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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

Monday(4)

NBC- 12noon-12:30pm EDT, Mon thru Fri; DEBUT; It Could Be You; LIVE from KRCA-TV(LA), no. of stations indefinite. § Co-Sponsors- 1) Welch Grape Juice Co (Juice, Preserves) thru Richard K. Manoff, Inc(NY); Acct Exec- Bill Hartman; TV Acct Rep- John Pledger. 2) Brown & Williamson Tobacco Co (Raleigh Cigarettes) thru Russel M. Seeds Co, Inc(Chi). 3) Brillo Manufacturing Co (Soap Pads, Cleansers) thru J. Walter Thompson Co(NY); Acct Superv- John Monsarrat. § Pkgr- Capricorn Productions (Ralph Edwards)(LA); Exec Prod- Paul Edwards; Prod- Steve Hatos; Dir- Stuart Phelps; Writers- Les Raddatz, Les Crutchfield. § Bill Leyden is m.c. for this audience participation show on which people will have lost articles returned to them, others will be reunited with relatives or friends they haven't seen in years, celebrities will be on hand to meet people who want to meet them face to face, while other people will be gifted with merchandise. The program replaces the Tennessee Ernie Ford Show in this time spot with the latter moving to 2:30-3pm EDT, Mon thru Fri, effective June 4, new net time.

Sunday(10)

NBC- 4-5:30pm EDT; SPECIAL; 15th Annual Palm Beach Golf Tournament Finals; LIVE from mobile unit to WRCA-TV(NY); 165 stations live, none delayed. § Sponsor- Gillette Safety Razor Co, Div of Gillette Co thru Maxon, Inc(Detroit); Acct Exec- William Laurie, Jr; TV Acct Exec & Agcy Superv- Ed Wilhelm(NY). § Pkgr- NBC Sports Dept(NY); Exec Prod- Tom S. Gallery; Prod- Perry Smith; Dirs- Harry Coyle, Jack Dillon. § Telecast from Wykagyl Country Club, New Rochelle, N. Y., of the final holes of the last round of the annual Palm Beach Golf Championship, which runs from June 7 thru 10.

NBC- 7-7:30pm EDT; NET DEBUT; Topper; FILM from WRCA-TV(NY) & KRCA-TV(LA), 77 stations net, 17 delayed. § Sponsor- General Foods Corp (Jell-O Division) thru Young & Rubicam, Inc(NY); Acct Exec- Oney Burns. § Pkgr- Prods-Film Prod- John Loveton, Bernard Schubert, Loveton-Schubert Productions, at Goldwyn Studio, Hollywood, Calif.; Dirs- Phil Rapp, Lew Landers, others; Writers- George Oppenheimer, Rapp, others. § Re-runs for 17 weeks of series starring Leo G. Carroll, Ann Jeffreys and Robert Sterling, based on Thorne Smith's novels. It debuted over CBS on Oct 9, 1953, then began re-runs over ABC on Oct 3, 1955, thru March, 1956. Topper now replaces It's A Great Life (last show June 3).

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THIS WEEK

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THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- Max Liebman Presents (Every 4th Sat, 9-10:30pm NYT) June 9; "Holiday," musical version of Elmer Rice's "The Grand Tour," with music based on themes by Johann Strauss, starring Doretta Morrow, Keith Andes and Kitty Carlisle (See page D for other credits); LIVE from WRCA-TV(NY); (COLOR).

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Johnny Carson Show (Mon thru Fri, 2-2:30pm EDT) Add Pete Hanley as regular vocalist, in addition to other regulars. (See page 44).

(Columbia TV Pacific Net) Panorama Pacific (Mon thru Fri, 7-9am PDT) Bill Gordon replaced Jim Patterson as producer, effective May 28.

NBC- Howdy Doody (Mon thru Fri, 5:30-6pm EDT) Last show June 1; time reverts to local stations. Program will return Saturdays only, June 16, 10-10:30am EDT.

The Twisted Cross; repeat showing of special filmed program; Tue, 8-9pm, June 12. (See page 19 for original telecast info, March 14, 1956; one of NBC's "Project 20" documentaries).

NETWORK SPONSOR CHANGES & ADDITIONS

<u>NET</u>	<u>PROGRAM NAME</u>	<u>SPONSOR AND AGENCY</u>
CBS	-Do You Trust Your Wife (Tue, 10:30-11pm NYT)	--Liggett & Myers Tobacco Co (L&M Filters) thru Dancer-Fitzgerald-Sample, Inc becomes alternate sponsor effective 6/5. Frigidaire Div, GMC, thru Kudner continues as sponsor, alternate weeks.
NBC	-Star Stage (Fri, 9:30-10pm NYT)	--Chesebrough-Pond's, Inc (Pond's Cosmetics) drops its alternate week sponsorship, effective 8/24.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WNBQ(Ch 5) - Championship Golf; RETURN June 5; Tue, 10:30-11pm CDT. Sponsor- George Chicago S. May Co(Chi), direct. Pkgr- NBC(Chi); Prod- Matt Niesen; Dir- Paul Robinson. Norm Barry is commentator for match play featuring two leading golfers weekly, competing in a five-hole match from various distances on the 18th green at Tam O'Shanter Country Club. Winners (if professionals) receive \$200, losers, \$100. (Program will be telecast in black & white only). The program replaces Championship Bowling, Tuesdays, for 13 weeks.

KNXT(Ch 2) - Q. E. D., ON FILM; DEBUT June 3; Sun, 11:15-11:30am PDT. Public service, sustaining. Pkgr- KNXT with the Tuberculosis and Health Assns of Southern California; Prod- William Wescott; Dir & Writer- Ron Deutsch; Camera- Gene Trindl, Warren King; Film Ed- Spencer Leonard; Narrator- Freebairn Smith. Dramatic presentations of 13 Southern California public and charitable agency projects filmed by the Southern California TV-Radio for Tuberculosis Education Committee. Each program will deal with the story of a different agency, but each will carry two messages from the TB groups.

WRCV-TV(Ch 3)- Tooner Schooner Party; DEBUT June 9; Sat, 11:45pm-12midnight EDT. Philadelphia Sponsor- William Gretz Brewing Co (Beer) thru Seberhagen, Inc(Phila). Singers Lynne Barrett and Charlie Dobson, with Tony De Simone at the piano, present pop tunes for the first half of the program then switch to Gay Nineties ballads, with appropriate settings and costumes.

TALENT SHOWSHEET JUNE 1 - JUNE 10
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Most of the shows on June 1, 2, 3 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 June 8. 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.

FRIDAY JUNE 1  
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Science Fiction Theatre WRCA 7pm End of Tomorrow; Add(cast): Diana Douglas, Walter Kingsford

SATURDAY JUNE 2
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PERRY COMO SHOW NBC 8pm Add: Dana Wynter, Jackie Miles(C)  
 CHANCE OF A LIFETIME ABC 10pm Claude Heater(S)  
 GEORGE GOBEL SHOW NBC 10pm Spring Byington

SUNDAY JUNE 3  
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LAMP UNTO MY FEET CBS 10am The Principle of the Thing - (O) Lois McCullough Vicas; with Court Benson, Martin Rudy, Robert Higgins, Lois Wheeler
 CAMERA THREE CBS 11:30am The Truth of Darkness - (O) John McGiffert; with Louisa Triana (James Macandrew) (D), Mario Escudero(M), Chinin de Triana(S)
It's A Great Life NBC 7pm The Housekeeper; with regulars & Hope Emerson; LAST SHOW
 GOODYEAR PLAYHOUSE NBC 9pm Add: in COLOR

MONDAY JUNE 4
 ~~~~~

Robin Hood CBS 7:30pm The Knight Who Came to Dinner; with regulars & Ian Hunter  
TV Reader's Digest ABC 8pm The General's Escape - (O) Frederick Painton(article, "Giraud's Brilliant Escape From a Nazi Prison"), (A) Milton Geiger; with George MacReady, Aaron Spelling, Otto Waldis, Carl Milletaire, Ron Hargrave, Kurt Katch; Dir - Harry Horner  
 CAESAR'S HOUR NBC 8pm regulars & Kathleen McGuire, Earl Wild  
 VOICE OF FIRESTONE ABC 8:30pm Nadine Conner  
 ARTHUR GODFRET'S TALENT SCOUTS CBS 8:30pm Harry Weber(S), Penny West 7 Lucky Penny Trio(S-M), Paula Richards(S)  
Medic NBC 9pm World So High - (O) James Moser; with Hugh Beaumont, Robert Patten, Tim Sullivan, Brad Jackson  
December Bride CBS 9:30pm with regulars & Macine Semon, William Forrest, Kam Tong, Herbert Marshall  
 ROBERT MONTGOMERY PRESENTS NBC 9:30pm Honored Guest- (O) William Kendall Clarke; with Walter Slezak, Lilia Skala, Henry Gerrard, William A. Lee, Raymond Bramley, Sally Singer, Nancy Devlin, Stephen Ellsworth, Jay Barney, Joseph Boland, Frank Blair, Jean Mann, Virgilia Chew, Hugh Simpson, James Rafferty, Tuesday Weld, Joseph Leberman, Walter Massey, Audrey Erhardt, Charles Welch, Wylie Hancock, Cathleen Cordell;  
 STUDIO ONE CBS 10pm The Power - (O) Frank M. Robinson (novel of same name), (A) William M. Altman; with James Daly, Theodore Bikel, Shepperd Strudwick, David White, Paul Stevens, Joyce Lear, Henry Sharp, Jason Robards, Dort Clark, Eugene Francis, Isabel Price, Vilma Kurer; Dir - William H. Brown  
Douglas Fairbanks Rheingold Theatre WRCA 10:30pm The Story of Pan Yuzef; with Fairbanks, Luciana Paoluzzi, Richard Palmer

TUESDAY JUNE 5  
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Warner Brothers Presents(Gig Young) ABC 7:30pm Cheyenne: Decision; with Clint Walker, Richard Denning, James Garner, Nancy Hale, Clegg Hoyt

Phil Silvers Show CBS 8pm with regulars & Constance Ford; re-runs from 5/22 thru 9/11

MILTON BERLE SHOW NBC 8pm Elvis Presley(S), Debra Paget, Arnold Stang(C), Irish McCalla LAST SHOW of season.

Life & Legend of Wyatt Earp(Hugh O'Brian) ABC 8:30pm The Bank Robbers; with Rita Lynn, Robert Lowery, Leonard Penn, Douglas Fowley

Navy Log CBS 8:30pm The Plebe; with John Wilder, Kurt Katch, Jack Larson, William Hayden, Richard Tyler, Hank Patterson; Dir - Sam Gallu

Jane Wyman's Fireside Theatre NBC 9pm The Key - (O) Don Weiss; with Wyman & Vivi Janiss, Carolyn Jones, Emile Meyer, Ann Tyrell, Jean Bates, Marjorie Stapp

DuPont Cavalcade Theatre ABC 9:30pm The Major of St. Lo - (O) Al Ward; with Peter Graves, Nick Dennis, Frank Gerstle, Morris Ankrum, Robert Crossen, Stuart Whitman, Ed Kemmer, John Stephenson, Julian Upton, Karl Lindt; Dir - Lewis R. Foster

RED SKELTON SHOW CBS 9:30pm The Mightiest Pirate on the Seven Seas; with John Carradine, Billy Gilbert, Sterling Holloway; (SD)

PLAYWRIGHTS 56 NBC 9:30pm Nick and Letty - (O) Lonnie Coleman(novel:"Ship's Company"), (A) Nelson Gidding; with Nancy Walker, Norman Feld, Mary Fickett, Sidney Armus, Robert Culp, Joyce Smight, Jack Weston, John Marley, Tony Travis; Dir - Arthur Penn

Big Town NBC 10:30pm Vacation Story; with regulars & Susan Morrow, Hayden Rorke, Tod Andrews

WEDNESDAY JUNE 6
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Death Valley Days (Stanley Andrews) WRCA 7pm The Longest Beard In The World; with Guy Prescott, Patricia Donahue, Carol Coombs, Austin Green, Jack Lomas, Jack Kenney, Lomax Study, Lucille Sewall

Brave Eagle CBS 7:30pm Treachery of At-Tat-Tu; with regulars & Dehl Eerti, Arthur Cassell, Tony George; re-run

Screen Directors Playhouse NBC 8pm What Day is It?; with Marge & Gower Champion; Dir - Gower Champion

Father Knows Best NBC 8:30pm Father's Private Life; re-run; re-runs will continue thru 8/28

The Millionaire (Marvin Miller) CBS 9pm The Story of Jill Mayfield; with Joan Camden, Peter Hanson, Gail Kobe, Barbara Fuller, Charles Tanner, Jan Arvan, Dirk London, Patti Lawler, Dick Gardner, Robert Fuller.

KRAFT TELEVISION THEATRE NBC 9pm The Night of May 3 - (O) Anna Mary Wells, (A) Robert Shaw; with Phyllis Thaxter, Lawrence Hugo, Kenny Delmar, Harold Stone

US STEEL HOUR CBS 10pm The Boarding House - (O) James Joyce, (A) Will Lorin; with Evelyn Varden, Jerome Kilty, Lisa Daniels, Felix Munso, Charles Aidman, Walter Burke, Brian Herbert, Ann Thomas, Dermot McNamara; (SD)

THURSDAY JUNE 7  
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Guy Lombardo WRCA 7pm Karen Chandler

The Goldbergs WABD 7:30pm The Picnic; with regulars only

EDDY ARNOLD SHOW ABC 8pm Betty Madigan(S)

Stage 7 WABD 8pm Eminent Domain - (O) Frank Siedel; with Thomas Mitchell, Peter Hanson, Gloria Talbott, Lillian Bronson, Hugh Sanders, Russell Hicks, Sam Flint, Harry Harvey, Sr; Dir - William A. Seiter; PREMIERE. This program is also seen Mondays, WPIX, 8pm

THURSDAY JUNE 7(Cont'd)

CEIMAX! CBS 8:30pm Faceless Enemy - (O) Frances & Richard Lockridge, (A) Eliot A Asinof; with Farley Granger, Phyllis Kirk, Jay C. Flippen; (SD) Russell Stoneham

STAR TONIGHT ABC 9pm A Small Glass Bottle - (O) David Hill; with Abby Lewis, Harry Townes, Virginia Kaye, John Seymour; (SD)

The People's Choice (Jackie Cooper) NBC 9pm - (O) Frank Gill, Jr., G. Carleton Brown; with regulars & Ellen Corby; Donald Randolph, Virginia Eiler, Maxine Semon; Dir - Jackie Cooper

Four Star Playhouse CBS 9:30pm Watch the Sunset - (O) Jean Clark, (A) James Bloodworth; with Dick Powell, Joanne Woodward, Maxine Cooper, Lewis Martin, Ralph Moody, Audrey Swanson; Dir - Richard Kinon

Ford Theatre NBC 9:30pm Mr. Kagle & The Baby Sitter - (O) Peggy Chantler; with Charles Coburn, Fay Holden, Steve Dunne, Helen Westcott, Kevin Corcoran, Dee J. Thompson, Stafford Repp; Dir - Anton M. Leader

ARTHUR MURRAY PARTY CBS 10pm (Kathryn Murray) Gogi Grant(S); (SD)

LUX VIDEO THEATRE NBC 10pm She Married Her Boss;-(O) Thyra Samter Winslow; (Screenplay by Sidney Euchman); TV(A) S. H. Barnett; with Jan Sterling, Patric Knowles, Reba Waters

FRIDAY JUNE 8

Science Fiction Theatre WRCA 7pm Mind Machine - (O) Ellis Marcus; with Bill Williams, Cyril Delevanti, Brad Trumbull

Adventures of Rin-Tin-Tin ABC 7:30pm The Third Rider; with regulars & Leo Gordon, Louis Leggieri, Robert Keys, Stanley Andrews, Bruce Cowling

MAMA CBS 8pm regulars & Dort Clark, Larry Hugo

Crossroads ABC 8:30pm The Rabbi Davis Story - (O) Jack DeWitt; with Dayton Lummis, Howard Petrie, Charles Halton, Jeanne Cooper, Florence Shane; (SD)

The Life of Riley NBC 8:30pm with regulars & Emory Patnell, Sterling Holloway; (SW&SD)

Crusader (Brian Keith) CBS 9pm The Secret; with John Doucette, John Dehner, Rusty Lane, Olive Sturgess

THE BIG STORY NBC 9pm Bill Kennedy, Reporter: Watsonville (Calif) Register-Pajaronian; (A) Doug Taylor; with John Connell, Bob Hastings, Don Briggs, Grant Sullivan, Val Avery, Jack Orrison, Nancy Rennick

The Vise ABC 9:30pm There's Danger in Beauty; with regulars & Mary Laura Woods, Paula Byrne, Celia Hewitt, Valerie Vernon, Liz Mason, Frank Hawkins, Jennifer Jayne, Cecil Paul

Schlitz Playhouse CBS 9:30pm The Roustabout - (O) Frank Gruber; with Scott Brady, Jeanne Moody, Harry Antrim, Strother Martin, Robert Wilke, Ted deCorsia, Tim Graham, Stuart Randall, "Red" Boyd Morgan, Guy Wilkerson; Dir - Jack Gage

Star Stage NBC 9:30pm Doctor Jordan - re-run of 11/4/55; re-runs will continue thru 6/31

The Lineup CBS The Bombing Case - re-run; re-runs will continue to the end of June

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY JUNE 1 THRU FRIDAY JUNE 8

GARRY MOORE SHOW CBS 10am 6/8 - Earl Hall(C), Conine & Ackerman(D)

TENNESSEE ERNIE FORD NBC 2:30pm 6/7 - Rose Marie(S); 6/8 - Gene Nelson(D); (Note time change)

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY JUNE 1 THRU FRIDAY JUNE 8
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NBC MATINEE THEATRE NBC 3pm 6/4 - The Good Time Boys - (O) Jane & Ira Avery, (A) Nicholas Baehr(B&H); 6/5 - The American - (O) Henry James, (A) Michael Dyne(B&H); 6/6 - Cause for Suspicion - (O) Peggy Jamson, (A) Joseph Kiss(B&H); 6/7 - Fight The Whole World - (O) Caleb Gray; 6/8 - Autumn Crocus - (O) C.L. Anthony, (A) Elizabeth Hart

DATE WITH LIFE NBC 4pm 6/4 - 6/29; (O) Art Wallace; with Susan Hallaran, Georgiann Johnson, Mark Roberts, Peter Fernandez, Henry Lascoe, Pat Sully, Stanja Lowe, Lois Wilson, Lawrence Webber, Sam Jarvis, Ann Dera; Dir - Lela Swift

MODERN ROMANCES NBC 4:15pm (O) William Kendall Clarke; with Biff McGuire, Bob Webber, Janet deGore, Bradford Dillman, Jeanne Williams

TONIGHT NBC 11:30pm 6/4 - Don Elliott(M); 6/5 - acts from Hawaiian Room(Lexington Hotel); 6/6 - Vivian Della Chiesa(S); 6/7 - Fernando Sirvent(M); 6/8 - Rover Boys(S), Don Adams(C)

SATURDAY JUNE 9  
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Jackie Gleason Show CBS 8pm The Golfer - re-run. Re-runs will continue thru 9/22

PERRY COMO SHOW NBC 8pm Kim Novak, Buddy Hackett, Patti Page, Mickey Mantle.LAST SHOW

STAGE SHOW CBS 8:30pm regulars & The Colts(S), Jack Durante(C)

MAX LIEBMAN PRESENTS NBC 9pm Holiday - (O)Elmer Rice("The Grand Tour"), (A) William Friedberg, Neil Simon; with Fred Easley, Doretta Morrow, Keith Andes, George Irving, Tammy Grimes, Jacques d'Amboise, Kitty Carlisle, Bambi Lynn, Rod Alexander; Music - Clay Warnick, Mel Pahl(based on Strauss); Lyrics - Edward Eager; Dir - Liebman

Damon Runyon CBS 10:30pm Blond Mink; re-run

SUNDAY JUNE 10
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Telephone Time CBS 6pm Harry In Search of Himself - (O) John Nesbitt, (A)Norman Lessing; with Philip Bourneuf, Edgar Buchanan; Dir - Peter Godfrey

Roy Rogers NBC 6:30pm The Kid From Silver City; re-run

Frontier NBC 7:30pm Georgia Gold; with John Dehner, Catherine McCleod, Paul Burke (SW&SD)

ED SULLIVAN SHOW CBS 8pm Nat "King" Cole, Ricky Layne(ventril), Edith Adams(C), Jack Carter(C), Carol Haney(D), Half Brothers(jugglers)

ALCOA HOUR NBC 9pm The Magic Horn - (O) Herman Raucher; with Ralph Meeker, Sal Mineo, Bert Freed, Buzzy Drootin, Milton Hinton, Vic Dickenson, Peanuts Hucko, Jimmy McPartland, Ruby Braff, Ernest Caceres;(SD)

Alfred Hitchcock Presents CBS 9:30pm Decoy - (O) Richard George Pedicini; with Robert Horton, Cara Williams, David Orrick, Mary Jean Yamaji, Edo Mita, Jack Mullaney, Eileen Harley, Harry Lewis, Philip Coolidge, Harry Tyler, Frank Gorshin; Dir - Arnold Laven

Loretta Young Show NBC 10pm The Bronte Story - (O) Dewitt Bodeen, Hugh Beaumont; with Young & Hugh Beaumont, Alan Napier, Natalie Schaffer; (SD)