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— WEEKLY REPORT —

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (September 2)

ABC- 7-7:15pm EDT, Mon thru Fri; RETURN - Sports Focus - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr & Prcd- ABC Sports Dept(NY); Dir- Mickey Trenner; Writer- Ed Silverman. § Howard Cosell presents sports news, interviews sports personalities and discusses controversial issues in sports. The program originally debuted June 3, went off July 22 when Kukla, Fran & Ollie returned for five weeks and now replaces Kukla, Fran & Ollie (last show Aug 30) permanently in the time spot.

CBS- 10-10:30am, Mon thru Thu; 10-11:30am, Fri; RETURN - The Garry Moore Show - LIVE from WCBS-TV(NY), 75 to 116 stations, various segments, live and videotape. § Segment Sponsors. § Pkgr- Red Wing Productions, Inc., CBS-TV(NY); Prod & Casting- Herb Sanford; Dir- Clarence Schimmel; Music Dir- Howard Smith; Writers- Bill Demling, Vincent Bogert, Roland Scott, Chuck Horner, Charles Slocum, Hank Miles and Louis (Deke) Heyward(song productions); Features and Guest Booker- Marcia Durant. § Garry Moore returns from a six-week vacation with his regular cast, Durward Kirby, singers Denise Lor and Ken Carson and announcer Frank Simms, with Howard Smith leading the orchestra. The program succeeds its vacation replacement, The Fred Waring Show (last show Aug 30).

CBS- 3:30-4pm EDT, Mon thru Fri; DEBUT - The Verdict Is Yours - LIVE from WCBS-TV(NY), no. of stations not available. § Segment Sponsors. § Pkgr- Frank Cooper Associates with CBS-TV(NY); Prod- Eugene Burr; Asst to Prod- Robert Precht; Dir- Byron Paul; Asst Dir- Al Rafkin; Legal Advisor- Selig Silverman. § Jim McKay is the "television reporter" for realistic trial dramas presented in a court room setting. The jury is chosen from the studio audience and returns each day to render a verdict at the conclusion of the trial. The opposing counsel in the various cases and the presiding judge are all bona fide lawyers, while the people involved in each case, as well as witnesses, are actors playing roles. All trial reenactments are unrehearsed and follow logical developments as each progresses. The program replaces the Bob Crosby Show (last show Aug 30).

Tuesday (September 3)

CBS- 10:30-11pm EDT; TITLE DEBUT - Playhouse - FILM from WCBS-TV(NY) & KNXT(LA), to the net. § Sustaining. § Re-runs of films originally presented on the network as part of Schlitz Playhouse of Stars, of a group originally produced by Meridian Productions. The program replaces The Spike Jones Show (last show (last show August 27)).

THIS WEEK(Cont'd)

Saturday(September 7)

CBS- 10:30pm-12midnight EDT; SPECIAL - 1957 Miss America Pageant - LIVE remote from Atlantic City, N.J., to the net via WCBS-TV(NY), no. of stations not available. § Sponsor- Philco Corp (Consumer Products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- Nathan Tufts. § Pkgr- Miss America Pageant with CBS News & Public Affairs(NY); Prod- Paul Levitan; Dir- Vern Diamond. § Telecast of the 1957 Miss America Pageant at Convention Hall in Atlantic City, with Douglas Edwards as anchor-man and former Miss America Bess Myerson describing the scene. Bert Parks is the on-stage m.c. The program will present all the Miss America entrants, as well as covering the selection of the winner of the competition. The program preempts The Jimmy Dean Show, 10:30-11pm.

NBC- Sat, 4:30-6pm; Sun, 2-5pm EDT; SPECIAL - National Singles Tennis Championships - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC Sports(NY); Prod- Perry Smith; Dir- Jack Dillon. § Telecasts on Saturday and Sunday, Sept 7 and 8, of the semi-finals and finals of the National Singles Tennis Championships at the West Side Tennis Club, in Forest Hills, N. Y. Commentators for both telecasts will be Lindsey Nelson, Jim Simpson and Don Budge.

NBC- 10:30-11pm EDT; RETURN - Your Hit Parade - LIVE (COLOR) from WRCA-TV(NY), 152 stations live, 20 kine. § Alternate Week Sponsors- 1) American Tobacco Co (Hit Parade Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Stephen P. Bell; TV Acct Rep- Bill Connor; Comm Anncr- Dell Sharbutt. 2) The Toni Co (Toni Home Permanent, Adorn, Deep Magic Facial and Cleansing Lotion, Pamper Shampoo and Silver Curl); Toni, Deep Magic, Silver Curl thru North Advertising, Inc (Chi); Acct Superv- D. P. Nathanson; Pamper Shampoo, others thru Clinton E. Frank, Inc(Chi). § Pkgr- Batten, Barton, Durstine & Osborn, Inc(NY) for American Tobacco Co; Prod- Dan Lounsbury; Asst Prod- Dorothy Walsh; Dir- Bill Hobin; Assoc Dir- Dave Geisel; Music Dir- Don Walker; Choreog- Ernest Flatt; Vocal Arranger- Ray Charles; Writer- David Durston; Sets- Paul Barnes; Costumes- Sal Anthony. § Song and dance presentation of the seven top hit songs of the week, plus two extra "old" numbers; featuring singers Jill Corey, Virginia Gibson, Alan Copeland and Tommy Leonetti, backed by the orchestra and vocal and dance groups. The program succeeds its summer replacement, Adventure Theatre (last show Aug 31).

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Adventures of Jim Bowie (Fri, 8-8:30pm NYT) New series begins Sept 6; has been seen in re-run during the summer (see Television Index card). American Chicco Co is now the only sponsor, effective Sept 6. Production staff changes: Directors and writers are now various.

Silver Cup Race; SPECIAL Aug 31; Sat, 6-7pm EDT; LIVE from WXYZ-TV(Det), to the net. Pkgr- ABC-TV Special Events; Prod- Lee Schulman. § Bill O'Mara of KING-TV(Seattle) is commentator for the championship heat of the Silver Cup Race for unlimited hydroplanes on the Detroit River. Telecast is co-op and sustaining.

Famous Film Festival; RETURN Sept 7; Sat, 7:30-9pm NYT. § Net participations and co-op. § Showing of outstanding motion pictures resumes its run after cutting back to a half-hour on June 1 with the start of Billy Graham's New York Crusade; the half-hour version ending June 23. It now replaces Billy Graham (last show Aug 31), 8-9pm EDT, and Flight No. 7, 7:30-8pm EDT. Billy Graham's New York Crusade Times Square Farewell Rally will be seen Sept 1, Sun, 7:30-8pm EDT.

CBS- Lassie (Sun, 7-7:30pm NYT) New series begins Sept 8; has been in re-run during the summer (see Television Index card). Campbell Soup Co is now the only sponsor. Production changes: Pkgr & Film Prod- Lassie Television, Inc., at KTTV, Hollywood, Calif.; Exec Prod- Robert Maxwell; Prod- Rudy Abel; Assoc Prod- Peter Frank.

TALENT SHOWSHEET AUGUST 30 - SEPTEMBER 8
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Most of the shows on August 30,31, and September 1, 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 6. Script identifications used are: (O) Originals, (A) Adaptations, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

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 listing) are: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Blondie, Broken Arrow, The Buccaneers, Burns & Allen, Cheyenne, Circus Boy, Conflict, Joseph Cotten Show--On Trial, Crossroads, Bob Cummings Show, Father Knows Best, Ford Theatre, General Electric Theatre, Gunsmoke, Alfred Hitchcock Presents, Life & Legend of Wyatt Earp, Life of Riley, Millionaire, Mr. Adams & Eve, Navy Log, Panic, People's Choice, Playhouse 90, Private Secretary, Schlitz Playhouse, Phil Silvers Show, Telephone Time, 20th Century-Fox Hour, Wire Service, You Are There.

SUNDAY SEPTEMBER 1  
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CAMERA THREE (James MacAndrew)	CBS 11:30am	<u>A Study of Shakespeare's King Henry IV</u> ; (O) Clair Roskam & Warren Wallace; with Joe Ruskin, Frank Groschlose, Richard Shepherd, Robert Lansing, Wayne Tippett, Arthur Mallet, Paul Spara, John Marley; Dir - Clay Yurdin.
ED SULLIVAN SHOW	CBS 8pm	<u>ADD</u> : The Del Vikings(S), Floyd Patterson.

MONDAY SEPTEMBER 2
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|                                                           |            |                                                                                                                                                                         |
|-----------------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GEORGIA GIBB'S SHOW                                       | NBC 7:30pm | LAST SHOW OF SEASON.                                                                                                                                                    |
| TALENT SCOUTS                                             | CBS 8:30pm | Shirley McGuire(D), The Tartans(S-M), Jan Wynn(S).                                                                                                                      |
| <u>Those Whiting Girls</u>                                | CBS 9pm    | with regulars & Danny Fix; (SW&SD).                                                                                                                                     |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)                 | ABC 9:30pm | Judy Joyce(S), Byron Siebman(M).                                                                                                                                        |
| <u>Richard Diamond, Private Detective</u> (David Janssen) | CBS 9:30pm | <u>The Mickey Farmer Case</u> ; Re-run of 7/1/57.                                                                                                                       |
| ARTHUR MURRAY PARTY                                       | NBC 9:30pm | Eddie Albert(A-C), Margo(A), Eddie Bracken(A-C), Dagmar(C), Gene Tierney(A), Janet Blair(A-S), The Everly Bros.(S).                                                     |
| STUDIO ONE SUMMER THEATRE                                 | CBS 10pm   | <u>The Dark Intruder</u> ; (O) Alfred Brenner; with Charles Korvin, Joanne Linville, David Lewis, Roland Winters, House Jameson; Dir - David Greene. <u>LAST SHOW</u> . |

TUESDAY SEPTEMBER 3  
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<u>Meet McGraw</u> (Frank Lovejoy)	NBC 9pm	<u>Wild Autumn</u> ; with regulars & Corey Allen, Edward Binns, Gordon Jones; (SW&SD).
IT'S POLKA TIME	ABC 10pm	Cretan Greek Folk Dancers.
NAT KING COLE SHOW	NBC 10pm	Peggy Lee(S), Julius La Rosa(S).
<u>The Playhouse</u>	CBS 10:30pm	<u>PREMIERE</u> : Re-runs of Schlitz Playhouse.

WEDNESDAY SEPTEMBER 4
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VIC DAMONE SHOW CBS 8pm Toni Arden(S), Ray Anthony(M), Condos & Brandow(D), George de Witt(C), Paul Winchell(ventril).

KRAFT THEATRE NBC 9pm Triumph; (O) Theodore & Mathilde Ferro; with Ralph Bellamy, Betty Field, Murray Matheson, Robert Pastene, Henry Jones, David White; Dir - Robert Mulligan.

THURSDAY SEPTEMBER 5  
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CLIMAX!
 (Bill Lundigan) CBS 8:30pm Trial By Fire; (O) Dick Stenger; with Linda Darnell, Forrest Tucker, Harry Townes, Malcolm Brodric; Dir - Don Medford.

LUX VIDEO THEATRE NBC 10pm Old Witch, Old Witch; (O) Maury Hill; with Margalo Gillmore, Frances Robinson, Aline Towne, Shirley Mitchell, Maury Hill, Billy Chapin, Tom Brown Henry, Dickie Bellis, Dick Goode; Dir - David McDearmon.

FRIDAY SEPTEMBER 6
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The Adventures of Jim Bowie(Scott Forbes) ABC 8pm RETURN: NEW SEASON: Epitaph For An Indian; with Mr. Forbes, Peggy McKay, Henry Brandon, Peter Whitney, Lyn Osborn; (SW&SD).

Date With The Angels (Betty White, Bill Williams) ABC 9:30pm Return Of The Wheel; with regulars & Jimmy Boyd, Sheila James, Maureen Cassidy; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS SEPTEMBER 2 - SEPTEMBER 6  
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JIMMY DEAN SHOW CBS 7am guest this week will be Judy Canova(S-C).

GARRY MOORE SHOW CBS 10am RETURN: Regulars are: Durward Kirby, Denise Lor(S), Ken Carson(S), Frank Simms; Music - Howard Smith; 9/5 - Earl Hall(C), 9/6 - Kaye Ballard(C), Stan Freeman(M).

ARLENE FRANCIS SHOW NBC 10am 9/2 - Guy Pastor(S); 9/3 - Bob Ritterbush(S), Ogden Nash; 9/5 - Gordon Polk(S-C); 9/6 - Guy Pastor(S).

CLUB 60 (Howard Miller) NBC 1:30pm with regulars only.

AMERICAN BANDSTAND (Dick Clark) ABC 3pm 9/2 - The Bobbettes(S), Andy Williams(S); 9/3 - Mello-Kings(S); 9/4 - Libby Dean(S); 9/5 - Brien Fischer(S), Jimmy Cavallo(S).

THE VERDICT IS YOURS (Jim McKay) CBS 3:30 PREMIERE: The Matter of George And Nora Meyers; Presiding judge will be Arthur P. McNulty; Opposing counsel will be Spencer Pinkham and Abraham Harkavy; Dir - Byron Paul.

NBC MATINEE THEATRE NBC 3pm 9/2 - The Jewel Box; (O) Dick Moore; 9/3 - Molly Morgan; (O) John Steinbeck("Pastures of Heaven"); (A) Reginald Lawrence; 9/4 - Woman Alone; (O) Shelley Smith("Femme Sole"); (A) Elizabeth Hart; 9/5 - Mr. Krane; (O) Arthur Rodney Coneybear; 9/6 - Among Strangers; (O) Carol Warner Gluck

MODERN ROMANCES (Martha Scott) NBC 4:45pm Beauty Queen; (O) William Kendall Clarke; with Ann Flood, John Kellogg, Alan Stevenson, Dorothy Elder.

TONIGHT (Jack Paar) NBC 11:15pm Hans Conried(A), Dick Haymes(S), Betty Johnson(S), will be guests for the entire week. 9/3 - Paul Lind(C); 9/5 - Charles Manna(C).

SATURDAY SEPTEMBER 7
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|                                       |             |                                                                                                                                |
|---------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)          | NBC 12N     | <u>Fog</u> ; (O) George Lowther; with Phyllis Hill, Hugh Reilly, William Prince, Cort Benson.                                  |
| JULIUS LA ROSA SHOW                   | NBC 8pm     | Lou Carter(C), Stubby Kaye(C), Jaye P. Morgan(S), The Kirby Stone Quartet(S-C), Buddy Morrow & Orch.<br><u>LAST SHOW.</u>      |
| <u>George Sanders Mystery Theatre</u> | NBC 9pm     | <u>You Don't Live Here</u> ; Re-run of 7/13/57.                                                                                |
| COUNTRY MUSIC JUBILEE                 | ABC 10pm    | Jimmy Newman(S).                                                                                                               |
| JIMMY DEAN SHOW                       | CBS 10:30pm | <u>Pre-empted</u> by the Miss America Pageant.                                                                                 |
| YOUR HIT PARADE                       | NBC 10:30pm | <u>RETURN: NEW SEASON</u> : Regulars will be: Jill Corey, Virginia Gibson, Tommy Leonetti, Alan Copeland;<br>Dir - Bill Hobin. |

SUNDAY SEPTEMBER 8  
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CAMERA THREE	CBS 11:30am	<u>Shakespeare's Kings - Part 3 - King Henry V</u> ; (O) Clair Roskam; with Robert Lansing, Joseph Ruskin, Richard Sheppard, Wayne Tippet, Arthur Malet, Paul Sparer; Dir - Clay Yurdin.
<u>Lassie</u>	CBS 7pm	<u>RETURN: NEW SEASON</u> : Regulars in cast will be; Jan Clayton, Tommy Rettig, George Cleveland, Donald Keeler, Jon Provost; <u>The Runaway</u> ; (O) Paul David; with regulars & George Selk, Hallene Hill, Ann Seaton, House Peters; Dir - Phillip Ford.
ED SULLIVAN SHOW	CBS 8pm	(Originating in Madison Square Garden) - Featuring the Ice Capades of 1958, Jean Carroll(C), Marion Marlowe(S), The Chordettes(S), Jimmie Rogers(S), Jackie(balancing), Della Reese(S).
STEVE ALLEN SHOW	NBC 8pm	Robert Young(A), Martha Raye(C), Eydie Gorme(S), Steve Lawrence(S), Milton Caniff(cartoonist).
GCODYEAR PLAYHOUSE	NBC 9pm	<u>The House</u> ; (O) Art Wallace; with Jay C. Flippen, Hope Emerson, Mark Richman, Frances Sternhagen; Dir - Paul Stanley.
<u>The Web</u> (William Bryant)	NBC 10pm	<u>The Man Below</u> ; (O) Don Brinkley & George Slavin; with Robert F. Simon, Bartlett Robinson, Strother Martin, Fay Morley, Claudia Bryar, Bob Wehling; Dir - Allen H. Miner.

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SEPTEMBER 4, 1957

VOLUME 9 NUMBER 36 A

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

There will be 21 programs returning or making debuts for the fall season next week, from Sept 9 thru 15. Subject to last minute changes in return dates, there will be 17 shows up with new fall clothes or debuts between Sept 16 and 22. The following week, 23-29, will include 15 more programs in the same categories. These figures do not allow for some single specials or one-shots during that period, but even so the total of 53 programs charging the TV schedules in a three-week burst makes this the most active period of the year. It is also the most nerve-wracking period of the year with so much in hope, reputation and money being staked on the vagary of public approval and the accident of a sleeper success in competitive time. This is the time of the year when the producers and stars have to get their licks in for promotion purposes, because there's a 50-50 chance that after a series has been on the home screens for a few weeks no one will be interested in the plans for a particular program -- the evidence will have already convicted the guilty ones.

The Jimmy Dean Show moves to 12noon-1pm EDT Saturday spot over CBS on Sept 28, replacing Big Top, kids circus show which has been running continuously since Jan 27, 1951. The regular Monday thru Friday Jimmy Dean set-up will continue, with the new Saturday feature to be called The Jimmy Dean Saturday Show. The current Saturday night version for Hazel Bishop ends its run on Sept 14, with the new Merle Oberon Assignment Foreign Legion film series taking over the 10:30-11pm EDT spot on Sept 21.The Polly Bergen Show debuts over NBC on Sept 21, alternate Saturdays, 9-9:30 pm EDT, with Club Casis bowing in the same spot the following week. The Oasis show (it will be interesting to see how newspaper log listings handle that little commercial line) will have Dean Martin as star for four to six programs during the season, with every top singer in the business not lined up for a competitor being approached to handle one or two shows as starring guest. Martin, by the way, is no longer a partner in York Productions. Jerry Lewis and Paramount Pictures are now sole owners of the motion picture and TV production firm.....Jane Wyman has taken over as producer on her film series, after Eva Wolas quit. Miss Wolas, who gets producer credit on the first two films of the series, left the post after a disagreement with Miss Wyman about whether "producer" meant what it seemed to be mean.....Daily Variety has generated some pre-season "feud talk" in Hollywood with a report that the comedians will satirize the flood of Westerns this season, hoping to do their small bit in laughing a few of them off the air -- in a did she fall or wuz she pushed mood. The day after this item broke last week, the trade paper solemnly reported that some of the cowboy chieftains retorted on a lofty plane, along the line of, if the children of America prefer to emulate us the comedians can't do much about it. One wise crack from another source sees the comparative "rating" appeal this way: "Which ones help open more supermarkets, comedians or cowboys?"

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(MORE)

Jack Palance, Steve Allen, Rudy Vallee and Billie Burke have been added to the cast for the Texaco Command Appearance over NBC, Thursday, Sept 19, which will do honor to the long career of Ed Wynn. The program will have NY and LA originations.. . . . Ex-U. S. Navy notables who may be connected with ABC's Navy Log series during the coming season, whether as narrator, technical advisor or story subject, will probably not receive any pay, but donations will be made in their names to a new fund set up by Naval Academy alumni for the construction of a sports stadium at Annapolis. Among those who have agreed to the proposal are Senator John F. Kennedy of Massachusetts, Gov. Joe J. Foss of South Dakota and Ernest Borgnine. Producer Sam Gallu would also like to have Lord Louis Mountbatten of Great Britain in the fold to be connected with one of the films to be shot in the Mediterranean area next spring.

It seems that everyone is talking about that Paddy Chayefsky interview in Hollywood last week in which he said, television has been going downhill during the last two years because of its own "stupidity." The crucial quote (which may be sincere even if the circumstances are a bit suspicious) was, "The industry has no pride and no culture. The movies, with all their commercial crassness, can point to something they've done with pride during the year." A few days before, Chayefsky, now a movie producer of his own scripts, attacked the movie industry for its bad pictures, bad selling methods and mis-directed advertising. Whether he's attacking present-day television or motion pictures, Chayefsky is blunt-spoken -- with a scatter-gun effect. It may be pertinent to point out that Chayefsky has had 11 one-hour scripts produced on live television -- all on Television Playhouse, the Sunday evening former Philco-Goodyear version, between September, 1952 and May, 1955. He has one television film script credit for a long play, "The Great American Hoax," on the Twentieth Century-Fox Hour this past May. There is no record of how many deals may have been offered to the writer by other programs which were turned down, although he is bitter about one or more offers "for my name -- they think my name will attract, but not the script." Among his other remarks are: "Money never was a writer's most serious demand. A good writer wants to be fulfilled as an artist," and "There is no artistic integrity in the business today, except for a few individuals such as Martin Manulis." (Manulis, producer of Playhouse 90, evidently hasn't been able to parlay his integrity into acquiring a Chayefsky script for television, because none has been announced for this season. But Chayefsky, serious writer, in discussing the success and failure of movies, has his own budgets, splits and profits at his fingertips. There's artistic integrity available in the motion picture field, too -- and the profits are higher).

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