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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(4)

ABC- 7-7:15pm EDT, Mon thru Fri; NET DEBUT; Soupy Sales; from WXYZ-TV(Det), 4 stations sponsored by Gordon; 35 stations co-op. Sponsor- Gordon Baking Co., Detroit (Silver Cup Bread) thru D'Arcy Advertising Co., Inc(St. L.), for Detroit, New York, Chicago, Elkhart, Ind. Pkgr- WXYZ-TV(Det); Prod & Dir- Peter Strand. Comedy program for children, featuring Soupy Sales as the live personality with his puppets, creating a puppet comedy fantasy, using puppet characters which have been favorites for several years on WXYZ-TV's local 12 O'Clock Comics show, which also stars Soupy Sales. The program replaces Kukla, Fran and Ollie (last show July 1) for the summer thru Aug 26.

CBS- 1-1:30pm EDT, Mon thru Fri; DEBUT; Jack Paar Show; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); Prod- Ted Fetter; Dir- Kirk Alexander; Writers- Larry Marks, Sidney Reznick, Bob Howard. Afternoon variety show, starring comedian Jack Paar, with vocalists Edith Adams and Jack Haskell, pianist Jose Melis and Hal Simms as announcer. The program will also use guest variety talent (thru CBS Casting NY; Helen Keane). The program replaces The Inner Flame, 1-1:15pm, and Road of Life, 1:15-1:30pm, Mon thru Fri. Last shows for both were on July 1.

CBS- 9-9:30pm EDT; DEBUT; Those Whiting Girls, ON FILM; from WCBS-TV(NY) & KNXT (LA), 115 stations net, 35 delayed. Alternate Week Sponsors- 1) General Foods Corp (Various products; not available at press time) thru Young & Rubicam, Inc(NY); Acct Exec- Ted Alleman. 2) Procter & Gamble Co (Lilt) thru Blow-Beirn-Toigo, Inc(NY); Acct Exec- A. H. Sulger; Agcy Superv- Lou Florence; Comm Superv- Jerry Stolzoff; Comm Anncr- Jay Jackson. Pkgr & Film Prod- Desilu Productions, Inc., Motion Picture Center, Hollywood, Calif.; Exec Prod- Desi Arnaz; Prod- Sam Marx; Dir- James V. Kern; Music Dir- Eliot Daniel; Creators and Writers- Bob Carroll, Jr., and Madelyn Pugh; Prod Mgr- Argyle Nelson; Dir of Photog- Sid Hickox; Ed Superv- Dann Cahn; Film Ed- Douglas Hines; Art Dir- Claudio Guzman. New comedy series, starring Margaret and Barbara Whiting, playing approximations of their real life personalities in a fictional setting; Margaret as a successful singer and Barbara as the younger, bubbly sometimes dramatic sister playing a junior in college with dramatic aspirations. Mabel Albertson plays their widowed mother. The program replaces I Love Lucy in this time spot for 13 weeks; last Lucy show June 27.

- Page 73 -

THIS WEEK(More)

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THIS WEEK(Cont'd)

Monday(4)

NBC- 3:30-4pm EDT, Mon thru Fri; DEBUT; It Pays to be Married; from KRCA-TV(LA), no. of stations indefinite. Participations. Sponsor- (5 segments, 3:45-4, Mon thru Fri) Procter & Gamble Co (Ivory Snow, Camay, Tide, Prell, Pin-It) thru Benton & Bowles, Inc(NY); Acct Execs- Various. Other segments open. Pkgr- H-F-H Enterprises thru James L. Saphier(H'wood); Co-Prod & Dir- Stefan Hatots; Co-Prod- Henry Hoople. Bill Goodwin is m.c. for this audience participation show for married couples; interviewing the participants to get the stories of their married lives and then guiding them through a quiz contest in which husbands and wives compete against each other in a quiz, with merchandise and cash for the winning couple with the best aggregate time and consolation prizes for the losers. The winning couple also has a chance at a cumulative jackpot. The program replaces The Greatest Gift, 3:30-3:45pm, and Concerning Miss Marlowe, 3:45-4pm, Mon thru Fri; last shows for both, July 1.

NBC- 8-9pm EDT; DEBUT; Caesar Presents; from WRCA-TV(NY), 56 stations live, 26 kine. Sponsors- 1) American Chicle Co (Dentyne) thru Dancer-Fitzgerald-Sample, Inc(NY). 2) Lee, Ltd (Sof-Set, Dri Mist) thru Erwin, Wasey & Co., Inc (LA). 3) Radio Corp of America (RCA Victor) thru Kenyon & Eckhardt, Inc(NY). Pkgr- Shellric Corp(NY); Exec Prod- Hal Janis(NBC); Superv Prod- Sid Caesar (Shellric); Prod- George Charles; Staged By- Carl Reiner; TV Dir- Grey Lockwood; Music Dir- Bernie Green; Set Design- Herb Andrews; Choreog- Ted Cappy; Sketch Superv- Ezra Stone; Writers- Charles Andrews, Selma Diamond, Lou Solomon, Sheldon Keller, Mike Stewart; Casting- Berenice Weiler(Shellric). Comedy-variety revue to be seen three of every four Mondays in this time spot; with regulars: Phil Foster, lead comedian; Bill Hayes, featured vocalist; Barbara Nichols, comedienne; musician Bobby Sherwood and comedians Cliff Norton and Sid Gould. In addition to regular sketches, the revue will also star weekly guest artists. Program replaces Caesar's Hour in this time thru Sept 12. Caesar's Hour was last seen June 20 and returns Sept 26.

NBC- 9:30-10:30pm EDT; RETURN; Robert Montgomery Presents: The Richard Hudnut Summer Theatre alternating with The Johnson's Wax Summer Theatre; from WRCA-TV(NY), 83 stations live, 14 kine. Alternate Week Sponsors- 1) Warner-Lambert Co (Richard Hudnut products) thru Kenyon & Eckhardt, Inc(NY). 2) S. C. Johnson & Son, Inc (Johnson's Wax and other products) thru Needham, Louis & Brorby, Inc (Chi). Pkgr- Neptune Productions(NY); Prods- Robert Montgomery & John Gibbs; Prod Superv- Joseph Bailey, assisted by Hank Colman; Dirs- John Newland and others; Set Design- Syrjala; Casting- Dirs, assisted by Julian Williams(Neptune). Summer stock company dramatic series, replacing the regular Robert Montgomery Presents series for 10 weeks; with five regular players in the company: Charles Drake and Augusta Dabney in leading roles; Dorothy Blackburn and House Jameson in character roles and Eric Sinclair as juvenile lead. John Newland will direct five of the programs. (Warner-Lambert is a summer sponsor only, replacing the American Tobacco Co; replaced in turn in the fall by Schick, Inc., which will be regular alternating sponsor with S. C. Johnson & Son, Inc). Last regular season show of Robert Montgomery Presents was June 27.

Tuesday(5)

ABC- 7:30-8:30pm EDT; DEBUT; Talent Varieties; from KYTV(Springfield, Mo.), to the net. No. of stations indefinite. Co-op sponsorships. Pkgr- Crossroads TV Productions, Inc(Springfield); Prod & Dir- Bill Ring. Variety program featuring new or previously unexploited talent, mainly from the Midwest. Singer Slim Wilson is regular m.c., with eight acts featured on each program. The talent showcase originates at the Jewel Theatre, Springfield, Mo. The program replaces Cavalcade of America, 7:30-8pm (last net show June 21; nat'l spot for summer); returning as a net show in the fall. 8-8:30pm has been open net time.

Tuesday(5)

CBS- 7:45-8pm EDT, Tue & Thu; DEBUT; Upbeat!; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); Prod & Dir- Jerome Shaw; Music Dir- Russ Case; Choreog- Tommy Morton; Writer- Hal Hackaday; Original Theme Music- Billy Mure and Hal Hackaday. Summer musical series with different weekly hosts and hostesses presenting the tunes made popular by themselves and other guest singers appearing on the programs. Regulars on the program include The Honeydreamers, vocal group; a dance group and Russ Case leading a 16-piece orchestra. The program replaces Jo Stafford Show (last show June 28), Tuesdays, 7:45-8pm, and The Jane Froman Show (last show June 30), Thursdays, 7:45-8pm.

NBC- 9-9:30pm EDT; DEBUT; Summer Theatre, ON FILM; from WRCA-TV(NY) & KRCA-TV (LA), 76 stations net, 29 delayed. Alternate Week Sponsors- 1) American Chicle Co (Various Products) thru Ted Bates & Co., Inc(NY); Acct Exec- Ross MacLennen; Agcy Superv- John Lyden. 2) International Cellucotton Products Co (Kleenex) thru Foote, Cone & Belding(Chi). Re-runs of Four Star Playhouse films originally seen over CBS-TV, except for those starring David Niven, Charles Boyer or Dick Powell. Program replaces Fireside Theatre in this time spot for the summer; last show June 28.

Wednesday(6)

CBS- 10-11pm EDT, alternate Wednesdays; NET DEBUT; United States Steel Hour; from WCBS-TV(NY), 118 stations live. Sponsor- United States Steel Corp(All Products and Institutional) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Ira Avery; Agcy Superv- Carroll P. Newton; Comm Superv- Charles P. Murphy; Film Comm Dir- Jack Zoller; Live Comm Dir- Everett Hart; Institutional Annncr- George Hicks; Comm Annncr- Mary Kay and Johnny Stearns. Pkgr & Prod- The Theatre Guild(NY); Assoc Prod- John Haggott; Dirs- Dan Petrie, Sidney Lumet, Norman Felton; Music Dir- Hal Levey; Script Ed- Arthur Singer; Story Dept- Dorothy Hechtlinger; Art Dir- Herbert Phillips; Set Design- Carl Kent; Casting- Dirs and The Theatre Guild. Top ranking film, stage and TV stars appearing in adaptations of great plays, first-rate originals, movies and books. The program originally debuted over ABC-TV, Oct 27, 1953; last show over ABC-TV, June 21, 1955. In its CBS-TV spot, the program alternates with Front Row Center (See pages 55, 57 & 64 for previous program credits in this time spot).

Thursday(7)

CBS- 8-8:30pm EDT; NET DEBUT; The Bob Cummings Show, ON FILM; from WCBS-TV(NY) & KNXT(LA), no. of stations indefinite. Sponsor- R. J. Reynolds Tobacco Co (Winston Cigarettes) thru William Esty Co, Inc(NY); Acct Exec- Thomas Luckenbill. Pkgr- Laurel Productions; Film Prod- McCadden Corp. at General Service Studios, Hollywood, Calif; Prod & Writer- Paul Henning; Dir- Rod Amateau; Music Dir- Gene Le Grande. Situation comedy series, starring Robert Cummings as Bob Collins, a bachelor commercial photographer; with Rosemary DeCamp, Dwayne Hickman, Anne B. Davis and Diane Jergens. The program debuted over NBC-TV, Jan 2, 1955, Sundays, 10:30-11pm, and will continue to be seen in that net spot during the summer, going off in the fall, but remaining on CBS-TV through next season. Both nets will show different films in the series, all re-runs. The program replaces The Ray Milland Show in its new CBS time spot, with the Milland show moving to Fridays, 9:30-10pm EDT, effective July 8, replacing Our Miss Brooks; last show July 1.

NBC- 8:30-9pm EDT; DEBUT; Make the Connection; from WRCA-TV(NY), 52 stations live, 29 kine. Sponsor- The Borden Co (All Products) thru Young & Rubicam, Inc(NY); Acct Exec- Peter Forsch; Agcy Superv- George Dippy. Pkgr- Goodson-Todman Productions(NY); Exec Prod- Gil Fates; Assoc Prod- Chester Feldman; Dir- Jerome Schnurr. Jim McKay m.c.'s this panel quiz show during which the panelists try to guess in which way the lives of two guests have crossed. Regular panelists are Eddie Bracken, Betty White, Gene Klavan and Gloria DeHaven. The program replaces Justice in this spot for the sponsor; last show June 30.

THIS WEEK(Cont'd)

Friday(8)

CBS- 8-8:30pm EDT; RETURN; Pantomime Quiz; from WCBS-TV(NY), 47 stations live, 19 kine. Sponsor- General Foods Corp (Post Grape Nuts, Bran Flakes) thru Benton & Bowles, Inc(NY); Exec v.p. in charge- Esty Stowell; Agcy Superv- Tom McDermott; Prog Anncr- Don Russell. Also General Foods Corp's Baker's Instant Chocolate Flavor Mix thru Young & Rubicam, Inc(NY). Pkgr- Mike Stokey Enterprises, Inc(NY); Prod- Mike Stokey; Assoc Prod- John Hueners; Dir- Alan Dinehart, Jr. The popular charades game, which made its TV debut in 1947, returns for its second season as the summer replacement for 13 weeks for Mama. Mike Stokey is host for the two teams, which include Rocky Graziano, Jackie Coogan, Robert Clary, Dorothy Hart, Carol Haney, Hans Conreid and two guests each week. Mama's last show before hiatus was July 1.

CBS- 10:30-11pm EDT; DEBUT; Windows; from WCBS-TV(NY), 28 stations live(Hamm) and 48 stations live(AMOCO). Alternate Week Sponsors- 1) American Oil Co (AMOCO Products) thru The Joseph Katz Co(NY), for eastern stations only. 2) Theo Hamm Brewing Co (Beer) thru Campbell-Mithun, Inc(Minn), for midwest and western stations only. Pkgr- MCA(NY); Prod- Mort Abrahams; Assoc Prod- Shelley Hull; Alt Dirs- Leonard Valenta, John Stix, Jack Garfein, Jose Quintero; Set Design- Samuel Leve; Costumes- Gene Coffin; Casting-Eleanor Kilgallen, Monique James(MCA) Unusual half-hour live dramas produced as a "slice of life." Program replaces Person to Person for the summer; last show July 1, returns Sept 2.

Saturday(9)

CBS- 10-10:30pm EDT; DEBUT; TV's Top Tunes; from WCBS-TV(NY), 101 stations live, 5 kine. Sponsor- Liggett & Myers Tobacco Co (Chesterfield Cigarettes) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred Walsh; Agcy Superv- Robert Rogers. Pkgr- Cunningham & Walsh, Inc(NY); Prod & Dir- Lee Cooley; Casting- Robert Rogers(C&W). Musical series starring Julius La Rosa, with visiting guest vocalists. A program under the same name was the Mon, Wed, Fri summer replacement for the Perry Como Show during the past two seasons. The new program replaces Professional Father in this Saturday spot; last show July 2.

NBC- 9-9:30pm EDT, 3 Saturdays of each 4; NET DEBUT; Musical Chairs; from KRCA-TV(LA), 74 stations live, 5 kine. Sponsors- 1) S.O.S. Co (Scouring Pads) thru McCann-Erickson, Inc(San Fran). 2) Lewis Howe Co (Tums) thru Dancer-Fitzgerald-Sample, Inc(NY). 3) Johnson & Johnson (Band Aids, other products) thru Young & Rubicam, Inc(NY). Pkgr- Ross-Danzig Productions(LA); Exec Prod- Bob Masson(NBC); Prods- Ross-Danzig; Writer- Al Burton. Musical panel quiz, with Bill Leyden as moderator, and Johnny Mercer, Mel Blanc and Bobby Troup as panelists, with a name female vocalist as guest each week; with Bobby Troup's orchestra and the Cheerleaders, vocal group. The program replaces the Imogene Coca Show in this time spot; last show June 25.

NBC- 10-10:30pm EDT, 3 Saturdays of each 4; DEBUT; And Here's the Show; from KRCA-TV(LA), 96 stations live, 30 kine(Pet); 109 stations live, 42 kine(Armour). Alternate Week Sponsors- 1) Armour & Co (Dial Soap, other products) thru Foote, Cone & Belding(Chi). 2) Pet Milk Co (Milk Products) thru Gardner Advertising Co(St.L.); Acct Exec- Champ Humphrey; Agcy Superv- Roland Martini(NY & LA) Pkgr & Prod- Gomalco Enterprises, Inc(LA); Prods- George Gobel, David O'Malley; Dir- Bob Fink; Music Dir- John Scott Trotter. Variety program, with guest comedians and humorists; with regulars, John Scott Trotter and the orchestra and The Double-Daters, song-and-dance quartet. The program replaces the George Gobel Show for the summer; last show June 25.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Name's the Same (Tue, 10-10:30pm EDT) Clifton Fadiman replaced Bob Elliott and Ray Goulding as moderator, effective June 28.

OTHER NET CHANGES(Cont'd)

ABC- Rocky's Corner (Wed, approx 10:45-11pm EDT) New title, effective June 29. Program formerly titled Henny and Rocky. Also, Henny Youngman is no longer with the program.

CBS- Two for the Money (Sat, 9-9:30pm EDT) Sam Levenson substitutes as host for vacationing Herb Shriner, effective July 2, thru Sept 3.

You Are There (Sun, 6:30-7pm EDT) Re-runs for eight weeks, started July 3. Fall series begins Aug 28.

Climax! (Thu, 8:30-9:30pm EDT) Associate producer Edgar Peterson moves up as producer for seven weeks, replacing Martin Manulis, effective June 30. Manulis is working on fall dramas for the program.

The Johnny Carson Show (Thu, 10-10:30pm EDT) James Sheldon is director, rather than Seymour Berns, originally announced for the post. (See page 70).

Bob Crosby Show (Mon thru Fri, 3:30-4pm EDT) PRODUCTION STAFF CHANGES: Co- Prods- Gil Rodin, Hal Fimberg; Assoc Prod- John Furia; Asst to Prods- Herb Allan; Dir- Greg Garrison; Writers- Jack Lloyd, Hal Fimberg.

The Morning Show (Mon thru Fri, 7-9am EDT) PRODUCTION & TALENT CHANGES; effective July 4: Program features John Henry Faulk, with newsman Charles Collingwood, vocalists Merv Griffin and Sandy Stewart and the Norman Paris Trio. Prod- Milton Douglas; Assoc Prod- Stan Lee; Alt Dirs- Rai Purdy, Ken Whelan; Casting- Helen Keane(CBS). (See page 66).

Topper (Fri, 8:30-9pm EDT) Re-runs starting July 8, thru Sept 30.

NBC- Dollar A Second; NET RETURN July 5; Tue, 9:30-10pm EDT; from WRCA-TV(NY), no. of stations indefinite. Sponsor- The Toni Co (Various Products) thru Weiss & Geller, Inc(Chi) and other Toni agencies. Program seen regularly over ABC-TV, Fridays, 9-9:30pm EDT (last ABC-TV show, July 1), moves to NBC as summer replacement for Armstrong Circle Theatre. ABC-TV sponsor is Mogen David Wine Corp; program will return to ABC-TV, same time as previously seen, on Sept 2.

Do-It-Yourself (Sun, 7:30-8pm EDT) ADD PRODUCTION STAFF: Pkgr- NBC(LA); Prod- Bob Henry; Dir- Dick McDonough; Assoc Dir- Roy Montgomery; Writers- Dave Willock, Cliff Arquette, Jack Krutcher; Art Dir- Bill Martin; Costumes- Rhett Turner; Unit Mgr- George Habib. (See original listing, page 65).

Way of the World (Mon thru Fri, 4-4:15pm EDT) New time, effective July 4. Program was formerly seen 10:30-10:45am EDT. It now replaces Hawkins Falls; last show July 1.

Ding Dong School (Mon thru Fri, 10-10:45pm EDT) Program extended 15 minutes daily, effective July 4. See Way of the World, above.

Truth or Consequences (Tue, 10-10:30pm EDT) Kine re-runs start July 5, thru Aug 9. Live programs resume Aug 16.

Tonight (Mon thru Fri, 11:30pm-1am EDT) Originates from KRCA-TV(LA) thru July and August, started June 27; then returns to NY.

Matt Dennis Show (Mon, Wed, Fri, 7:30-7:45pm EDT) Add Lamar Caselli as director. (See page 68).

NOTE: Because of the length of the network listings, "Local Station Activity" is not listed this week, but will be included in next week's Report.

Most of the shows on July 1, 2, 3 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, July 8. 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, however, and may be requested by phone at any time. Currently in re-runs and omitted from listings are: Roy Rogers, Kodak Request Performance, Ray Bolger, Danny Thomas, Captain Midnight, Dragnet, My Little Margie, Adventures of Rin-Tin-Tin, Life With Father, It's a Great Life, Pride of the Family, Your Play Time, Spotlight Playhouse, General Electric Theatre, Stage 7, Ray Milland, Ford, Medic, Summer Theatre, Willy, Bob Cummings, Topper.

FRIDAY JULY 1

<u>The Range Rider</u> (Jack Mahoney)	WRCA-TV 6pm	<u>Harsh Reckoning</u> - (O) by Sue Dwiggins & Vy Russell; with regulars & James Griffith; (SD)
<u>Science Fiction Theatre</u> (Truman Bradley)	WRCA-TV 7pm	<u>Hour of Nightmare</u> - with Bill Bishop, Lynn Bari, Charles Evans, Tony Barrett, Christopher Dark; (SW & SD)
THE BIG STORY (Norman Rose)	NBC 9pm	<u>Bud Crick, Oregon Journal</u> - (O) by Max Ehrlich; with Dennis Patrick, George L. Smith, Ford Rainey, Mary Hayden, Pat Hosley, Francesca Bruning, Leona Powers, Phillipa Evans; (SD) by Alan Cooke

SATURDAY JULY 2

THE DUNNINGER SHOW	NBC 8:30	Dagmar (C), Leonard Lyons (columnist)
SUMMER SPECIAL	NBC 9pm	<u>Allen in Movieland</u> - add to listing of last week: Mara Corday, Dani Crayne, Leigh Snowden, Tim Hovey (FROM HOLLYWOOD)
<u>Mayor of the Town</u> (Thomas Mitchell)	WRCA-TV 11:15	<u>kill: The Mayor Plays Cupid</u> - listed last week: Add: Butch's <u>Tonsillectomy</u> - (O) by Erma Lazarus; with regulars & Tom Powers, Jonathan Hole; (SD)

SUNDAY JULY 3

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	<u>Big World on My Doorstep</u> - (O) by Rose Laiman Schiller; with George Gribard, Bill Gunn, Jean Stapleton, Tommy White; (SD)
LOOK UP AND LIVE	CBS 10:30	Merv Griffin (S), Eddie Sauter (M), Betty Cox (S)
COLGATE VARIETY HOUR	NBC 8pm	Guy Lombardo (M) in remote from The Eastpoint House, <u>Arabian Nights</u> at Jones Beach; Sheree North (D), Fontane Sisters (S), <u>Augie & Margo</u> (D), Roy Hamilton (S), Lombardo Band, Fred Kreitzer & Buddy Brennan (M); film clip from <u>We're No Angels</u> with Humphrey Bogart, Aldo Ray, Peter Ustinov, Joan Bennett, Basil Rathbone, Leo G. Carroll; Don Hartman (producer)
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	<u>Tangled Web</u> - (O) by Audrey & William Roos; with Phyllis Love, Tom Poston, Joe Mantell, John Conte, Sid Raymond, Addison Powell, Fran Spanier, Nancy Baker, Beta Linden, Chris Kane, Ralph Hertz, Clifton James; (SD) by Dean Whitmore
CHANCE OF A LIFETIME (Dennis James)	ABC 9pm	Barbara McNair (S), Danny Carroll (D), Danny Davis (S&M) (MOVES TO THIS STATION, DAY & TIME THIS DATE)
STORK CLUB (Sherman Billingsley)	ABC 9:30	Bud & Cece Robinson (D), Cy Coleman (M), Betty Ann Grove (S), Jill Corey (S)
CAMEO THEATRE	NBC 10pm	<u>The Inca of Perusalem</u> - (O) by George Bernard Shaw, (A) by Fred Schiller; with Sir Cedric Hardwicke, Mary Scott, others to be announced; (SD, FROM HOLLYWOOD, PREMIERE)
APPOINTMENT WITH ADVENTURE	CBS 10pm	<u>Caribbean Cruise</u> - (O) by Jerome Ross; with Gena Rowlands, Tony Randall, John Boruff, Mel Ruick, Ray Bramley; (SD)

MONDAY JULY 4

<u>Sherlock Holmes</u> (Ronald Howard)	WRCA-TV 7pm	<u>Haunted Gainsborough</u> - (O) by Charles & Joseph Early; with Cleo Rose, John Buckmaster, Zac Matalon, Roger E. Garris; (SD)
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MONDAY JULY 4 (Cont'd)

<u>TV Reader's Digest</u> (Hugh Reilly)	ABC 8pm	<u>Six Hours of Surgery</u> - (O) by Earl Ubell, (A) by Katherine & Dale Eunson; with Walter Kingsford, Jerry Paris, Damian O'Flynn, Jean Byron, Robert Osterloh, Karolee Kelly, Mara McAfee, Helen Mowery; (SD) by Anton Leader
CAESAR PRESENTS (Phil Foster)	NBC 8pm	regulars: Phil Foster (C), Cliff Norton, Sid Gould, Bill Hayes (S), Bobby Sherwood (M), Barbara Nichols; & Martha Wright (S); (SW) by Charles Andrews, Sheldon Keller, Lou Solomon, Selma Diamond, Mike Stewart; (SD) by Carl Reiner (PREMIERE)
VOICE OF FIRESTONE	ABC 8:30	Eugene Conley (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Dick Lane Quartet (Lane, Don Lusiani, Jim Thomas, Ree Burnell) Julian Patrick (S), Mildred Allen (S)
<u>Those Whiting Girls</u> (Margaret & Barbara)	CBS 9pm	regulars: Margaret & Barbara Whiting, Mabel Albertson; & Tommy Cook; (SW) by Madelyn Pugh & Bob Carroll, Jr.; (SD) by Jerry Thorpe (PREMIERE)
ETHEL AND ALBERT (Peg Lynch & Alan Bunce)	CBS 9:30	regulars & Maurice Wells, Nelson Olmsted, Cele McLaughlin, Helene Dumas, Dortha Duckworth, Lois Holmes, Evelyn Juster, Frank Thomas, Sr.; (SW & SD)
ROBERT MONTGOMERY PRESENTS SUMMER THEATRE	NBC 9:30	<u>The Fourth of July</u> - (O) by S. S. Schweitzer; with stock co. regulars: Charles Drake, House Jameson, Eric Sinclair; & Coe Norton, Svea Grunfeld, Gale Page, Luis Van Rooten, Carlos Montalban, Ken Renard, Val Avery, Leslie Barrett, Raphael Flores, Don Kaufman, Floyd Ennis, Carmen Costi, (PREMIERE, SUMMER)
<u>Eddie Cantor</u>	WABC-TV 10pm	Reginald Denny
STUDIO ONE SUMMER THEATRE	CBS 10pm	<u>The Day Before the Wedding</u> - (O) by Anthony Spinner; with Barbara O'Neil, Russell Collins, Inger Stevens, Michael Strong, Biff McGuire, Jim Holden; (SD) by Seymour Robbie
<u>Big Town</u> (Mark Stevens)	WRCA-TV 10:30	regulars & Hal Baylor, George E. Stone, Jeff York, Dabbs Greer, Morris Ankrum, Richard Benedict

TUESDAY JULY 5

TALENT VARIETIES	ABC 7:30	Slim Wilson, MC; Earl Morgan (magic), Happy Bruno (ventriloquist), Jed Starkie (M&C), Cora Rice (S), Gene Hill (S), Frankie Williams (M), the Bolivar Girls (S), Marvin Kirchner (S) (PREMIERE, FROM SPRINGFIELD, MO.)
<u>The Halls of Ivy</u>	CBS 8:30	regulars & Howard McNear, Jeanette Nolan; (SW & SD)
ARTHUR MURRAY PARTY	NBC 9:30	Jack Carson (C), Kaye Ballard (C&S)

WEDNESDAY JULY 6

<u>Wild Bill Hickok</u> (Guy Madison)	WRCA-TV 6pm	<u>Wrestling Story</u> - with regulars & Rand Brooks, Lyle Talbot, House Peters, Jr., Fred Sherman, Henry Kulky; (SW & SD)
<u>Fabian of Scotland Yard</u> (Bruce Seton)	WRCA-TV 7pm	<u>Moral Murder</u> - (A) by Max Kester; with Hugh Latimer, Tod Slaughter, Marjorie Stewart, Richard Pearson; (SD) by Alfred Travers
<u>Conrad Nagel Theatre</u>	WAED 7:30	<u>Unknown Madonna</u> - (O) by Jonathan Hinder; with Peg LaCentra, Michael Tor, John Stacy, Phyllis Browne, Peter Tompkins; (SD) (MOVES TO THIS DAY, TIME)
MR. CITIZEN (Allyn Edwards)	ABC 8:30	<u>For My Brother</u> - with Jane Rose, Geoffrey Bryant, Sydney Smith Robinson Hayes, Walter Appller, David Warren, Leon Janney, Pat Sales, Ned Wertimer, Lin Cook; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	<u>Impasse</u> - (O) by Julian Maxwell Snyder; with Hugh Reilly, Georgiann Johnson, Larry Weber, Joseph Foley, Royal Beal, Josephine Brown, William Gideon; (SD)
<u>The Millionaire</u>	CBS 9pm	<u>The Story of Joe Iris</u> - with John Hudson, Nancy Gates; (SD)
UNITED STATES STEEL HOUR	ABC 10pm	<u>The Meanest Man in the World</u> - (O) by Augustin MacHugh, (A) by Joseph Julian; with Wally Cox, Josephine Hull, Betsy Palmer, Kenny Delmar, Richard Hylton, Marcel Hillaire, Parker Fennelly, Fred Scollay, Gerald Milton, Ben Hammer; (SD) by Sidney Lumet (MOVES TO THIS STATION, DAY & TIME)

WEDNESDAY JULY 6(Cont'd)
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Douglas Fairbanks WRCA-TV 10:30 Con Cregan's Legacy - (O) by Charles Lever; with Liam Redmond; (SD)

THURSDAY JULY 7  
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Guy Lombardo WRCA-TV 7pm Judy Lynn (S)
 SOLDIER PARADE ABC 8pm regulars & Audie Murphy
 CLIMAX! CBS 8:30 Wild Stallion - (O) by William Faulkner (from Knight's Gambit), (A) by DeWitt Bodeen; with Paul Henried, Evelyn Keyes, Mary Astor, Richard Long, Kathleen Crowley; (SD) by Herb Swope, Jr.
 STAR TONIGHT ABC 9pm Footfalls - (O) by Wilbur Daniel Steele, (A)-(SW); with Theodore Bikel, Don Briggs, Ira Lewis, Wendell Phillips, Douglas Taylor, Michael Sivy, Henry Tavares;
 POND'S THEATRE ABC 9:30 Coquette - (O) by George Abbott & Ann Preston Bridgers; (A)-(SW); with Joan Larring, Cameron Prud'homme, John Cassavetes, Russell Hicks, James Broderick, Richard Morse, Rosetta Le Noire; (SD) by Fred Carney
 JOHNNY CARSON CBS 10pm Virginia Gibson, Barbara Ruick; (O) by Carson & Seamon Jacobs; (SD) (FROM HOLLYWOOD)
 LUX VIDEO THEATRE NBC 10pm The Creaking Gate - (O) by Dwight Babcock; with Eeverly Garland, Phillip Abbott; (SD, FROM HOLLYWOOD)

FRIDAY JULY 8
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Treasury Men in Action(Walter Greaza) ABC 8:30 The Case of the Tarnished Lady - (O) by Robert Sloane; with Mary Anderson, Steven Bekassy, Kenneth Tobey; (SD)  
Schlitz Playhouse CBS 9pm Ambitious Cop - (O) by William Fay, (A) by Philip MacDonald; with Gene Evans, Dayton Lummis, John Stephenson, Noreen Nash, Lou Krugman, Irving Mitchell, Byron Foulger, Kenneth L. Smith, Walter Reed, Bernadette Withers, Watson Downs; (SD) by Holly Morse  
 THE BIG STORY NBC 9pm Joe Azbell, Montgomery, Ala. Advertiser - (O) by Allan Sloane; with Biff McGuire, Ray Bramley, Tommy Tompkins, O. Z. Whitehead, William DelMaestro, Josh White, Jr., Beverly Lunsford, Janet Ward; (SD) by Alan Cooke (LAST SHOW)  
 The Vise ABC 9:30 Stranglehold - with John Bentley, Maureen Swanson, Christopher Lee; (SW & SD)  
 WINDOWS CBS 10:30 The Outing - (O) by Julia Savarese, (A) by Shirley Peterson; with Kent Smith, Frances Reid, Michael Allen, Philip Coolidge, Charles Mendick, Charles Taylor, Pud Flanagan, Susan Reilly; (SD) by Leonard Valenta; Staged by David Alexander (PREMIERE)

MULTIPE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 1 THRU FRIDAY JULY 8  
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MORNING SHOW CBS 7am regulars: Merv Griffin, Sandy Stewart (both S), Norman Paris Trio (M); M-W-F - Dick Van Dyke (C); M - Trio Schmeed (S); Tu - Excess Baggage (dogs); W - Jimmy Nelson (ventriloquist); Thu - Sharkey, the Seal; F - Robert Maxwell (M); Thu & F - Paul Killlam & old time movies
 GARRY MOORE CBS 10am Tu - Roy Benson (C); F - Mello-Larks (S), Cliff Norton (C)
 HOME NBC 11am M - Whitney Darrow (cartoonist); Tu - Dr. Frank J. Polgar (hypnotist)
 STRIKE IT RICH CBS 11:30 M thru F - Robert Paige subs for vacationing Warren Hull.
 BROKENSHERE SHOW WRCA-TV 1pm Tu - TV Workshop - The Wandering Man - with Richard Derr, Tom Glazer (S); Prod by Harry Olesker, Dir by Hugh McPhillips
 JACK PAAR CBS 1:30 regulars: Edith Adams (S), Jack Haskell (S), Jose Melis (M), Hal Simms (anner); & M - Sandra Wirth (baton-twirler), Louis Nye (C); W - Toby (cartoonist); Thu - Jonathan Winters (C); F - Burl Ives (S)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 1 THRU FRIDAY JULY 8(Cont'd)
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| WAY OF THE WORLD<br>(Gloria Lewis)                                    | NBC 4pm       | M thru F - (10 episodes thru 7/15) - <u>Forbidden Dreams</u> - (O) by Lawrence Williams, (A) by William Mourne; with Gena Rowlands, Mark Roberts, Charles Baxter, Leora Thatcher, Jack Orison, Nell Harrison; (SD)                                                                                                  |
| WORLD OF MR. SWEENEY<br>(Charlie Ruggles, Glenn Walken, Helen Wagner) | NBC 4:30      | regulars &: M - Harold Stone, Lisa Osten, Jason Johnson, Lonny Chapman; Tu - Charles Cooper, Jess Cain, Frederica Going, Abe Simon; W - Charles Mendick, Ginger Brooks, Stacy Graham; Thu - Aileen Poe; (SW & SD)                                                                                                   |
| MODERN ROMANCES<br>(Martha Scott)                                     | NBC 4:45      | <u>Pride of the Eagles</u> - (O) by Jesse Sandler; with Catherine McLeod, Gene Sultan, Frank Behrens, Bob Ellenstein; (SD)                                                                                                                                                                                          |
| MATT DENNIS                                                           | NBC 7:30      | M - W - F - regulars: rhythm trio: Trigger Alpert, Mundel Lowe, Jimmy Campbell (PREMIERE)                                                                                                                                                                                                                           |
| JULIUS LAROSA                                                         | CBS 7:45      | F (7/8) - Jaye P. Morgan (S)                                                                                                                                                                                                                                                                                        |
| UPBEAT!                                                               | CBS 7:45      | Tu & Thu - Mindy Carson (S); regulars: The Honeydreamers (S), Tommy Morton Dance Group, Russ Case & Orch (PREMIERE)                                                                                                                                                                                                 |
| TONIGHT(Steve Allen)                                                  | NBC 11:30     | Hy Averback subs for Gene Rayburn while show is in H'wood<br><sup>W C Y</sup><br>SATURDAY JUNE 9<br>~~~~~                                                                                                                                                                                                           |
| <u>Stories of the Century</u><br>(Jim Davis)                          | WCBS 5pm      | <u>Geronimo</u> - with regulars & Chief Yowlachie; (O) by Maurice Tombragel; (SD)                                                                                                                                                                                                                                   |
| <u>Rheingold Theatre</u><br>Presents Henry Fonda                      | WRCA-TV 7pm   | <u>Louise</u> - (O) by Somerset Maugham, (A) by Clock Dailey; with Judith Anderson, others to be announced; (SD)                                                                                                                                                                                                    |
| SWIFT SHOW WAGON                                                      | NBC 7:30      | Haleloke (S&D)                                                                                                                                                                                                                                                                                                      |
| MUSICAL CHAIRS                                                        | NBC 9:30      | Denise Darcel (PREMIERE)                                                                                                                                                                                                                                                                                            |
| <u>Texaco Star Theatre</u>                                            | NBC 9:30      | Barbara Whiting (S)                                                                                                                                                                                                                                                                                                 |
| TV'S TOP TUNES<br>(Julius LaRosa)                                     | CBS 10pm      | Georgia Gibbs (S)                                                                                                                                                                                                                                                                                                   |
| AND HERE'S THE SHOW                                                   | NBC 10pm      | regulars: Ransom Sherman, John Scott Trotter & Orch, the Double Daters (S&D); & Jonathan Winters (C)(PREMIERE, FROM H'WOOD)                                                                                                                                                                                         |
| <u>Damon Runyon Theatre</u>                                           | CBS 10:30     | <u>The Mink Doll</u> - (O) by Jack Harvey; with Dorothy Lamour, Wayne Morris, Joe Besser, Nedson Booth, Willis Bouchey, Eleanor Audley, Frank Marlowe, Pierre Watkin; (SD) by Anton Leader                                                                                                                          |
| <u>Mayor of the Town</u>                                              | WRCA-TV 11:15 | <u>Mayor Plays Cupid</u> - listed originally for July 2<br>SUNDAY JULY 10<br>~~~~~                                                                                                                                                                                                                                  |
| LOOK UP AND LIVE                                                      | CBS 10:30     | Charles Romine                                                                                                                                                                                                                                                                                                      |
| <u>Wild Bill Hickok</u><br>(Guy Madison)                              | CBS 11:30     | <u>The Gorilla of Owlhoot Mesa</u> - with regulars & John Carradine, George Barrows, Harry Lauter, Rand Brooks, Paul McGuire, Reed Howes, Lane Chandler, Pete Kellett, Chad Mallory; (SW & SD)                                                                                                                      |
| TELEVISION RECITAL<br>HALL                                            | NBC 5pm       | Tossy Spivakovski (M)                                                                                                                                                                                                                                                                                               |
| <u>Captain Gallant</u><br><u>of the Foreign Legion</u>                | NBC 5:30      | <u>Veils of Death</u> - (O) by William N. Robson; with regulars & Gilles Queant, Mony Dalmes, Joseph Nash, Daniel Lecourtois, Jacques Ciron; (SD) by Jean Yarbrough                                                                                                                                                 |
| LET'S TAKE A TRIP                                                     | CBS 5:30      | regulars & Shirley Yamaguchi                                                                                                                                                                                                                                                                                        |
| COLGATE VARIETY HOUR                                                  | NBC 8pm       | Tribute to Jerry Ross & Dick Adler (songwriters); from <u>The Pajama Game</u> - John Raitt (S), Helen Gallagher (S&D), Eddie Foy, Jr. (C); from <u>Damn Yankees</u> - Gwen Verdon (D), Stephen Douglass (S), Ray Walston, Jimmie Komack (C); Tony Bennett (S) George Abbott as MC; Musical Conductor - Hal Hastings |
| TOAST OF THE TOWN<br>(Ed Sullivan)                                    | CBS 8pm       | Marion Marlowe MC's; Eartha Kitt(S), Joey Bishop (C), Rolly Rolls (C&M), Joan Holloway (D), Evers & Dolores (D), Ghezzis (C-acro)                                                                                                                                                                                   |
| PHILCO TELEVISION<br>PLAYHOUSE                                        | NBC 9pm       | <u>Incident in July</u> - (O) by Calder Willingham; with Maureen Stapleton, Dick York, Charles Dingle, Peggy Maurer, Fred Easley, Will West, Allen Nourse, Ethel Remy                                                                                                                                               |
| <u>ROSS REPORTS - 7/3/55 - Page D</u>                                 |               | TALENT SHOWSHEET                                                                                                                                                                                                                                                                                                    |