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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

Tuesday(10)

NBC- 12:45-3:30pm EDT; SPECIAL; All-Star Baseball Game; LIVE from WRC-TV(Wash), 172 stations live. § Sponsor- Gillette Safety Razor Co thru Maxon, Inc. (Detroit); Acct Exec- William Laurie, Jr.; TV Acct Exec- Ed Wilhelm(NY); Comm Superv- Allen Hodshire. § Pkgr- NBC Sports Dept; other production info not available. § Commentators Mel Allen and Al Helfer describe the action in the annual All-Star Baseball Game, to be played this year at Griffith Stadium, Washington, D. C. The program pre-empts It Could Be You, 12:30-1pm EDT, Tennessee Ernie Ford Show, 2:30-3pm EDT, NBC Matinee Theatre, 3-4pm EDT, one day only.

Friday(13)

ABC- 10-10:30pm EDT; NET DEBUT; It's Polka Time; LIVE from WBKB(Chi), no. of stations indefinite. § Sponsor- Pabst Brewing Co thru Leo Burnett Co., Inc(Chi); V.P. & Acct Superv- Lester M. Malitz; TV Acct Rep- Chuck Strother. § Pkgr- ABC-TV(Chi); Prod & Dir- Dan Schuffman; Music Dir- Stan Wolowic. § Musical show featuring polka rhythms and European cultural-group dances and ballads, featuring Bruno "Junior" Zielinski as m.c., vocalist Carolyn DeZurik, Stan Wolowic and The Polka Chips instrumental group, and the Kanal Siodma Dancers. The program replaces Ethel and Albert (last show July 6) in this time spot. It's Polka Time has been seen locally in Chicago over WBKB since March.

NBC- 9-9:30pm EDT; RETURN; Best in Mystery; FILM from WRCA-TV(NY) & KRCA-TV(LA), 79 stations net, 9 nine, 6 delayed. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY); Acct Exec- William Spire; Comm Superv- Brooks Olms. 2) The Toni Company (White Rain, Bobbi) thru Tatham-Laird, Inc(Chi); Acct Exec- Joseph Perry. § Pkgr & Film Prod- Four Star Productions, Inc.; Films Dist by- Official Films, Inc(NY). § Re-runs of films originally seen over the CBS net as part of Four Star Playhouse; only those films starring Dick Powell in the role of Willie Dante, owner of a gambling house. The Best in Mystery program title was used previously for surner replacement films for The Big Story (last show July 6) in this time spot.

Saturday(14)

NBC- 5-5:30pm EDT; SPECIAL; The Monmouth Handicap; LIVE remote thru WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC Sports(NY); (Cont'd on next page)

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THIS WEEK(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

THIS WEEK(Cont'd)

Saturday(14)

NBC- The Monmouth Handicap (Cont'd from previous page): Prod- Perry Smith; Dir- Harry Coyle. § Maurice Tobey describes the running of the \$100,000-added Monmouth Handicap at Monmouth Park, Oceanport, N. J. Four-year-old top money winner Nashua and Needles, three-year-old winner of the Kentucky Derby and Belmont Stakes, are entered. The program is in open time.

Sunday(15)

ABC- 4-4:30pm EDT; DEBUT; Campaign Roundup; LIVE from various stations, various cities, coordinated thru WAEC-TV(NY), to the net. § Sustaining. § Pkgr- ABC with Newsweek Magazine; Prod- AEC News; Dir- Marshall Diskin. § Weekly reports by ABC and Newsweek correspondents around the country on the latest pre-convention political trends in their home areas. Quincy Howe will moderate the regional pickups. The program is in open net time.

CBS- 4:30-5pm EDT; DEBUT; Bandwagon '56; LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Public Affairs(NY); Prod- Bill Weinstein. § Series of programs covering the history of American politics, combined with the current political scene; including programs presenting highlights of the 1952 Presidential conventions, reports on the current issues and attitudes, origins and backgrounds of political parties and conventions and analyses of voters and their habits. Moderator of the series will be Robert Trout. Roy Meredith heads the series' research team. The program replaces Adventure (last show July 8) for the summer in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- The Sunday Spectacular (Every 4th Sun, 7:30-9pm NYT); July 15; "The Bachelor," starring Hal March and Carol Haney (See page C for cast credits); Prod & Dir- Joe Cates; Assoc Prod- Ervin Drake; LIVE from WRCA-TV(NY); (COLOR).

OTHER NETWORK CHANGES & ADDITIONS

NBC- Meet the Champions (Fri, 10:45-11pm EDT) Last show June 29.

Down You Go (Sat, 7:30-8pm EDT) Bill Cullen became m.c., replacing Dr. Bergen Evans, effective June 30.

Comedy Time (Mon thru Fri, 5-5:30pm EDT) So This Is Hollywood replaces I Married Joan, effective July 9. The series was previously seen over the NBC net; last show Aug 19, 1955.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WBZ-TV(Ch 4) - Saturday Hop; DEBUT July 7; Sat, 6-7pm EDT. Participations. Pkgr- Boston WBZ-TV. Norm Prescott and Alan Dary are co-hosts for the program which will present top music talent, special features based on songs, a "snoopers club" period in which members of the studio audience quiz a visiting star, previews of Hollywood movies, games, quizzes and prizes. Freddy Guerra's orchestra will provide the music.

WBKB(Ch 7) - The Dan Belloc Show; DEBUT July 9; Mon, 8:30-9:30pm CDT. Music show featuring Dan Belloc and his orchestra, with vocalists Gini Patton and Eddie Allyn. The program replaces It's Polka Time, moving to Friday.

WBKB - The Ernie Simon Show; DEBUT July 9; Mon thru Fri, 11:15pm-12midnight CDT. Participations. Interviews with guests, telephone interviews and other features, starring Ernie Simon and a "girl Friday".

TALENT SHOWSHEET JULY 6 - JULY 15
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Most of the shows on July 6, 7, 8 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 July 13. 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 (kine), Crossroads, Crusader, DuPont Cavalcade Theatre, Ethel & Albert, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason, It's Always Jan, Life & Legend of Wyatt Earp, Life of Riley, 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, Loretta Young Show, Alfred Hitchcock Presents.

FRIDAY JULY 6  
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Science Fiction Theatre WRCA 7pm Kill: The Phantom Car; Add: Signals from the Heart; re-run
 MAMA CBS 8pm regulars & G. Albert Smith, Joseph Sullivan

SUNDAY JULY 8
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LAMP UNTO MY FEET CBS 10am Sabbath - (O) Alvin Boretz; with Ed Asner, Joseph Leon, Shirley Blanc, Mary Xantho, Darryl Richard, Stevie Kenninger; (SD); This script was presented earlier.  
Look Up & Live CBS 10:30am Juan Mateo - (O) Father Albert Nevins; (special film featuring the Mateo family.)  
 CAMERA THREE CBS 11:30am The Far Side of Politics - (O) John McGiffert; with Marcel Hillaire, Staats Cotsworth, Ralph Dunn; (SD)  
 ADVENTURE CBS 4:30pm The Golden Age of Whaling - (O) Walter Fairservis; with Jarad Reed (balladier) (LAST SHOW)  
 STEVE ALLEN SHOW NBC 8pm Kill: Abe Burrows; Add: Jack Palance, Margaret Truman (S-C), Gogi Grant (S)

MONDAY JULY 9  
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GORDON MACRAE SHOW NBC 7:30pm with regulars & Jan Clayton (S)
Stage 7 WPIX 8pm Across the Dust; with Lloyd Bridges, Walter Sande, Stephen Wooten; (also seen Thursday, WABD, 8pm)
TV Reader's Digest ABC 8pm The Smuggler - (O) Joseph Phillips; (A) Arthur E. Orloff; with Bobby Driscoll, Dabbs Greer, Richard Loo, Keye Luke, Robert Osterloh
 ERNIE KOVACS SHOW NBC 8pm with regulars & Ferrante & Teicher (M), Al Kelly (C)
 VOICE OF FIRESTONE ABC 8:30pm Mildred Miller
Charlie Farrell Show CBS 9pm with regulars & Rodd Redwing, Michael Emmet; (SW&SD)
Medic NBC 9pm Till The Song is Done---Till The Dance Is Gone; with Carolyn Craig; (other credits unavailable)
 VIC DAMONE SHOW CBS 9:30pm regulars & Dolores Gray (S), Rocky Graziano, Paul Newman
 ROBERT MONTGOMERY SUMMER THEATRE NBC 9:30pm A Matter of Conscience - (O) Theodore & Mathilde Ferro; with Charles Drake, Mary K. Wells, Jan Miner, John Gibson, Sally Gracie, Nellie Eurt, Jayne Heller, Michael Evans, Yolanta Pyka, Marguerite Lewis, Miranda Jones
 STUDIO ONE SUMMER THEATRE CBS 10pm Song for a Summer Night - (O) Charles Garment; with Kenneth Utt, Herbert Nelson, Martin Rudy, Joan Chandler, Margaret Jeury, Bibi Osterwald, David Conant Ford, Edward Easty; (SD)
Douglas Fairbanks Rheingold Theatre WRCA 10:30pm The Way Home; with Mary Kerridge, Honor Blackman, William Franklyn

TUESDAY JULY 10
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THIS IS SHOW BUSINESS NBC 8:30pm Panel: Abe Burrows, Betty & Jane Kean

Sneak Preview  
(Nelson Case) NEC 9pm Merry-Go-Round - (O) Ray Bradbury; with Barry Frohner; (ot-her credits unavailable)

GE Summer Originals ABC 9pm Duel at Dawn; with James Mason, Scott Forbes, Pamela Kellino, Paul Cavanaugh, Bruce Lester, John Dodsworth, Judy Osborn; Dir - Roy Kellino

Big Town NBC 10:30pm Frison Riot; with regulars & Bartlett Robinson, Claude Atkins, Robert Burton, Stanley Adams, Jean Ingstrom, Ray Engel

WEDNESDAY JULY 11  
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Death Valley Days
(Stanley Andrews) WRCA 7pm Which Side of the Fence; with Earle Hodgins, Hal K. Dawson, Richard Emory, Lyn Thomas, Keith Richards, James Seay, Sam Flint, Ferris Taylor, Ellye Marshall

Screen Directors
Playhouse ABC 9pm White Corridors - (O) Helen & Frank Cooper; with Linda Darnell, John Bentley, Scott Forbes, Virginia Field, Pat Hitchcock, Pat Aherne, Gavin Muir; Dir - Ted Post

KRAFT TELEVISION THEATRE NBC 9pm The Long Arm - (O) George Faulkner; with John Ericson, Phyllis Love, Elizabeth Montgomery, Don Hammer, Frank Overton, Cliff Hall, Michael Gorin; (SD)

EDDY ARNOLD SHOW ABC 9:30pm Anita Ellis(S)

INA RAY HUTTON NBC 10:30pm Yma Sumac(S)

THURSDAY JULY 12
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Guy Lombardo WRCA 7pm The Mello Larks

Bob Cummings Show CBS 8pm Bob Meets Fonda's Sister; with regulars & Lola Albright

CLIMAX! CBS 8:30pm Fear is the Hunter - (O) Arthur Rowe; with Steve Cochran, Anne Bancroft, Albert Dekker; (SD)

STAR TONIGHT ABC 9pm The Coffee Shop Incident - (O) Howard Garland Sartin; with Loretta Leversee, Joe Maross, Bob Shawley, Val Avery, Essie Jane Coryal; Dir - James Lichtman

Four Star Playhouse CBS 9:30pm Yellowbelly - (O) W. Douglas Lansford; (A) Al C. Ward; with Frank Lovejoy, Bart Burns, Harry Lauter, Jeanette Nolan, Maxine Cooper, Nick Dennis, Louis Jean Heydt, Jim Hong, Jimmy Murphy, Johnny Wilder, Tim Johnson; (SD) Laszlo Benedek

ARTHUR MURRAY PARTY CBS 10pm Pearl Bailey, (Hank Bauer, Tommy Byrne, Bob Lemon, Al Rosen)

LUX VIDEO THEATRE  
(Ken Carpenter) NBC 10pm Sting in the Tail - (O) T.A.W. Purefoy; (A) Stanley Silverman; with Vincent Price, Mabel Albertson, Ellen Corby

FRIDAY JULY 13  
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Science Fiction Theatre WRCA 7pm The Long Sleep; re-run of 4/13/56

Combat Sargeant
(Michael Thomas) ABC 8pm Mission to Mademoiselle; with regulars & Mauritz Hugo, House Peters, Jan Arvan, Jack George, Eddie Foster, Eilene Janssen, Larry Blake, Domenick Delgarde, Virginia Christine, Billy Wayne, Bert LeBaron, Morgan Jones, Harry Lang

Schlitz Playhouse CBS 9:30pm The Happy Sun - (O) Hugh Fosburgh; (A) William Bruckner; with Walter Brennan, Jack Mullaney, Kenneth Tobey, Clancy Cooper, Nancy Hadley; Dir - James Sheldon

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY JULY 6 - FRIDAY JULY 13

GARRY MOORE SHOW CBS 10am 6/13 - Mickey Deems(C); Billy Gilbert(C)

SEARCH FOR TOMORROW CBS 12:30pm Delete Constance Ford from the permanent cast.

AS THE WORLD TURNS CBS 1:30pm Delete Helen Wagner from the permanent cast.

JOHNNY CARSON SHOW CBS 2pm Delete Laurie Carroll from the permanent cast.

NEC MATINEE THEATRE NBC 3pm 7/9 - Class of '58 - (O) Louis Peterson; 7/10 - preempted; 7/11 - Marriage by the Millions - (O) George Lowther; 7/12 - Backfire - (O) Marc Brandel; 7/13 - The Bishop Misbehaves - (O) Frederick Jackson; (A) Kay Arthur

MODERN ROMANCES NBC 4:45pm 7/9-7/13 - I'll Never Forget - (O) Harry W Junkin; with Murie Kirkland, Staats Cotsworth, Patricia Bosworth, House Jameson

TONIGHT NBC 11:30pm 7/9-10 - Host: Bill Cullen; Guests: 7/9 - Chris Connor(S), Alice Pearce(C); Cannonball Adderly & Quintet; 7/10 - Arlene Francis; Jonathan Winters(C), Chris Connor(S); 7/11 - Morgana King(S); 7/12 - Rosaria Morales(S-Judo)

SATURDAY JULY 14
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OZARK JUBILEE ABC 7:30pm Onie Wheeler(S)

JULIUS LA ROSA SHOW NEC 8pm Captain Kangaroo(Eob Keeshan), George DeWitt & the Mariners

STAGE SHOW CBS 8:30pm regulars & "Somethin' Smith" and the Redheads(S), Jay Jason (C)

RUSS MORGAN SHOW CBS 9:30pm Johnny Desmond(S),

Gunsmoke CBS 10pm with regulars & Maty Carver

Adventure Theatre (Paul Douglas) NEC 10:30pm The Thief of London - (O) Paul Tabori; with Jack Watling, Michael Ripper, Gene Anderson, Helene Cordet, Peter Gawthorpe

SUNDAY JULY 15  
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Telephone Time CBS 6pm The Key - (O) John Nesbitt; (A) Donald S. Sanford; with Beverly Washburn; (SD)

SUNDAY SPECTACULAR NEC 7:30pm The Bachelor - (O) Arnie Rosen, Coleman Jacoby; music & lyrics: Steve Allen; with Hal March, Carol Haney, Jayne Mansfield, Julie Wilson, Renzo Cesana, Georgiann Johnson, Raymond Bramley, Harry Holcombe; Prod-Dir - Joe Cates

ED SULLIVAN SHOW CBS 8pm Julie Andrews, Shirley Yamaguchi, Harold Lang(D), Joan Holloway(D), Wesson & Polk(C), The Iowa Highlanders(D)

THE ALCOA HOUR NEC 9pm County Fair Time - (O) Douglas Taylor; with Anthony Franciosa, Patricia Barry, Ruth McDevigg, Richard Morse, Ford Rainey, Guy Raymond; Dir - Robert Mulligan