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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (August 4)

CBS- 8:30-9pm NYT (7:30-8pm LAT), Weekly; RETURN - Masquerade Party - LIVE from NY; approx 170 stations live and tape. (Replaces Talent Scouts, last show July 21; July 28 program was titled The Arthur Godfrey Show, a one-time change).
§ Robert Q. Lewis is host-moderator for this panel show. Guest personalities appear in bizarre costumes and concealing makeup before the four-member panel which is given five minutes to identify the subject after being given clues. Panelists are Pat Carroll, Jinx Falkenburg, Johnny Johnston and Jonathan Winters.
§ SPONSOR- Toni Co (Toni, Tonette, Adorn, Pamper, Tame, Paper Mate Pens) Toni, Tonette, Adorn thru North Advertising, Inc (producing agency, Chi); v.p. in charge of TV- Bruce Dodge (NY); Pamper, Tame thru Clinton E. Frank, Inc (Chi); Paper Mate thru Foote, Cone & Belding (Chi).
§ PKGR- Wolf Productions (NY); Prod- Herb Wolf; Assoc Prods- Alan Gilbert, Danny Dayton; Dir- Lloyd Gross.

Sunday (August 10)

ABC- 9:30-10:30pm NYT, this date only; SPECIAL - 51st Gold Cup Hydroplane Race - LIVE from Seattle; to the net. § Telecast of the championship heat of the Gold Cup Race for unlimited hydroplanes at Lake Washington, Seattle, Wash. Bill O'Mara heads the staff that describes the heat of 30 miles around the 3-mile course. The program will include an interview with the winning driver.
§ Sustaining.
§ PKGR & Prod- KING-TV (Seattle), for the ABC-TV telecast.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Mike Wallace Interview (Sun, 10-10:30pm NYT) Program continues for an additional six weeks, through Aug 31. The program had been scheduled to leave the air after the July 20 program, but when it was decided to continue, a program was repeated via videotape on July 27 in order to have continuity.

Scotland Yard; RETURN Aug 8; Fridays, 10-10:30pm NYT, Weekly; FILM; to the net. The program had originally been scheduled to return July 27 (see page 62) in place of The Mike Wallace Interview (see note above). In its new spot, the program replaces Earness Racing, last show August 1.

Jubilee, U. S. A.; TITLE CHANGE effective Aug 2; Sat, 8-9pm NYT. Program was previously titled Country Music Jubilee. Red Foley returned from vacation and resumed as m.c., effective Aug 2.

OTHER NETWORK CHANGES(Cont'd)

ABC- ESP (Fri, 9-9:30pm NYT & LAT) Format change, effective Aug 1. The program will now include two dramatized vignettes of real life experiences of ESP and drop the competitive testing elements. The persons whose experiences are dramatized will be interviewed on the show in a separate segment.

CBS- Arthur Godfrey Time (Mon thru Fri, 11-11:30am NYT; 10-10:30am LAT) Dennis Day, Tony Randall and Ferlin Husky substitute for Arthur Godfrey during his six-week vacation, starting Aug 4. Each will appear for two weeks in the order listed. Gordon Auchincloss will produce the program during the same six-week period, replacing vacationing producer Charles Andrews.

Eye on New York (Sun, 11-11:30am NYT) Martin Carr has replaced Lee Polk as director. Carr has been coordinator of the program.

Prologue to the Summit: The Arab Tide; SPECIAL July 30; Wed, 7:30-8pm NYT & LAT, this date only; LIVE from NY; to the net. (Preempted Twilight Theatre, this date only). § CBS Newsmen Winston Burdett, Daniel Schorr and Howard K. Smith outlined the manner in which the Soviet Union has been using and exploiting rising Arab nationalism, and how these Middle East factors affect America.

§ Sustaining.

§ PKGR- CBS News - Special News Show Unit(NY); Prod & Dir- Av Westin.

NBC- Jefferson Drum (Fri, 8-8:30pm NYT) Repeats of previous films began July 25.

Win With a Winner (Tue, 7:30-8pm NYT & LAT) Win Elliot replaces Sandy Becker as m.c., effective Aug 5.

TALENT SHOWSHEET AND SCRIPT REPORT - AUGUST 4 - AUGUST 10

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 and Harriet, Adventures of Rin Tin Tin, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Bachelor Father, Broken Arrow, Burns & Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Richard Diamond Private Detective, Dragnet, Jefferson Drum, 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, Real McCoys, Restless Gun, Phil Silvers Show, Sugarfoot, Tales of Wells Fargo, Thin Man, Tombstone Territory, Trackdown, Wagon Train, Zorro.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

DICK CLARK SHOW; Saturday August 2; ABC 7:30pm - ADD: Don Rondo(S).

BOB CROSBY SHOW; Saturday August 2; NBC 8pm - ADD: Henny Youngman(C).

LOOK UP AND LIVE; Sunday August 3; CBS 10:30am - ADD: Becoming a Woman; (Fifth episode in nine-part series Diary of a Teenager); (O) Steve Gethers; with regulars & Jacqueline McKeever, James Broderick, Ruth York, Lowell Harris.

MONDAY AUGUST 4

STARS OF JAZZ ABC 9pm (10:30) Margaret Whiting(S), Vido Musso(M) subbing for Charlie Ventura, with Mr. Ventura's Quintet.

POLKA-GO-ROUND ABC 9:30pm Danube Swabian Youth Dancers.

STUDIO ONE IN HOLLYWOOD CBS 10pm(9) The Last Summer; (O) Frank Gilroy; with Dennis Hopper, Vivian Nathan, Claire Griswold, Malcolm Atterbury; Dir - John Frankenheimer.

Suspicion NBC 10pm Four O'Clock; RE-RUN of 9/30/57

TUESDAY AUGUST 5

THE INVESTIGATOR NBC 8pm (Lonnie Chapman, Howard St. John) (O) Mabel Seeley; (A) Irving Ellman; with Beatrice Straight, Peter Cookson, Fred Gwynne, Salome Jens, Val Avery, Phyllis Hill, Bob Carraway.

WEDNESDAY AUGUST 6

KRAFT MYSTERY THEATRE NBC 9pm Death For Sale; (O) Henry Kane (from novel of same name); (A) Vance Bourjaily; with Shepperd Strudwick, Joanna Moore, James Congdon, Pamela Curran, Ann Williams, Robert Lansing, Jerry Morris, Frank Campanella; Dir - Alex March.

ARMSTRONG CIRCLE THEATRE CBS 10pm The Trusted Thief; RE-RUN of 4/2/58.

THURSDAY AUGUST 7

Playhouse 90 CBS 9:30pm Bitter Heritage; RE-RUN of 5/17/58

Buckskin (Tommy Nolan) NBC 9:30pm Cash Robertson; with regulars & Willis Bouchey; (SW&SD).

FRIDAY AUGUST 8

NOTE: No first run talent programs scheduled for this day.

MULTIPLE & ACROSS-THE-BOARD SHOWS - AUGUST 4 - AUGUST 8

TODAY NBC 7am Ariene Francis subs for Dave Garroway for this week. 8/4 - Jose Marais and Miranda(S).

ARTHUR GODFREY TIME CBS 11am (10) Dennis Day(S) is sub m.c. from 8/4-8/15. Louise O'Brien(S), Alan Copeland(S), The Honey Dreamers(S), will be featured regulars for six weeks beginning 8/4.

THE BIG PAYOFF CBS 3pm (2) Eva Gabor(A) will sub for Bess Myerson for two weeks beginning 8/4.

MODERN ROMANCES (Betty White) NBC 4:45pm(1:45) (O) Bob Corcoran; with Dolores Mann, Alan Bergmann, Ralph Dunn, Ian Martin.

JACK PAAR SHOW NBC 11:15pm 8/4 - Allen Funt, Judy Lynn(S), Virginia Graham; 8/5 - Marian Marlowe(S), Genevieve(S), Cliff Arquette(C); 8/6 - Jim Moran, Florence Henderson(S); 8/7 - Cliff Arquette(C), Dianhan Carroll(S); 8/8 - Sybil Bowan(C), Florence Henderson(S), Betty White(A-C), Genevieve(S).

SATURDAY AUGUST 9

JIMMY DEAN SHOW CBS 12 Noon Shaye Cogan(S), Dick Roman(S).

TRUE STORY NBC 12 Noon(4pm) (O) Gene Watts; with Helen Auerbach, Scott Peters, Harrison Dowd, Ben Hammer.

DICK CLARK SHOW ABC 7:30pm Andy Williams(S), The Elegants(S), Ray Smith(S), Bobby Day(S), Robin Luke(S).

JUBILEE U.S.A. ABC 8pm(8:30) Carl Smith(S-M), Jordanaires Quartet(S).

BOB CROSBY SHOW NBC 8pm Andrew Sisters(S), Edgar Bergen(ventril), George Hamilton IV(S)

MIDWESTERN HAYRIDE ABC 10pm Dean Richards is guest m.c.

SUNDAY AUGUST 10

CAMERA THREE CBS 11:30am Poetry of Emily Dickinson; with Lois Nettleton, Michael Kane.

ED SULLIVAN SHOW CBS 8pm Winners of the All-Navy Talent Contest.

STEVE LAWRENCE & EYDIE GORME SHOW NBC 8pm Janis Paige(S), Julius LaRosa(S), Lionel Hampton(M).

CHEVY SHOW NBC 9pm with regulars & Dorothy Kirsten(S), Stan Freberg(C).

Decision NBC 10pm Indemnity; (O) Stedman Coles; (A) Milton Gelman; with Richard Kiley, Chuck Webster, George Chandler, Myron Healey, Ruth Lee, Jan Faint, John Kelling, Skip Fletcher; Dir - Frank Telford.