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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (July 15)

NBC- 8:30-9pm EDT; TITLE DEBUT - Action Tonight - FILM from WRCA-TV(NY) & KRCA-TV(LA), 120 stations net and delayed. § Sustaining, alternate weeks. Alternate Week Sponsor- American Tobacco Co (Pall Mall) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Clifford Spiller. § Re-runs of films previously presented as part of Schlitz Playhouse of Stars and Pepsi-Cola Playhouse, anthology dramas. The program replaces Tales of Wells Fargo for the summer, thru Sept 2.

Tuesday (July 16)

NBC- 9:30-10pm EDT, alt Tue; TITLE DEBUT - Show for a Summer Evening - FILM from WRCA-TV(NY) & KRCA-TV(LA), 96 stations net and delayed. § Sponsor- American Tobacco Co (Hit Parade Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings. § Re-runs of films previously presented on Pepsi-Cola Playhouse and Jane Wyman Theatre, anthology dramas, to be presented alternate weeks thru Sept 10. The program alternates with Summer Playhouse in this time spot (see page 44).

Friday (July 19)

CBS- 10-10:30pm EDT; RETURN - Undercurrent - FILM from WCBS-TV(NY) & KNXT(LA), 123 stations net, 39 delayed. § Alternate Week Sponsors- 1) Procter & Gamble Co (Cheer) thru Young & Rubicam, Inc(NY); Acct Exec- Walter Smith. 2) Brown & Williamson Tobacco Corp (Viceroy) thru Ted Bates & Co(NY); Acct Exec- Howard Black. § Re-runs of films previously presented on Ford Theatre and Celebrity Playhouse, anthology dramas, presented under the title used during previous summers for the replacement program for The Lineup; to be seen this summer thru Sept 20, after which The Lineup returns.

Saturday (July 20)

CBS- approx 4:45-6pm EDT; SPECIAL - Tournament of Champions - LIVE from WCBS-TV(NY), to the net. (NY area blacked out). § Sponsor- Co-op. § Pkgr- CBS Sports(NY); Prod- Judson Bailey; Dir- Bob Quinlan. § Telecast of the round-robin tennis matches among top professionals at the West Side Tennis Club, Forest Hills, N. Y. The program will also be telecast over the net, 2-5pm EDT, Sunday, July 21. Bud Palmer will handle the stroke-by-stroke commentary, assisted by Jack Kramer and Ted Schroeder.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Five Star Comedy Party (Sat, 5:30-6pm EDT) Last show July 13. Program debuted in this spot on May 18 (see page 32). Time reverts to local stations.

- Page 48 -

OTHER NET CHANGES

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

TUESDAY JULY 16
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|                                                            |                        |                                                                                                   |
|------------------------------------------------------------|------------------------|---------------------------------------------------------------------------------------------------|
| <u>Meet McGraw</u><br>(Frank Lovejoy)                      | NBC 9pm                | <u>Girl From Molina</u> ; with regulars; (SW&SD).                                                 |
| <u>Show For A Summer Evening</u><br><u>IT'S POLKA TIME</u> | NBC 9:30pm<br>ABC 10pm | PREMIERE: Re-runs of Jane Wyman Show, Pepsi Cola. Ray Richko(M), Gruzia Serbian Folklore Dancers. |
| NAT KING COLE SHOW                                         | NBC 10pm               | Pearl Bailey(S).                                                                                  |
| SPIKE JONES SHOW                                           | CBS 10:30pm            | Lauritz Melchior(S).                                                                              |

WEDNESDAY JULY 17  
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VIC DAMONE SHOW	CBS 8pm	Rusty Draper(S), Kay Armen(S), The Billy Williams Quartet(S), Joy Layne(S), Shecky Green(C), The Spellbinders(S).
KRAFT THEATRE	NBC 9pm	<u>The Big Break</u> ; (O) Jack Klugman; with James Barton, Kathleen Maguire, Cliff Robertson, Alexander Scourby, Frank McHugh, Patsy Kelly, Joe Sweeney; Dir - Paul Bogart.
US STEEL HOUR	CBS 10pm	<u>Victim</u> ; (O) James Elward; with Dean Stockwell, Walter Mathau, Audra Lindley, Sandra Lee, Helen Shields, Clifton James, Buzz Martin, Melville Ruick, Tom Burke; Dir - Alex Segal.

THURSDAY JULY 18
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|                                      |            |                                                                                                                 |
|--------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------|
| CLIMAX!<br>(Art Gilmore)             | CBS 8:30pm | <u>Walk A Tightrope</u> ; (O) Mann Rubin; with Laraine Day, Leif Erickson, Neville Brand; Dir - Robert Stevens. |
| LUX VIDEO THEATRE<br>(Ken Carpenter) | NBC 10pm   | <u>Summer Return</u> ; (O) Anne Howard Bailey; with Kent Smith, Joan Evans; Dir - Norman Morgan.                |

FRIDAY JULY 19  
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<u>Date With The Angels</u> (Patty White, Bill Williams)	ABC 9:30pm	<u>Heartburn</u> ; with regulars & Gage Clark; (SW&SD).
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>The Dead Are Silent</u> ; (O) Arthur Schnitzler; (A) Ben Canfield; with Glynis Johns, Robert Middleton, Sandy Descher, William Bishop, Katherine Warren, Grandon Rhodes, John Trayne, Thomas Martin; Dir - Jules Bricken.
THE BIG BEAT (Alan Freed)	ABC 10pm	Betty Johnson(S), The Fontaine Sisters(S), Martha Carson(S), Andy Williams(S), Chuck Berry(S), Frankie Lyman & The Teen-agers(S), Bobby Darin(S).
<u>Undercurrent</u>	CBS 10pm	PREMIERE: Re-runs of shows previously seen on net.
<u>MULTIPLE & ACROSS-THE-BOARD SHOWS JULY 15 - JULY 19</u> ~~~~~		
JIMMY DEAN SHOW	CBS 7am	7/15 & 7/16, the show will originate from Valley Forge, Pa. Carl Smith(S) will be the special guest this week.
TODAY	NBC 7am	7/17 - Beatrice Kraft & troupe(D),
GARRY MOORE SHOW	CBS 10am	7/17 - Eli Mintz(A); 7/19 - Carol Burnett(C), Frank Behrens(M-C).
CLUB 60 (Dennis James)	NBC 1:30pm	7/19 - Jerry Lewis(C).
NBC MATINEE THEATRE	NBC 3pm	7/15 - <u>Portrait In Miniature</u> ; (O) George Lowther; 7/16 - <u>The Cask of Amontillado</u> ; (O) Edgar Allan Poe; (A) Robert Esson; 7/17 - <u>The Richest Man In The World</u> ; (O) Warner Law; 7/18 - <u>The Last Hour</u> ; (O) Bob & Wanda Duncan; (A) Al Boretz; 7/19 - <u>The Brat's House</u> ; Re-run.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>The Misguided Man</u> ; (O) Bob Corcoran; with Coe Norton, Constance Ford, Ross Martin, Shirley Grayson.
TONIGHT-AMERICA AFTER DARK(Jack Lescoulie)	NBC 11:15pm	7/16 - Jimmy Kerr(S), Robi Lester(S); 7/17 - Sophie Parker(S); 7/19 - Marian McPartland(M).

SATURDAY JULY 20
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|                                       |             |                                                                                                                                             |
|---------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)          | NBC 12N     | A Matter of Suspicion; (O) Walter Black & William Mendrek; with Frank Sutton, Dolores Sutton, Harrison Dowd, John Gibson.                   |
| FIVE STAR COMEDY PARTY                | ABC 5:30pm  | LAST SHOW: July 13.                                                                                                                         |
| JULIUS LA ROSA SHOW                   | NBC 8pm     | Jean Carroll(C), Eileen Rogers(S), The Bruxellos (acro), The Four Coins(S).                                                                 |
| <u>George Sanders Mystery Theatre</u> | NBC 9pm     | Last Will And Testament; (O) Andrew Fell; (A) Jerome Brondfield; With Robert Horton, Herb Butterfield, Dolores Donlon; Dir - James Neilson. |
| COUNTRY MUSIC JUBILEE                 | ABC 10pm    | Webb Pierce(S).                                                                                                                             |
| JIMMY DEAN SHOW                       | CBS 10:30pm | Jim Reeves(S).                                                                                                                              |

SUNDAY JULY 21  
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LAMP UNTO MY FEET	CBS 10am	Method of Grace; (O) Dick Berg; no cast info available at press time. Dir - Mel Ferber.
FRONTIERS OF FAITH	NBC 5pm	Discussion on preparation for world missionary work; with Dr. Gaines M. Cook, Dr. Virgil A. Sly.
ED SULLIVAN SHOW	CBS 8pm	Ernie Kovacs(C), The Four Aces(S), Connie Boswell with the original Memphis Five(S-M), Myron Cohen (C), The Molidors(novelty), Ted Lewis(C).
STEVE ALLEN SHOW	NBC 8pm	Tony Bennett(S), Floyd Patterson(boxer), Hal LeRoy (D), Joanne Gilbert(S), George Nader(A).
ALCOA HOUR	NBC 9pm	He's For Me; (O) Michael Dreyfuss; Music & Lyrics by Michael Brown; with Roddy McDowell, Larry Blyden, Elaine Stritch, Joan Hovis; Dir - Herbert Hirschman.
<u>The Web</u> (William Bryant)	NBC 10pm	The Gambler; (O) Harold C. Hackaday, Donald A. Brinkley; with Alexander Scourby, Allison Hayes, David Lewis, Francis DeSales, Alexander Campbell; (SD).

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

"Pat" Weaver has been signed by Kaiser Industries as coordinator for all Kaiser television activities between Kaiser, Young & Rubicam, Inc., and the ABC net. Although Kaiser's committed TV activity is for Warner Bros.' Maverick over ABC-TV beginning in the fall, the Weaver appointment presages the use of additional properties, either film or live, during the coming season..... The American Theatre Wing-NBC-Henry Jaffe projects for the fall have switched title from Command Performance to Command Appearance and the first of the specials will be colorcast over NBC on Sept 19, Thursday, 10-11pm NYT. The Texas Company (Texaco is part of the program title) thru Cunningham & Walsh, Inc., will sponsor the show, which will be produced by Jaffe's Coronet Productions with the American Theater Wing. The program is listed as the first of a group of one-hour special programs spotlighting "one of the world's all-time great performers" and starring top names and personalities associated with the performer's career. The star is still anonymous..... ABC has already announced that an eastern rodeo program called Cowtown, U. S. A., featuring top rodeo performers in contests from "Cowtown, N. J." will debut on the net on July 27, Saturdays, 8-9pm EDT, in the spot currently filled by telecasts of Billy Graham's New York Crusade. It's just an announcement at this stage, with details still to come..... Frank Parker bowed out as co-host of Bride and Groom after just two weeks because he was uncomfortable on the show. It fitted neither his talents nor his personality and vice versa. Byron Palmer is the replacement. He's best known as the lead singer and narrator of a filmed series, This Is Your Music, shown regionally on the coast three years ago and since then in general syndication around the country. He's also a movie actor.

That Don Whitehead scripting chore for CBS for this fall will be a one-hour one-shot based on the FBI. It has no connection with television rights for his book, "The FBI Story," and according to Mr. Whitehead, "one show does not make a series... and this one-hour is not even possibly the forerunner of a series."..... The network rates being quoted by Pat Weaver's Program Services, Inc., for its fall series of live programs out of New York and Chicago are considered by some agency people to be unbelievably low -- at the point where it will permit participations by regional sponsors too small for big time TV and with budgets too limited for syndicated film sponsorships in their market areas..... The Bob Hope Show has turned around two of its Sunday and Thursday dates for next spring: from Sunday, Feb 2, 9-10pm EST, to Thursday, Feb 6, 8:30-9:30pm EST; and from Thursday, March 6, 8:30-9:30pm EST, to Sunday, March 2, 9-10pm EST..... Dennis James winds up 24 weeks as m.c. of NBC's Club 60 in Chicago on August 16 and will return to New York. A new m.c. will take over on Aug 19 (with the program at least tentatively scheduled to continue through September)..... Britt Lomond will play the heavy, opposite hero Guy Williams in the Disney-ABC film series, Zorro.

- Page 1 -

(MORE)

The Film Producers Assn of New York is meeting with Mayor Wagner in hopes of lining up an official position that would help NY commercial and industrial film producers in maintaining a position competitive with West Coast producers who are raiding accounts that formerly contracted for New York film production. While the producers believe that some agencies face eventual disillusionment, in dealings with the major film studios that have moved into commercial and industrial film production, the wait for the end of the honeymoon could put the big squeeze on small firms. The commercials firms best set up to ride out the business switch are some of the animation studios, but mainly those on the coast, since the majors have discovered that they can't always employ their animation studios economically for commercials. In the East, the animation specialists who have depended on sub-contracting have already cut down to skeleton staffs. In any contest between majors and independents, the small guys always seem to survive, but there are never as many after the battle.

Arthur Godfrey will have a busy traveling schedule for three weeks, starting July 20. His morning show and the Monday evening Talent Scouts will originate from San Diego during the weeks, July 22-26 and July 29-Aug 2. During the interval weekend he'll be in Hollywood recording enough programs for the Talent Scouts to carry through his vacation period of Aug 9-Sept 16. But before the leave starts, Godfrey will fly up to Seattle to originate his programs from there during the week August 5-9, after which he goes on vacation and his troupe returns to New York, with Peter Lind Hayes moving in as m.c. The Godfrey shows will also originate from San Francisco during a week in autumn after the star returns.

The "Chicago school" of bowling and golf programs for television goes network on Oct 12 when Peter De Met's new series, All-Star Golf, debuts over the ABC net, to be sponsored by Miller Brewing Co thru Matthisson & Associates on alternate weeks and by the Wildroot Co., Inc., thru BBDO for half the program on alternate weeks. De Met is the Chicago auto dealer who sponsored a bowling show in Chicago and got to like it so much he set up a production organization for his show, then branched out into golf. The competition in Chicago is between De Met and Matt Niesen, who is a bowling proprietor and has the inside track at WNBQ (NBC) for his shows. In any case, the new De Met series will be special films of 18-hole match play between two leading pro golfers each week, the winners remaining on the program until defeated, meeting a different challenger each week -- the same format as used in the Chicago and syndicated film bowling series. Jim Britt will be the commentator for the 26-match series. The program will be seen Saturdays, 4-5pm NYT, starting Oct 12.

The NTA-Desilu Productions Official Detective series for syndication goes into production within two weeks, with 27 markets committed thus far. Mort Briskin will produce, with Lee Sholem directing.....Ziv's Harbor Command, starring Wendell Corey, police-adventure series centered around West Coast port activities, has 83 markets set for its fall debut.....Casey Jones, the period railroading series being produced by Screen Gems in partnership with KTTV, WPIX and Westinghouse Broadcasting, has been sold to 25 other stations thus far. The series is being filmed at Sonora, Calif, starring Alan Hale in the title role. (As a side note, Casey Jones' fireman on his last ride on April 29, 1900, died last Saturday in Memphis at the age of 83. He was Simeon T. Webb. The film series will have no relation to either history or the song-legend, aside from being about railroading).....Lyle Bettger will play the lead role of Sam Larsen, "chief investigator" for the Court of Last Resort, CBS net film series starting Oct 4, Fridays, 8-8:30pm NYT. The role is a counterpart of the real-life investigator who gathers and sifts evidence for the "Court."

Talent Associates will produce "The Prince and the Pauper," the first of six shows by the firm, as the second in the Du Pont Show of the Month series over CBS. It will be presented Oct 28, Monday, 9:30-11pm NYT, with David Susskind as producer and Michael Abbott as associate producer. The Mark Twain story has been adapted by Leslie Sloate.