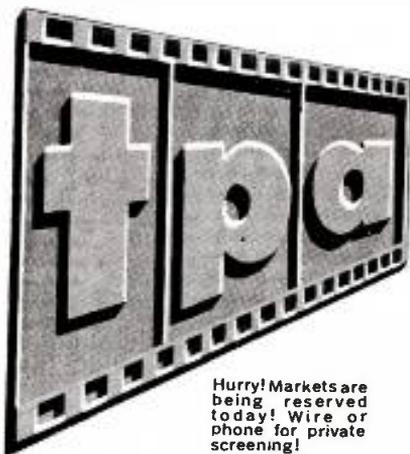


The **NEW** adventures of **CHARLIE CHAN**

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.



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Television Programs of America, Inc.
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IN REVIEW

FRED WARING SHOW

AS summer replacement for the vacationing *Garry Moore Show*, the durable Mr. Waring, assisted by assorted vocalists, instrumentalists and his well-known chorus, provides pleasant hot weather diversion for the busy housewife and other stay-at-homers. Mr. Waring uses the basic approach he has applied in radio and television for oh, so many years: friendly banter with his crew, plus renditions of old-time favorite songs and ballads by the chorus and vocalists.

The program originates from the 1,000-acre Shawnee Inn and Country Club, located in the foothills of the Pocono Mountains, 90 miles from New York. Mr. Waring is the owner of the resort hotel and the program is not ungenerous in naming the origination spot of the telecast. In fact, in order to telecast from the site, CBS-TV had to install four cameras there to cover the interior and exterior location of the grounds; 5,000 feet of microphone cable; 2,000 feet of video cable for monitors and 2,000 feet of AC cable for power units. This effort on the part of the network is justified. Though the *Fred Waring Show* is by no means a "show-stopper," it is easy on the ears, eyes and nerves during the hot summer spell.

Production Costs: \$3,500 per quarter hour (Monday through Thursday programs are 30 minutes, Friday show 90 minutes).

Telecast on participating advertiser basis on CBS-TV, Mon.Thurs., 10-10:30 a.m. EDT; Fri. 10-11:30 a.m. EDT.

Cast: Poley McClintock, Gordon Goodman, Bob Sands and others.

Producer: Mr. Waring.

Co-Directors: Clarence Schimmel, Mel Ferber.

SEZ WHO?

YES, Virginia, there is a Santa Claus. And he appears to be making his rounds in July with a panel-quiz show that doesn't excite listeners to nervous prostration with offers of partnership in Fort Knox. Nor is the audience brought to the headache and earache stage with countless glittering wheels that will send the undernourished school teacher on to fame in the next plateau.

The show is CBS Radio's *Sez Who?* and it's presided over by a man without an isolation booth, Henry Morgan. His panel includes glib Joey Adams of the night club circuit. Gypsy Rose Lee, whose eyebrow-lifting quips may cause a short circuit, and John Henry Faulk, who has a wide-open-spaces accent that is too professional.

The panel is fed recorded voices (e.g., Babe Ruth and Lou Gehrig in an off-season vaudeville skit, Bobby Breen singing at age eight, Enrico Caruso doing the vocals at a Liberty Bond drive in World War I) and then asked to identify them. Each "no" answer earns \$5 for the listener who suggested the voice.

In presiding over the panel, Henry Morgan often dispenses with the niceties associated with panel m.c.s. According to Joey Adams, he "rules with an iron head."

It all makes *Sez Who?* a good 30 minutes of fast verbal repartee, as can be expected anytime Henry Morgan has a hand in the doings.

Production costs: Approximately \$7,500. **Sponsored by** Cowles Publications (for *Look* magazine), through McCann-Erickson, every other week with alternate weeks sustaining on CBS Radio, Sun., July 14, 7-7:30 p.m. EDT.

Produced by: Frank Cooper Assoc. in cooperation with CBS.

Created by: Sidney Resnick.

Executive producer: Bill Cooper.

Director: Dick Stenta.

SEEN & HEARD

The telecast debate last Tuesday night on the civil rights legislation before Congress deserves two votes of recognition. One is to NBC-TV which preempted commercial time to bring this special in *The Big Issue* series. Too often, this programming is consigned to the commercially unused Sunday afternoon slots. The other vote is due Lawrence Spivak in pitting Sens. Richard Russell (D-Ga.) and John McClellan (D-Ark.) against Sens. Paul Douglas (D-Ill.) and Jacob Javits (R-N. Y.) in a program that underscored electronic journalism's value as a news medium.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Colorcasting schedule cancelled for summer.

NBC-TV

July 29-Aug. 2, Aug. 5-7 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

July 29-Aug. 2, Aug. 5-7 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

July 29, Aug. 5 (9:30-10 p.m.) *Arthur Murray Party*, Bristol-Myers through Young & Rubicam.

July 31, Aug. 7 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Aug. 1 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

Aug. 3 (8-9 p.m.) *Julius La Rosa Show*, participating sponsors.

Aug. 4 (4:30-5 p.m.) *Zoo Parade*, sustaining.

Aug. 4 (9-10 p.m.) *Goodyear Playhouse*, Goodyear Tire & Rubber Co. through Young & Rubicam.