes and the Jackpot Trio, instrumentalists.
- KABC-TV(Ch 7) - Beat the Record; DEBUT Oct 11; Mon thru Fri, 3:30-4pm PST. Partici- Los Angeles pations. Prod & Writer- Harfield Weedon; Dir- George Fluornoy. Reed Browning is m.c., assisted by Bobbie Howe, for this studio and home audience participation musical quiz show, in which studio and home contestants are matched and vie to identify a tune in 15 seconds, for merchandise prizes.
- KTTV(Ch 11) - Harry Richman Show; PROD CHANGE: Joe Agnello(KTTV) is producer & Los Angeles director. (See page 170).

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>New York</u>					
WABD(5)	*"Waterfront" (UTP)	-LaRosa & Son thru Kiesewetter, Baker, Hagedorn & Smith(NY)	9/28	Tue	7:30-8pm
WABD(5)	*"Norman Sper Football Fore- casts" (Film Distributions, Inc)	-DuPont (Zerone, Zerex) thru "BED&O(NY)"	10/1	Fri	7:45-8pm
WNBT(4)			10/2	Sat	1:30-1:45 pm
WNBT(4)	*"Foreign Intrigue" (Sheldon Reynolds Prodn)	-Ballentine(Beer & Ale) thru J. Walter Thompson Co(NY)	9/30	Thu	7-7:30pm
<u>Chicago</u>					
WBBM-TV(2)	*"Norman Sper"- See information above		9/30	Thu	11:30-11:45pm
WNBQ(5)	*"Abbott & Costello" (MCA)	-Top Pop Products (alt weeks) thru W. B. Doner	10/9	Sat	NA
WNBQ(5)	*"Hopalong Cassidy" (NBC Films)	-Chicago 7-Up Bottling Co thru Guenther Bradford & Co	10/2	Sat	5:30-6pm
<u>Los Angeles</u>					
KTTV(11)	*"This Is Your Music" (Jan Productions)	-Pacific Telephone Co EBD&O	10/4	Mon	9:30-10pm
KTTV(11)	*"The Frankie Laine Show" (Guild Films)	-Theo Hamm Brewing Co thru Campbell-Mithun, Inc	9/19	Sun	10-10:30pm
KTTV(11)	*"The Cisco Kid" (Ziv TV Programs)	-Interstate Bakeries Corp thru Dan B. Miner Co.	10/9	Sat	6:30-7pm
KTTV(11)	*"The Cisco Kid" (Ziv)	-	10/10	Sun	6:30-7pm
KNBH(4)	*"Meet Corliss Archer" (Ziv)	-Louis Milan Foods Co thru Arthur Meyerhoff Agency alt with Brown & Haley, Inc (candy) thru Honig-Cooper Adv.	10/7	Thu	7-7:30pm

CODE: *First run in market #Re-runs (Extensive changes in recent weeks have delayed the inclusion of some listings. They will be listed during coming weeks).

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: Janet Dean, R. N. has been re-titled The Ella Raines Show, following the lead of other packages that switched to the stars' names to help pull an audience for the package. Again, it's a case of rising above the anonymity of newspaper log listings and the pulling power of a familiar movie name, as several network film series have discovered during the past two years. Current Hollywood TV film series in production, for both net packages and syndication, total 56, not including hopeful and hopeless pilots. Only a couple are waiting for sponsors. West Coast film people are laughing over the faux pas with Mario Lanza on the Shower of Stars show and are saying out loud that live TV is going filmward slowly if it is necessary to pre-record. Why not go all the way and film the stanzas? Pre-recording and film inserts on live shows got their big impetus a couple of years ago from Eddie Cantor when he returned to the Colgate Comedy Hour after his illness and had to have a way to cut down on the hectic changes and also reduce the on-screen pressures.

Busby Berkeley, originally supposed to produce KTTV's Harry Richman Show (live), has been directing Big Town films for Gross-Krasne and is currently handling a set of three. East-erners are sure that the Liberace-Joanne Rio "marriage" announcement which he denied the next day is a large publicity hoax to keep alive all the fan magazine ferment about why he would or would not marry. TV Guide got a copyrighted interview with the pianist for the upcoming week's issue which quoted him as saying, "I am not getting married. I have no definite plans to marry. . . ." The buildup began just like the typically Hollywood movie romances, an appearance here and there, with the Hollywood columns noting it all for temporary posterity. And of course it boosts his TV film promotion as well as the live concerts.

The distribution agreement between Motion Pictures for Television and the new UME-M Corp, under which the latter becomes a distributor, sub-distributor of MPTV syndicated film series, points up the money problems behind TV film distribution that has forced mergers and has put some of the smaller outfits in a tough spot. Matty Fox, chairman of MPTV, pointed out at the time the agreement was announced that a distributor can get sales in the first 40 to 60 markets in a comparatively short time at a fairly low sales expense, but sales and distribution costs in smaller markets eat up between 50 and 75 per cent of the gross. He also revealed that 65 to 70 per cent of TV film revenue comes from the top group of markets, the easy ones to sell. The new distribution agreement makes a regular 185-man sales force available for MPTV products which makes the smaller market sales effort economically feasible, since these men also work them for other movie products.

Leo Guild reports in his Hollywood Reporter column that salesmen are hit with two questions when they approach stations on packages: "How much does it cost?" and "Who's in it?" Then he says that a good price and a star name can sell everywhere. But the prices for star names negate the possibility of a "good" price for most film series.

NEWS & COMMENT: The September Nielsen News-cast reports that "Total daily radio-TV potential for advertisers now 38% higher than in '49. In terms of home hours per day (total homes times average number of hours of activity per home per day) last spring the tv total was 140.6 million, with radio 125.8 million, for a total of 266.4 million. Five years ago, combined total was 193.2 million home hours daily. Nielsen also reported that tv viewing during the summer was even with 1953, but usage was higher in the day-time and lower at night. This trend might also be reflected in increased attendance at public meeting places during the past year, including metropolitan movie attendance.

Light's Diamond Jubilee, the four-network, two hour show scheduled for Oct 24 has announced practically every arrangement for the show including the interesting fact that "casting for the show has not yet been completed" (last week) but the publicity flows from all the networks with each one announcing a different total of stations. The interconnected group ranges from 310 to 325, with kines playing other stations counted on to swell the total to the maximum possible. Stars thus far lined up include Helen Hayes, Joseph Cotten, Brandon de Wilde, Guy Madison, Thomas Mitchell, Walter Brennan and Kim Novak. Almost any "spectacular" that comes along any week has higher-powered names, but that may be the virtue that will make the Light program a better-balanced meal for viewers.

KNXT(LA) made a big news splash about being the first Western station to carry a locally originated color television program, with the added note that the program, starting Sunday (Oct 10) makes KNXT the first video outlet in "the West" to make color programming available to advertisers. Such claims, which apparently ignore the color programming activities of KING-TV(Seattle), make TV look silly, unless the state of Washington is not considered part of the West. Same mixup happened in New York when WNBT and WCBS-TV crossed claims on which was the first with color announcements.

PERSONNEL CHANGES: Storrs Haynes rejoined Compton Advertising as v.p. in charge of the radio & TV program dept, working with Lewis H. Titterton, v.p. and director of radio & TV programming. CBS West Coast radio and TV operations have been divisionally reorganized with the following departments: Auditing, Labor Relations, Legal, Personnel, Photographic, Program Clearance, Purchasing and Storekeeping transferred to CBS Television, effective Oct 3. Supervision of the departments is now under Charles L. Glett, v.p. in charge of network services, Hollywood. Among other radio and TV personnel changes, Ed Nathan will head the CBS Television editing dept in Hollywood as manager. Jim Bruce has been named program manager of WLW-T(Cinn), and Pete Katz has been appointed executive producer for the station, in charge of creative programming plans. Shelly Rothman, artists rep and theatrical agent, has opened offices at 200 W 57th St, NYC (CI 6-8020). Charles C. (Bud) Barry resigned as v.p. in charge of TV program sales for NBC-TV.

TALENT SHOWSHEET OCTOBER 11-17, 1954

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Most of the shows on Oct. 8, 9, 10 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 15. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY OCTOBER 8

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GUY LOMBARDO	WNBT 7pm	Eugenie Baird (S), Art Ford (disc jockey)
HOLLYWOOD PREVIEW	WOR-TV	Jan Sterling, film clips from <u>Human Jungle</u> , <u>Beau Brummel</u>
RED BUTTONS	NBC 8pm	Barbara Cook, Edwin Bruce, Walter Burke, Jack Wakefield, Harold Magee; (SW & SD)
<u>Ray Bolger</u>	ABC 8:30	<u>Ray Cures Stage-Struck Friends</u> - (O) by Paul Henning, Don Johnson; with regulars & Alan Reed, Jerry Hausner, Maurice Kelly, Andy Mayo's Pansy the Horse, James Cross; (SD)
<u>Topper</u> THE STRANGER (Robert Carroll)	CBS 8:30 DuM 9pm	<u>Topper Tells All</u> - (O) Philip Rapp + Geo. Oppenheimer; with Torpedo - (O) by James Blumgarten; with Anthony Ross, Dorothy Jolliffe, Paul Lipson, Walter Klavun, Ed Latimer; (SD)
CHANCE OF A LIFETIME	DuM 10pm	Buddy Marlowe (S&M) (7th consecutive appearance) <i>rega +</i>

SATURDAY OCTOBER 9

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|                                                 |           |                                                                                                                                                                         |
|-------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WINKY DINK & YOU                                | CBS 10:30 | Ham Fisher (cartoonist)                                                                                                                                                 |
| <u>The Range Rider</u><br>(Jack Mahoney)        | WNBT 6:30 | <u>Blind Canyon</u> - (O) by Robert Schaefer & Eric Freiwald; with regulars & E. G. Norman, Gloria Winters, Marshall Reed, Pierre Watkin; (SD)                          |
| ETHEL AND ALBERT<br>(Lynch & Bunce)             | NBC 7:30  | regulars & Maurice Wells, Truman Smith, Nelson Olmsted, Robert Fortin, Phil Kramer; (SW & SD)                                                                           |
| JACKIE GLEASON                                  | CBS 8pm   | regulars & Ruby Keeler (S&D)                                                                                                                                            |
| LET'S DANCE                                     | ABC 8pm   | Helene & Howard (D) & regulars (FROM NY & CHI)                                                                                                                          |
| IMOGENE COCA                                    | NBC 9pm   | Luella Gear, John Emery, Charles Mendick, Charlene Harris, Pamela Simpson, Harry Kaddison, Fredd Wayne; (SW & SD)                                                       |
| <u>Texaco Star Theatre</u><br>(Donald O'Connor) | NBC 9pm   | Jimmy Durante (C), Mitzi Gaynor (D), Sid Miller; (O) by Hal Fimberg, Eddie Maxwell, Sidney Miller; (SD) by O'Connor & Miller; (FROM HOLLYWOOD, PREMIERE OF FALL SERIES) |
| STORK CLUB<br>(Sherman Billingsley)             | ABC 10pm  | Edith Adams (S), Fontaine Sisters (S), Pat Bright (S&C), Gabby Hayes, Arlene Francis, John Daly, Joan Alexander, Ed & Peggy Fitzgerald                                  |
| <u>Willy</u><br>(June Havoc)                    | CBS 10:30 | <u>Willy's N.Y. Colleague</u> - (O) by Bob Fisher & Alan Lipscomb; with regulars & Hal March, Sig Ruman, Burt Mustin; (SD)                                              |

SUNDAY OCTOBER 10

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LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	<u>The City Remaineth</u> - (O) by Allan Sloane; with Jacques Aubuchon, Muriel Kirkland, Henry Sharpe, Hamish Cochrane, Voytek Dolinski; (SD)
AMERICAN INVENTORY	NBC 12:30	<u>The Teller</u> - (O) by Lawrence Hazard; with Donald McKee, Marjorie Gateson, Fred Herrick, Cliff Owen, Jess Cain, William Lee, King Calder, Alice Frost, Harry Worth, Dean Harens, Douglas Cummings, Jason Johnson; (SD)
HALLMARK HALL OF FAME	NBC 5pm	<u>The Immortal Oath</u> - (O) by Eileen & Robert Mason Pollock; with John Baer, Vera Miles, Lumsden Hare, Jay Barney, Steve Rowland; (SD, FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Great Adventure of Marco Polo</u> - (O) by Jeremy Daniel; with David Stewart, Fred Rolfe, Robert Harris, Anne Hegira, John Cassavetes, Everett Sloane, Irma Sandre, Milton Selzer
<u>Private Secretary</u> (Ann Sothern)	CBS 7:30	<u>One Bewitching Hour</u> - (O) by Phil Davis; with regulars & Gertrude Michael, Joan Banks, Gargan, Grady Sutton, George Givot, Janet Stewart, Virginia Stefan, Claudia Barrett; (SD)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	<u>Seen of Murder</u> - (O) by Gene Watts; with regulars & Arny Freeman, Harold Stone, Sherri Windsor, Clinton Roberts; (SD)

*Ed Dearing
Stan Jolley
Ly Le Fallov*

SUNDAY OCTOBER 10 (Cont'd)

GENERAL ELECTRIC THEATRE (Ronald Reagan) CBS 9pm The Long Way Round - (O) by James Ronald; with Ronald Reagan, Nancy Davis, George Voskovec, Lawrence Fletcher, Malcolm Broderick, Stephen Harris; (SD)

LIFE BEGINS AT 80 DuM 9:30pm Buddy Rogers & regulars

CAESAR'S HOUR (Reiner & Morris) NBC 8pm *Monday Oct 11* regulars & Peggy Lee (S), Joe de Santis, Paul Reed, Mike Enserro, Jules Racine, Gina Shields, Chris Hofer; (SW & SD)

THE VOICE OF FIRESTONE ABC 8:30 Rise Stevens (S)

TALENT SCOUTS CBS 8:30 Raquel Montalvo (S), Richard Cassily (S), the Marvelleers (S&M)

The Medic (R. Boone) NBC 9pm Vagrant Heart, Vagrant Cup - with Doris Dowling, Arthur Millan

I Love Lucy (Ball&Arnaz) CBS 9pm regulars & Charles Winninger; (SW & SD)

December Bride (Spring Byington) CBS 9:30 Chicken Salad - (O) by Parke Levy, Phil Sharpe, Bill Freedman; with regulars & Harry Morgan, Verna Felton, John Qualen; (SD)

ROBERT MONTGOMERY PRESENTS NBC 9:30 Autumn Crocus - (O) by Dodie Smith, (A) by Theodore & Mathilde Ferro; with Julie Hayden, George Voskovec, Pat Nye, Betty Sinclair, June Dayton, Dean Harens, Edgar Franken, Olga Fabian, Lana Kewalew; (SD)

STUDIO ONE CBS 10pm Melissa - (O) by Taylor Caldwell (novel), (A) by Don Ettlinger; with Faye Emerson, Walter Brooke, Raymond Bramley, Teal Ames, Gage Clarke, Alan Ericson, Brandon Peters, Isabel Price, Walter F. Appler; (SD) by Paul Nickell; Title Drawing by Austin Briggs

TUESDAY OCTOBER 12

Ella Raines WNBT 7pm The Morton Case - (O) by Harry Junkin; with Paul Langton, Hildy Parks, William Abel, Alan Manson; (PROGRAM TITLE CHANGED FROM JANET DEAN, R.N. TO ELLA RAINES SHOW EFFECTIVE THIS DATE)

Cavalcade of America ABC 7:30 Spindletop - (O) by Winston Miller; with William Bishop, Nancy Hale, Richard Eyer, Richard Gaines, Stanley Andrews, Burt Mustin, Russell Gaige, Rennie McEvoy; (REPEAT, SEEN LAST MAY)

Waterfront (Preston Foster) WABD 7:30 Captain Long John - (O) Warren Wilson; with regulars & Harry Lauter, Dian Fauntelle, Billy Chapin, Pinky Tomlin, Willie Best, Walter Sande, Jack Dailey, Ernest Borgnine, Stuart Randall, David Saber; (SD)

BOB HOPE TV SHOW NBC 8pm Rosemary Clooney (S), David Niven, Jose Greco & Co. (D); From NY: "Tug" Wilson, pres. of U.S. Olympic Committee; Jesse Owens, Mel Patton, Harrison Dillard, Bob Mathias, Rev. Bob Richards, Bill Carr, Walt "Buddy" Davis (all Olympic athletes) (SW by Marc Lachman, Bill Larkin, John Rapp, Lew White; Prod by Jack Hope; Choreog - Nick Castle; Music - Les Brown & Band of Renown (MAJOR PART OF SHOW FROM HOLLYWOOD, FALL PREMIERE)

Orson Bean
THE BLUE ANGELO (Orson Bean) CBS 8:30 *Helen Traubel sings in the land of Opportunity (O) Jack Bean* Pearl Bailey (S), Monica Lewis (S), Los Chavales De Espana (S&D) (LAST SHOW OF SERIES)

Studio 57 DuM 9pm The Traveling Room - (O) by Frederic Brown (A) by James Gunn; with Marguerite Chapman, Jacqueline DeWit, Herbert Butterfield, Richard Karlan, Strother Martin, Suzanne Tafel, Gordon Barnes; (SD) by Richard Irving

Fireside Theater NBC 9pm The Reign of Amelika Jo - (O) by John W. Vandercook, (A) by Herbert Little, Jr. & David Victor; with John W. Vandercook as narrator; James Edwards, Sven Borg, Wick Stewart, Johnny D. Lee, Joyce Hampton, Robin Hughes, Keye Luke, John Banner (SD; VIRTUALLY ALL-NEGRO CAST)

Danny Thomas ABC 9pm Terry Takes Charge - (O) by Jean Holloway; with regulars & Elvia Allman, Stephen Geray; (SD)

THE UNITED STATES STEEL HOUR ABC 9:30 The Man With the Gun - (O) by W. E. C. Fairchild, (A) by Arthur Arent; with Gary Merrill, Leueen MacGrath, Alexander Scourby, Frederic Worlock, Dana Wynter, Edward Binns, Ralph Clanton; (SD)

TUESDAY OCTOBER 12 (Cont'd)

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DANGER CBS 9:30 Death is My Neighbor - (O) by Edward Radin, (A) by George Bel-lak; with Harry Townes, Jo Van Fleet, Peggy McCay; (SD) by Tom Donovan (new alt Dir); Prod by David Hellweil (succeeding Stanley Niss)

ARMSTRONG'S CIRCLE NBC 9:30 Half a Hero - (O) by Irving Gaynor Meiman; with Larry Blyden, Nita Talbot, Ray Walston, Bill Daniels, Harry Clarke, Jack Albertson; (SD) by Dan Petrie

LIFE WITH FATHER CBS 10pm Father and Young Love - (O) by William Roberts; with regulars (Leon Ames & Lurene Tuttle) Marion Ross, Eilene Janssen; (FROM HOLLYWOOD)

It's a Great Life NBC 10:30 regulars & Eddie Marr, Jerry Hausner, Liz Slifer, Bob Jellison, (O'Shea, Bishop, Dunn) Irene Tedrow, Gene D'Arcy; (SW & SD)

WEDNESDAY OCTOBER 13

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Wild Bill Hickok WNBT 6pm Blacksmith Story - with regulars & Carole Mathews, Sam Flint, (Guy Madison) Robert Livingston, Richard Alexander, W. McCormack; (SW & SD)

My Little Margie NBC 8:30 The Do-Gooder - with regulars & John Hubbard, Shirley Mills

Alias Mike Hercules ABC 8:30 (O) By Herbert Margolies; with Hugh Beaumont, Reginald Denny, Marie Windsor; Dir by Bud Boetticher; Prod by Hal Roach (LAST OF THREE ONE-SHOT PILOTS)

MASQUERADE PARTY ABC 9pm regulars & Vaughn Monroe (S&M) as guest panelist

CHICAGO SYMPHONY DuM 9pm Fritz Reiner (conductor); George Kuyper, regular host (PREMIERE)

KRAFT TELEVISION NBC 9pm Papa Was a Sport - (O) by Helen Cotton; with Lilia Skala, Richard Jaechel, Lenka Peterson, Barnard Hughes, James Sutherland, THEATRE Stefan Olsen, Jennie Egan, Belle Flower, Tom Shirley, Robinson Stone, John Martin; (SD) by Dick Dunlap

THE BEST OF BROADWAY CBS 10pm The Man Who Came to Dinner - (O) by George S. Kaufman & Moss (COLOR) Hart, (A) for TV by Ronald Alexander; with Monty Woolley, Joan Bennett, Merle Oberon, Bert Lahr, William Prince, ZaSu Pitts, Reginald Gardiner, Buster Keaton, Sylvia Field, Frank Tweddell Howard St. John, Catharine Doucet, Clarke Gordon, Arthur Marlowe, Irene Cowan, Boy Chorus of St. Patrick's Cathedral; Dir by David Alexander

Douglas Fairbanks WNET 10:30 The Man Who Heard Everything - with Michael Gough, Brenda Bruce

Big Town NBC 10:30 regulars & Barry Kelley, John Dehner, Ellen Corby, John Dou- (Mark Stevens) cette, Peggy Maley; (SW & SD) (NET ONLY, ON WNBT Mon 10:30pm)

THURSDAY OCTOBER 14

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Foreign Intrigue WNBT 7pm F. I. in the Boxing Game - (O) by Harold Jack Bloom; with (Gerald Mohr) regulars, no others listed; (SD)

Ray Milland CBS 8pm regulars & Henry Hull, Lloyd Corrigan, Edith Evanson, Charles (Phyllis Avery) Davis; (O) by Milton Pascal & Morris Freedman; (SD) by Jules Bricken

THE MAIL STORY ABC 8pm Dead Letters - (O) by Max Ehrlich; with Harry Townes, Joe Ber- nard, Bramwell Fletcher, Margaret Barker, Katherine Raht, Tru- man Smith, Josef Draper, Noel Leslie; (SD)

JUSTICE ABC 8:30 Terror in the Tracks - (O) by David Shaw; with Skip Homeier, (Gary Merrill) Gaby Rodgers, Joseph Wiseman, Russell Hardie, William Erwin; (SD)

Treasury Men in Action ABC 8:30 The Case of the Still Waters - (O) by Sidney Edelstein; with (Walter Greaza) Barton MacLane, King Donovan, Pat O'Neal, Bob Folk, Lewis Charles; (SD) by Will Jason

CLIMAX! CBS 8:30 The Thirteenth Chair - (O) by Bayard Veiller, (A) by William (William Lundigan) Brown; with Ethel Barrymore, Dennis O'Keefe, Joan Evans, Paul Harvey, Barbara Billingsley, Arthur Franz, Amanda Blake, La- mont Johnson; (SD, FROM HOLLYWOOD)

SO YOU WANT TO LEAD-BAND? ABC 9pm Jill Corey (S)



THURSDAY OCTOBER 14 (Cont'd)

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| KRAFT TELEVISION<br>THEATRE             | ABC 9:30            | <u>The Passionate Bystander</u> - (O) by Walter Black & William Mendrek; with Ernest Truex, Katherine Hynes, Gene Lyons, Josephine Brown, Addison Richards, Edith Meiser, Bern Hoffman, Cavada Humphrey, Robert Lieb, Mary Alice Moore, Edith King, Fairfax Burgher, Ed Hugh, Richard Cowdery; Prod & (SD) by Stanley Quinn |
| <u>Four Star Playhouse</u>              | CBS 9:30            | <u>Interlude</u> - (O) by Frederick J. Lipp; with Dick Powell, Joanne Woodward, Daria Massey, Dona Jo Gribble, Diane Jergens, Jonathan Hole, Robert Bice, Nana Bryant; (SD) by Roy Kellino                                                                                                                                  |
| <u>Ford Theatre</u>                     | NBC 9:30<br>(COLOR) | <u>Shadow of Truth</u> - (O) by Alice Lent Covert, (A) by Robert Hardy Andrews; with Keefe Brasselle, Thomas Mitchell, Marjorie Lord, Sidney Blackmer, Ann Doran, James Bell, Robert Fouk Dir by Gregg G. Tallas; Prod by Irving Starr (FIRST OF COLOR FILM SERIES)                                                         |
| <u>Public Defender</u><br>(Reed Hadley) | CBS 10pm            | <u>Where Credit is Due</u> - (O) by Paul Franklin; with Don Megowan, Margo Karin, Forrest Taylor, Percy Hilton, Mitchell Kowal, Charles Evans, Maury Dexter, Walter Reed; (SD)                                                                                                                                              |
| LUX VIDEO THEATRE<br>(James Mason)      | NBC 10pm            | <u>A Visit from Evelyn</u> - (O) by Turner Bullock & Ruth Woodman; with Ann Harding, Lynn Bari, Raymond Greenleaf, Lillian Culver, Eugenia Paul, Jon Sheppard; (SD, FROM HOLLYWOOD)                                                                                                                                         |

FRIDAY OCTOBER 15

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| <u>Adventures of Rin Tin Tin</u>     | ABC 7:30 | <u>Meet Rin Tin Tin</u> - (O) by Douglas Heyes; with regulars; Rin-Tin-Tin, Lee Aaker, James Brown, Joe Sawyer; & William Forrest, Rod Redwing, Rand Brooks, John Hoyt; Dir by Robert Walker (PREMIERE)                                       |
| MAMA<br>(Feggy Wood)                 | CBS 8pm  | <u>Mama's Flirtation</u> - (O) by Turner Bullock with regulars & David White; (SD)                                                                                                                                                            |
| <u>The Life of Riley</u> (Bendix)    | NBC 8:30 | regulars & Emory Parnell; (SW & SD)                                                                                                                                                                                                           |
| <u>Ray Bolger</u><br>(Marjie Millar) | ABC 8:30 | <u>Stag at Bay</u> - (O) by Maurice Richlin, Fred Fox, Stanley Shapiro; with regulars & William Schallert, Janet Stewart, Robert Easton, Paul Keast; (SD)                                                                                     |
| THE BIG STORY<br>(Norman Rose)       | NBC 9pm  | <u>Ken McCormick, Detroit Free Press</u> - (O) by Mel Goldberg; with Perry Wilson, Melville Ruick, P. Jay Sidney, Floyd Ennis, John C. Becher, Joe Foley, Ruth Yorke, Carey Bridewell; (SD)                                                   |
| THE STRANGER<br>(Robert Carroll)     | DuM 9pm  | <u>No Way Out</u> - (O) by John Gay; with Phyllis Love, Logan Field, Don Briggs, Boris Aplon, Stewart Bradley, Philippa Bevans, Jess Cain; (SD)                                                                                               |
| <u>Schlitz Playhouse</u>             | CBS 9pm  | <u>Square Shootin'</u> - (O) by Wallace Smith; (A) by Don Martin; with John Newland, Marcia Patrick, Walter Sande, Lane Chandler, Harlan Warde, Larry Hudson, John Doucette, John Pickard, Michael Ragan, Marjel de Lauer; (SD) by Jus Addiss |
| <u>Our Miss Brooks</u> (Arden)       | CBS 9:30 | regulars & Leo Curley, Hy Averback, Joe Forte; (SW & SD)                                                                                                                                                                                      |
| <u>The Vise</u><br>(Ron Randell)     | ABC 9:30 | <u>Let Murder Be Done</u> - (O) by James Eastwood; with Dennis Price, Avis Scott, Betty Ann Davies; Dir by David MacDonald                                                                                                                    |
| <u>The Lineup</u> (W. Anderson)      | CBS 10pm | regulars & Jack Carol, Philip Pine; (SW & SD)                                                                                                                                                                                                 |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 8 THRU FRIDAY OCTOBER 15

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| TODAY<br>(Dave Garroway) | NBC 7am   | W - Harry Belafonte (S), Bob Mathias (Olympic champ), Mary Martin & daughter Heller Holliday in filmed interview; Thu - Irving Berlin (composer); F - Guido Orlando (author) |
| GEORGE SKINNER           | WCBS 9am  | M - Ted Malone; Tu - Richard Hayman (M); W - Henry Morgan (C); Thu - Jay Marshall (C&magic); F - Ruth Manecke (animals)                                                      |
| GARRY MOORE              | CBS 10am  | Thu - Dagenham Girl Pipers; F - Mickey Deems (C), Ladd Lyons (magic)                                                                                                         |
| HOME (Arlene Francis)    | NBC 11am  | M - Hugh Downs & Jillana (S&D)                                                                                                                                               |
| STRIKE IT RICH           | CBS 11:30 | M - Bob Olin (restaurateur)                                                                                                                                                  |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 8 THRU FRIDAY OCTOBER 15 (Cont'd)

TED STEELE WOR-TV 2:30 M Thru F - Judy Valentine, Thelma Carpenter, Bobby Lucas (all)

THE WORLD OF MR SWEENEY NBC 4:30 M - regulars & Nell Harrison, Harrison Dowd, Mort Stevens; Tu - Lydia Reed; W - Julie Follansbee; Nicholas Saunders; Th - Charles Cooper; F - Janet Fox, Jean Cleveland; (SW & SD)

MODERN ROMANCES NBC 4:45 M thru F - (O) <sup>airline hostess</sup> by Earl Hamner; with Joan Chandler, Murray Hamilton, Richard Derr, Phoebe MacKaye, Jackie Schole; (SD)

HOWDY DOODY NBC 5:30 Tu - Paul Winchell (ventriloquist)

MAGIC COTTAGE WABD 6pm M thru F - Hal Cooper, Bernard Grant; (SW & SD)

COKE TIME-E. FISHER NBC 7:30pm F (10/15) - Kitty Kallen (S)

TONIGHT (Steve Allen) NBC 11:30 W - Duke Ellington & Orchestra; Thu - Max Liebman (producer)

SATURDAY OCTOBER 16

Captain Midnight (Richard Webb) CBS 11am Trapped Behind Bars - (O) by Milton M. Raison, (A) by George Bricker; with regulars & Don C. Harvey, Lennie Bremen, Charles Postal, Mel Welles, Gene Roth, Edward Foster; (SD)

The Range Rider (Jack Mahoney) WNBT 6:30 Jimmy the Kid - (O) by Milton Raison; with regulars & Wendy Waldron, Denver Pyle, Greg Barton, Steve Clark, Kermit Maynard, Ewing Mitchell, Boyd Stockman; (SD)

MY FAVORITE HUSBAND (Caulfield & Nelson) CBS 9:30 (O) by Sol Saks, Shirley Gordon, William Cowley; with regulars & others to be announced; (SD, FROM HOLLYWOOD)

Willy (June Havoc) CBS 10:30 Willy Chooses Not to Run - (O) by Louis Pelletier; with regulars & Maudie Prickett, Jesse Kirkpatrick, Paul Maxey; (SD)

The Lone Wolf (Louis Hayward) WNBT 11:15 Memo: Centerville (Minister Story) - (O) by Antony Ellis; with Henry Morgan, Robert Osterloh, Dan Riss, Allene Roberts, Tudor Owen, Jess Kirkpatrick; (SD)

SUNDAY OCTOBER 17

Lamp Unto My Feet (Dr. Lyman Bryson) CBS 10am Our Bible and How It Came To Us - excerpts from film produced by Caravel Films for American Bible Society; (O) by Bible Society & Steven Fleischmann, Courtney Anderson; Dir by Mauri Goldberg

FRONTIERS OF FAITH Roy Rogers (& Dale Evans) NBC 1:30 NBC 6:30 Same credits as last week & James Millhollin; (SD)  
The Last of the Larrabee Kid - (O) by Milton M. Raison; with Bill George, Sarah Padden, Don Harvey, John Cason, John Merton, Harry Harvey, Fred Sherman, Jack O'Shea; Dir by Donald J. McDougall

YOU ARE THERE (Walter Cronkite) CBS 6:30 Edison's Miracle of Light - (O) by Kate Nickerson; with Richard Waring, E. G. Marshall, Bramwell Fletcher, Dan Morgan, Martin Brooks, Nehemiah Fersoff, Ray Bramley; (SD)

MR. PEEPERS (Wally Cox) NBC 7:30 regulars & Gage Clarke, Sammy Smith, Betty Sinclair; (SW & SD)

OPERA CAMEOS (Giovanni Martinelli) DuM 7:30 Excerpts from La Traviata - opera by Verdi; with Beverly Sills, John Druary, Frank Valentino, Jane Morrow, Robert Barry, Carlo Tomanelli, Patricia Bowman (all S, latter D); Subtitles by Joseph Vinti (PREMIERE, FALL SERIES)

JACK BENNY CBS 7:30 Kirk Douglas, Dick Powell, Fred MacMurray, Dan Dailey, Tony Martin (all appear as musicians) (SW & SD, FROM HOLLYWOOD)

Pepsi-Cola Playhouse (Polly Bergen) ABC 7:30 Death the Hard Way - (O) by Fenton W. Earnshaw; with Eve Miller, William Gargan, Patrick O'Neal; Dir by Blake Edwards

COLGATE COMEDY HOUR NBC 8pm Milton Berle, Janis Paige, Mitzi Green, Smith & Dale, George E. Price, Joel Gray in Diamond Jubilee of the Friars Club; (O) by Buddy Arnold & Woody Kling; Prod by Arthur Knorr; Dir by Garry Simpson

TOAST OF THE TOWN (Ed Sullivan) CBS 8pm Bing Crosby (on film); Irving Berlin (composer), Liberace (M), "Peg Leg" Bates (D), Hal LeRoy (D), Will Jordan (mimic), Sinclair & Spaulding (D)

GENERAL ELECTRIC THEATRE CBS 9pm Edison the Man - based on M-G-M film, (TV A) by George Bellak; with Burgess Meredith & others to be announced; (SD)