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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 (July 30)

NBC- 10:30-11am EDT, Mon thru Fri; DEBUT; NBC Bandstand; LIVE from WRCA-TV(NY), 74 stations live, 17 quick kine. § Sponsors- Participations. § Pkgr- NBC-TV(NY); Prod- Tom Naud; Dir- Max Miller; Band Booking- Billy Goodheart(NBC). § Simulcasts of straight live music programs featuring top name orchestras. Bert Parks is the m.c. with a guest musical host under the title of "Mr. Music"; Johnny Mercer is "Mr. Music" for the week of July 30-Aug 3, with Dick Haymes taking over for four weeks beginning Aug 6. (The telecast is a half-hour portion of a two-hour radio program featuring orchestras from various parts of the country, but those on television will originate in New York). The program replaces the Ernie Kovacs Show (last show July 27) in this time spot.

NBC- 12noon-12:30pm EDT, Mon thru Fri; DEBUT; Tic Tac Dough; LIVE from WRCA-TV (NY), to the net. § Sustaining. § Pkgr- Barry & Enright Productions, Inc(NY); NBC Exec Prod- Hudson Faussett; Dir- Edward King; Music Dir- Paul Taubman; Prog Superv- Robert Noah; Prog Anncr- Bill McCord; Sets- Willis Conner. § Jack Barry is m.c. for this new quiz show, based on the game of tic-tac-toe. Two contestants compete to complete three squares in a line, either horizontally, diagonally or vertically, with the "x" or "o" for either contestant placed in the box when a question on the category appearing in the square is answered. The value of the game is \$100 at the start, increasing by \$100 each time a difficult question in the center box is answered. Winners may meet challengers and increase earnings indefinitely. The program replaces Feather Your Nest (last show July 27) in this time spot.

Wednesday (August 1)

CBS- 8-9pm EDT; RETURN; Frankie Laine Time; LIVE from WCBS-TV(NY), 140 stations live, 25 kine(Toni); 139 stations live, 25 kine(Bristol-Myers); 105 stations live, 6 kine(Pillsbury); 113 stations live, 6 kine(Kellogg). § Sponsors- (Same as the Arthur Godfrey Show), 8-8:30pm: Toni Co (Toni Home Permanent) thru North Advertising, Inc(Chi); Bristol-Myers Co (Ban, Bufferin, Vitalis, Ipana) thru Young & Rubicam, Inc(NY), other B-M agencies. 8:30-9pm: Pillsbury Mills, Inc., (Pie Crust, Cake, other mixes) thru Leo Burnett, Inc(Chi); Kellogg Co (Cereals, Dog Food) thru Leo Burnett, Inc(Chi). § Pkgr- CBS-TV(NY); Prod- Charlie Andrews; Dir- Mel Ferber; Asst Prod- Paul Orr; Staging & Choreog- Edith Barstow; Writers- Harvey Orkin, Shelly Keller, Lou Salaman. (Continued on next page).

- Page 66 -

THIS WEEK(More)

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THIS WEEK(Cont'd)

Wednesday(August 1)

CBS- Frankie Laine Time (Cont'd from previous page): Variety program, starring singer Frankie Laine, featuring guest stars; with the Mello-Larks singing group and Edith Barstow's dancers as regulars. The program replaces The Arthur Godfrey Show (last show July 25) for eight weeks, as it did last summer.

Friday(August 3)

CBS- 8-8:30pm EDT; DEBUT; Hollywood Summer Theatre; FILM from WCBS-TV(NY) & KNXT (LA), 80 stations net, 11 delayed. § Sponsor- General Foods Corp (Grape Nuts, Maxwell House Coffee, Bran Flakes) thru Benton & Bowles, Inc(NY); Acct Exec- George B. Brown; Comm Anncr- Gene Raymond. § Pkgr & Film Prod- Lewislor Films, Inc., at Goldwyn Studios, Hollywood, Calif.; Various production staffs. § Gene Raymond is host for re-runs of films previously seen over the NBC net as part of The Loretta Young Show in which Miss Young did not appear. The program replaces Mama (last show July 27).

Saturday(August 4)

CBS- 4:30-5pm EDT; SPECIAL; The Brooklyn Handicap; LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Sports(NY); Prod- Judson Bailey; Dir- Bob Quinlan. § Telecast of the \$50,000 added Brooklyn Handicap for three-year-olds and up at Jamaica Race Track, New York. Bryan Field will describe the race with Chris Schenkel handling the color and winner's circle ceremonies.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Russ Morgan Show (Sat, 9:30-10pm EDT) Jerry Shaw is director, replacing Kirk Alexander.

Good Morning with Will Rogers, Jr. (Mon thru Fri, 7-8am EDT) James Fleming is producer, succeeding Mike Sklar.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WCBS-TV(Ch 2)- Long Before Shakespeare; DEBUT Aug 4; Sat, 2-2:30pm EDT. Sustaining, New York educational. Pkgr- WCBS-TV Public Affairs Dept with New York University; Assoc Prod- Nazaret Cherkezian(NYU); Dir- Clay Yurdin(CBS). New educational series on the Greek inventors of the drama, featuring Dr. Lionel Casson, associate professor of classics, N. Y. U.'s Washington Square College, in examinations of the elements of Greek playwriting and studies of the works of the great Greek playwrights. The program will include dramatic readings of excerpts from the works by professional actors, visual records and reproductions of ancient theatre sites. The program succeeds the 26-week WCBS-NYU series, Yesterday's Worlds, for eight weeks.

KNXT(Ch 2) - Ladies Fare; DEBUT July 30; Mon thru Fri, 2-3pm PDT. Participations. Los Angeles Pkgr- KNXT; Prod- Harry Koplan; Writer- Chris Hayward. Red Rowe stars as host and m.c. of this new audience participation show, assisted by Arlene Harris, who works in skits and stunts with Rowe; also guitarist-singer Sam Hinton and comedian Dave Barry. The program will feature comedy, music and home and studio audience participation in games and contests. The program replaces Red Rowe's Get-Together in this time spot.

TALENT SHOWSHEET JULY 27 - AUGUST 5
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Most of the shows on July 27, 28, 29 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 August 3. 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: Adventures of Rin Tin Tin, Armstrong Circle Theatre (Mine), Big Town, Crossroads, Crusader, Bob Cummings Show, DuPont Cavalcade Theatre, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason Show, Alfred Hitchcock Presents, Life and Legend of Wyatt Earp, Life of Riley, The Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Star Stage, Tales of the Texas Rangers, 20th Century-Fox Hour, The Wise (thru July), Warner Brothers Presents ("Cheyenne" series), Jane Wyman, You Are There.

FRIDAY JULY 27  
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Science Fiction Theatre WRCA 7pm Beam of Fire; with Wayne Morris, Frank Gerstle, Harlan Warde
 (Truman Bradley)

SUNDAY JULY 29
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LAMP UNTO MY FEET CBS 10am The Tender Falcon - (O) Clair Roskam; with Gerald Hiken,  
 (Dr. Lyman Bryson) Michael Tolan, Jay O'Brien, Nicholas Probst, William Major

CAMERA THREE CBS 11:30am Variations on an Instrumental Theme; with Gerry Mulligan and  
 jazz quartet (Bob Brookmeyer, Daniel Saidenberg, Broadus Erle); (SD)

MONDAY JULY 30  
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Passport to Danger WABD 7:30pm Havana - (O) Robert C. Dennis; with Stuart Randall, Lina
 (Cesar Romero) Romay, John Mylong, Hy Anzel, Harris Brown, Salvador Baques, Manuel Paris, Abel Franco

Stage 7 WPIX 8pm The Defense of Sentinel - (O) Dick Carr; with Thomas Mitchell
 John Harmon, Thomas B. Henry; Dir - Frank Baur

ERNIE KOVACS SHOW NBC 8pm with regulars & Dick Marta(M), Stan Rubin & Tigertown 5(M)

VOICE OF FIRESTONE ABC 8:30pm Robert Rounseville, Heidi Krall

ARTHUR GODFREY'S CBS 8:30pm Ann Leonardo(S), Gino Sambuco(M), The Blue Grass Champs
 TALENT SCOUTS (Jimmy & Scotty Stoneman, Donna Stoneman, Jimmy Case, Porter Church).

Charlie Farrell Show CBS 9pm regulars & Will Wright, Buddy Baer, William Henry, John
 Eldredge; (SW&SD)

VIC DANONE SHOW CBS 9:30pm with regulars & Janet Blair, The Szonys(D)

ROBERT MONTGOMERY SUMMER THEATRE NBC 9:30pm Southern Exposure - (O) Owen Crumps; (A) Doria Folliott; with
 Charles Drake, Jan Miner, Elizabeth Montgomery, Mary K. Wells, John Gibson, House Jameson, Hilda Haynes

STUDIO ONE CBS 10pm The Ballad of Yermo Red - (O) Marcel Klauber, William T.
 SUMMER THEATRE Grady, Jr; with Biff McGuire, Arch Johnson, Loretta Leversee, Harry Bellaver, George Mitchell, Robert Dryden, Daniel Reed, Jack Orrison, Buzz Martin; (SD)

TUESDAY JULY 31
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THIS IS SHOW BUSINESS NBC 8:30pm Panel: Pamela Mason, James Mason, Abe Burrows

Sneak Preview NBC 9pm The Way Back; with Pat O'Brien  
 (Nelson Case)

TUESDAY JULY 31  
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GE Summer Originals ABC 9pm Alias Mike Hercules; with Hugh Beaumont, Anne Kimbell, Ellen Corby, Reginald Denny; Dir - Bud Boetticher

KAISER ALUMINUM HOUR NBC 9:30pm Roar of the Lion - (O) Lillian Andrews, M.A. Ellis; with Nancy Kelly, Ann Shoemaker, Bert Freed, Clifford Tatum, Malcolm Brodrick, Bill Zuckert, Tommy White, Clifton James, Frederick Downs, Kenny Sharpe; (SD)

WEDNESDAY AUGUST 1
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Death Valley Days  
(Stanley Andrews) WRCA 7pm Mr. Godiva; with Rusty Morris, Paul Raymond, Yvonne Cross, Emile Meyer, Helen Spring, Douglas Henderson, Bill Kennedy, Tito Vuolo, Harry Hickox, Jack George, Jack Jordan

FRANKIE LAINE TIME CBS 8pm Frankie Laine, Mellowlarks(S), Edith Barstow's dancers(all regs); with Patti Page(S), Duke Ellington(M), Boris Karloff (SW&SD); PREMIERE

Screen Directors Playhouse ABC 9pm The Bitter Waters - (O) Henry James; (A) Zoe Akins; with George Sanders, Constance Cummings, Cynthia Baxter, Robert Vaughn, Celia Lovsky, Barbara Morrison, Jerry Barclay, Albert Carrier; Dir - John Brahm

KRAFT TV THEATRE NBC 9pm One Way West - (O) Louis Pelletier; with Kurt Kaznar, Leora Dana, Patrick MacNee, William Hensen, Peter Turgeon, Luis Van Rooten

EDDY ARNOLD SHOW ABC 9:30pm with regulars & Johnny Desmond (guest emcee)

US STEEL HOUR CBS 10pm Stopover at Sublimity - (O) Lucile Duffy; with Lisa Daniels, Efrem Zimbalist, Jr, John Napier, Fred Herrick, Dorrit Kelton; Dir - Don Richardson

INA RAY HUTTON SHOW NBC 10:30pm with regulars & Cass Daley(C-S)

THURSDAY AUGUST 2  
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Guy Lombardo WRCA 7pm Carmen Cavallero

CLIMAX! CBS 8:30pm Child of the Wind - (O) Burgess Drake; (A) Ann Chapin, Frank Glicksman; with Agnes Moorehead, Marshall Thompson, Susan Kohner,

STAR TONIGHT ABC 9pm The Gentleman Caller - (O) Veronica Parker Johns; (A) Robert J. Shaw; with Ruth McDevitt, Don Hanmer, Katherine Squire, Ann Thomas; (SD) Alan Anderson

Four Star Playhouse CBS 9:30pm Tunnel of Fear; re-run of 1/19/56

ARTHUR MURRAY PARTY CBS 10pm with regulars & Pearl Bailey (S)

LUX VIDEO THEATRE
(Ken Carpenter) NBC 10pm The Quick and the Dead - (O) Jack Leonard; (A) Clark Reynolds; with James Whitmore, Karen Steele,

FRIDAY AUGUST 3
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I Spy  
(Raymond Massey) WABD 7:30pm Lover Spy; with Massey & Peter Walker, Sona Wilson

Combat Sergeant  
(Michael Thomas) ABC 8pm Destruction at Dawn; with regulars & William Schallert, Al Schoenberg, Bennie Bartlett, John Hedloe, Alvy Moore, Harry Guardino, Wyatt Ordnung, John Peters, Rayford Barnes, Paul Hoffman, Julian Upton, Domenick Delgarde, Billy Wayne

Schlitz Playhouse CBS 9:30pm Flowers for Jenny - (O) Louis L'Amour; (A) Jameson Brewer; with Dale Robertson, Claudia Barrett, Elisha Cook, James Griffith, Richard Reeves, Howard Wright, Dick Elliott, Tom London, Ted Stanhope; Dir - Don Weis

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY JULY 27 - FRIDAY AUGUST 3  
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TODAY NBC 7am Barbara Carroll & Trio(M); Dave Garroway returns

OF ALL THINGS (Faye Emerson) CBS 10am 7/30 - Marshall & Farrell(C); 7/31 - Carl Ballantine(C); 8/3 - Dylan Todd(S)

NBC BANDSTAND (Bert Parks) NBC 10:30am 7/30-8/3 - Johnny Mercer: guest emcee; Dorsey Bros orch (7/31 & 8/2); Guy Lombardo orch (7/30, 8/1 & 8/3); 7/30 - Arthur & Kathryn Mrrray(D); 7/31 - Oscar Hammerstein II; 8/2 - Rocky Marciano(C); PREMIERE

NBC MATINEE THEATRE NBC 3pm 7/30 - The Cypress Tree - (O) Robert J. Shaw; 7/31 - Belong to Me - (O) Ann Pinchot; (A) Gail Ingram; 8/1 - Pygmalion Jones - (O) Dorothy Kilgallen, Richard Kollmar; (A) Gail Ingram; 8/2 - Grete - (O) Vance Bourjaily; 8/3 - Some Man Will Want You - (O) Margaret Culkin Banning; (A) Helene Hanff

MODERN ROMANCES NBC 4:45pm info unavailable at press time

TONIGHT NBC 11:30pm 7/30-7/31 - Henry Morgan: guest emcee; 7/30 - Cliff Norton(C), Dorothy Jarnac(D); (special material by Michael Brown); 7/31 - Blackburn Twins(D), Micki Marlo(S), Eddie Garson(ventrill), The Schoolboys(S); 8/1 - Bobbie Priest & Al Fosse(D); 8/2 - Vivian della Chiesa(S), Clifton Fadiman; 8/3 - Kai Winding Group(M)

SATURDAY AUGUST 4
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OZARK JUBILEE ABC 7:30pm Guest emcee: Jimmy Wakely

JULIUS LA ROSA SHOW NBC 8pm Tony Bennett(S), Bert Lahr(C), Maureen Cannon(S), Charliwell Trio(acro); LAST LAROSA SHOW

STAGE SHOW CBS 8:30pm with regulars & Lew Parker(C), Sarah Vaughn(S), Merv Griffin(S)

Adventure Theatre (Paul Douglas) NBC 10:30pm Strangers on the Sea; other info unavailable at press time.

SUNDAY AUGUST 5  
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Telephone Time CBS 6pm The Golden Junkman; re-run of 4/8/56

Frontier NBC 7:30pm The Assassin; re-run

ED SULLIVAN SHOW CBS 8pm US Air Force talent contest winners & Air Force Band members (supplementing Ray Block orch); (SD)

STEVE ALLEN SHOW NBC 8pm with regulars & Judy Holliday, Tony Bennett, Louis Jordan & his Tympani Five(M), Carmen Cavallero

ALCOA HOUR NBC 9pm Kiss and Tell - (O) F. Hugh Herbert; with Robin Morgan, Jerome Cowan, Warren Berlinger, Polly Rowles, Howard St. John, Lois Bolton, John Connell, Marion Randall, Florida Friebus, Stephen Chase, Donald McKee