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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(19)

CBS- 10-11pm EDT; RETURN; Studio One; from WCBS-TV(NY), 99 stations live, 23 kine. § Sponsor- Westinghouse Electric Corp (All Appliances) thru McCann-Erickson, Inc(NY); Acct Exec- James Gillis; Agcy Superv- Tom Losee; Comm Superv- Andy Christian; Comm Anncr- Betty Furness. § Pkgr- CBS-TV(NY); Prod- Felix Jackson; Asst to Prod- Charles Schultz; Alt Dirs- Paul Nickell, Franklin Schaffner, William Brown; Assoc Dirs- John Cosgrove(Nickell), Joseph Dackow(Schaffner), Frank Leicht(Brown); Prog Assts- Joan Pilkington(Nickell), Betty Stein(Schaffner), Candy Pinkler(Brown); Music Consultant- Alfredo Antonini; Sets- Larry Eggleton, Willard Levitas, Kim Swados; Script Ed- Florence Britton(CBS, NY); Casting- James Merrick(CBS, NY). § Program returns for eighth season, presenting dramas of all types with top talent. Program replaces Studio One Summer Theatre (last show Sept 12), its summer replacement, in this time spot.

Tuesday(20)

CBS- 8-8:30pm EDT; DEBUT; Navy Log, ON FILM; from WCBS-TV(NY) & KNXT(LA), 71 stations net, 28 delayed. § Alternate Week Sponsors- 1) The Maytag Co (Appliances) thru Leo Burnett Co, Inc(Chi); Acct Superv- James Love; Acct Exec- Carl Zucker; Agcy Film Superv- Gordon Minter. 2) W. A. Sheaffer Pen Co (All Products) thru Russel M. Seeds Co., Inc(Chi). § Pkgr- Sam Gallu with CBS-TV; Film Prod- Gallu Productions at General Service Studios, Hollywood, Calif; Exec Prod- Leslie Harris; Creator & Prod- Sam Gallu; Dir- Bud Andrews and others; Writers- Allan Sloane, Max Ehrlich, Paul Monash, Roger Marston. § Factual dramas based on exploits of U. S. Navy personnel, filmed with the cooperation of the Navy at Navy bases, each episode a completely different story. Program replaces Star Time Playhouse (last show Sept 13), summer filmed re-runs, in this time spot.

CBS- 8:30-9pm EDT; DEBUT, You'll Never Get Rich, ON FILM; from WCBS-TV(NY) & KNXT(LA), no. of stations indefinite. § Alternate Week Sponsors- 1) R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co, Inc(NY); Acct Exec- Thomas D. Luckenbill; Comm Superv- Stanley Lomas. 2) Amana Refrigeration, Inc (Freezers & Air Conditioners) thru Maury, Lee and Marshall(NY); Acct Exec & Agcy Superv- Charles Ripin; Comm Dir- Douglas Rodgers; Comm Anncr- Laraine Day. § Pkgr- CBS-TV(NY); Film Prod- Kenco Films, Inc(NY); Prod & Dir & Head Writer- Nat Hiken(CBS); Prod Superv- Edward J. Montagne(CBS); Dir of Photog- Al De Caprio. § Phil Silvers stars in this new situation comedy series about Army life as M/Sgt Ernie Bilko, in charge of a post motor pool; (Continued on next page)

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Tuesday(22)

CBS- You'll Never Get Rich (Cont'd from previous page): with Harvey Lembeck as Cpl. Barbella, Alan Melvin as Cpl. Henshaw, Herbie Faye as Pvt. Fender; with Maurice Gosfield, Harry Clark, Jimmy Little, Karl Lukas, John Gibson, Jack Healy as other regulars. Paul Ford plays Bilko's colonel. Program replaces Music '55 (last show Sept 6) in this time spot.

CBS- 9-9:30pm EDT; DEBUT; Joe and Mabel, ON FILM; from WCBS-TV(NY) & KNXT(LA), 78 stations net, 22 delayed (Carter); 73 stations net, 10 delayed (Pharmaceutical). § Alternate Week Sponsors- 1) Carter Products, Inc(Arrid & Rise) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Barrett Welch; Agcy Superv- Jim McMenemy; Comm & Prog Anncr- John Cannon. 2) Pharmaceutical, Inc (Geritol) thru Edward Kletter Associates, Inc(NY); TV Acct Exec- Don Blauhut; Comm Anncr- Bob Shepard. § Pkgr- Talent Associates & CBS-TV(NY); Film Prod- Kenco Films, Inc(NY); Exec Prod- Marlo Lewis(CBS); Prod & Dir- Paul Bogart; Creator & Writer- Irving Gaynor Neiman. § Situation comedy series of a big city taxi driver and his girl friend, starring Larry Blyden as Joe Sparton and Nita Talbot as his girl, Mabel Stoller; with Luella Gear as Mabel's mother and Michael Mann as her little brother Sherman. Program replaces Meet Millie (last show Sept 13) for the same sponsors in this time spot.

NBC- 8-9pm EDT; RETURN; The Martha Raye Show; from WRCA-TV(NY), 92 stations live, 62 kine. § Sponsors (Segments)- 1) Radio Corp of America (RCA Victor Div) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Kevin Kennedy; TV Superv- Clint Wheeler; Comm Anncr- Vaughn Monroe, others. 2) Whirlpool Corp (Washers, Dryers, Ironers) thru Kenyon & Eckhardt, Inc(Chi); Acct Exec- George Simons; Agcy Superv- Andrew Hewitt(NY); Comm Anncr- Fran Allison (demonstrator). 3) Sunbeam Corp (Electric Shaver, Appliances) thru Perrin-Paus Co(Chi); Agcy Superv- Elliot Saunders(NY). § Pkgr- NBC-TV(NY); Prod- Karl Hoffenberg; Assoc Prod- Warren Bryan; Staged by- Norman Lear; Dir- Frank Bunetta; Music Dir- Carl Hoff; Sets- Hjalmar Hermanson; Costumes- Paul Dupont; Choreog- Jonathan Lucas; Writers- Norman Lear & Ed Simmons; Special Music & Lyrics- Lee Pockriss. § Martha Raye returns with her program to be seen every third Tuesday in a semi-book musical-variety show; with Rocky Graziano as featured regular. Program replaces Place the Face (last show Sept 13), 8-8:30pm, and The Arthur Murray Party (last show Sept 13), 8:30-9pm, in this time spot. Programs to be seen regularly in this time spot every third Tuesday alternately are: The Martha Raye Show, The Milton Berle Show (starting Sept 27) and The Chevvy Show (Bob Hope and other stars, each show under the star's name, starting Oct 4).

NBC- 9:30-10pm EDT; RETURN, SPECIALS; March of Medicine; from WNBQ(Chi) & WRCA-TV(NY), 63 stations live, 7 kine. § Sponsor- Smith, Kline & French Laboratories (Ethical Drugs) thru Doremus-Eshleman Co(Phila). § Pkgr- Smith, Kline & French Labs with the American Medical Assn; Prods- Doris Ann(NBC) & S.K. & F. Medical TV Unit; Dir- Charles Christensen; Writer- Lou Hazam. § First program in the fall series, presented at varying intervals during the year in connection with meetings of the American Medical Association in various cities. This program is in connection with the annual meeting of the American Roentgen Ray Society in Chicago and will report on the atom in medicine.

Friday(25)

ABC- 8-8:30pm EDT; RETURN; The Adventures of Ozzie and Harriet, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 30 stations net, 21 delayed. § Alternate Week Sponsors- 1) Hotpoint Co (Appliances) thru Maxon, Inc(Chi); Acct Exec & Agcy Superv- Martin Krautter. 2) The Quaker Oats Co (Aunt Jemima Pancake Mixes) thru J. Walter Thompson Co(Chi). § Pkgr & Film Prod- Stage Five Productions, Inc., at General Service Studios, Hollywood; Prod & Dir- Ozzie Nelson; Assoc Prod- Leo Pepin; Asst Dir- Dick Bremerkamp; Dir of Photog- Neal Beckner; (Cont'd next page)

THIS WEEK(Cont'd)

Friday(23)

ABC- The Adventures of Ozzie and Harriet (Cont'd from previous page): Writers- Ozzie Nelson, others. Return of the domestic comedy series, starring Ozzie and Harriet Nelson and their sons David and Ricky; with Don DeFore as their next door neighbor. Program returns from summer hiatus. A network sustaining film series has been seen in this time spot during the summer.

Saturday(24)

CBS- 2pm to concl EDT (Eastern Games); DEBUT; Regional College Football; from various stations, various cities; no. of stations indefinite. (Eastern Regional Football Games; Big Ten Football Games; Pacific Coast Conference Football Games; all telecast within their regions). § Sponsors- Eastern games, sustaining. Big Ten and Pacific Coast games, half sponsor, Amana Food Plan thru Maury, Lee and Marshall(NY); Acct Exec- Maury Bergman; Agy Superv- Douglas Rodgers; Comm Superv- Charles Ripin; Comm Anncr- Laraine Day. § Pkgr & Prod- CBS Sports Dept; produced by crews at originating stations; Play-by-Play Annncrs- Bob Neal(East), Jack Drees(Midwest), Tom Harmon(West).

CBS- 5-5:30pm EDT; SPECIAL; United Nations Handicap, Horse Race; remote to WCBS-TV(NY), to the net. § Sustaining. § Pkgr & Prod- CBS Sports Dept(NY); Dir- Mel Ferber. § Third running of the international race at Atlantic City Race Track, Atlantic City, N. J., with Bryan Field handling the description and Bob Lee doing the color.

CBS- 9:30-11pm EDT, once monthly; DEBUT; Ford Star Jubilee; from KNXT(LA), no. of stations indefinite. § Sponsor- Ford Division, Ford Motor Co (Ford Cars & Trucks) thru J. Walter Thompson Co(Det). Pkgr- CBS-TV; various producers for individual special projects; CBS Superv- Harry Ackerman(CBS, LA); Premiere show: "Judy Garland Show" - Pkgr- Sid Luft Productions; Prod- Sid Luft; Assoc Prods- Paul Harrison, Berni Gould; Prod Advisor- Ralph Levy; Dir- Paul Harrison; Music Dir- Jack Cathcart; Art Dir- Robert Tyler Lee; Costumes- Irene Sharaff; Choreog- Miriam Nelson; Writer- John Tackaberry. § Judy Garland stars in the debut program of the new once-a-month CBS special programs, with David Wayne as m.c. and guest star, featuring ventriloquist Robert Lamouret and The Goofers, comedy team. Program replaces, one week a month only, It's Always Jan (9:30-10pm), Gunsmoke (10-10:30pm), Damon Runyon Theatre (10:30-11pm).

DuM- 7:30-10pm EDT; RETURN; N. Y. Giants Professional Football Games; from various stations, various cities; no. of stations indefinite. § Sponsors- Net Participation: Atlantic Refining Co (Gasoline) thru N. W. Ayer & Sons, Inc (Phila). Also local sponsors, each station. § Pkgr- DuMont TV Net(NY); Prod- Jim Dolan. § Telecasts of the away-from-home games of the New York Giants Professional Football team. Opening game is with the Philadelphia Eagles from Philadelphia.

Sunday(25)

CBS- 7:30-8pm EDT, alt weeks; RETURN; Jack Benny Show, LIVE or FILM; from KNXT (LA), when live; from WCBS-TV(NY) & KNXT(LA), for film; 146 stations live or net, 24 stations kine or delay. § Sponsor- American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings; Comm Anncr- Don Wilson, also Sportsmen vocal group. § Pkgr- CBS-TV(LA); Exec Prod & Dir- Ralph Levy; Prod- Hilliard Marks; Assoc Prod- Dick Fisher; Music Dir- Mahlon Merrick; Sets- Robert T. Lee; Writers- Sam Perrin, George Balzer; Al Gordon, Hal Goldman. Filmed programs are by McCadden Corp., at General Service Studios, Hollywood. The Jack Benny Show alternates weekly with Private Secretary for the same sponsor (see page 102).

THIS WEEK(Cont'd)

Sunday(25)

NBC- 7:30-8pm EDT; DEBUT; Frontier, ON FILM; from WRCA-TV(NY) & KRCA-TV(LA), 56 stations net, 10 delayed. § Sponsor- Reynolds Metals Co (Aluminum Products) thru Buchanan & Co(NY) and Clinton E. Frank, Inc(Chi); program handled by Buchanan and commercials by Frank; Buchanan: Acct Exec- William Dasheff; Agcy Superv- Nat Strom; Comml Anncrs- Rex Marshall (various products), Helen Lewis (Reynolds Wrap). § Ekgr- Worthington Miner; Film Prod- Outpost Productions, at Hal Roach Studios, Culver City, Calif; Exec Prod- Worthington Miner; Prod- Carroll Case; Dirs- Don Siegel, Tony Leader, others; Prod Mgr- Bernie Kowalski; Writers- Morton Fine, David Friedkin; Camera- Jack MacKenzie; Film Ed- Harry Kuzwick. Walter Coy is regular narrator and occasional star of these dramas based on stories of the settlement of the West. Program replaces Do-It-Yourself (last show Sept 18) for the sponsor in the time spot.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Ed Sullivan Show (Sun, 8-9pm EDT) New title, effective Sept 25. Formerly called Toast of the Town.

Contest Carnival (Sun, 11:30am-12noon EDT) and Wild Bill Hickok (Sun, 12:30-1pm EDT) both programs, new times, effective Sept 25. The programs swapped times.

Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EDT) Merv Griffin joins the cast as a regular vocalist starting Sept 19. Other regulars are soprano Lois Hunt, baritone Earl Wrightson, dancer-singer Don Liberto, announcer Lee Vines and Ray Bloch and the orchestra. (See page 107).

NBC- The Paul Winchell and Jerry Mahoney Show; RETURN Sept 17; Sat, 10:30-11am EDT. Program took vacation for four weeks starting Aug 20 (See page 91). All credits the same; ADD: Natalie Trundy, young singer-dancer to regulars. Current writing staff includes Carl Jampel, Paul Winchell, Stan Dreben, Hannah Goodman.

It's a Great Life (Sun, 7:30-8pm EDT) New day and time and start of new fall series, effective Sept 18. Program was formerly seen Tuesdays, 10:30-11pm. Program was seen in re-run during the summer in its former spot, since June 7. (See page 61).

Today (Mon thru Fri, 7-9am EDT) Gerald Green named producer, succeeding Robert Bendick, who has been named a producer for the forthcoming Wide Wide World.

People Are Funny (Sat, 9-9:30pm) New day and time, effective Sept 24. Program was formerly seen Sun, 7-7:30pm EDT. Sponsors for new fall series- The Toni Co (All Products) thru Weiss & Geller, Inc(Chi), Leo Burnett, Inc(Chi), Tatham-Laird, Inc(Chi) and Clinton E. Frank, Inc(Chi); sponsorship is two of each three weeks. Third week sponsor is Paper Mate Co, Inc (Ball Point Pens) thru Foote, Cone & Belding(LA & NY).

LOCAL STATION ACTIVITY

KRCA-TV(Ch 4)- Faith of Our Children; RETURN Sept 18; Sun, 1:30-2pm PT. Sustaining, Los Angeles public service. Pkgr & Prod & Writer- Eleanor Powell; Dir- Robert L. Livingston; Sets- Ted Rich. Eleanor Powell returns with her Bible program, designed as a supplement for Sunday schools, with children of all denominations acting out skits based on Biblical themes. Occasionally guests from all fields visit the program. The program has been off the air for the summer.

TUESDAY SEPTEMBER 20 (Cont'd)

Warner Bros. Presents ABC 7:30pm
(Gig Young) Cheyenne - (O) by Alan LeMay & Winston Miller; (A) by Don Martin; with Clint Walker, L. Q. Jones, Ann Robinson, Bob Wilke, Peter Coe, Jeff Silver, John Garner, Phil Rich, John Doucette, George Wallace, Rush Williams; (SD)

Navy Log CBS 8pm The Frogmen - with Ross Elliott, Robert Nichols, Harry Landers, Paul Dubov, James Seay; (SW) by Allan Sloane; (SD) by Fud Andrews (PREMIERE NEW SERIES)

MARTHA RAYE SHOW NBC 8pm with Rocky Graziano, guests Tallulah Bankhead, Gloria Lockerman; (SW) by Norman Lear & Ed Simmons; staged by Lear

Wyatt Earp ABC 8:30pm Bill Thompson Gives In - regulars with Hal Baylor; (SW);(SD) by (Hugh O'Brian) Frank MacDonald

You'll Never Get Rich CBS 8:30pm The New Platoon - with Harvey Lembeck, Herbie Faye, Paul Ford, Michael Dreyfus, Harry Clark, Jimmy Little, John Gibson, Ned Glass, Jack Healy, Billy Sands, Mickey Freeman, Tiger Andrews, Karl Lukas, Walter Cartier, Maurice Gosfield; (SW & SD) by Nat Hiken (PREMIERE NEW SERIES)

The Danny Thomas Show ABC 9pm The Little League - regulars; (SW & SD)

Joe and Mabel CBS 9pm with Larry Blyden, Nita Talbot, Luella Gear, Michael Mann; (SW) by Irving Gaynor Neiman; (SD) by Paul Bogart (PREMIERE NEW SER.)

Jane Wyman's Fireside Theater NBC 9pm Holiday in Autumn - with Fay Wray, Walter Reed; (SW & SD)

DuPont Cavalcade Thtr WABC-TV 9:30 Decision For Justice - (O) by Charles Larson; with Jeff Morrow, Marjorie Lord, Dayton Lummis, Bob Foulk, Addison Richards, Anne Whitfield; (SD) (re-run of previous show)

WEDNESDAY SEPTEMBER 21

Father Knows Best NBC 8:30pm First Disillusionment - regulars & Hal Taggart, Peter Miles, (Robert Young) Peter Heisser; (SW & SD)

The Millionaire CBS 9pm The Story of Fred Malcolm - Les Tremayne, Marjorie Reynolds; (SD) (Marvin Miller)

KRAFT TELEVISION THEATRE NBC 9pm The King's Bounty - (O) by Michael Dyme; with Everett Sloane, Betsy Von Furstenberg, Hurd Hatfield, Chris Plummer, Lilia Skala, Carol Goodner, Romney Brent (SD)

FRONT ROW CENTER CBS 10pm Meeting At Mayerling - (O) by Brainerd Duffield; with Claude Dauphin, Marisa Pavan, John Wengraf, Isobel Elsom, Fred Essler; (SD) by Fletcher Markle

Douglas Fairbanks WRCA-TV 10:30 Atlantic Night - (O) by Leslie Reade; with Andre Morell, Alan McClelland; (SD)

THURSDAY SEPTEMBER 22

Guy Lombardo WRCA-TV 7pm Martha Wright (S)

The Goldbergs WABD 7:30pm with regulars Gertrude Berg, Robert Harris, Eli Mintz, Arlene McQuade, Tom Taylor; (SW); (SD) by Marc Daniels (PREMIERE FILM SERIES)

Long John Silver WABD 8pm with regulars Robert Newton, Connie Gilchrist, Kit Taylor, Lloyd Berrell, Grant Taylor, Rodney Taylor, Henry Gilbert, Harvey Adams, Muriel Steinbeck, John Brunskill, Harry Hambleton, Eric Reiman; (O) by Martin Rackin based on characters created by Robert Louis Stevenson; (SD) by Byron Haskin (PREMIERE)

CLIMAX! CBS 8:30pm Night of Execution - (O) by Faith Baldwin; (A) by James P. Cavanaugh; with Nina Foch, Vincent Price, Dick Foran, Peter Votrian, Harry Bellaver; (SD) by Allen Reisner (Bill Lundigan)

STAR TONIGHT ABC 9pm Visitation - (O) by James Ramsey Ullman; (A) by Calvin Tomkins; with Bert Brinkerhoff, Lloyd Bohner; (SD) by Mary Scourby

