

ROSS REPORTS — TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (November 12)

CBS- 8-9pm NYT (premiere only), once monthly; DEBUT - High Adventure with Lowell Thomas - FILM (COLOR) from WCBS-TV(NY), no. of stations not available. § Co-Sponsors- United Motors Service Division and Delco-Remy Division, both General Motors Corp thru Campbell-Ewald Co(Detroit); TV Acct Rep- Arthur Ross(NY). § Pkgr & Film Prod- Odyssey Productions, Inc(NY), filmed on location; Exec Prod- Lowell Thomas; Prod- Gil Ralston(CBS); various productions crews. § Once monthly film series, seven during the current season, with Lowell Thomas as the on camera guide, introducing viewers to seldom-visited, and some never-before-visited, corners of the globe. Each month's program was filmed in a different part of the world, specifically for the program. One program will be presented during an evening hour each month, dates not set, thru May, 1958. The premiere program preempts The Phil Silvers Show, 8-8:30pm NYT, and The Eve Arden Show, 8:30-9pm NYT, this date only.

Saturday (November 16)

NBC- 8-9pm NYT; three programs during season; DEBUT - Holiday in Las Vegas - LIVE (COLOR) remote from Las Vegas, no. of stations not available. § Sponsor- Exquisite Form Brassiere, Inc thru Grey Advertising Agency, Inc(NY); Acct Exec- Jack Rafield; Commls- On Film. § Pkgr- Henry Jaffe Enterprises, Inc with NBC-TV(LA); Prod- Jack Rayel; Dir- Kirk Browning; Music Dir- David Rose; Art Dir- Spencer Davies; Costumes- Campbell; Choreog- Miriam Nelson; Writers- Mel Tolkin, Neil Simon, Lucille Kallen; added material by Earl K. Brent. § Musical variety program, the first of three specials during the season, featuring top name stars of the types playing Las Vegas entertainment spots during the year. (See page E for cast credits for first show). The program preempts The Perry Como Show, this date only.

Sunday (November 17)

ABC- 10-10:30pm NYT; DEBUT - Scotland Yard - FILM from WABC-TV(NY), no. of stations not available. § Sponsor- One-quarter hour sustaining; one-quarter hour sponsored by General Foods Corp (Sanka Coffee) thru Young & Rubicam, Inc (NY); Acct Exec- W. Donald McNeill; TV Acct Rep- Martin Waldman. § Pkgr & Film Prod- Anglo Amalgamated Film Distributors, Ltd., England (Distributed in the U.S. by Clift TV); Prod- Alec Snowden; Dir- Montgomery Tully, others; Writers- Various. § Edgar Lustgarten, British criminologist and author, is host-narrator for stories based on the files of the Criminal Investigation Division of Scotland Yard. The program replaces films of football games on the net.

THIS WEEK(Cont'd)

Sunday(November 17)

NBC- 9-11pm NYT; SPECIAL - General Motors 50th Anniversary Show - LIVE (COLOR)
from WRCA-TV(NY), no. of stations not available. § Sponsor- General Motors Corp (Institutional) thru Kudner Agency, Inc(NY); Acct Exec- Louis Dean. § Pkgr- NBC-TV(NY); Prod- Jess Oppenheim; Assoc Prod- Julian Bercovici; Dir- Charles Dubin; Assoc Dir- Marcia Kuyper; Music Dir- Bernie Green; Sets- Otis Riggs; Costumes- Robert Fletcher; Choreog- John Butler; Choral Dir- Ray Carter; Writers- Helen Deutsch (head), Arnie Sultan, Marvin Worthy, Richard Deroy; Film Segment "Symphony of the Senses" filmed by Willard Van Dyke; Program Coordinator- William Hammerstein. § Kirk Douglas is narrator for this special musical variety show with a theme related to the pursuit of happiness, marking the beginning of General Motors Corporation's 50th Anniversary Year (see page F for cast credits). The special program preempts The Chevy Show, 9-10pm NYT, and The Loretta Young Show, 10-10:30pm NYT, this date only. The last half-hour is open time, preempting local programs.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Hallmark Hall of Fame (6 times during season, various days, various times)
Nov 17, Sun, 5:30-7pm NYT, "On Borrowed Time," adapted by James Costigan from the play by Paul Osborn, starring Ed Wynn, Claude Rains, Beulah Bondi (see page E for other cast credits); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer; Assoc Prod- Robert Hartung; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ALL NETS- President Eisenhower's Address on Science and Security; SPECIAL; Nov 7, Thu, 8-8:30pm NYT; LIVE from Washington, D. C., to the nets; pool telecast originated by CBS, live to CBS and NBC, kine to ABC stations, 10-10:30pm NYT; production by the White House TV staff. This address was originally scheduled to be presented Nov 13, Wednesday, 10:30-11pm NYT, from Oklahoma City. A different address may be scheduled for that time.

TALENT SHOWSHEET NOVEMBER 8 - NOVEMBER 17

Most of the shows on November 8,9,10, 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 November 15. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as actor(A), singer(S), dancer (D), comic(C), musician(M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY NOVEMBER 8

PATRICE MUNSEL SHOW ABC 8:30pm Nanette Fabray(S), replaces Miss Munsel for this show only.
 ART FORD'S GREENWICH VILLAGE PARTY WABD 10pm Jimmy Rushing(S), Moira Lympny(M).

SATURDAY NOVEMBER 9

CAPTAIN KANGAROO CBS 9:30am Lu Ann Simms(S).
Dick & The Duchess CBS 8:30pm KILL: Original listing for this date; ADD: An American; with regulars & George Coulouris, Richard Goolden, Bill Nagy; (SW) Ray Allen, Harvey Bullock, Sheldon Reynolds; (SD).

SUNDAY NOVEMBER 10

LAMP UNTO MY FEET CBS 10am Hammer Me Down Gently; (O) Vernon Delston; with Larry Gates, Augusta Dabney, Pat Mahoney, Frank Schofield, William Shust.
 LOOK UP & LIVE CBS 10:30am The Family As A Group - Part 5; (O) Jack Kunej; with Edward Andrews, Louise Platt, Warren Beatty, Bennye Gatteys.
 CAMERA THREE CBS 11:30am If Such An Unknown Person Really Existed; (O) Clair Roskam & Warren Wallace; presenting scenes from the following: "Gas"; (O) George Kaiser; "Hoppla, Such Is Life"; (O) Ernst Toller; "Prisoners Mixing Cement"; (O) Bertolt Brecht; with William Shattner, Dana Elcar, Sidney Walker, David Opatoshu, Pirie MacDonalld, Irma Hurley, Sorrell Booke, Dortha Duckworth; Dir - Clay Yurdin.
 FRONTIERS OF FAITH NBC 1:30pm One Man; (O) Joseph Mindel; with Hans Conried, Martin Balsam, Clarice Blackburn, Barry Kroeger, George Ives, Gene Gross, Alan Bergmann.
 PAUL WINCHELL SHOW ABC 4:30pm Piet Van Brecht(novelty).
 ED SULLIVAN SHOW CBS 8pm ADD: Joan Collins(A), Bob Wagner(A).
 STEVE ALLEN SHOW NBC 8pm ADD: Gloria Swanson(A).
 CHEVY SHOW NBC 9pm DELETE: Vera Ellen(D); ADD: Maria Tallchief(D).

MONDAY NOVEMBER 11

AMERICAN BANDSTAND (Dick Clark) ABC 7:30pm Joni James(S).
Adventures of Robin Hood (Richard Greene) CBS 7:30pm My Brother's Keeper; with regulars & Maurice Kaufman; (SW&SD).
 GUY MITCHELL SHOW ABC 8pm Dolores Hawkins(S).
Burns & Allen Show CBS 8pm with regulars & Edward Ashley, Eileen Janssen, Carl Saxe, Phil Arnold; (SW&SD).
Restless Gun (John Payne) NBC 8pm with regulars & Lurene Tuttle; (O) Frank Burt; (A) Halsey Malone; (SD).
 TALENT SCOUTS CBS 8:30pm Bill Harrington(S), Jeanni Sparks(S), The Ferguson Trio(S-M).

MONDAY NOVEMBER 11(Cont'd)
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|--------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| VOICE OF FIRESTONE                               | ABC 9pm    | Richard Tucker(S).                                                                                                                                                                                                                       |
| <u>Danny Thomas Show</u>                         | CBS 9pm    | with regulars & Steven Geray, Virginia Gregg; (SW&SD).                                                                                                                                                                                   |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)        | ABC 9:30pm | Paul Grubb(S), Ken Kotwitz Orch., Jack Connors(M).                                                                                                                                                                                       |
| <u>December Bride</u><br>(Spring Byington)       | CBS 9:30pm | with regulars & Nina Bara; (SW&SD).                                                                                                                                                                                                      |
| <u>Goodyear Theater</u><br><u>A Turn of Fate</u> | NBC 9:30pm | <u>Voices In The Fog</u> ; (O&A) Robert Bloomfield; with Jack Lemmon, Joan Banks, Charles Watts, John Rogers, Jay Novello, Dick Reeves, Barry Bernard; Dir - Tay Garnett.                                                                |
| STUDIO ONE                                       | CBS 10pm   | <u>24 Hours To Dawn</u> ; (O) Patrick Alexander; with Jason Robards, Jr., Joseph Anthony, Harry Townes, Lorne Greene, Stefan Gierasch, Rudy Bond; Dir - David Greene.                                                                    |
| <u>Suspicion</u><br>(Dennis O'Keefe)             | NBC 10pm   | <u>Heartbeat</u> ; (O) Terence John; (A) Ernest Kinoy; with David Wayne, Pat Hingle, Barbara Turner, Warren Beatty, Raymond Bramley, Sidney Armus, Barbara Barrie, Frank Campanella, Ward Costello, Robert Dryden; Dir - Robert Stevens. |

TUESDAY NOVEMBER 12  
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<u>Sugarfoot</u> (Will Hutchins)	ABC 7:30pm	<u>Trail's End</u> ; (O) Norman A. Fox; (A) James O'Hanlon & Michael Fessier; with regulars & Venetia Stevenson, Chris Alcaide, Gordon Jones, Barbara Stuart, Russ Thorson; (SD).
NAT KING COLE SHOW	NBC 7:30pm	Mahalia Jackson(S).
EDDIE FISHER SHOW (Fisher, George Gobel)	NBC 8pm	Marie Wilson(C), Tommy Sands(S), Mary McCarty(C), Don Rickles(C).
<u>Life & Legend of Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>The Magic Puddle</u> ; with regulars & Freeman Morse, Aline Towne; (SW&SD).
<u>Broken Arrow</u> (John Lupton)	ABC 9pm	<u>Devil Eye</u> ; with regulars & Carl Milletaire, Louis Lattieri, Frank Cady; (SW&SD).
<u>Meet McGraw</u> (Frank Lovejoy)	NBC 9pm	<u>King's Ransom</u> ; (O) Steven Thorley; with regulars & Ted De Corsia, Walter Sandes, Brian Hutton; (SD).
<u>Telephone Time</u> (Dr. Frank Baxter)	ABC 9:30pm	<u>I Get Along Without You Very Well</u> ; (O) Laslo Vadnay; with Hoagy Carmichael, Walter Winchell, Kaye Elhardt, Sally Fraser, Alan Reed, Ben Lessey; Dir - Abby Berlin.
RED SKELTON SHOW	CBS 9:30pm	Vincent Price(A).
<u>The Californians</u> (Sean McClory)	NBC 10pm	(O) John Dunkel; with regulars & Robert Corsthwaite, Peg Hillias, Ted de Corsia; (SD).
<u>Assignment Foreign Legion</u> (Merle Oberon)	CBS 10:30pm	<u>The Man Who Found Freedom</u> ; (O) Hal Weber; with Lee Patterson, Nora Gorsen; (SD).

WEDNESDAY NOVEMBER 13
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|--------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wagon Train</u><br>(Ward Bond, Robert Horton) | NBC 7:30pm | <u>The Charles Avery Story</u> ; (O) Aaron Spelling; with Farley Granger, Susan Kohner, Chuck Connors, Bing Russell, Mac Williams, Nico Minardos, Henry Brandon, Abel Fernandes, Frank McGrath, Eddie Little; Dir - Bernard Girard. |
| THE BIG RECORD<br>(Patti Page)                   | CBS 8pm    | Gale Storm(S), Guy Mitchell(S), Harry James(M), Bill Haley & Comets(S), Ruby Murray(S), Jack Jones(S).                                                                                                                              |

WEDNESDAY NOVEMBER 13 (Cont'd)  
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<u>Tombstone Territory</u> (Pat Conway)	ABC 8:30pm	<u>A Bullet For An Editor</u> ; with regulars & Stephen Bekassy, Allison Hayes; (SW&SD).
<u>Father Knows Best</u> (Robert Young)	NBC 8:30pm	<u>Kathy's Big Chance</u> ; with regulars & Greer Garson; (SW&SD).
<u>Adventures of Ozzie & Harriet</u>	ABC 9pm	<u>Free Flowers</u> ; with regulars & Parley Baer, Lyle Talbot, Mary Jane Croft, Ena Anders, Stu Wilson; (SW&SD).
<u>Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Hap Connolly</u> ; with Royal Dano, Malcolm Broderick, Zoe Hazlett, David McMahon, Wheaton Chambers; (SW&SD).
KRAFT THEATRE	NBC 9pm	<u>The Big Heist</u> ; (O) Newton Meltzer; with Bert Lahr, Mildred Natwick, Fred Gwynne, Lee Bergere, Patty Duke, Ralph Bell; Dir - David Alexander.
<u>Walter Winchell File</u>	ABC 9:30pm	<u>The Candlestick</u> ; (O) Adrian Spies; with Peggy Webber, Tol Avery, Robert Karnes; Dir - Jacques Tourner.
ARMSTRONG CIRCLE THEATRE	CBS 10pm	<u>John Doe - #154</u> ; (O) Abram Ginnes; with John Napier, Ruth White, William Prince, Jane McArthur; Dir - William Corrigan.

THURSDAY NOVEMBER 14
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|------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Circus Boy</u>                        | ABC 7:30pm  | <u>The Dancing Bear</u> ; with regulars & Alex Gerry, George Eldredge; (SW&SD).                                                                                                                                                       |
| <u>Harbourmaster</u><br>(Barry Sullivan) | CBS 8pm     | <u>Enemy Unknown</u> ; with regulars & Evan Elliot, Kevin Coughlin, Myron Yorra; (SW&SD).                                                                                                                                             |
| CLIMAX!<br>(Bill Lundigan)               | CBS 8:30pm  | <u>Two Tests On Tuesday</u> ; (O) Jerry McNeely; with John Drew Barrymore, Susan Oliver, John Baragrey, Julie Adams; Dir - Buzz Kulik.                                                                                                |
| <u>Dragnet</u><br>(Jack Webb)            | NBC 8:30pm  | with regulars & Jim Bridges, Don Pethley, Helen Spring, Shep Houghton; (SW&SD).                                                                                                                                                       |
| PAT BOONE CHEVY SHOWROOM                 | ABC 9pm     | Robert Lamouret(C), Jaye P. Morgan(S), Joel Grey(D).                                                                                                                                                                                  |
| O. S. S.<br>(Ron Randell)                | ABC 9:30pm  | <u>Operation Blue Eyes</u> ; with regulars & Lisa Gastoni, John Valentine, Bernard Hunter, Peter Reynolds, Bill Fraser; (SW&SD).                                                                                                      |
| PLAYHOUSE 90                             | CBS 9:30pm  | <u>The Jet-Propelled Couch</u> ; (O) Dr. Robert Lindner ("The Fifty-Minute Hour"); (A) Stanley Roberts; with Donald O'Connor, David Wayne, Peter Lorre, Gale Gordon, Phyllis Avery, Carol Morris, Leona Gage; Dir - Burgess Meredith. |
| FORD SHOW                                | NBC 9:30pm  | Minnie Pearl(S-C).                                                                                                                                                                                                                    |
| <u>Navy Log</u>                          | ABC 10pm    | <u>The Storm Within</u> ; with Harry Bellaver, John Zaremba, Betty Lou Gerson, Mack Williams, Leonard Graves; (SW&SD).                                                                                                                |
| LUX SHOW STARRING ROSEMARY CLOONEY       | NBC 10pm    | Wally Cox(C).                                                                                                                                                                                                                         |
| <u>Jane Wyman Show</u>                   | NBC 10:30pm | <u>The Past Is Always Present</u> ; Re-run of 4/17/56.                                                                                                                                                                                |

FRIDAY NOVEMBER 15  
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<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>Rusty's Strategy</u> ; with regulars & Terence De Marney, Morris Ankrum; (SW&SD).
<u>Saber Of London</u> (Donald Gray)	NBC 7:30pm	<u>Hour Of Doubt</u> ; (O) John Roeburt; with regulars & Robert Arden; (SD).
<u>Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>Charivari</u> ; with regulars & Lloyd Corrigan, Angie Strickland, Jean Howell; (SW&SD).

FRIDAY NOVEMBER 15(Cont'd)
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|-------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Trackdown</u><br>(Robert Culp)                           | CBS 8pm    | <u>Alpine, Texas</u> ; (O) Fred Freiberger; with regulars & Ian MacDonald, Virginia Christine, Robin Raymond; (SD).                                                                                          |
| <u>Court Of Last Resort</u><br>(Lyle Bettger)               | NBC 8pm    | <u>The Conrad Murray Case</u> ; with regulars & Vaughn Taylor, Carl Benton Reid; (SW&SD).                                                                                                                    |
| PATRICE MUNSEL SHOW                                         | ABC 8:30pm | Carl Reiner(C), Les Chanteurs de Paris(S).                                                                                                                                                                   |
| <u>Dick Powell's Zane Grey Theatre</u>                      | CBS 8:30pm | <u>Episode In Darkness</u> ; (O) Frederic Louis Fox; with Dewey Martin, Anne Bancroft, Phil Pine, John Anderson, John Maxwell, Paul Birch, Mack Williams; Dir - John English.                                |
| FRANK SINATRA SHOW                                          | ABC 9pm    | The McGuire Sisters(S).                                                                                                                                                                                      |
| <u>Mr. Adams &amp; Eve</u><br>(Ida Lupino, Howard Duff)     | CBS 9pm    | with regulars & Sir Cedric Hardwicke, Don Diamond, Frank Feltrop; (SW&SD).                                                                                                                                   |
| <u>M Squad</u><br>(Lee Marvin)                              | NBC 9pm    | <u>The Hard Case</u> ; (O) Irving Rubin; with regulars & Ray Foster, Howard Negley; (SD).                                                                                                                    |
| <u>Date With The Angels</u><br>(Bill Williams, Betty White) | ABC 9:30pm | <u>No-Risk Policy</u> ; with regulars & Richard Deacon, George Nelse, Gavin Gordon; (SW&SD).                                                                                                                 |
| <u>Schlitz Playhouse</u>                                    | CBS 9:30pm | <u>The Lonely Wizard</u> ; (O) Paul Monash; with Rod Steiger, Richard Anderson, Diane Brewster, Phillip Phillips, Sammy Ogg, Elsie Neff, Rene Korper, Karl Swenson, Hugh Sanders, Ed Hinton; Dir - Don Weis. |
| <u>Colt .45</u><br>(Wayde Preston)                          | ABC 10pm   | <u>Small Man</u> ; (O) Frederic Brady; with regulars & Jay Novello, Paul Burns, Charles Fredericks, Vicki Raff; (SD).                                                                                        |
| <u>The Lineup</u><br>(Warner Anderson, Tom Tully)           | CBS 10pm   | <u>The Harger Jameson Case</u> ; with regulars & Angie Dickinson, Mary Alan Hokanson, John Morley; (SW&SD).                                                                                                  |

MULTIPLE & ACROSS-THE-BOARD SHOWS NOVEMBER 11 - NOVEMBER 15  
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JIMMY DEAN SHOW	CBS 7am	Carmel Quinn(S), will be a guest this week.
GARRY MOORE SHOW	CBS 10am	Denise Lor(S), returns to the show. 11/13 - Dave Gardner(C); 11/15 - Betty Walker(A), Martha Davis & Spouse(S-M).
ARLENE FRANCIS SHOW	NBC 10am	Jack Haskell(S), will be a guest for the entire week. 11/12 - Marti Stevens(S); 11/13 - Fred Clark(C); 11/14 - Chan Canasta(deception); 11/15 - Sam Levenson(C).
HOWARD MILLER SHOW	NBC 1:30pm	11/12 - Jane Morgan(S); 11/14 - Matt Dennis(S).
AMERICAN BANDSTAND (Dick Clark)	ABC 3pm	11/11 - Paul Carr(S), Fran Lori(S), The Rays(S); 11/12 - Joni James(S), Eileen Rogers(S), Lee Andrews & The Hearts(S); 11/13 - Janice Harper(S), Frankie Brunson(S); 11/14 - Jim Lowe(S), The Wilburn Bros. (S); 11/15 - Dick Duane(S), Gary Trexler(S).
NBC MATINEE THEATRE	NBC 3pm	11/11 - <u>Aesop And Rhodope</u> ; (O) Helene Hanff; with Sarah Churchill, Lamont Johnson; 11/12 - <u>All The World Over</u> ; (O) I.A.R. Wylie; (A) Betty Ulius; 11/13 - <u>The Ransom of Sigmund Freud</u> ; (O) Harold Callen; 11/14 - <u>Iris</u> ; (O) Arnold Rabin; with Margaret Truman; 11/15 - <u>Remember Me Kindly</u> ; (O) Sonya Roberts.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>Pity Of Revenge</u> ; (O) Bob Cochran; with Frank Schofield, Mary Fickett, Abby Lewis, Biff McQuire.

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

TONIGHT
(Jack Paar) NBC 11:15pm The Bill & Cora Baird puppets will be regulars each Wednesday night, beginning this week. 11/11 - Betty Johnson(S), Alice Ghostly(C), Hans Conried(A-C), Peter Ustinov(A); 11/12 - Bernie West(S), Hans Conried(A), Betty Johnson(S); 11/13 - Lou Carter(S), Betty Johnson(S); 11/14 - Dave Gardner(C), Michael King(S), Betty Johnson(S); 11/15 - Hans Conried(A), Paul Lynd(S), Betty Johnson(S).

SATURDAY NOVEMBER 16

JIMMY DEAN SHOW CBS 12N Carmel Quinn(S), Robert Maxwell(M).
 TRUE STORY NBC 12N Confidence Man; (O) James Blumgarten; with Staats Cotsworth, Joe Campanella, John Kellogg, Lillette Alexander, Tom Gorman.
Perry Mason CBS 7:30pm Case Of The Vagabond Vixen; (O) Al C. Ward; with regulars & Carol Leigh, Robert Carson, Robert Ellenstein, Catherine McLeod, Peggy Converse, James Anderson, Russell Trent, Pierre Watkins, Paul Cavanaugh, Barbara Pepper; (SD).
 HOLIDAY IN LAS VEGAS NBC 8pm (O) Mel Tolkin, Neil Simon, Lucille Kallen; with Ann Sothern(A-C), Vic Damone(S), Will Mastin Trio with Sammy Davis Jr.,(D-S), Tony Randall(A), Jayne Mansfield(A); Dir - Kirk Browning.
Oh! Susanna CBS 9pm with regulars & Diane Brewster, Robert Regas, Don Pietro, Pierre Watkin; (SW&SD).
 POLLY BERGEN SHOW NBC 9pm Kay Kendall(A-C), Howie Morris(C).
Have Gun, Will Travel CBS 9:30pm with regulars & Kent Smith, James Best, William Schallert; (SW&SD).
 GISELE MACKENZIE SHOW NBC 9:30pm Boris Karloff(A).
Gunsmoke CBS 10pm with regulars & Buddy Baer, Tom Greenway, Woodrow Chambliss, Gary Vinson, Paul Birch; (SW&SD).

SUNDAY NOVEMBER 17

HALLMARK HALL OF FAME NBC 5:30pm On Borrowed Time; (O) Lawrence Edward Watkin; (A) James Costigan, from the play by Paul Osborn; with Ed Wynn, Claude Rains, Beulah Bondi, Dennis Kohler, Margaret Hamilton, Mildred Trares, William A. Lee, Larry Gates, William LeMassena, Frank Tweddell, D. Wood, Dorothy Eaton, Schuyler Larsen, Robinson Stone, George Sullivan, David Leland; Prod-Dir - George Schaefer.
Maverick ABC 7:30pm Stampede; with regulars & Efrem Zimbalist, Jr., Pat Comiskey, Pamela Duncan, Chris Alcaide, Rand Brooks, Mike Lane; (SW&SD).
Jack Benny Show CBS 7:30pm John Forsythe(A), Mary Costa(A).
Sally NBC 7:30pm Sally Versus The Prince; with regulars & Michel Ray, Michael Granger, Than Wyenn, Joe De Santis, Charles Heard; (SW&SD).
 ED SULLIVAN SHOW CBS 8pm Kate Smith(S), Julius La Rosa(A), Johnny Carson(C), Gene Vincent(S), Jose Melis(M), Wally Griffin(C), Carol Bennett(S), Latinos(D), Vic & Adio(balance), Les Garcons de la Rue(S).
 STEVE ALLEN SHOW NBC 8pm Marie McDonald(A-S), Walter Chiari(C), Edward Everett Horton(A-C), King Sisters(S), Perlin Husky(S).

SUNDAY NOVEMBER 17(Cont'd)

General Electric Theatre
(Ronald Reagan)

CBS 9pm

Love Came Late; (O) Leon Gordon; with Melvyn Douglas, Myrna Loy, Darryl Hickman, Jennifer Lea, Robert Ellis, Joseph Kearns; Dir - Robert B. Sinclair.

GENERAL MOTORS 50th
ANNIVERSARY SHOW

NBC 9pm

(O) Helen Duetsch & Staff; with Kirk Douglas (Narrator), June Allyson, Don Ameche, Pat Boone, Ernest Borgnine, Eddie Bracken, Carol Burnett, Claudette Colbert, Hans Conried, Dan Dailey, Helen Hayes, Howard Keel, Steve Lawrence, Peg Lynch, Dean Martin, Doretta Morrow, Cyril Ritchard, Chita Rivera (D), Dinah Shore, Jacques D'Amboise(D), Bambi Linn (D), Kent Smith, Alice Ghostley(C); Dir - Charles Dubin.

Alfred Hitchcock Presents

CBS 9:30pm

Enough Rope For Two; (O) Joel Murcott; with Steve Hill, Steve Brodie, Jean Hagen; Dir - Paul Henreid.

Scotland Yard
(Edgar Lustgarten)

ABC 10pm

PREMIERE: Wall of Death; (O) Montgomery Tully & Judith Warlen; with Cyril Chamberlain, Vernon Greeves, Vanda Godsell, Ferdy Mayne, Douglas Hays, Sydney Vivien; Dir - Montgomery Tully.

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Ed Sullivan is a youth-control movement for the first half-hour of his show, starting almost immediately. Maverick, the ABC 7:30-8:30pm NYT program that has been attracting and holding audiences, last Sunday added Jack Kelly to its regular cast to back up the attraction of James Garner in the lead role. Sullivan is countering with practically every singing star who has, has had or will have a hit record in months to come. The list includes: Sam Cooke, The Eberly Brothers, The Rays, Bobby Helms, the Crickets, Della Reese, Joe Bennett and the Sparkletones, The Platters, Jo Stafford, Tony Bennett, Teresa Brewer, Spike Jones, Louis Jordan and his Tympany Five, Frankie Lyman, Georgia Gibbs, Gene Vincent, the Four Aces and Lu Ann Simms. Any other acts that start to move up the best seller record lists will also be signed as soon as their popularity is evident. If many of the names in the list seem familiar, it's because lots of them have been moving around on other music-variety shows, filling the spot that is hailed as, "and here he is, singing his latest hit record." The stars of the music shows are the ones who sing the standards. Meanwhile, no word from Steve Allen.

The Dec 20 Du Pont Show of the Month, Fridays, 7:30-9pm NYT, will co-star Joan Bennett, Bob Cummings, Paul Ford and Carol Lynley in "Junior Miss" from Hollywood. Ralph Nelson will direct.....The second Lucille Ball-Desi Arnaz Show, this one at the planned one-hour length, will be seen on the CBS net on Dec 3, Tuesday, 9-10pm NYT.....Rosemary Clooney has joined the parade in announcing her starring acts up to the first of the year. (Some Hollywood agents have released their stars' TV itineraries for several months ahead to invite bids from some of the less lucky shows for the free dates that might show up in the schedule). The Clooney guest list will include her sisters Gail and Betty and brother Nick on her Thanksgiving family show on Nov 28, Marie Wilson on December 5, Charles Laughton on December 12 and youngsters Patty McCormack and Tim Hovey on December 19 for a special Christmas show. Spring Byington will close the Clooney year as a special pre-New Year's guest on December 26.

NBC's Tonight has not only gotten back into some of the cities that cancelled the pre-Jack Paar version (even Boston returns to the fold next week), but the pre-Christmas selling season starts to fill its advertiser bank next week, with several of the orders running into next season. (Paar won't be able to mention headaches on the air any more without taking an immediate cure -- Bufferin will be one of the new advertisers). The impressive list of new sponsors represents a total of four million dollars in new billings, split among seven firms. Block Drug Co., Inc, thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY) is buying 234 participations over 52 weeks starting Dec 30. Bristol-Myers Co thru Young & Rubicam, Inc(NY) ordered 208 participations over 52 weeks for Bufferin and 28 participations for Ipana during the last quarter of the year, with both schedules starting Monday (11). North American

Phillips Co thru C. J. La Roche & Co., Inc(NY) for the Norelco Electric Shaver, has ordered 115 participations for the Spring and Fall of 1958. Harrison Laboratories, Inc thru Product Services, Inc(NY) ordered 42 participations between Nov 15 and Dec 31 for its Ten Day Press On Nail Color and Tuck Cellophane Tape. The Polaroid Corp., long a Tonight advertiser, has ordered an additional 40 participations thru Doyle Dane Bernbach, Inc(NY), beginning Jan 6, 1958. Bymart-Tintair, Inc thru Product Services, Inc(NY) has ordered 26 participations, beginning immediately and Webcor, Inc., thru John W. Shaw Advertising, Inc(Chi) has ordered 21 participations for pre-Christmas promotion starting Nov 12.

That ticklish switch in the storyline of the Lassie series had an actual unwanted assist when George Cleveland, who played "Gramps" in the current series, died. The new members of the cast, joining Lassie's new master, Jon Provost, in the Dec 1 episode, as Jan Clayton, Tommy Rettig and the late Mr. Cleveland bow out. The storyline explains it: Due to the untimely death of Gramps (George Cleveland) the Miller family is forced to give up the farm and move to the city so Jeff (Tommy Rettig) can attend high school. Little Timmy (Jon Provost) runs away when he hears that the welfare agency will not permit him to remain with Ellen (Jan Clayton). The next day, Paul (Jon Shepodd) and Ruth Martin (Cloris Leachman), the young couple taking over the Miller farm arrive and help search for Timmy. A water rescue and some debate and the new storyline is resolved when it is decided that Timmy and Lassie will remain at the farm with the Martins. Of course, no matter how many times it might be explained, most of the steady viewers of the series won't believe that George Cleveland actually died, and the producers will probably be berated for "killing off" Gramps.

There's another Bowl game on the television schedule for this season. NBC will present the first telecast of the Senior Bowl game, the ninth annual, on Saturday, Jan 11, 3pm NYT. The game features squads from the North and South (and a few players from East and West schools) playing at Mobile, Ala., with professional coaches for the squads. The fifty participating players actually make their professional debuts, with the winners each receiving \$500 and the losers \$400. Since they're all seniors who have finished their college football careers, and as the game follows all the "amateur" bowl games, star players from most of the other bowl contests participate in this one and get an above-the-table pay check.

No one can say that Hollywood isn't operating on a reciprocal trade basis. The Roller Derby, which has been on the West Coast for the past three years, returns to local New York TV over WABC-TV(NY) on Dec 29, Sunday, 3-4:30pm, and will be seen for 26 weeks. Three years of campaigning haven't changed the leading performers, since the "New York" Chiefs will be led by Garry Murray and Billy Bogash and the "Brooklyn" Red Devils will be led by Toughie Brasuhn and Ken Monte. From Studio One to studied mayhem in one season.

While NBC was officially announcing the appointment in Los Angeles last week of Jess Oppenheimer as head of a newly established creative programming unit within the NBC television network, reporting to Manie Sacks, it was also reported that Alan Livingston, v.p. in charge of NBC programming in Los Angeles, was preparing up to 11 new projects for the network for next season. According to one report, one of the projected tasks is the "development of a comedian for live TV."