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INCLUDING

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WEEKLY REPORT

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(17)

NBC- 8-9:30pm EDT, every 4th Mon; RETURN; Producers' Showcase; LIVE (COLOR) from KRCA-TV(LA) (Premiere show origination), other shows NY; 95 stations live, none kine. § Co-Sponsors- 1) Radio Corp of America (RCA Victor, RCA divisions); RCA Victor TV, Radio, Phonograph sets thru Kenyon & Eckhardt, Inc(NY); Acct Execs- Kevin Kennedy(45 Phono, Radio & Hi Fi), Bob Barker(TV Sets), RCA Victor Records thru Grey Advertising Agency(NY); Acct Exec- David Strauss. RCA Service thru Al Paul Lefton Co., Inc(Phila); Acct Exec- Jack McGrath. 2) Whirlpool-Seeger Corp (RCA Whirlpool, Imperial Washers) thru Kenyon & Eckhardt, Inc(Chi); Acct Exec- Larry O'Neil(NY). § Pkgr- Showcase Productions, Inc(NY); Exec Prod- Mort Abrahams; Prod- Hal Stanley(premiere); Assoc Prod- Leo Davis; Prod Super- Shelley Hull; Dir- Bretaigne Windust(premiere); Prog Superv- Alvin Cooperman; Assoc Dir- Dean Whitmore; Music Dir- Charles Sanford; Sets- Ed Stephenson(premiere); Costumes- Campbel (premiere); Choreog- Tony Charmoli. § Top Broadway and Hollywood stars in originals and adaptations of past stage successes, both dramas and musicals, many with guest producers and directors. Programs will originate mainly from New York where the permanent production staff is based. The program pre-empt programs in the 8-9:30pm NYT period every fourth Monday.

Tuesday(18)

ABC- 7:30-8:30pm EDT, alternate Tue; DEBUT; Conflict; FILM from WBKB(Chi) & KABC-TV(LA), 63 stations net, 52 delayed. § Chesebrough-Pond's, Inc (Pond's Cosmetics, Vaseline brand products, Pertussin cough medicine); Pond's thru J. Walter Thompson Co(NY); Acct Exec- Sam Wolf; TV Acct Rep- Bart McHugh; Comm Prod- Larry Goldwasser(JWT). Vaseline products & Pertussin thru McCann-Erickson, Inc (NY); Acct Exec- Lawrence Puchta; Asst Acct Exec- Robert McIntyre; TV Acct Rep- King Horton. § Pkgr & Film Prod- Warner Bros. TV Division, Burbank, Calif.; Exec Prod- William T. Orr; Prod- Roy Huggins; Prod Superv- Oren Haglund; Dirs- James Kern(premiere), Roy Del Ruth, others; Music Dir- David Buttolph; Script Ed- Jack Emanuel; Writers- Liam O'Brian, Vincent Evans, Howard Browne, others. § Anthology series of hour-long dramas with top star names, appealing basically to family viewers. The program follows the pattern of the every-other-week re-runs that have been alternating with Cheyenne under the previous title, Warner Bros. Presents in this time spot. (last program under Warner Bros. Presents main title was Sept 11).

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Tuesday(18)

ABC- 9:30-10pm EDT; RETURN; Du Pont Cavalcade Theatre; FILM from WABC-TV(NY), WBKB(Chi) & KABC-TV(LA), 61 stations net, 25 delayed. § Sponsor- E. I. du Pont de Nemours & Co., Inc (Institutional on behalf of various products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Harold Blackburn; Comm Anncr- John Kennedy. § Pkgr- Batten, Barton, Durstine & Osborn, Inc., for du Pont; Film Prods- Some films from Four Star Films, Inc., under previous contract, prod at RKO-Pathe Studios, Culver City, Calif.; plus new season's films produced by Sharpe & Lewis Productions (Hawthorne Productions), Motion Picture Center, H'wood; Sharpe & Lewis staff: Exec Prod- Don Sharpe; Prod- Warren Lewis; Prod-Superv- Lloyd Richards; Dir- Tom Gries; Asst Dir- Frank Baur; Art Dir- Duncan Cramer; Story Ed- William Koenig; Writers- Various. § New series of documentary dramas of contemporary interest, also fictionalized dramas. The previous season's format featured factual historical dramas based on contemporary American history. The program has been seen in re-runs in this time spot during the summer.

NBC- 8-8:30pm EDT; RETURN; The Big Surprise; LIVE from WRCA-TV(NY), 146 stations live, none delayed. § Alternate Week Sponsors- 1) Speidel Corp (Watch Bands, Men's Jewelry) thru Norman, Craig & Kummel, Inc(NY); Acct Exec- Gerard Bissinger. 2) Purex Corp., Ltd. (Dutch brand cleansers, Purex Dry & Liquid Bleach, Trend). Dutch cleansers thru Weiss & Geller, Inc(Chi); Acct Exec- Robert Harris. Purex Dry & Liquid Bleach, Trend thru Foote, Cone & Belding(LA); TV Acct Rep- Stuart Minton, Jr. § Pkgr- Entertainment Productions, Inc., in association with Harry Fleischman(NY); Exec Prod- Steve Carlin; Prod- Merrill Heatter; Assoc Prod- Shirley Bernstein; Prod Superv- Joseph L. Stuhl; Dir- Fredric A. Carr; Assoc Dir- Grant Johnson; Music Dir- Norman Leyden; Sets- Eddie Gilbert. § Mike Wallace m.c.'s the audience participation quiz show, returning for its second season on a new day and time, with its question game worth up to \$100,000 for contestants who answer all questions successfully. All questions above the \$2,000 level are prepared under the supervision of James Colvin of the Encyclopedia Britannica editorial board. The program replaces Dear Phoebe (last show Sept 11) in this time spot.

NBC- 8:30-9pm EDT; DEBUT; Noah's Ark; FILM (COLOR) from WRCA-TV(NY) & KRCA-TV(LA), 113 stations net, 2 delayed. § Sponsor- Liggett & Myers Tobacco Co (Chest-erfield Cigarettes) thru McCann-Erickson, Inc(NY); Acct Exec- Harold Graham. § Pkgr & Film Prod- Mark VII, Ltd., at Republic Studios, North Hollywood, Calif.; Prod & Dir- Jack Webb; Assoc Prod- Olan Soule; Dir- Harry D'Arcy; Music Dir- David Buttolph; Prog Anncr- George Fenneman; Dir of Photog- Edward Coleman; Writers- Jack Webb, Frank Burt. § New film series based on the experiences of two veterinarians and the animals they treat, featuring Paul Burke as Dr. Noah McCann, Vic Rodman as his older partner Dr. Sam Rinehart, and May Wynn as their receptionist Liz Clark. The program works in cooperation with the Southern California Veterinary Medical Assn and the American Humane Assn. The program re-places This is Show Business (last show Sept 11) in this time spot.

Thursday(20)

NBC- 7:30-7:45pm EDT; RETURN; The Dinah Shore Show; LIVE from KRCA-TV(LA), no. of stations indefinite. § Sponsor- Chevrolet Dealers of America thru Campbell-Ewald Co(Detroit); Acct Exec- Philip L. McHugh; Comm Anncrs- Art Baker, Joel Aldred. § Pkgr- NBC-TV(LA); Prod & Dir- Bob Banner; Assoc Dir- Barbara Fishel; Music Dir- Harry Zimmerman; Miss Shore's Music Advisor- Ticker Freeman; Prog Anncr- Art Baker; Sets- Frank Swig; Choreog- Jack Baker. § Dinah Shore returns as the star of her musical show, backed by The Skylarks (George Becker, Earl Brown, Joe Hamilton, Gilda Maiken, Carol Lombard). The program will only be seen on Thursday and not on Tuesday and Thursdays as in previous seasons. In its return the program replaces Chevrolet on Broadway (last show Sept 13).

THIS WEEK(Cont'd)

Thursday(20)

NBC- 10-11pm EDT; RETURN; Lux Video Theatre; LIVE (COLOR) from KRCA-TV(LA), no. of stations indefinite. § Sponsor- Lever Brothers Co (Lux Soap, Flakes, Liquid, other Lever products); Lux products thru J. Walter Thompson Co(NY); Acct Execs- Peter Geisler(Lux Soap), Philip Mygatt(Liquid & Flakes). Other participating products are Spry thru Keyon & Eckhardt, Inc(NY), Good Luck Margarine thru Ogilvy, Benson & Mather, Inc(NY), Pepsodent thru Foote, Cone & Belding(NY). § Pkgr- J. Walter Thompson Co(LA); Exec Prod- Stanley Quinn; Assoc Prod- Earl Ebi; Dirs- Norman Morgan, Michael Dreyfuss, James Yarborough, Richard Good, Dave Orrick; Music Dir- Rudolph Schragar; Prog Anncr- Ken Carpenter; Story Ed- Richard McDonagh; Casting- Miles Gilbert. § Gordon MacRae is host for this season's presentations of full-hour adaptations of motion picture scripts, with prominent Hollywood talent in leading roles. Five full-hour musicals will also be presented for the first time during the season, with Gordon MacRae as producer. The program succeeds its summer replacement, Lux Video Summer Theatre (last show Sept 13) in this time spot.

Saturday(22)

CBS- 7:30-8pm EDT; DEBUT; The Buccaneers; FILM from WCBS-TV(NY) & KNXT(LA), 74 stations net, 12 delayed. § Sponsor- Sylvania Electric Products, Inc (All Products) thru J. Walter Thompson Co(NY); Acct Superv- Henry Johnson; TV Acct Rep- Robert Buchanan; Comm Superv- Ernest Motyl. § Pkgr- Official Films with Sapphire Films, Ltd(England); Film Prod- Sapphire Films, Ltd., at Nettleford Studios, Surrey, England; Exec Prod- Hannah Weinstein; Prods- Sidney Cole, Ralph Smart; Dirs- Leslie Arliss, Ralph Smart, others; Music Dir- Edwin Astley; Art Dir- Peter Proud. § New filmed adventure series based on pirate adventure and the 18th Century struggle for sea supremacy between England and Spain; with Robert Shaw as ex-pirate captain Dan Tempest, a minor character in early episodes, but gradually becoming the main character in later films. The program replaces Beat the Clock, which moves up to the 7-7:30pm EDT time spot, effective this date. (See Network Changes for sponsor information on latter program).

NBC- 1-2pm EDT; SPECIAL; Be A Famous Figure; LIVE (COLOR) from WRCA-TV(NY), approx 55 stations live, 1 kine. § Sponsor- Warner Brothers Co., Inc (underwear & lingerie) thru C. J. LaRoche & Co., Inc(NY); Acct Exec- D. M. Marshman; TV Acct Rep- Tom Lewis; Comm Superv- Stuart Ludlum, Carroll O'Meara(both LA, commls on film). § Pkgr- NBC-TV(NY); Exec Prod- Ted Rogers; Prod- Roger Gimbel; Assoc Prod- Kay Elliot; Dir- Kirk Browning; Music Dir- Skitch Henderson; Sets- Murr Smidt; Costumes- Guy Kent; Choreog- Mary Lynn. § First of four special musical fashion shows (others will be on Dec 8, March 2 and June 1) displaying the current styles of each season. The shows are in the form of musical stories with fashion displays integrated in the story line. (See page C for credits).

NBC- 3-3:15pm EDT(premiere); RETURN; NCAA Football Preview; LIVE from WRCA-TV(NY), approx 160 stations live. § Sponsor- Allstate Insurance Co thru Christian-sen Advertising Agency, Inc(Chi). § Pkgr- NBC Sports(NY); Prod- Ted Nathanson; Writer- John Kieran, Jr. § Jimmy Powers and Bud Palmer handle sports commentary to be presented before seven of the eight NBC Game of the Week telecasts this fall, Saturdays thru Dec 1, including Thanksgiving Day, Nov 22.

NBC- 3:15-approx 6pm EDT(premiere); RETURN; NCAA Game of the Week; LIVE from various stations, various cities, 174 stations live. § Segment Sponsors- 1) Sunbeam Corp thru Perrin-Paus Co(Chi); 2) U. S. Rubber Co thru Fletcher D. Richards, Inc(NY); 3) Bristol-Myers Co thru Doherty, Clifford, Steers & Shenfield, Inc(NY); 4) Zenith Radio Corp thru Batten, Barton, Durstine & Osborn, Inc(Chi). § Pkgr- NBC Sports(NY); Prod- Perry Smith; Dir- Harry Coyle; Writer- Barney Nagler. § Telecasts of seven major Saturday afternoon NCAA college football games, with two different games televised in different sections on Thanksgiving Day. The telecast schedule runs thru Saturday, December 8.

THIS WEEK(Cont'd)

Saturday(22)

NBC- approx 6-6:15pm EDT (premiere); RETURN; NCAA Scoreboard; LIVE from WRCA-TV (NY), 70 stations live. § Sponsor- The Dow Chemical Co thru McManus, John & Adams (Bloomfield Hills); Acct Exec- William Bachman. § Pkgr- NBC Sports (NY); Prod- Ted Nathanson; Writer- Barney Nagler. § Russ Hodges and Jim Crowley report football score immediately after the conclusion of the NCAA Game of the Week.

Sunday(23)

NBC- 7:30-8pm EDT; DEBUT; Circus Boy; FILM from WRCA-TV(NY) & KRCA-TV(LA), 82 stations net, 6 delayed, 9 quick kines. § Sponsor- Reynolds Metals Co (Aluminum Products) thru Buchanan & Co (NY), for the program; Acct Exec- William Dasheff; TV Acct Rep- Nat Strom; and thru Clinton E. Frank, Inc (Chi), for the commercials. § Pkgr & Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif.; Co-Prods- Herbert B. Leonard, Norman Blackburn; Dir- Robert G. Walker; Asst Dir- Mitch Gamson; Art Dir- Paul Palmentola. § Adventure series about a boy adopted by a circus troupe at the turn of the century, with 12-year-old Mickey Braddock as the boy Corky, Noah Beery, Jr., as Joey the Clown, Robert Lowery as Big Tim and Guinn "Big Boy" Williams in a featured role. The program replaces Frontier (last show Sept 9) in this time spot for the sponsor.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- See Producers' Showcase listing on page 83.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Arthur Godfrey's Talent Scouts (Mon, 8:30-9pm EDT) and Arthur Godfrey Time (Mon thru Thu, 10:30-11:30am EDT) Arthur Godfrey returns from vacation, effective Sept 17, resuming with both programs. Talent Scouts returns from its three-week Hollywood origination to NY this date (see page 75).

Political Address by President Eisenhower; SPECIAL Sept 19; Wed, 9:30-10pm EDT; LIVE from WTOP-TV(Wash), no. of stations indefinite. § Sponsor- Republican National Committee. § Production info not available; crew from WTOP-TV(Wash). President Eisenhower outlines his campaign plans in a paid political address. The program pre-empts I've Got a Secret, one time only.

The Phil Silvers Show (Tue, 8-8:30pm EDT) New series begins Sept 18; program has been seen in re-run during the summer. (See Television Index card).

The Jack Benny Show (alt Sun, 7:30-8pm EDT) Program returns from summer vacation Sept 23, presenting live and filmed shows as in previous seasons. (See Television Index card). The program time was occupied by re-runs of Private Secretary during the summer, also its alternate program during the regular season (see page 78).

Beat the Clock (Sat, 7-7:30pm EDT) New time effective Sept 22. (See The Buccaneers, page 85). New sponsor effective this date is Hazel Bishop, Inc (Lipstick, Hair Spray, Cleanser, Makeup Compact) thru Raymond Spector Co., Inc (NY); Acct Exec- Richard Blaine. Production credits same as on Television Index card.

NBC- The Golden Touch of Frankie Carle; ADD NEW DAY Sept 3; Mon, 7:30-7:45pm EDT; LIVE from KRCA-TV(LA), to the net. Sustaining. Program currently seen Tue, 7:30-7:45pm EDT, also replaced Monday Gordon MacRae Show (last show Aug 27). Tuesday Carle program will end with Sept 25 program, Monday program continues.

Conversations with Elder Wise Men (Irregular filmed programs) Conversation with psychoanalyst Dr. Ernest Jones, Sept 23, Sun, 4-4:30pm EDT; with Lionel Trilling.

TALENT SHOWSHEET SEPTEMBER 14 - SEPTEMBER 23
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Most of the shows on September 14, 15, 16 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, September 21. 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.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings below) are: Armstrong Circle Theatre (Kine), Big Town, Crossroads, Crusader, Bob Cummings Show, Ford Theatre, Fury, Alfred Hitchcock Presents, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Tales of the Texas Rangers, 20th Century-Fox Hour, The Wise.

SUNDAY SEPTEMBER 16  
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LAMP UNTO MY FEET CBS 10am Add:(new title) Heaven and Earth - (O) Clair Roskam; with Nancy Wickwire, Jack Lord, Dorrie Kelton, Harrison Dowd, Clifford David

LOOK UP AND LIVE CBS 10:30am - (O) Nel King; with Lois Nettleton, Don Fellows

Capt. Gallant of the Foreign Legion NBC 5:30pm Gallant's New Post - (O) Walter Daniels; with Buster Crabbe, Cullen "Cuffy" Crabbe, Fuzzy Knight (all regs) & Peter Trent, Leslie Daniels, John Stacy, Dino Nardi; (SD) Steve Previn; RETURN (new day & time)

Telephone Time CBS 6pm Keely's Wonderful Machine - (O) John Nesbitt; with Melville Cooper, Barry Kelley, Helen Mayon, Danny Richards Jr.; RETURN

STEVE ALLEN SHOW NBC 8pm Add: Bill & Cora Baird & their marionettes; (choreography for remote pick-up by Rod Alexander & Bambi Lynn; original music by Skitch Henderson)

MONDAY SEPTEMBER 17
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ABC Special      ABC 8pm      War Drums; with Tom Keane; (film); other credits unavailable

Stage 7      WPIX 8pm      The Man Who Came Over the Mountain - (O) N.B. Stone, Jr; with John Ericson, John Litel, Sally Fraser; Dir - Leslie Goodwins; (also seen Thu 9/20, WABD 8pm).

PRODUCERS' SHOWCASE      NBC 8pm      The Lord Don't Play Favorites - (O) Patrick Malloy; (A) Jo Swerling, Hal Stanley; with Robert Stack, Kay Starr, Dick Haymes, Buster Keaton, Louis Armstrong, Mike Ross, Oliver Blake, Arthur Q. Bryan, Barry Kelly, Jerry Maren, Nejlá Ates, Gene Lanham, Mack McClean, Maurice Duree, Mal Odey, Dick Beard, Frank Sabella, Louanna Gardner, Junej Ellis, Dick Byron, Gil Mershon, Ralph Brewster, Dick Wittingly, Bill Reeve, Clark Yocum, Grover Dale, Gloria DeWerd, Ricky Sorenson, Jerry Hartelban, Debbie Mueller, Gretchen Houser, Roberta Laune, Joan Larkin, ( & 15 singers); Dir -Bretaigne Windust; RETURN

VOICE OF FIRESTONE      ABC 8:30pm      Robert Merrill

TALENT SCOUTS      CBS 8:30pm      The Blackwood Brothers (S), Arlene Adams(S), Manolo Mara(S)

Charlie Farrell Show      CBS 9pm      with regulars & Jeff Silver; (SW&SD)

VIC DAMONE SHOW      CBS 9:30pm      Jaye P. Morgan(S), Rudy Vallee(S); (SD)

ROBERT MONTGOMERY PRESENTS      NBC 9:30pm      Onions in the Stew - (O) Berry MacDonald; (A) Doria Polliott; with Constance Bennett, Terry O'Sullivan, Robin Morgan, Pat Sully, Michael Evans, Sandy Horn, William Darrid, Mary Grace Canfield, Tom Ellis; (SD) Jack Schwartz

STUDIO ONE SUMMER THEATRE      CBS 10pm      Dark Morning - (O) Arden Casey; with Larry Gates, Joan Potter, Howard Wierum, Gerry Mitchell, Paul E. Richards, Robert Dowdeil, Ned Glass; (SD) Arthur Penn

Douglas Fairbanks Presents      WRCA 10:30pm      Guy in the Middle; with Robert Beatty, Yolande Donlan, John Longden, Irene Browne

TUESDAY SEPTEMBER 18  
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Conflict ABC 7:30pm Shock Wave -(0) Liam O'Brian, Vincent Evans, Howard Browne; with Scott Brady, Joan Hotchkiss, Kenneth Tobey, Ted De Corsia; Dir - James V. Kern; PREMIERE

You'll Never Get Rich (Phil Silvers) CBS 8pm Platoon in the Movies; with Maurice Gosfield, Harvey Lembeck, Allan Melvin, Herbie Page, Paul Ford, Hope Sansbury, Elizabeth Frazer, Jack Healy, Ned Glass, P. Jay Sidney (all regs); (SW&SD); RETURN

Life & Legend of Wyatt Earp(Hugh O'Brian) ABC 8:30pm The Double Life of Dora Hand; with regulars & Tyler McVey, Lou Rhodes; (SD)

Noah's Ark NBC 8:30pm with Paul Burke, Vic Rodman, May Wynn (all regs); (writer credits unavailable at press time); (SD) Jack Webb; PREMIERE

Jane Wyman Show NBC 9pm This Way to Heaven; with Gene Lockhart, Joanne Davis, John Doucette, Ed Jerome, Nacho Galindo, Martin Garralaga, Buddy Baer, Bart Bradley

GE Summer Originals ABC 9pm The Jungle Trap; with Ronald Reagan, Lewis Martin, Barbara Billingsley

DuPont Cavalcade Theatre ABC 9:30pm Monument to a Young Man - (0) A.L. Bezzerides; with Miguel Landa, John Berardino, Perry Lopez, Michael Fox, Louise Lorimer, Joyce Stoner, Wayne Taylor, Frances Dominguez, Gil Frye; Dir - Tom Gries; RETURN

WEDNESDAY SEPTEMBER 19
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Death Valley Days (Stanley Andrews) WRCA 7pm Halfway Girl; with Barbara Bestar, Steven Clark, Bill Kennedy, Howard Wright, Hank Patterson, Hal Smith, Harry Harvey, Glen Kilburn

FRANKIE LAINE TIME CBS 8pm Georgia Gibbs(S), Jack E. Leonard(C), Jerry Vale(S), Martha Lou Harp(S); (SW&SD)

Father Knows Best (Robert Young) NBC 8:30pm Never the Twain - (0) Paul West; with Robert Young, Jane Wyatt, Elinor Donahue, Billy Gray, Lauren Chapin (all regs) & John Smith, Michael A. Monahan; (SD) Peter Tewksbury

The Millionaire (Marvin Miller) CBS 9pm The Story of Jane Carr; with Augie Dickinson, James Craig, Tom McKee, William Leicester, Tel Avery, Ewing Mitchell; (SD)

KRAFT TV THEATRE NBC 9pm Out to Kill - (0) William Mournes; with James Whitmore, George Peppard, Victor Thorley, Jerome Kilty, David Stewart, John Shellie, Nancy Wickwire, Diane Gentner, Ford Rainey, Val Avery, John Heldabrand

EDDY ARNOLD SHOW ABC 9:30pm Los Borincanos(S-M)

THURSDAY SEPTEMBER 20  
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Guy Lombardo WRCA 7pm Raymond Chase

Sgt. Preston of the Yukon(Richard Simmons) CBS 7:30pm with Edward Hinton, Steve Warren, Mary Adams

CLIMAX† (Bill Lundigan) CBS 8:30pm The Carsten Case - (0) Gordon Gaskill; (A) Oliver Crawford; with Everett Sloane, Audrey Totter, Warner Anderson, Judith Evelyn; (SD) Buzz Kulik

ARTHUR MURRAY PARTY CBS 10pm Denise Lor (S), Andy Williams (S); (SD)

LUX VIDEO THEATRE NBC 10pm Mildred Pierce - (0) James M. Cain; (screenplay (0) - Ronald MacDougall); (A) - Benjamin Simcoe; with Zachary Scott, Virginia Bruce, Colleen Miller, Patric Knowles; RETURN

FRIDAY SEPTEMBER 21
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Rin-Tin-Tin ABC 7:30pm Sorrowful Joe; with Joe Sawyer, Rand Brooks, Sterling Holloway

Science Fiction Theatre WRCA 7pm Death At My Fingertips; with Dick Foran

FRIDAY SEPTEMBER 21  
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<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>An Adventure With Audubon</u> - (A) Maurice Tombragel; with Robert Cornthwaite, Barbara Eller, Booth Colman, Jacques Scott
<u>Life of Riley</u> (William Bendix)	NBC 8:30pm	<u>The First Quarrel</u> ; with regulars & Helen Andrews, Raymond Bailey; (SW&SD)
<u>On Trial</u> (Joseph Cotten)	NBC 9pm	<u>We Who Love Her</u> - (O) Don Mankiewicz; with Alexis Smith, Carl Williams, Shirley Gallaway, Kevin McCarthy, Cheryl Callaway, Hayden Rorke, Jeannette Nolan, Dabbs Greer, Lawrence Dobkin, Joseph Mell, Herb Vigran, Elizabeth Woods; (SD) Don Weis
<u>Lilli Palmer Theatre</u>	WABD 9pm	<u>The Assassin</u> ; with Andre Morell, Willoughby Goddard, Brian Wilde, William Russell; PREMIERE
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>Top Secret</u> - (O) Thomas W. Phipps; (A) Lowell Barrington; with Lee Bowman, Patricia Hardy, Lynn Allen, Lawrence Dobkin, Donald Murphy, Walter Coy, Michael Fox, John Hoyt, Addison Richards, Peter Brocco, Maurice Marsac, Will J. White, Noel Cravat
THE BIG STORY (Ben Grauer)	NBC 9:30pm	<u>Jane Wood, Reporter: Miami(Fla) Daily News</u> - (A) Sheldon Stark; with Lesley Woods, Will Hare, Don Hammer, Ben Lackland, Lynn Merrill, Ed Holmes; (SD)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 14 - FRIDAY SEPTEMBER 21
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| GOOD MORNING<br>(WILL ROGERS Jr)  | CBS 7am     | 9/18 - Jules Munshin; 9/19 - Abe Burrows (C), Boyd Raeburn(M); 9/21 - Jean Patchet (model), & two other models                                                                                                                                                                                                                                                                                                                                                                                  |
| GARRY MOORE SHOW                  | CBS 10am    | 9/18 - Josh White (M-S); 9/21 - Martha Davis & Spouse(M-S)                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| NBC BANDSTAND<br>(Bert Parks)     | NBC 10:30am | Glenn Miller's Orch directed by Ray McKinley (M-Thu-F) with Marilyn Mitchell(S); Johnny Long & Orch (Tue-Wed) with Sandy Moore(S); Frank Parker (S)                                                                                                                                                                                                                                                                                                                                             |
| TENNESSEE ERNIE FORD              | NBC 2:30pm  | 9/18 - Dick Contino (M)                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| NBC MATINEE THEATRE               | NBC 3pm     | 9/17 - <u>Greybeards and Witches</u> - repeat of 5/1/56; 9/18 - <u>The Amateur</u> - (O) Mort Thaw; with Paul Gilbert; 9/19 - <u>Mad Money</u> - (O) Max Wilk, Lee Rogow, Dick Lewine; 9/20 - <u>A Letter From Johnny Brack</u> - (O) Sophie Kerr; (A) Harold Callen; 9/21 - <u>Uncle Harry</u> - (O) Thomas Job                                                                                                                                                                                |
| MODERN ROMANCES<br>(Martha Scott) | NBC 4:45pm  | <u>The Joker</u> - (O) Michael Morris; with David White, Larry Weber, Dina Merrill, John Seven                                                                                                                                                                                                                                                                                                                                                                                                  |
| TONIGHT                           | NBC 11:30pm | 9/17-9/18 - Emcee: Tony Randall; Guests: 9/17 - Alice Pearce (C), Louis Nye(C), Jack Haskell(S), Felicia Sanders(S), Einar Hanson(M), Enid Mosier & her Trinidad Steel Band; 9/18 - Alice Pearce, Louis Nye, Jack Haskell, Peggy Connelly(S), Ray de la Torre(M), The Denvers(knife throwers), Henry Allen & his Dixieland Band; 9/19 - Arthur Treacher, Martha Davis & Spouse(M-S); 9/20 - Jimmy Caesar(C), Kudabux(magician); 9/21 - Barbara Carroll & trio (M), Buddy Hackett (C, tentative) |

SATURDAY SEPTEMBER 22  
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BE A FAMOUS FIGURE	NBC 1pm	with Jinx Falkenburg, Doretta Morrow(S), Bill Tabbert(S), Tony Randall; Seri & Melissa Weston, Suzanne Erickson (all models); Dir - Kirk Browning; PREMIERE (1st of four shows).
OZARK JUBILEE	ABC 7:30pm	<u>The Carlises</u> (S), Brenda Lee(S), <u>The Foggy River Boys</u> (S), Jubilee Promenaders(D)
<u>The Buccaneers</u>	CBS 7:30pm	with Robert Shaw, Alec Clunes, Peter Hammond (all regs); (SD)
PERRY COMO SHOW	NBC 8pm	<u>The Seven Ashtons</u> (acro), Tab Hunter, Natalie Wood PREMIERE
STAGE SHOW	CBS 8:30pm	with regulars & Ella Logan(S), Archie Robbins(C), Gale Storm (film clip); (SD)

