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INCLUDING

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(5)

CBS- 1:15-1:30pm EDT, Mon thru Fri; DEBUT; The Seeking Heart; from WCBS-TV(NY), no. of stations not available at press time. Sponsor- The Procter & Gamble Co (Ivory Flakes, Crisco, Drene) thru Compton Advertising, Inc(NY); Acct Execs- Joe Cross(Ivory), Robert Prentice(Crisco), Seaward Woodard(Drene); Agcy Superv- Minerva Ellis; Comm Anncr- Don Briggs (film). Pkgr- Compton Advertising, Inc; Prod- Minerva Ellis; Dir- James Yarbrough; Asst Dir- William Howell; Casting Dir- Mel Goodman (at Compton); Music Dir- William Meeder (organ); Writer- Welbourn Kelley. New dramatic series, starring Scott Forbes as Dr. John Warren Adam, a specialist frequently consulted in medical criminology; with Dorothy Lovett as his wife, Grace, and Flora Campbell as Dr. Robinson McKay, the doctor's female assistant. Program replaces Portia Faces Life in this time spot, with the latter moving up to 1-1:15pm.

CBS- 1:30-2pm EDT, Mon thru Fri; CHANGE & NET DEBUT; Welcome Travelers; from WBBM-TV(Chi), no. of stations not available at press time. Sponsor- The Procter & Gamble Co (Oxydol, Dreft) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Execs- C. H. Wolfe, A. Taylor(Oxydol); Fred M. Mitchell, Scott Matthews (Dreft); Agcy Superv- James Colligan(Chi). Pkgr- The Procter & Gamble Co; Exec Prod- James Colligan; Prod & Dir- Charles Powers (D-F-S). Human interest interview show, with Tommy Bartlett as m.c., and Bob Cunningham as co-host. Both chat with guest travelers passing thru Chicago. The program moves from NBC-TV over which net it made its television debut Sept 8, 1952. The program replaces The Garry Moore Show in its new CBS time spot, with the latter moving up to 10-10:30am.

CBS- 4:30-5pm EDT, Mon thru Fri; CHANGE & NET DEBUT; On Your Account; from WCBS-TV(NY), no. of stations not available at press time. Sponsor- The Procter & Gamble Co (Tide, Prell) thru Benton & Bowles, Inc(NY); Acct Exec- Marshall Clark; Agcy Superv- Tom McDermott; Comm Superv- Hoyt Allen; Comm Anncr- Bill Rogers. Pkgr- Benton & Bowles, Inc; Exec Prod- Tom McDermott; Prod- Robert J. Quigley; Dir- Charles Fisher; Music Dir- Paul Taubman; Writer- Adrian Spies. Audience participation quiz show, starring Win Elliot (cq) as m.c. Elliot is the "friendly banker" who interviews people from every walk of life who are seeking a "loan," either for personal reasons or on behalf of a charity. The program moves from NBC over which net it made its debut June 8, 1953. The program replaces the Robert Q. Lewis Show, which moves up to 2-2:30pm.

THIS WEEK(Cont'd)

Monday(5)

DuM- 11-11:15pm EDT, Mon thru Fri; DEBUT; The News Tonight with Matthew Warren; from WABD(NY) for a time, then from WTTG(Wash), to the net. Sustaining. Pkgr- DuMont News Dept; Superv- David Lowe; Dir- Richard Sandwick. Warren, director of news and special events for WTTG and most recently DuMont's commentator for its coverage of the McCarthy-Army Senate hearings, moves to New York temporarily to inaugurate the show. He has had a local news program, Matthew Warren and the News, heard over WTTG at 11-11:15pm, up to this week.

NBC- 10:30-10:45pm EDT, Mon thru Fri; DEBUT; A Time To Live; from WNBQ(Chi), to the net. Sustaining. Pkgr & Creator- Adrian Samish(NY); Exec Prod- Adrian Samish; Prod & Dir- Alan Beaumont(NBC Chi); Writer- Bill Barrett. New dramatic series, starring Pat Sully as Julie Byron as a proofreader on an Eastern big city daily newspaper who wants to be reporter; with Larry Kerr as Don Riker, a fellow reporter; Viola Berwick as Julie's Aunt Madge Byron; Jack Lester as managing editor Carl Sherman, Len Wayland as Chick Buchanan, and Carlton KaDell as Kroger. The program replaces One Man's Family in this time spot. The latter program moves to 3-3:15pm.

NBC- 12noon-12:30pm EDT, Mon thru Fri; DEBUT; The Bob Smith Show; from WNET(NY), to the net. Sustaining. Pkgr- Bob Smith; Exec Prod- Roger Muir(NBC); Prod- Simon Rady (for Bob Smith); Dir- Robert Hultgren; Music Dir- Bobbie Nicholson. Musical-variety series for adults, starring Bob Smith (of Howdy Doody), singer, musician, commentator and raconteur; featuring vocalist Clark Dennis and the Honeydreamers, vocal quintet, backed by Bobbie Nicholson and his orch. Program replaces Bride and Groom, which moves to 4:15-4:30pm, and Hawkins Falls which moves to 4-4:15pm.

NBC- 3:15-3:30pm EDT, Mon thru Fri; DEBUT; Golden Windows; from WNET(NY), no. of stations not available at press time. Sponsor- The Procter & Gamble Co (Cheer) thru Young & Rubicam, Inc(NY); Acct Exec- R. E. Buchanan; Agcy Superv- Joe Mego. Pkgr- Young & Rubicam, Inc for P & G; Prod & Casting Dir- Mary Harris (Y & R); Dir- Dan Levin (Y & R); Writers- John M. Young & Corlis Wilber. New dramatic series, starring Leila Martin as Juliet Goodwin, in love with Tom Anderson, played by Herb Patterson, two people with contrasting backgrounds; with Grant Sullivan as John Brandon and Eric Dressler as Charles Goodwin. The program replaces Mrs. U. S. A. in this time spot. The latter program filled in for two weeks after the Kate Smith Show went off. (See page 98). P & G's sponsorship of Golden Windows is for Mon, Wed & Fri one week, Tue & Thurs the following week and then the cycle repeats itself.

NBC- 3:30-3:45pm EDT, Mon thru Fri; DEBUT; First Love; from WPTZ(Phila), to the net. Sustaining. Pkgr & Creator- Adrian Samish(NY); Exec Prod- Adrian Samish; Prod- Al Morrison(Samish); Dir- Joe Behar(WPTZ); Writer- Manya Starr; Casting- Hank Wall at Carl Eastman(NY), also Al Morrison at Samish. New dramatic series, starring Patricia Barry as Laurie and Val Dufour as her husband Zachary James, a newly married couple; with Frederic Downs as Quentin Andrews, Zach's partner. The program replaces Ask Washington, which filled in for two weeks after the Kate Smith Show went off. (See page 98).

NBC- 3:45-4pm EDT, Mon thru Fri; DEBUT; Concerning Miss Marlowe; from WNET(NY), no. of stations not available at press time. Sponsor- The Procter & Gamble Co (Tide) thru Benton & Bowles, Inc(NY); Acct Exec- Marshall Clark; Agcy Superv- Tom McDermott; Comm Superv- Hoyt Allen; Comm Ancr- Hugh James. Pkgr- Benton & Bowles, Inc; Exec Prod- Tom McDermott(B & B); Dir- Larry White; Casting Dir- Ann Howard(B & B); Writers- John Pickard & Frank Provo. New dramatic series, starring Louise Albritton as Meg Marlowe, a successful actress; with Jane Seymour as "Harriet the Hat," Helen Shields as Dot Clayton, John Raby as Bill Cooke. P & G sponsorship is alternate; Mon, Wed, Fri one week; Tue, Thurs the next.

THIS WEEK(Cont'd)

Tuesday(6)

ABC- 8:30-9pm EDT; RETURN & NET DEBUT; Twenty Questions; from WABC-TV(NY), no. of stations not available at press time. Sponsor- Florida Citrus Commission (Florida grapefruit) thru J. Walter Thompson Co(NY); Acct Exec- John Forshaw; Agcy Superv- William McCarthy. Creator- Fred Van Deventer; Prod- Gary Stevens; Dir- Bill McCarthy(ABC). Jay Jackson is moderator of panel quiz based on the popular parlor game. Panelists are Fred Van Deventer, Florence Rinard, Bobby McGuire, Herb Polesie and one guest each week. The program made its debut over the DuMont net November, 1949, and its last DuMont showing was May 30, 1954.

CBS- 10:30-11pm EDT; DEBUT; The Blue Angel; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV with Herbert Jacoby(owner of The Blue Angel supper club, New York); Exec Prod- Richard Lewine; Prod & Dir- Burt Shevelove; Casting- Marty Kummer at MCA & Herbert Jacoby; Sets- Jack Landau; Costumes- Mildred Trebor; Writer- Allan Robin. Musical variety series simulating the smart and informal atmosphere and acts of the Blue Angel, New York supper club, starring Orson Bean as m.c., with a completely new show each week featuring acts ranging from top name performers to fresh, unique personalities. The Norman Paris Trio will provide musical backing for the acts and also perform in specialties. The program replaces See It Now in this time spot, with the latter program returning August 31, after hiatus.

DuM- 8:30-9pm EDT; DEBUT; One Minute, Please; from WABD(NY), to the net. Sustaining. Pkgr- DuMont, by arrangement with British Broadcasting Corp and Harry S. Goodman Productions(NY); Prod & Dir- David Lowe. Comedy panel quiz, an American version of a current BBC program; with John K. McCaffery as moderator, featuring six panelists divided into teams of three women and three men, each of whom must talk for one minute on a given subject, without repetition, hesitation or straying from the point, on penalty of being challenged by an opposing team member. Some panelists will appear on an irregular basis.

Wednesday(7)

ABC- 7:30-8pm EDT; DEBUT; Soldier Parade; from WABC-TV(NY), no. of stations not available at press time. Sponsor- U. S. Army (recruiting account) thru Dancer-Fitzgerald-Sample, Inc(NY). Pkgr- D-F-S; Prod- Dave Nyren(D-F-S for the Army; Dir- Bob Massell(D-F-S). Army variety program, featuring top soldier acts each week. The program is not a talent competition, but rather a show case for talent in uniform.

Thursday(8)

ABC- 8-8:30pm EDT, first week; 8-9:30pm EDT, beginning July 15; DEBUT; Melody Tour; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC-TV; Prod- Steve Rose; Dir- Eddie Nugent; Assoc Prod- Gertrude Tipper; Casting- Steve Rose(NCAC); Music Dir- Harry Sosnik; Sets- Fred Stover; Writer- Bernard Dougall. Musical variety based on a mythical tour of foreign lands thru song, dance and story; featuring pianist Stan Freeman, baritone Norman Scott, dancer Nelle Fisher, comedienne Jorie Remes (cq), singer Nancy Kenyon and guest variety performers. Program replaces Talent Patrol in its time spot the first week, then succeeds The Ray Bolger Show for 8:30-9pm and open time for 9-9:30pm.

ABC- 9-9:30pm EDT; HIGHLIGHT; A Government of Laws; from WMAL-TV(Wash), to the net. Sustaining. Pkgr & Prod- ABC-TV Public Affairs. U.S. Attorney General Herbert Brownell, Jr. and Solicitor General Simon E. Sobeloff discuss current problems of government and communism as related to laws, with Martin Agronsky as moderator. The discussion may touch on the conflicts between the requirements of international security and those of civil liberties in a democracy.

THIS WEEK(Cont'd)

Thursday(8)

CBS- 10-10:30pm EDT; DEBUT; The Telltale Clue; from WCBS-TV(NY), no. of stations not available at press time. Sponsor- Philip Morris & Co., Ltd., Inc (Philip Morris Cigarettes) thru The Biow Co., Inc(NY); Acct Exec- Charles Hirth; Agcy Superv- Les Tomalin. Pkgr- Charles E. Martin Productions, Inc(NY); Prod & Dir & Casting- Charles Martin; Prog Coord- Ardie Cuff; Asst to the Prod- Marjorie Dickinson; Story Ed- E. J. Jakobson. Drama series involving the solution of crimes. Program replaces Public Defender in this time spot for the sponsor. Defender moves to Mon, 9-9:30pm as summer replacement for I Love Lucy.

Friday(9)

CBS- 8-8:30pm EDT; RETURN; Pantomime Quiz; from WCBS-TV(NY), no. of stations not available at press time. Sponsor- Walter Baker Chocolate & Cocoa Div. of General Foods Corp thru Young & Rubicam, Inc(NY). Pkgr- Mike Stokey Productions(NY); Prod- Mike Stokey; Dir- not named at press time. Return of the popular charades game with Mike Stokey as m.c. and permanent panelists Peter Donald, Jackie Coogan, Dorothy Hart and Mona Knox. The program was last seen on the DuMont net; last show April 13, 1954. It replaces Mama for the summer, with the latter program returning Sept 3.

CBS- 10:30-11pm EDT; RETURN; It's News To Me; from WCBS-TV(NY), no. of stations not available at press time. Sponsors- (East) American Oil Co (AMOCO) thru The Joseph Katz Co(Balt); (Midwest) Theo Hamm Brewing Co(Beer) thru Campbell-Mithun, Inc(Minn);(Alternating with both weekly) Noxzema Chemical Co(All Products) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Mary Andrews Ayers; Agcy & Comm Superv- Jim Hayes. Santa Fe Railways thru Leo Burnett Co., Inc sponsors program locally over KNXT(H'wood) only. Pkgr & Prod- Goodson-Todman(NY); Assoc Prod- Barbara R. Olsan; Dir- Jerome S. Schnur. Return of the panel quiz based on happenings in the news, with Walter Cronkite as host and moderator, and as regular panelists, Anna Lee, Quentin Reynolds, Nina Foch and John Henry Faulk. The program replaces Person to Person for the same sponsors until Sept 3, when the Edward R. Murrow program returns.

DuM- 10:30-11pm EDT; DEBUT; Gamble On Love; from WAED(NY), to the net. Sustaining. Pkgr- Robert K. Adams; Prod- Robert Adams; Dir- Harry Coyle. Denise Darcel stars as m.c. of this new audience participation show on which couples who are married, engaged, or just in love will answer questions for prizes. Program replaces Col. Humphrey Flack in this time spot.

Sunday(11)

ABC- 9-9:15pm EDT; DEBUT; Bob Considine; from WABC-TV(NY), 29 stations live, 7 hot kine. Sponsors- Gruen Watch Co alternating with American Safety(Gem) both thru McCann-Erickson, Inc(NY). Pkgr & Prod- ABC-TV News & Special Events; Dir- Marshall Diskin. INS columnist Bob Considine replaces Walter Winchell with news and commentary until Walter Winchell returns Sept 5. Considine had previously had his own television interview program over NBC-TV.

NBC- 5-6pm EDT; DEBUT; Out On The Farm; from WNBQ(Chi) via remote, to the net. Sustaining. Pkgr- NBC Chicago; Prod- Ben Park; Dir- Don Meier; Tech Dir- Harry Maule; Agri Advisor- Ken Fiske; Writer- Marv David. Agricultural series with music, originating at the Wilbert Landmeier farm near Cloverdale, Ill. Eddy Arnold is the weekly host; with Wilbert and Bertha Landmeier and their four children, and NBC Chicago weatherman Clint Youle, Don Herbert; gardening expert John Ott and musical support for Arnold from the Mid-States Four, barber shop quartet. The program replaces Hallmark Hall of Fame and Kukla, Fran & Ollie in this time spot for the summer.

THIS WEEK(Cont'd)

Sunday(11)

NBC- 10:30-11pm EDT; RETURN; The Hunter, ON FILM; from WNEU(NY) and KNEH(H'wood), no. of stations not available at press time. Sponsor- R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co., Inc(NY); Acct Exec- Thomas D. Luckenbill; Agcy Superv- Edward Montagne. Pkgr- William Esty Co, Inc; Prod- Edward Montagne; Dir- Oscar Rudolph, William Burke, others; Writers- Various. Program replaces Man Against Crime for the same sponsor. Eleven of the films have had local showings, but 13 new films in the series, produced during the spring of 1953 have never before been shown.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Exploring God's World; DEBUT July 4; Sun, 10:30-11am EDT; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV with the Connecticut Council of Churches; Exec Prod- George Crothers; Prod & Dir- William Workman; Writers- Edith Welker, William S. Fore. Experimental series for children from 8 to 12, with Carrie McCord as teacher-narrator, reading Bible stories and showing children how to make useful things. Child actors Lydia Jean Shaffer and Glenn Walken assist in the different parts of the program. Program replaces Look Up and Live for the summer, with the latter returning Oct 3.

What in the World? (Sun, 5-5:30pm EDT) New time instead of that originally announced, switching with Man of the Week (Sun, 6:30-7pm EDT) which moves in as summer replacement for You Are There. (See page 105).

Daytime Schedule Realignment (See also listings under This Week): Garry Moore Show, Mon thru Thurs, 10-10:30am, Fri, 10-11:30am; Arthur Godfrey Time, Mon thru Thurs, 10:30-11:30am; Strike It Rich, Mon thru Fri, 11:30am-12noon; Valiant Lady, Mon thru Fri, 12noon-12:15pm; Love of Life, Mon thru Fri, 12:15-12:30pm; Search for Tomorrow, Mon thru Fri, 12:30-12:45pm; The Guiding Light, Mon thru Fri, 12:45-1pm; Portia Faces Life, Mon thru Fri, 1-1:15pm; The Seeking Heart, Mon thru Fri, 1:15-1:30pm; Welcome Travelers, Mon thru Fri, 1:30-2pm; Robert Q. Lewis Show, Mon, Wed, Fri, 2-2:30pm (until July 26 when it takes over the additional time of the following program); Double or Nothing, Tue, Thurs, 2-2:30pm; Art Linkletter's House Party, Mon thru Fri, 2:30-3pm; The Big Pay-off, Mon thru Fri, 3-3:30pm; Bob Crosby Show, Mon thru Fri, 3:30-4pm; The Brighter Day, Mon thru Fri, 4-4:15pm; The Secret Storm, Mon thru Fri, 4:15-4:30pm; On Your Account, Mon thru Fri, 4:30-5pm; all effective July 5.

Woman With a Past (Mon thru Fri, 4-4:15pm) Last show July 2.

Public Defender, ON FILM (Mon, 9-9:30pm EDT) New day and time, replacing I Love Lucy until Oct 4, after which Public Defender will return to its Thurs, 10-10:30pm time period. All Defender films shown during the summer are first run (See page 38 for production credits).

NBC- The Marriage (Thurs, 10-10:30pm EDT) Did not start as scheduled on July 1 due to illness of Jessica Tandy. Delayed premiere tentatively scheduled for July 8.

Daytime Schedule Changes (See also listings under This Week): Hawkins Falls, Mon thru Fri, moved from 12:15-12:30pm to 4-4:15pm; Bride and Groom, Mon thru Fri, moved from 12noon-12:15pm to 4:15-4:30pm; Betty White Show, Mon thru Fri, moved from 12:0-1pm to 4:30-5pm; all changes effective July 5.

Youth Wants to Know (Sat, 7:30-8pm EDT) New day and time, effective July 10, moving from Sun, 1-1:30pm. No net service in latter time.

Mr. Wizard (Sat, 7-7:30pm EDT) Kinescope repeats start July 3, for five weeks.

NEW NETWORK SPONSORSHIPS

FORD MOTOR CO and RADIO CORP OF AMERICA, both thru Kenyon & Eckhardt, Inc(NY), will share sponsorships of the series of Monday spectaculars to be seen over NBC-TV every fourth Monday, 8-9:30pm, beginning Oct 18. Each will sponsor 45 minutes of each show

DOLE SALES CO(Pineapple) thru N. W. Ayer & Son, Inc(San Francisco) will sponsor the Friday, 2:45-3pm segment of Art Linkletter's House Party (Mon thru Fri, 2:30-3pm) over CBS-TV, effective July 30.

DOROTHY GRAY, Ltd(Cosmetics) and LEHN & FINK DIV(Lysol, Etiquet & Hinds Honey and Almond Cream) of LEHN AND FINK PRODUCTS CORP, both thru Lemmen & Newell, Inc(NY), will sponsor a new format Ray Bolger Show over ABC-TV, Fridays, 8:30-9pm, effective Sept 17. The new film series will include situation comedy, music and variety.

AMERICAN OIL CO thru the Joseph Katz Co(Balt) will sponsor all 12 home and away games of the Washington Redskins professional football team over an ABC-TV Southeast regional network, beginning Sept 26, on Sundays, with one Saturday game on Oct 2.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Good Morning; DEBUT July 5; Mon thru Fri, 8-9am EDT. Participations. New York Pkgr- WABC-TV; Prod- John Moses Associates; Dir- Roger Shope. Allen Ludden is m.c. for this informal program, featuring the latest news, interviews and weather reports, with recordings of popular music. Scotty Scott will assist Ludden and do the weather reports.

WNBT(Ch 4) - Music Time with Charity Bailey; DEBUT July 4; Sun, 12noon-12:30pm. New York Sustaining. Pkgr- WNBT; Prod & Writer- Eunice Holsaert; Dir- Larry Roemer. Charity Bailey, director of music at New York's Little Red School House, plays various instruments in illustrating music for children from 7 to 11 years old. The program had an on-the-air audition over WNBT on April 4 under the title, Let's Make Music.

WNBT - Lemonade Lectures; DEBUT July 7; Wednesday, various times for eight weeks, integrated into regularly scheduled WNBT programs. Sustaining. Pkgr- WNBT with College of the City of New York, Columbia University, Fordham University, New York University and Fordham University; Prod- Harry Olesker(WNBT); Dir- directors for programs used. Lectures in capsule form by members of the faculties of the schools listed, concerning aspects of arts and sciences not generally dealt with on radio and television (The programs will also be heard over WNBC).

WOR-TV(Ch 9) - Ted Steele Show; DEBUT July 5; Mon thru Fri, 2:30-5:30pm. Participations. New York Pkgr- WOR-TV; Prod- Doris Steele; Assoc Prods- Ceil Loman and Ralph Robins(WOR-TV); Dirs- Richard Simon, Robert Eberle; Casting- Doris Steele(at WOR-TV). Variety program, starring Ted Steele, with segments designed for appeal to all ages, including interviews, films, audience quizzes and music. Schedule realignment for weekday afternoon programs: Aunt Jean with Jean Phair, Mon thru Thurs, 1:30-2pm; The Man in Your Life, Fri, 1:30-2pm; Treasurama, Mon thru Fri, 2-2:30pm; Ted Steele Show, Mon thru Fri, 2:30-5:30pm; Colonel Venture, Mon thru Fri, 5:30-6pm; Merry Mailman, Mon thru Fri, 6-6:45pm.

WPIX(Ch 11) - Opinion, Please; DEBUT July 5; Mon thru Fri, 2:30-3pm EDT. Sustaining. New York Pkgr- WPIX; Prod & Dir- Martin Busch. Jack McCarthy does sidewalk interviews in front of the New York Daily News Building, questioning passersby on matters of current interest.

WPIX - Bob Kennedy Show; DEBUT July 5; Mon thru Fri, 3-5pm EDT. Participations. Pkgr- WPIX; Prod & Dir & Casting- Herb Homes(WPIX); Music Dir- Jerry Jerome. Kennedy is m.c. for a music-variety show (Continued next page)

LOCAL STATION ACTIVITY(Cont'd)

WPIX(Ch 11) - Bob Kennedy Show(Cont'd from previous page): featuring top name New York vocalists, musical numbers by the Jerry Jerome orch and other family interest segments. (In realignment of m.c. assignments, following Ted Steele's leaving the station, Allen Ludden was signed to be host for Dancetime, Mon thru Fri, 5-5:30pm, with Shari Lewis taking over the Kartoon Klub film and live show, Mon thru Fri, 5:30-6pm. Kennedy takes over Steele's afternoon show format.

WPIX - One Tenth of a Nation, ON FILM; DEBUT July 11; Sun, 10:45-11pm EDT. Sponsor- J. Strickland & Co(Royal Crown Hairdressing) thru Simon & Gwynn(Memphis). Pkgr & Film Prod- American Newsreel(NY); Narrator- John Cannon. Documentary film series on the accomplishments of American Negroes; with individual films highlighting Negro attainments in various fields.

KFTV(Ch 11) - Rhythm and Blues; DEBUT June 30; Wed, 11:15-11:45pm. Sponsor- Designs for Better Living thru Don Frank & Associates(LA). Prod & Writer- Jerry Lawrence. Disc jockey Jerry Lawrence presents top "rhythm and blues" vocalists and recording artists doing their best known numbers.

FILM DIGEST: Dr. Hans Haber has been signed by Walt Disney to serve as technical consultant on space medicine for the Disneyland series, assisting on the "Trip to Mars" program, for the "Land of Tomorrow" realm.....TV Time Foods for its TV Time Popcorn thru Sherwin R. Rodgers & Associates(Chi) signed with CBS Television Film Sales for showings of the Annie Oakley series in more than 100 markets for a two year period beginning October, 1954.....RAI (Radio Audizioni Italiane) bought 39 Encyclopedia Britannica films for use in Italian TV programming for delivery in July. Italian Films Export is negotiating for several half-hour film series on behalf of RAI.....Sandy Cummings joined American Broadcasting Co in Hollywood as coordinator of Disneyland.....The third annual WGN-TV Film Festival, a preview of the film programs available for television this fall, will be held Thursday, August 5, for Chicago advertisers and agencies.

NEWS AND COMMENT: Television sets in the U. S. totaled 30,083,000 on May 1, 1954, according to estimate by Hugh M. Beville, Jr., NBC director of research and planning.....The June Nielsen Newscast says that evening TV program audiences are averaging about one and a quarter million more homes than in 1953. During the two weeks ending May 22, the average program reached 18.3 per cent of all TV homes, or 5,398,000, while during the same period of 1953, the total was 17.8 per cent, or 4,140,000 homes.....The world's smallest operating TV station, at the U. S. Air Force base at Limestone, Me., is an eight-watt station constructed by RCA at cost for the Strategic Air Command. The station telecasts 10 hours of major network programs daily for the more than 15,000 personnel living on the installation. The station's maximum coverage range is three miles.....WLW-D will become ABC's primary affiliate in Dayton, effective Sept 1, replacing WHIO-TV, which continues with CBS and DuMont service.

PERSONNEL CHANGES: Paul White elected executive v.p. of Bernard L. Schubert, Inc., and its affiliated companies, currently producing television film series..... Sam Zelman has been named West Coast manager of CBS Television News and Newsfilm and Director of News for KNYF and the Columbia Television Pacific Network, succeeding Frank La Tourette who resigned to join the Medic production company.....Edwin W. Conklin upped to Director of News and Special Events for ABC-Radio-TV, Western Division, with Patrick O'Reilly named to assist Conklin, who succeeds Sam Zelman..... Ted Sack named producer of special events in the dept of news and public affairs, CBS Television in New York.....Bill Bailey joined WLW-D(Dayton) as program manager.... Bob Roberts named production manager for WLW-T(Cinn).

TALENT SHOWSHEET JULY 5-11, 1954

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Most of the shows on July 2, 3, 4 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 9. 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. Since credits for the following programs were listed fully at the time of their original showing, they will not be listed below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Mr. and Mrs. North, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mark Saber, General Electric Theatre, Foreign Intrigue, Man Against Crims, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse Credits for these shows and any others incompletely listed at press time are available upon request.

FRIDAY JULY 2

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CHANCE OF A LIFETIME DuM 10pm Jane House (S) & others to be announced

SATURDAY JULY 3

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CAMERA THREE WCBS 2pm Royal Dano, Jean Stapleton, Tom Scott (S), Michael Kane

Joe Palooka WAED 7pm Society Joe - (O) by Dean Reisner; with regulars & Hillary (Joe Kirkwood) Brooke, Robert Lowery, Walter Kingsford, Dodie Wright, George Sherwood; (SD)

STAGE SHOW CBS 8pm Kitty Kallen (S), Larry Griswold (C-trampo), The Lancers (S), (Dorsey Brothers) Johnny Morgan (C), Wells and the Four Fays (acro) (PREMIERE)

SATURDAY NIGHT REVUE NBC 9pm Hoctor & Byrd (D), Peggy Ryan & Ray McDonald (D), Betty Bruce (D), Lou Wills, Jr. (acro-D) & regulars (FROM HOLLYWOOD)

SUNDAY JULY 4

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HALLMARK HALL OF FAME NBC 5pm John Paul Jones - (O) by Ted Wear, (A) by Harold Callen; with (Sarah Churchill) Gloria Jean, Lamont Johnson, Tudor Owen, John Larch, Nestor Paiva, Richard Garland, Tyler McVey, Nelson Leigh; (SD, H'D, LAST SHOW OF SEASON)

COLGATE SUMMER COMEDY HOUR NBC 8pm Charlotte Rae (C), Jules Munshin (C), Dino Dante (S), Johnny Bachemin (D)

TOAST OF THE TOWN CBS 8pm Dolores Gray (S), Billy Kenny (S), Step Brothers (D), Jackie (aerialist), the Marcellos (acro), ex-marine Charles Vines, Billy de Wolfe (C), Joan Holloway (D)

ON THE BOARDWALK ABC 8pm Jo Anne Miller (S), Bobby Lilla (M), Mary Providence (D); (Paul Whiteman) Judges: Bob Mathias & wife (former, Olympic champion)

ROCKY KING, DETECTIVE DuM 9pm Miss Murder of 1954 - (O) by Bruce Geller; with regulars & Beverly Dennis, Betty Bartley, Kevin O'Morrison, Peggy Maurer, (Roscoe & Todd Karns) Ginny Gordon, Jackson Jordan; (SD)

MONDAY JULY 5

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Duffy's Tavern WNBT 7pm The Gypsy Princess - with regulars & Liz Slifer, Marianne Kape, (Ed Gardner) Peter Mamkos; (SW & SD)

THE VOICE OF FIRESTONE NBC 8:30 Eugene Conley (S)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30 Mary Judd (S), Philharmonicas (Harry Halicki & Dave Doucette, both M), Men About Town Quartet (Bob Davis, Charles Gray, John Schmidt, Jack Paddock, all S)

Public Defender CBS 9pm Out of the Past - with Robert Osterloh, Laura Elliot; (SD)

ROBERT MONTGOMERY NBC 9:30 The Expert - (O) by Noel Gerson; with regulars only; (SD) by Bill King

STUDIO ONE SUMMER THEATRE CBS 10pm The Small Door - (O) by Irving Gaynor Neiman; with Richard Kiley, James Gregory, Hildy Parks, Edgar Stehli, Billy Raftery, Michael Alcivar; (SD) by Mel Ferber



MONDAY JULY 5 (Cont'd)

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Adolphe Menjou's Favorite Story WNBT 10:30 The Time Barrier - (O) by Robert Yale Libott; with Robert Carson, Stuart Nedd, Ken Christy, Norman Field, John Zaremba, John Stephenson, Joanne Jordan; (SD)

TUESDAY JULY 6

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THE GOLDBERGS DuM 8pm regulars & Joseph Buloff; (SW & SD)

ARTHUR MURRAY PARTY (Kathryn Murray) NBC 8:30 Joni James (S), Larry Storch (C), Bobby Winters (Juggler)

UNITES STATES STEEL HOUR ABC 9:30 Haven's End - (O) by John P. Marquand, (A) by David Davidson; with Howard Lindsay, Richard Hylton, Betsy Palmer, Jamie Smith, Russell Hardie, Chester Stratton, Royal Beal, Dana Wynter, Lauren Gilbert; (SD)

SUSPENSE CBS 9:30 The Girl in Car 32 - (O) by Thomas Walsh, (A) by Raphael Hayes; with Gene Barry, Edith Adams, Harry Bellaver, Grant Richards, John Shellie; (SD)

DANGER CBS 10pm The Gunman - (O) by Howard Rodman; with Ben Gazzara, Frieda Altman, David Opatoshu, Eleanor Randall, Doreen Lang, Anthony Franciosa, William Lipton; (SD)

THE BLUE ANGEL (Orson Bean) CBS 10:30 regulars: Orson Bean (C), Norman Paris Trio (M) & Martha Wright (S), Jonathan Winters (C), Martha Davis & Spouse (M-variety), David Powell (M), Jane Dulo (C) (PREMIERE)

WEDNESDAY JULY 7

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Wild Bill Hickok (Guy Madison) WNBT 6pm Pony Express Trap - with regulars & Don Haydon, Mike Vallon, Peggy Stewart, Park McGregor, Fred Kohler, Tom Steele; (SW&SD)

KRAFT TELEVISION THEATRE NBC 9pm Wish Tonight - (O) by A. B. Shiffrin; with Pat McVey, Susan Hallaran, Beverly Roberts, Myrtle Ferguson, Freddi Chandler;(SD)

THURSDAY JULY 8

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MELODY TOUR ABC 8pm Stan Freeman (M), Norman Scott (S), Nelle Fisher (D), Jorie Remes (C), Nancy Kenyon (S), Jonathan Lucas (D) (PREMIERE)

JUSTICE (Westbrook Van Voorhis) NBC 8:30 The Scandal Which Rocked the Town - (O) by George Bellak; with John Kerr, June Walker, others to be announced; (SD)

Big Town(Pat McVey) CBS 9:30 Joyce Holden, John Hoyt, Gordon Jones, Dona Drake, King Donovan

KRAFT TELEVISION THEATRE ABC 9:30 A Connecticut Yankee in King Arthur's Court - (O) by Mark Twain, (A) by George Roy Hill; with Edgar Bergen, Victor Jory, Carl Reiner, Joey Walsh, Sally Gracie, Jack Livesey, Ernest Graves ; (SD) by Fielder Cook

THE TELLTALE CLUE CBS 10pm The Armitage Case - (O) by Harry W. Junkin; with cast to be announced; Prod & (SD) by Charles Martin (PREMIERE)

THE MARRIAGE (Cronyn & Tandy) NBC 10pm last week's show postponed because of Jessica Tandy's illness no announcement about show this date at press time

FRIDAY JULY 9

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Schlitz Playhouse CBS 9pm Rabbit Foot - (O) by Lawrence Goldman; with Stephen McNally, Harry Shannon, Paul Langton, Frank Sully, Harry Harvey; (SD) by Christian Nyby

THE BIG STORY (Norman Rose) NBC 9pm Shandy Hill, Pottstown, Pa. Mercury - (O) by Gail Ingram; with Crahan Denton, John McLiam, Lois Wheeler, Joyce Randolph, Hazele Burgess, William Adler, Janet Hartmann, Eda Heinemann, Kenneth Konopka, Calvin Thomas, Bert Thorn; (SD) (LAST SHOW OF SEASON)

THE STRANGER (Robert Carroll) DuM 9pm Vivian Nathan, Peter Capell, Don Briggs, Dorothy Donahue

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 2 THRU FRIDAY JULY 9

|                                                        |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TODAY                                                  | NBC 7am   | M thru F - Will Rogers, Jr. substitutes for vacationing Dave Garroway for two weeks beginning 7/5                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| BREAKFAST CLUB                                         | ABC 9am   | M thru F - Peter Donald substitutes for vacationing Don McNeill                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| GARRY MOORE                                            | CBS 10am  | M - Bobby, the monkey; Tu - Nina Court (parakeet trainer); F - Ladd Lyon (C-acro), Jay Marshall (C); add regulars every F - Martha Davis & Spouse (M)                                                                                                                                                                                                                                                                                                                                                                                    |
| STRIKE IT RICH (Hull)                                  | CBS 11:30 | M - George Shearing (M); W (pm) - Sammy Kaye; F - Al Bernie(C)                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <u>Crown Theatre With<br/>Gloria Swanson</u>           | WABC 6pm  | Tu - <u>Hands</u> - (O) by Otto Klement, (A) by William Bruckner; with George Macready, Marjorie Lord, Jess Barker, Roger Broadus, Edit Angold, Harris Brown; Prod & Dir by Harve Foster; Thu - <u>Gold from the Sea</u> - (O) by Laurence Mascott; with Selena Royle, John Dierkes, Charles Watts, Mack Williams, Bill Haade, Alan Bridge, Hank Patterson, Ralph Montgomery, Bill Boyett; Prod & Dir by Harve Foster (PREMIERE OF SERIES LOCALLY)                                                                                       |
| <u>The Files of Jeffrey<br/>Jones</u> (Don Haggerty)   | WABC 6:30 | M - <u>Money Talks</u> - (O) by George Bricker; with regulars: Don Haggerty, Gloria Henry, Frank Sully, Tristram Coffin; & Mary Ellen Kay, Ted Hecht, Nolan Leary, John Daheim, Eddie Parker; Dir by George Blair; W - <u>Mr. Doom</u> - (O) by Warren Douglas; with regulars & Mari Young, Henry Rowland, Virginia Lee, Lane Nakano, Helen Winston, Tommy Farrell, Bob Rose; Dir by Lew Landers; F - <u>Big Trouble</u> - (O) by Bricker; with regulars & Betty Best, Renny McEvoy, Benna Bard, Richard Travis, Jack Shea; Dir by Blair |
| <u>Col. March</u> (Karloff)                            | WABC 6:30 | Tu & Thu - see listing at bottom of page                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| CAPTAIN VIDEO<br>(Al Hodge)                            | DuM 7pm   | M thru F - regulars & Lawrence Fletcher, Allan Rich, Ed Peck, Ed Holmes; (O) by Carey Wilber; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| THE WORLD OF MR.<br>SWEENEY(Charlie Ruggles)           | NBC 7:30  | Tu thru Thu - regulars & Roy Fant, Andrew Duggan, Frank Savage, Pat Hosley, Ethel Remy; (SW & SD)                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| SATURDAY JULY 10<br>*****                              |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <u>Range Rider</u><br>(Jack Mahoney)                   | WNBT 6:30 | <u>Hideout</u> - (O) by Gerald Geraghty; with regulars & Jim Bannon, Regina Gleason, Stan Joley, Ewing Mitchell, Bud Osborne;(SD)                                                                                                                                                                                                                                                                                                                                                                                                        |
| STAGE SHOW<br>(Dorsey Brothers)                        | CBS 8pm   | The Evans Family, 7 Ashtons (acro), Johnny Morgan (C), 4 Aces (S), Mindy Carson                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| SUNDAY JULY 11<br>*****                                |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Roy Rogers<br>(& Dale Evans)                           | NBC 6:30  | <u>Money to Burn</u> - (O) by Dwight Cummins; with regulars & Dub Taylor, John L. Cason, Red Morgan, Harry Harvey, Jr., Jack O'Shea; (SD)                                                                                                                                                                                                                                                                                                                                                                                                |
| TOAST OF THE TOWN<br>(Ed Sullivan)                     | CBS 8pm   | Rosemary Clooney (S), The Four Lads (S) & others to be announced                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| PHILCO TELEVISION<br>PLAYHOUSE                         | NBC 9pm   | <u>Man Drowning</u> - (O) by F. W. Durkee; with Eddie Firestone, Joan Potter, Barbara Joyce, William Smithers; (SD) by Vincent Donehue                                                                                                                                                                                                                                                                                                                                                                                                   |
| THE MAN BEHIND THE<br>BADGE(Fred Uttlal)               | CBS 9:30  | <u>The Case of the Last Escape - Salem, Oregon</u> - (O) by David Harmon; with Harold Stone, Lawrence Tierney, Ralph Stantley, Frank Campanella, Andy Sabilla, Jason Roebards, Ginger Jones, Neil Hynes, George McCoy, Tommy Nello; (SD)                                                                                                                                                                                                                                                                                                 |
| THE WEB                                                | CBS 10pm  | <u>Treadmill</u> - (O) by Joseph Ruscoll; with Mark Roberts, Phyllis Love, Carroll Baker, Nelson Olmsted, Ben Yaffee, Ed Peck, Ronald Dawson; (SD) by Lela Swift                                                                                                                                                                                                                                                                                                                                                                         |
| <u>Col. March of Scotland<br/>Yard</u> (Boris Karloff) | WABC 6:30 | Tu 7/6 - <u>Error at Daybreak</u> - with Robert Brown, Patricia Marmont, Lloyd Lamble, Adrienne Corri, Richard O'Sullivan; Thu - <u>Invisible Knife</u> - with Hubert Gregg, Henryetta Edwards, Leslie Weston, Mark Baker; (SW) by John Dickson Carr; (SD) by Martin Ritt (PREMIERE LOCALLY)                                                                                                                                                                                                                                             |