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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday(December 13)

NBC- 7:30-8pm NYT, Weekly; RETURN - Truth or Consequences - LIVE from LA; 51 stations live, 5 quick kine, 5-day delay for West Coast. (Replaces Saber of London which moves to Sunday, 5:30-6pm NYT, effective Dec 22). § Nighttime version of the current NBC Monday thru Friday, 10:30-11am NYT program, with bigger gifts, consequences and remote telecasts. The program had previously been seen over NBC, Fridays, from May 18, 1954 thru Sept 28, 1956. The m.c. for the new evening version was undecided at press time; Bob Barker continues with the daytime programs as host.

§ SPONSOR- Sterling Drug, Inc (Various Products) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- A. W. Spence.

§ PKGR- Ralph Edwards Productions, Inc(LA); Prod- Ed Bailey; Dir- Stuart Phelps.

NBC- 10-11pm NYT, this date only; SPECIAL - World's Invitational Match Game Bowling Championship Tournament - LIVE from Chicago; 179 stations live, 1 kine. (The program, part of the "Gillette Cavalcade of Sports," replaces the Friday evening boxing bout, this date only). § Telecast of the final round of the first World's Invitational Bowling Tournament at the Chicago Coliseum, with Jimmy Powers as TV commentator. The field includes 160 men and 64 women competing for more than \$30,000 in prizes.

§ SPONSOR- Gillette Safety Razor Co thru Maxon, Inc(Det); TV Acct Exec- Edwin A. Wilhelm(MY).

§ PKGR- NBC-TV with the Bowling Proprietors Assn of Greater Chicago; Prod- Jack Dillon; Dir- Paul Robinson.

Saturday(December 14)

NBC- 10:30-11am NYT, Weekly; DEBUT - The Ruff and Reddy Show - FILM; to the net. (Replaces Andy's Gang, which moves to 11:30am-12noon NYT, effective this date, succeeding Captain Gallant of the Foreign Legion; last show Dec 7). § Cartoon series about a cat and a dog, with two short adventures featured each week, in conjunction with two cartoons from the Columbia Pictures film library.

§ Sustaining.

§ PKGR- Screen Gems, Inc; Film Prod- (Ruff and Reddy Cartoons) H-B Enterprises (LA); Prods- Joe Barbera, William Hanna

NBC- 2-4pm NYT, Weekly, 15 games thru March 29; RETURN - Professional Basketball "Game of the Week" - LIVE from various cities; to the net. (Replaces NBC-NCAA Football Games; last show Dec 7). § Lindsey Nelson and Curt Gowdy describe the play at National Basketball Assn games for the third year, the fourth year of NBC telecasts.

(Continued on next page)

THIS WEEK(Cont'd)

Saturday(December 14)

NBC- Professional Basketball (Cont'd from previous page):

§ SPONSOR- Participations; not announced at press time.

§ PKGR- NBC Sports Dept(NY) with the National Basketball Assn; Prod- Perry Smith; Dir- Harry Coyle.

Sunday(December 15)

ABC- 9:30-10pm NYT, this date only; SPECIAL - The Trophy - LIVE from NY; to the net. (Open time). § Dramatization of the story of a New England fraternity's battle against religious discrimination, linked with the Biblical story of the Maccabees, marking Chanukah, the Jewish Festival of Lights.

§ Sustaining.

§ PKGR- ABC with the American Jewish Committee; Dir- Jack Sameth; Writer- Irve Tunick.

NBC- 5:30-6:30pm NYT, this date only; SPECIAL - Our Mr. Sun - FILM (COLOR); 105 stations net, 155 delayed. (Preempts Outlook, 5:30-6pm NYT, and Meet the Press, 6-6:30pm NYT). § Story-line documentary showing how man has learned scientific facts about the sun and the use he has made of this knowledge. Dr. Frank Baxter plays the role of a scientist, Eddie Albert plays a fiction writer. The film was previously shown over the CBS net, Nov 19, 1956, and is the second in this special series to be shown over NBC (see page 85).

§ SPONSOR- American Telephone & Telegraph Co (Bell Telephone System) thru N.W. Ayer & Son, Inc(Phila); Acct Superv- Vance Babb(NY); TV Acct Rep- Jerry Jordan.

§ PKGR- American Telephone & Telegraph Co; Prod & Dir- Frank Capra; animation sequences by UPA; Writers- Frank Capra, Jonathan Latimer.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Hallmark Hall of Fame (6 times during season, various days, various times) Dec 15, Sunday, 6:30-8pm NYT; Shakespeare's "Twelfth Night," adapted by William Nichols, starring Maurice Evans (see page E for other cast credits). § Exec Prod- Mildred Freed Alberg; Assoc Prod- Robert Hartung; Dir- David Green; Music Composer and Conductor- Lehman Engel; Sets & Costumes- Rouben Ter-Arutunian; Choreog- John Butler. § LIVE (COLOR) from NY.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Day Called X; SCHEDULE CHANGE Dec 8, Sunday; one-time program was seen 6-6:30pm NYT, instead of 12noon-12:30pm NYT, as originally announced (see page 95). Let's Take a Trip was re-instated to the schedule via a kinescope of a previous program. The special program preempted Beat the Clock in its new time.

CBS- Alfred Hitchcock Presents (Sun, 9:30-10pm NYT) Joan Harrison has been upped from associate producer to producer of the series.

NBC- Your Hit Parade (Sat, 10:30-11pm NYT) Dick Jacobs succeeds Don Walker as music director, effective with the program of Dec 14.

The George Gobel Show (alt Tue, 8-9pm NYT) Gil Roden succeeds Jule Styne as producer, effective with the program of Dec 10. Mac Benoff and Martin Ragaway are now the writers for the show. Bob Lemond is now the announcer.

My Friend Flicka; SCHEDULE CHANGE. Dec 8; last program in the current Sunday, 6:30-7pm NYT spot. Program will return on Jan 5, Sundays, 7-7:30pm NYT.

TALENT SHOWSHEET AND SCRIPT REPORT - DECEMBER 9 - DECEMBER 15
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-Written. Performer and other identifications used are: (SD) Staff-Directed, (S) Singer, (A) Actor, (D) Dancer, (C) Comic, (M) Musician. 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, underlined, same column.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

TALENT SCOUTS; Monday Dec 2; CBS 8:30pm - ADD: (Coming from Chicago) - Jean Diamond(S), The Stockyard Six(M), The Wilson Sisters(S-M).

THE BIG RECORD; Wednesday Dec 4; CBS 8pm - DELETE: Paul Anka(S).

FLESTA AMERICANA; Friday Dec 6; WABD Local NY 8pm - ADD: June Walker(D).

ART FORD'S GREENWICH VILLAGE PARTY; Friday Dec 6; WABD Local NY 10pm - ADD: Josh White(S-M).

LAMP UNTO MY FEET; Sunday Dec 8; CBS 10am - ADD: Lip Service; (O) David Ebin; with Bramwell Fletcher, Larry Hagman, James Hickman, Ann Benton; Dir - Marvin Silbersher.

LOOK UP & LIVE; Sunday Dec 8; CBS 10:30am - ADD: The Watchers; (O) John Bloch; with Salem College Choir, Jared Reed(S); Dir - Roger Englander.

CAMERA THREE; Sunday Dec 8; CBS 11:30am - ADD: Conjugation of The Blues; (O) Clair Roskam & Warren Wallace; with Tony Scott(M), Dylan Todd(S); Dir - Clay Yurdin.

FRONTIERS OF FAITH; Sunday Dec 8; NBC 1:30pm - ADD: A Chassidic Tale; (O) Morton Wishengrad; with Theodore Bikel, Mike Kellin.

PAUL WINCHELL SHOW; Sunday Dec 8; ABC 4:30pm - ADD: Bud & Cecee Robinson(D).

SEVEN LIVELY ARTS; Sunday Dec 8; CBS 5pm - ADD: Dir - Jack Smight. The Sound of Jazz.

ED SULLIVAN SHOW; Sunday Dec 8; CBS 8pm - DELETE: Martha Ann Bentley(D); ADD: Eileen O'Dare(D).

MONDAY DECEMBER 9  
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AMERICAN BANDSTAND	ABC 7:30pm	No info available at press time.
<u>Adventures of Robin Hood</u>	CBS 7:30pm	<u>The Bride of Robin Hood</u> ; with regulars & Billie Whitelaw, Ronald Allan; (SW&SD).
GUY MITCHELL SHOW	ABC 8pm	Dolores Hawkins(S), Margie Rayburn(S), "Somethin'" Smith & The Red Heads(M).
<u>Burns & Allen</u>	CBS 8pm	with regulars & Valerie Allen, Jolene Brand, Barbara Darrow, Michael Mason; (SW&SD).
<u>Restless Gur. (John Payne)</u>	NBC 8pm	<u>Thicker Than Water</u> ; with Claude Akins, Lars Henderson, Ted DeCorsia, Frank Richards; (SW&SD).
TALENT SCOUTS	CBS 8:30pm	Walter Skees(S), Frances Farwell(S), The Remarkable Rubin Trio(M).
VOICE OF FIRESTONE	ABC 9pm	Robert Merrill(S).
<u>Danny Thomas Show</u>	CBS 9pm	with regulars & Eilene Janssen, Donna Corcoran, Carla Merey, Joan Harding, Dick Beymer; (SW&SD).
TOP TUNES & NEW NEW TALENT(Lawrence Welk)	ABC 9:30pm	<u>Marni Nixon</u> (S).
<u>December Bride</u>	CBS 9:30pm	with regulars & Hilary Brooke, Barbara Eden; (SW&SD).
<u>A Turn of Fate (Goodyear Theater)</u>	NBC 9:30pm	<u>The Crowd Pleaser</u> ; (O) William R. Cox; (A) Frederic Brady; with Robert Ryan, Stuart Whitman, Jean Willes, Stacy Harris, John Seradino, Frankie Vann; Dir - Louis King.
STUDIO ONE	CBS 10pm	<u>No Deadly Medicine; Part 1</u> - (O) Arthur Halley; with Lee J. Cobb, William Shattner, Gloria Vanderbilt, Russell Collins, James Broderick, Alan Hewitt, William Hansen, Betty Sinclair, Philip Bourneuf, Diane Houston; Dir - Sidney Lumet.

MCNDAY DECEMBER 9 (Cont'd)

SUSPICION NBC 10pm The Deadly Game; (O) Friedrich Duerrematt; (A) James Yaffe; With Boris Karloff, Harry Townes, Gary Merrill, Joseph Wiseman; Dir - Don Medford.

TUESDAY DECEMBER 10

Sugarfoot ABC 7:30pm Misfire; (O) Alan LeMay; (A) James O'Hanlon; with Eve Brent, Connie Stevens, Frank Albertson, Parnell Roberts, Herbert Bank.

NAT KING COLE SHOW NBC 7:30pm Mills Bros.(S).

Phil Silvers Show CBS 8pm Lieutenant Bilko; with regulars & John Ecruff, Nick Saunders; (You'll Never Get Rich) (SW&SD).

FISHER-GOBEL SHOW NBC 8pm Bob Hope(C), Erin O'Brien(S).

Wyatt Earp ABC 8:30pm Indian Wife; with regulars & Richard Garland, Carol Thurston, Sheb Wooley, Rico Alaniz, Rod Redwing; (SW&SD).

Eve Arden Show CBS 8:30pm Montana Date; with regulars & Ainslie Pryor, Paul Burns, Isabel Withers; (SW&SD).

Broken Arrow ABC 9pm Smoke Signal; with regulars & Gordon Jones, William Leicester, Tom London, Frank Wilcox, Merry Anders; (SW&SD).

Telephone Time ABC 9:30pm Sam Houston's Decision; (O) Joseph Landon; with Don Taylor, (Dr. Frank Baxter) Elizabeth Frazer.

RED SKELTON SHOW CBS 9:30pm Rita Moreno(A).

Bob Cummings Show NBC 9:30pm Bob, The Gunslinger; with regulars & Joi Lansing, Audrey Dalton; (SW&SD).

The Californians NBC 10pm (O) Gene Levitt, Carey Wilbur; with Audrey Totter, Henry Daniell, Howard Dayton; (SD).

WEDNESDAY DECEMBER 11

Wagon Train NBC 7:30pm The Clara Beauchamp Story; (O) William Leicester; (A) Winston (Ward Bond, Robert Horton) Miller; with Nina Foch, Shepperd Strudwick, Richard Garland.

THE BIG RECORD CBS 8pm Kate Smith(S), Count Basie & Orch., Gogi Grant(S), Jill Corey (S), The Four Esquires(S), Marie Adams & Three Tons of Joy(S).

Tombstone Territory ABC 8:30pm with regulars & Michael Forest, Peter Whitney; (SW&SD).

Father Knows Best NBC 8:30pm Mr. Beal Meets His Match; with regulars & Karen Sue Trent, Larry Kerr, John Williams; (SW&SD).

Ozzie & Harriet ABC 9pm Tutti-Frutti Ice Cream; with regulars & Kathy Nelson, Joe Kearns, Frank Sully, Mack Williams; (SW&SD).

Millionaire CBS 9pm The Story of Hugh Waring; with Dick Foran, Jewell Lain, Jorja Curtwright, Frances Morris, Sydney Smith, Denis McCarthy, Charles Evans, Larry Kerr, Pierre Watkin.

KRAFT THEATRE NBC 9pm Heroes Walk On Sand; (O) George Dyslin; with Elliott Nugent, Walter Abel, Ann Harding, Basil Rathbone, Sloan Simpson; Dir - Richard Goode.

Walter Winchell ABC 9:30pm The Law And Aaron Benjamin; (O) Adrian Spies; with Robert (File) Middleton, Murvyn Vye, Bart Burns, Adrienne Marden, Maurice Manson; Dir - Jerry Thorpe.

ARMSTRONG CIRCLE CBS 10pm Thief of Diamonds; (O) Alvin Yudkoff; with Carol Bruce, Maxine THEATRE Steuart, Staats Cotsworth, Jon Cypher, Frank Maxwell, Edward Asner, David White; Dir - William Corrigan.

THURSDAY DECEMBER 12

<u>Circus Boy</u>	ABC 7:30pm	<u>The Return of Buffalo Bill</u> ; with regulars & Dick Foran, Anne Nagel; (SW&SD).
<u>Harbourmaster</u> (Barry Sullivan)	CBS 8pm	<u>Invisible Island</u> ; with regulars & Phyllis Hill; (SW&SD).
CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>Hurricane Diane</u> ; (O) Jerome Gruskin; with Jeffrey Hunter, Vanessa Brown, Brian Keith, Jan Merlin, Beulah Bondi; Dir - Paul Nickell.
<u>Dragnet</u>	NBC 8:30pm	with regulars & Dudley Manlove, Norma Ward, Don Warren, William Flaherty; (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Peggy King(S), The Four Lads(S).
<u>O. S. S.</u>	ABC 9:30pm	<u>Operation Lovebird</u> ; with regulars & Edwin Richfield, Jan Holden; (SW&SD).
PLAYHOUSE 90	CBS 9:30pm	<u>The Thundering Wave</u> ; (O) Robert Alan Aurthur; with Franchot Tone, Joan Bennett, Pamela Mason, James Mason, Jack Klugman, Susan Oliver; Dir - John Frankenheimer.
FORD SHOW	NBC 9:30pm	Laraine Day(A).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	Charles Laughton(A).
<u>Jane Wyman Show</u>	NBC 10:30pm	<u>The Perfect Alibi</u> ; with Vincent Price, Ed Reimers.

FRIDAY DECEMBER 13

<u>Adventures of Rin- Tin-Tin</u>	ABC 7:30pm	<u>White Chief</u> ; with regulars & Manning Ross, Ernest Sarracino, George Keymas; (SW&SD).
<u>Leave It To Beaver</u>	CBS 7:30pm	<u>Beaver's Short Pants</u> ; with regulars & Madge Kennedy; (SW&SD).
<u>Jim Bowie</u>	ABC 8pm	<u>Country Girl</u> ; (O) Everett DeBaun; with regulars & Margo, Miguel Landa; (SD)
<u>Trackdown</u> (Robert Culp)	CBS 8pm	<u>The Town</u> ; (O) Sam Peckinpak; with Lee Van Cleef, Stu Whitman, Gloria Saunders, Dick Reeves, Richard Hale, Roy Barcroft, Ric Roman; (SD).
PATRICE MUNSEL SHOW	ABC 8:30pm	<u>Julius La Rosa</u> (S).
<u>Dick Powell's Zone</u> <u>Grey Theatre</u>	CBS 8:30pm	<u>Gift From A Gunman</u> ; (O) Charles A. Stearns; (A) Russell S. Hughes; with Howard Keel, John Dehner, Jean Willis, Michael Landon, K.L. Smith; Dir - John English.
<u>Frank Sinatra Show</u>	ABC 9pm	<u>Take Me To Hollywood</u> ; (O) Alec Rackowe; with Mr. Sinatra, Celia Lovsky, Maurice Manson, Sydney Smith, Oliver McGowan, Irene Seidner; Dir - Richard Sale.
<u>M Squad</u> (Lee Marvin)	NBC 9pm	<u>The Specialists</u> ; (O) Joel Rapp & William Driskill; with Dave Barry, Douglas Evans, Jan Arvan, Ken Dibbs, Charles Evans, Peg La Centra; (SD).
<u>Date With The Angels</u>	ABC 9:30pm	<u>Christmas</u> ; with regulars & Nancy Kulp, Hanley Stafford; (SW&SD).
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>French Provincial</u> ; with Barbara Bel Geddes, Jess Hahn, Evelyn Kerr.
<u>Colt .45</u> (Wayde Preston)	ABC 10pm	<u>Young Gun</u> ; (O) Joel Rapp & William Driskill; (A) Daniel Ullman; with Charles Bronson, Lurene Tuttle, James Anderson, Hugh Sanders, Jaclynne Greene; (SD).
<u>The Lineup</u>	CBS 10pm	<u>The Vacationing Escapee Case</u> ; with regulars & Bart Burns, Ruta Lee, Lillian Buyeff, Carol Shannon, Ken Mayer; (SW&SD).
ART FORD'S GREENWICH VILLAGE PARTY	WABD 10pm	Stan Rubin(M), Mae Barnes(S).

MULTIPLE & ACROSS-THE-BOARD SHOWS - DECEMBER 9 - DECEMBER 13
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JIMMY DEAN SHOW CBS 7am The Four Diamonds(S). 12/13 - LAST SHOW

TODAY NBC 7am 12/11 - Lionel Hampton & Trio(M); 12/12 - Frances Archer(S),  
 (Dave Garroway) Beverly Gile(S).

GARRY MOORE SHOW CBS 10am 12/9 - Kenny Rankin(S); 12/13 - Georgie Kaye(C), Martha Davis  
 & Spouse(S-M).

ARLENE FRANCIS SHOW NBC 10am 12/11 - Chan Canasta(mentalistic); 12/12 - Louis Nye(C).

HOWARD MILLER NBC 1:30pm 12/9 - Marian McPartland(M); 12/12 - Charlie Applewhite(S);  
 SHOW 12/13 - Brenda Lee(S).

AMERICAN BANDSTAND ABC 3pm No information available at press time.  
 (Dick Clark)

NBC MATINEE NBC 3pm 12/9 - The Consul; (O) Richard Harding Davis; (A) Kathleen &  
 THEATRE Robert Lindsay; 12/10 - The Old Friend; (O) Eugene Raskin;  
 (A) Will Schneider & Herman Goldberg; 12/11 - Give Me A Wand;  
 (O) Robert E. Thompson; 12/12 - The Sure Thing; (O) George  
 Loveridge; (A) George Lowther; 12/13 - Dark Of The Moon; (O)  
 Howard Richardson & William Berney.

MODERN ROMANCES NBC 4:45pm The Narrowing Doorway; (O) Harry W. Junkin; with Augusta  
 (Mel Brandt) Dabney, Patricia Bosworth, Warren Berlinger, Fred Downs.

TONIGHT NBC 11:15pm 12/9 - George Jessel(C), Genvieve(S); 12/10 - Genvieve(S),  
 (Jack Paar) Charlotte Rae(C); 12/11 - Jonathan Winters(C), Amazing Garcias  
 (novelty); 12/12 - Stanley Holloway(S); 12/13 - Jim Moran.

SATURDAY DECEMBER 14  
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JIMMY DEAN SHOW CBS 12N The Four Diamonds(S).

TRUE STORY NBC 12N The Writer; (O) George Lowther; with Ann Flood, Mark Roberts,
 (Kathy Norris) Enid Markey, Al Markin.

Perry Mason CBS 7:30pm The Case Of The Moth-Eaten Mink; with regulars & Bob Osterloh,
 (Raymond Burr) Kay Paylen, Douglas Kennedy, Roxanne Arlen.

COUNTRY MUSIC ABC 8pm Porter Wagoner(S).
 JUBILEE

PERRY COMO SHOW NBC 8pm Janis Paige(S-A), George Sanders(A), Lou Carter(S), Johnny
 Mathis(S).

Dick & The Duchess CBS 8:30pm The Nottingham Case; with regulars & Ronnie Stevens, Roddy
 Hughes, Ralph Truman; (SW&SD).

Oh! Susanna CBS 9pm Dutch Treatment; with regulars & Charles Lane, Marjorie Bennett,
 (Gale Storm) Kurt Katch, John Bleifer, King Donovan; (SW&SD).

POLLY BERGEN SHOW NBC 9pm Paul Winchell (ventril).

Have Gun, Will CBS 9:30pm with regular & Warren Stevens, Henry Brandon, Harry Landers;
Travel (SW&SD).

GISELE MACKENZIE NBC 9:30pm George DeWitt(C).
 SHOW

Gunsmoke CBS 10pm with regulars & Jack Lord; (SW&SD).

SUNDAY DECEMBER 15
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|                                                     |            |                                                                                                                                                                                                                                                                                                                               |
|-----------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FRONTIERS OF FAITH                                  | NBC 1:30pm | <u>The Liberator</u> ; (O) Elihu Winer; with Michael Wager, Lawrence Davidson(S); Dir - Martin Hoade.                                                                                                                                                                                                                         |
| OMNIBUS<br>(Alistair Cooke)                         | NBC 4pm    | <u>Life of Samuel Johnson</u> ; (O) James Boswell; (A) James Lee; with Peter Ustinov, Kenneth Haigh, Clarence Derwent, Eithne Dunn, Ralph Sumpter, Basil Langton, Sorell Booké; Dir's - Alan Schneider & Seymour Robbie.                                                                                                      |
| SEVEN LIVELY<br>ARTS                                | CBS 5pm    | <u>Here Is New York</u> ; (O) E.B. White; (A) Andrew J. Rooney; with E.G. Marshall as narrator, J. Robert Dietz; Dir - Robert K. Sharpe; Musical Score - Norman Dello Joio; Music Dir - Alfredo Antonini.                                                                                                                     |
| HALLMARK HALL OF<br>FAME                            | NBC 6:30pm | <u>Twelfth Night</u> ; (O) William Shakespeare; (A) William Nichols; with Maurice Evans, Piper Laurie, Dennis King, Rosemary Harris, Max Adrian, Howard Morris, Lloyd Bochner, Alice Ghostley, Gregory Morton, Dick Davalos, George Turner, James Howard, William Cottrell, Undine Forrest, Richard Buck; Dir - David Green.  |
| <u>Lassie</u><br>(Jon Provost)                      | CBS 7pm    | <u>The Bike</u> ; with regulars & Ray Ferrell, Greta Granstedt, Stanford Jolley; (SW&SD).                                                                                                                                                                                                                                     |
| <u>Maverick</u><br>(James Garner)                   | ABC 7:30pm | <u>The Naked Gallows</u> ; (O) Howard Browne; with Fay Spain, Michael Conners, Jeanne Cooper, Ed Kemmer, Bing Russell, Morris Ankrum, Forrest Lewis; (SD).                                                                                                                                                                    |
| ED SULLIVAN SHOW                                    | CBS 8pm    | Eddie Foy(S), Barbara Perry(S), Tony Bennett(S), Sue Carson (C), Della Reese(S), Rita Streich(S), <del>The Keynotes</del> (C), Rudy Cardenas(juggler).                                                                                                                                                                        |
| STEVE ALLEN SHOW                                    | NBC 8pm    | Ann Sothern(A-C), Janik & Arnaut(D), Lou Costello(C).                                                                                                                                                                                                                                                                         |
| <u>General Electric<br/>Theatre</u> (Ronald Reagan) | CBS 9pm    | <u>The Trail To Christmas</u> ; (O) Frank Burt; (A) Frank Burt & Valentine Davies; with James Stewart, Richard Eyer, John McIntire, Will Wright, Kevin Hagen, Sally Fraser, Sam Edwards, Mary Lawrence, Dennis Holmes, Russell Simpson, Tom Pittman, Tony Hilder, Ted Mapes, Gregg Barton, Hope Summers; Dir - James Stewart. |
| DINAH SHORE CHEVY<br>SHOW                           | NBC 9pm    | Carol Channing(C), Tommy Sands(S), Lisa Kirk(S), Hugh O'Brien (A).                                                                                                                                                                                                                                                            |
| THE TROPHY                                          | ABC 9:30pm | (O) Irve Tunick; Dir - Jack Sameth. Special broadcast marking Chanukah.                                                                                                                                                                                                                                                       |
| <u>Alfred Hitchcock<br/>Presents</u>                | CBS 9:30pm | <u>The Deadly</u> ; (O) Lawrence Treat; (A) Robert C. Dennis; with Phyllis Thaxter, Craig Stevens, Lee Phillips; Dir - Don Taylor.                                                                                                                                                                                            |
| <u>Scotland Yard</u><br>(Edgar Lustgarten)          | ABC 10pm   | <u>Person Unknown</u> ; (O) James Eastwood; with George Pravda, Marianne Stone, Edward Cast, Alan Robinson.                                                                                                                                                                                                                   |
| <u>Loretta Young<br/>Show</u>                       | NBC 10pm   | <u>Man In A Hurry</u> ; (O) William Bruckner; with Laraine Day, Kim Spalding, Joseph Turkel, Carl Thayler, George Eldredge, Morris Lippert, Erik Nielsen; Dir - John Newland.                                                                                                                                                 |

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Shirley Temple's Storybook series will bow with a live version of "Beauty and the Beast" over NBC on Jan 12, Sunday, 8-9pm NYT (there were reports that the debut story would be switched. The opening show won't have Temple playing a role (she'll star in three of the 16 programs planned), but the top roles will be filled by Char-  
ton Heston (Prince), Claire Bloom (Beauty) and E. G. Marshall (Beauty's father), with June Lockhart and Barbara Baxley playing the two sisters of Beauty. Kirk Brown-  
ing will direct the opening program, from the adaptation of the fairy tale by Joseph Schrank. Miss Temple will be hostess-narrator and will sing the theme song for the series, "Dreams Are Made For Children," written by Mack David and Jerry Livingston.  
.....Steve Dunne will be the m.c. for the nighttime version of Truth or Conse-  
quences, returning to NBC this Friday evening, 7:30-8pm NYT. Bob Barker will con-  
tinue as the daytime program's m.c.....Victor Borge will present what he calls the "third half" of his Comedy in Music theatre-TV program series on CBS, February 19, Wednesday, 9-10pm NYT, sponsored by the Pontiac Division, GMC, thru MacManus, John & Adams, Inc. As in his two programs presented during 1956 over the net, the Borge program will present the comedian-musician and his piano as a solo act for the full hour. The program will originate in NY.

A tip-off on the big changes being made in the format of The Big Record comes from next Wednesday's program's star feature -- a live pickup of William Holden, Jack Hawkins and Geoffrey Horne at the American premiere of the motion picture they star in, "The Bridge on the River Kwai," from the Palace Theater in NY. It's not as far-fetched as it seems. Motion pictures have theme music, theme music is re-  
corded, some motion picture themes have become big hits; thus, The Big Record ap-  
pearance.....NBC will have a special Christmas Eve program starring Dave Garroway, with the star and his wife Pamela as hosts presenting an informal night-before-  
Christmas theme. Titled Christmas Eve with the Dave Garroways, the show will be presented Dec 24, Tuesday, 10-10:30pm NYT, preempting that night's performance of The Californians. Jac Hein, producer of Garroway's Today show, will produce and direct the Christmas Eve program, which will originate from Garroway's six-story brownstone house in mid-Manhattan and will also feature Dave's daughter Paris and Pamela's son Mike, along with friends of the family who will visit.....NBC's winter trek schedule for its Monday thru Friday programs will include two weeks at Silver Springs, Florida, for the Arlene Francis Show which will originate ten programs from the water event-tourist spot during the weeks of January 6 and 13. All the regulars on the show will be included in the move -- Hugh Downs, Earl Wrightson and Norman Paris and his trio.....The Piper Laurie-David Greene clash over the actress' in-  
terpretation of her role as Viola in Hallmark's "Twelfth Night," scheduled for Dec 15 over NBC, not only led the actress to withdraw from the part, but required several other cast changes because Viola is a "twin" role. Denholm Elliott replaced Dick Davalos in the role of Sebastian because he looks more like Rosemary Harris who moved over from her role as Olivia to replace Miss Laurie. Frances Hyland replaced

- Page 1 -

(MORE)



Miss Harris as Olivia. There was actually little discussion in the columns of the conflict between Miss Laurie and the director, although it was unusual because there was no face-saving explanation of "illness" or similar excuse. If the program didn't involve Shakespeare there would have been even less notice.

CBS' problems with its Morning Show type program in the 7-9am and then 7-8am hours that finally led to outright cancellation of net shows during the 7-8am period, have also hit Panorama Pacific, the Columbia Television Pacific Net's 7-9am program that has been on the air for four years, with very little change in format. The Monday thru Friday live show goes to eight stations and is currently on notice to end its run with the December 27 show unless its income perks up. Spot income hasn't kept pace with line and engineering cost rises and even though the program has required little change in format during its run, having hit the formula from the start, it will have to fold to make way for less expensive types of live shows. The show originates from KNXT(LA).....Today, by the way, is programmed in the LA area from 6 to 8 am, with the 6-7 portion coming through live from NY and the 7-8 portion via quick kine. Other West Coast NBC cities program the show via the kines, from 7-9am, as in most other time zones.

Albert McCleery is keeping alive one of the longest producer-actress professional relationships in television by signing Sarah Churchill for starring appearances on NBC Matinee Theater at the rate of once a month for the next six months. They teamed up in New York in 1953 when he produced and she hostessed and starred on a weekly version of Hallmark Hall of Fame. The program moved to Hollywood in 1954 along with producer and star until it ended that version's run in 1955. Since McCleery began producing Matinee Theater in 1955 Miss Churchill has appeared on 11 programs in the Monday thru Friday series.....That much-discussed (all that publicity) Frank Sinatra Show live production business has petered out to this: In addition to the Nov 29 live half-hour program, the singer will star in another live show on January 3. These two half-hours have apparently resulted in the cancellation of the special one-hour live show originally scheduled for Feb 14. But in exchange, after January 3, the singer will star in 11 half-hour filmed musicals, "all produced before a theatre audience to the accompaniment of a 32-piece Nelson Riddle orchestra." Writers for these musicals will be Ray Singer and Dick Chevillat, with Jack Donohue handling the direction.

Westinghouse Broadcasting Co is developing a "Project 62," a long range and extensive research undertaking in television program development by its stations. The unlimited project will use air time on each of the five Westinghouse TV stations as laboratory periods to test new programs and concepts. All the costs will be budgeted as a corporate undertaking, rather than being carried on individual stations' budgets.

Television Programs of America and Maxwell Productions (Robert Maxwell, Rudy Abel and Peter Frank) have entered into an exclusive production agreement under which Maxwell Productions will produce jointly with TPA for network and syndication distribution. The Maxwell Productions partners will also act as production consultants for TPA. The new agreement does not affect the Lassie program, which is produced by the Maxwell group for Jack Wrather and John Loeb. Wrather and Loeb bought the series from TPA and Maxwell Productions in Sept, 1956, with Maxwell Productions retained to continue with Lassie on a contract basis.....Desilu Productions is bringing films from its new version of its This Is Alice series into New York for the January "hot" sales period.....Richard Simmons and Ed Simmons (no relations) have TV rights to "The Front Page," the Ben Hecht-Charles MacArthur version of Chicago newspaper competition during the Windy City's roaring days. Hecht and Helen Hayes MacArthur have an interest in the project which goes into pilot production in February. The series will highlight the adventures of managing editor Walter Burns and star reporter Hildy Johnson, whose feuds set the tone for countless carbons of "The Front Page" in motion pictures -- two actual versions of the play and the rest imitations.