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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (July 7)

CBS- 9-9:30pm NYT (8-8:30pm LAT), Weekly; RETURN - Top Ten Lucy Shows - FILM;
178 stations net, 28 delayed. (Summer replacement for The Danny Thomas Show, last show June 30, returns Oct 6). § Re-runs of the "top ten" shows of the I Love Lucy series, plus three other programs from the series. The top ten programs were chosen thru a poll of TV editors.

§ SPONSOR- General Foods Corp (Instant Sanka Coffee, Post Cereals) thru Young & Rubicam, Inc(NY); Acct Exec- Owen Burns(Sanka).

§ PKGR- CBS-TV; Film Prod- Desilu Productions, at Motion Picture Center, Hollywood; Prod- Desi Arnaz. (Films now owned by CBS).

CBS- 9:30-10pm NYT (8:30-9pm LAT), Weekly; TITLE DEBUT - Frontier Justice - FILM;
no. of stations not available. (Replaces December Bride, last show June 30, will not return at same time in fall). § Lew Ayres is program host for re-runs of films originally shown on the net as part of Dick Powell's Zane Grey Theatre.

§ SPONSOR- General Foods Corp (Instant Maxwell House Coffee, Post Cereals) thru Benton & Bowles, Inc(NY); Acct Supervs- Ted Levinson, John Thomas.

§ PKGR- Zane Grey Productions, Inc(LA); Film Prod- Four Star Films, Inc., at RKO-Pathé Studios (now Desilu Culver), Culver City, Calif.; Prod- Hal Hudson.

Tuesday (July 8)

NBC- 12:45pm-approx 4pm NYT (9:45am-approx 1pm LAT), this date only; SPECIAL - All-Star Baseball Game - LIVE from Baltimore; approx 185 stations live.

§ Mel Allen and Al Helfer are the sportscasters for the 25th annual All-Star Baseball Game at Memorial Stadium, Baltimore; the ninth year of NBC telecasts.

§ SPONSOR- Gillette Safety Razor Co thru Maxon, Inc(Detroit).

§ PKGR- NBC Sports(NY); Prod- Perry Smith; Dir- Harry Coyle.

Wednesday (July 9)

ALL NETS- 10-10:30am NYT (NBC, 9-9:30am LAT), this date only; SPECIAL - President Eisenhower's Address to the Canadian Parliament - LIVE from Ottawa via the CBC, to the ABC, CBS and NBC nets. § President Eisenhower addresses a joint session of the Canadian Senate and House of Commons on U. S.-Canadian relations.

§ Sustaining.

§ PKGR- Canadian Broadcasting Corp.; production by CBC crews.

Friday (July 11)

ABC- 9-9:30pm NYT & LAT, Weekly; DEBUT - ESP - LIVE from NY; no. of stations not available. (Replaces The Frank Sinatra Show, last show June 27). § Vincent Price is m.c. for this unique program. (Continued on next page).

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THIS WEEK(More)

ROSS REPORTS — TELEVISION INDEX. Service Subscription Rates: \$125 per year (or \$33 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.

THIS WEEK(Cont'd)

Friday(July 11)

ABC- ESP (Cont'd from previous page): Participants compete with one another for cash awards in a battery of experiments to determine which has the highest degree of extra-sensory perception. Program includes home viewer participation. § SPONSOR- Chesebrough-Pond's, Inc (Vaseline products, Pond's products) thru McCann-Erickson, Inc(NY); Acct Superv- William Breen; Acct Exec- Peter Schaeffer. § PKGR- Providence Productions, Inc.(NY); Creator-Prod- George Wolf; Prod- Leo Morgan; Dir- Lou Sposa; Music Dir- Richard Hayman; Consult on Parapsychology- Dr. Carroll B. Nash.

Sunday(July 13)

NBC- 8-9pm NYT & LAT, Weekly; DEBUT - Steve Allen Presents Steve Lawrence and Eydie Gorme - LIVE (COLOR) from NY; 147 stations live and videotape. (Summer replacement for The Steve Allen Show, last show July 6). § Musical-variety show, starring singers Steve Lawrence and Eydie Gorme, with weekly guest stars integrated into the theme of each show. § CO-SPONSORS- 1) Greyhound Corp thru Grey Advertising Agency, Inc(NY); Acct Exec- John Kuneau. 2) The Procter & Gamble Co (Lilt) thru Grey Advertising Agency, Inc(NY); Acct Exec- Jerry Stolzoff. 3) American Machine & Foundry Co (Consumer Products) thru Cunningham & Walsh, Inc(NY). § PKGR- Bellmeadows Enterprises, Inc(NY) in assoc with NBC-TV(NY); Prod- Nick Vanoff; Assoc Prod- Jim Elson; Dir- Dwight Hemion; Music Dir- Jack Kane; Costumes- Bob Fletcher; Choreog- Danny Daniels; Sets- Jan Scott; Choral Dir- Artie Malvin; Writers- Johnny Bradford, Bill Dana, Frank Peppiat, Jud Holstein.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Usually, every 4th week, 4-5pm NYT) July 7, Monday, 10-11pm NYT (9-10pm LAT), FILM, "Watch on The Ruhr; A Study of Germany 13 Years After V-E Day." § Co-Prods- Edward R. Murrow, Fred W. Friendly; Assoc Prod- Palmer Williams; Camera- William McClure; CBS News Correspondent- Richard C. Hottelet.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Lawrence Welk's Dancing Party; TITLE CHANGE July 12; Sat, 9-10pm NYT (6-7pm LAT). Program was previously titled The Lawrence Welk Show.

Adventures of Ozzie & Harriet (Wed, 9-9:30pm NYT; 9:30-10pm LAT) Re-runs began June 18.

CBS- The Verdict Is Yours (Thu, 8:30-9:30pm NYT) Add sponsor, effective July 10; one half-hour weekly: Lever Brothers Co (Dove Toilet Bar, "all"), Dove thru Ogilvy, Benson & Mather, Inc(producing agency, NY); "all" thru Needham, Louis & Brorby, Inc(NY). (See page 57).

Phil Silvers Show (Fri, 9-9:30pm NYT; 8-8:30pm LAT) Re-runs began June 27, thru Sept 19.

NBC- The Restless Gun (Mon, 8-8:30pm NYT & LAT) Re-runs began June 23.
Bob Cummings Show (Tue, 9:30-10pm NYT & LAT) Re-runs began June 24.
M Squad (Fri, 9-9:30pm NYT & LAT) Re-runs began June 27.
No Warning (Sun, 7:30-8pm NYT & LAT) Re-runs began June 29.
Wagon Train (Wed, 7:30-8:30pm NYT & LAT) Re-runs began July 2.
Dragnet (Thu, 8:30-9pm NYT & LAT) Re-runs began July 3.
Alcoa-Goodyear Theatre (Mon, 9:30-10pm NYT & LAT) Re-runs begin July 7.

TALENT SHOWSHEET AND SCRIPT REPORT - JULY 7 - JULY 13

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. 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, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in 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 listing) are: Adventures of Jim Bowie, Adventures of Ozzie & Harriet, Adventures of Rin Tin Tin, Adventures of Robin Hood, Bachelor Father, Broken Arrow, Burns & Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Richard Diamond Private Detective, Dragnet, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun Will Travel, Alfred Hitchcock Presents, Lassie, Leave It To Beaver, Life and Legend of Wyatt Earp, Life of Riley, M Squad, Perry Mason, Maverick, Millionaire, Mr. Adams & Eve, No Warning, People's Choice, Mark Powell's Zane Grey Theatre, Real McCoys, Restless Gun, Schlitz Playhouse, Phil Silvers Show, Sugarfoot, Tales of Wells Fargo, Thin Man, Tombstone Territory, Trackdown, Wagon Train, Zorro, Alcoa-Goodyear Theatre.

PREVIOUS WEEK - ADDITIONS AND DELETIONS

SUSPICION; Monday 10pm; NBC - NOTE: Shows of June 9 & June 30 were LIVE shows originating in New York.

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm; ADD: 6/30 - Connie Stevens(S); 7/2 - Bert Convey(S), 7/4 - Chuck Nelson(S).

JACK PAAR SHOW; NBC 11:15pm; 7/1 - ADD: Charlie Manna(C); 7/3 - ADD: Orson Bean(C); 7/4 - DELETE: Charlie Manna(C); ADD: Alice Pearce(C), Jim Moran.

LAMP UNTO MY FEET; Sunday July 6; CBS 10am - ADD: The Winner; (O) Nell King; with Bennye Getteys, Ruth Eden, Joel Crothers, Martin Rudy, Flora Campbell, Joe Hoover, Aaron Patrick, Christopher Chase, Pierre Hogarth, Ann Draper; (SD).

LOOK UP AND LIVE; Sunday July 6; CBS 10:30am - ADD: Diary of a Teen-ager (Nine-part series); Regulars in this series are: Freda Holloway, Jerome Cowan, Ruth Matteson, Gaye Houston. Episode # 1; (O) Jack Kunej; with regulars & Eleni Kiamos, Ed Sherin; Dir - Tim Kiley.

ED SULLIVAN SHOW; Sunday July 6; CBS 8pm - ADD: Esther Williams(A).

CHEVY SHOW; Sunday July 6; NBC 9pm; ADD: Shelley Berman(C).

MONDAY JULY 7

TALENT SCOUTS CBS 8:30pm(7:30) The Tri-Tones(S), Joe Schirmer(M), Doris Hines(S).

STARS OF JAZZ ABC 9pm(10:30) Cal Tjader & Quintet(M), Ernestine Anderson(S).

POLKA-GO-ROUND ABC 9:30pm Laget National Swedish Dancers.

STUDIO ONE IN HOLLYWOOD CBS 10pm(9) PRE-EMPTED this date only by: See It Now.

SUSPICION NBC 10pm The Devil Makes Three; (O) Marc Brandel; with Dennis O'Keefe, James Daly, Dolores Dorn-Heft, Michael Higgins, Joseph Sullivan, David J. Stewart; Dir - Dan Petrie.

TUESDAY JULY 8

THE INVESTIGATOR NBC 8pm (Lonny Chapman, Howard St. John) with regulars & Brett Somers, Pat de Simone.

WEDNESDAY JULY 9

KRAFT MYSTERY THEATRE NBC 9pm Cop Killer; (O) George Bagby; (A) Art Wallace; with Paul Hartman, Edward Binns, Fred J. Scollay, Martin Brooks, Richard Bright, Harold Gray, Rudy Bond, Anne Meara, John McQuade, Fred Kareman; Dir-William Graham.

WEDNESDAY JULY 9 (Cont'd)

ARMSTRONG CIRCLE THEATRE CBS 10pm The Complex Mummy Complex; RE-RUN of 1/8/58

THURSDAY JULY 10

PLAYHOUSE 90 CBS 9:30pm Thundering Wave; RE-RUN of 12/12/57 (Tape).

FRIDAY JULY 11

Jefferson Drum (Jeff Richards) NBC 8pm A Matter of Murder; (O) John Hawkins; with regulars & Joe Maross, William Schallert, Joel Ashley, John Harmon; Dir- Christian Nyby

MULTIPLE & ACROSS-THE-BOARD SHOWS - JULY 7 - JULY 11

TODAY (Dave Garroway) NBC 7am 7/7 - Jackie Cooper(A-M), Buck Clayton(M), Chubby Jackson(M), Sam Most(M), Howard Collins(M), Marty Napoleon(M); 7/10 - Gypsy Markoff(M).

MODERN ROMANCES (Betty White) NBC 4:45pm(1:45) (O) William Kendall Clarke; with Lillian Schaaf, Staats Cotsworth, Richard Kendrick, Eli Mintz, Dort Clarke.

JACK PAAR SHOW NBC 11:15pm 7/7 - Gypsy Rose Lee, Allen Funt, Peggy King(S), Ted Reid(C); 7/8 - Cliff Arquette(C), Anita Ellis(S); 7/9 - Mrs Minnie Gugenheimer, Betty Ann Grove(S), Sid Gould(C), Hal Holbrook(C); 7/10 - Cliff Arquette(C), Betty Ann Grove(S); 7/11 - Betty Ann Grove(S), Barbara Nichols(A), Ted Reid(C).

SATURDAY JULY 12

JIMMY DEAN SHOW CBS 12 Noon Jennie Smith(S).

TRUE STORY NBC 12N(4pm) (O) Mildred McDaniel; with Nancy Wilder, David White, Bill Prince, Phyllis Hill.

DICK CLARK SHOW ABC 7:30pm Jerry Butler(S), David Seville(S).

COUNTRY MUSIC JUBILEE ABC 8pm(8:30) Tex Ritter(S), Brown Trio(S).

BOB CROSBY SHOW NBC 8pm Jack Carter(C), Peggy Lee(S).

SUNDAY JULY 13

ED SULLIVAN SHOW CBS 8pm Ann Blyth(A-S), Anna Maria Alberghetti(S), Richiardi(Magician), Ricki Layne(ventril), Bennett & Patterson(C), Four Preps(S), Brascia & Tybee(D), Ramine(D), Pat McCormick(diver).

STEVE LAWRENCE & EYDIE GORME SHOW NBC 8pm PREMIERE: guests this week are - Jackie Cooper(A-M), Margaret O'Brien(A), Salvatore Baccaloni(S), Shari Lewis(ventril).