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EDITOR: Jerry Leichter

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WEEKLY REPORT !

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (25)

NEC- 10-llem EDT; SPECIAL; Governors' Conference Round Table; LIVE thru remote from Atlantic City, N.J., to WRCA-TV(NY), to the net. § Sustaining, public service. § Pkgr- NBC Public Affairs(NY); Prod- Ann Gillis; Dir- Charles Christensen. § Forty-eight governors discuss problems in elementary and secondary education at the Governors' Conference in Atlantic City, N. J. Gov. Christian A. Herter(Mass) is chairman. The program replaces Ding Dong School, 10-10:30am EDT, and the Ernie Kovacs Show, 10:30-llam EDT, this day only. All nets will feed coverage of the conference into regular news programs.

Tuesday (26)

CES- 9-9:30pm EDT; DEBUT; Joe and Mabel; FIIM from WCBS-TV(NY) & KNXT(LA), 115 stations net, 21 delayed. § Sponsor- Pharmaceuticals, Inc (Geritol, Serutan, Sominex) thru Edward Kletter Associates, Inc(NY); Acct Exec- Edward Kletter. § Pkgr- CBS-TV(NY); Filmed by Kenco Films, Inc(NY); Prod- Alex Gottlieb; Dir-Ezra Stone; Writers- Alex Gottlieb(head), Lucille Kallen, Phil Sharp, Aaron Ruben, Harvey Orkin, Jerry Ryan, Harold Flender, James Lee. § Comedy series about a New York city taxicab driver and his anxious-to-get-married girl friend; starring Larry Blyden as Joe Sparton and Nita Talbot as Mabel Spooner; with Luella Gear as Mabel's mother, Norman Feld as Mike, Joe's friend; and Michael Mann as Mabel's little brother Sherman; also John Shellie as Harry and Shirl Conway as Miss Armstrong. Joe and Mabel is based on characters created in magazine stories by Irving Gaynor Neiman. The series replaces Guy Lombardo's Diamond Jubilee (last show June 19) in the time spot for the same sponsor.

CBS- 9:30-10pm EDT; RETURN; Spotlight Theatre; FIIM from WCBS-TV(NY) & KNXT(LA), 71 stations net, 10 delayed (Johnson's Wax); 77 stations net, 26 delayed (Pet). § Alternate Week Sponsors- 1) Pet Milk Co thru Gardner Advertising Co (St. Louis). 2) S. C. Johnson & Son thru Foote, Cone & Belding(Chi); Needham, Louis & Brorby, Inc(Chi); and Benton & Bowles, Inc(NY). § Pkgr- MCA-TV(NY). § Re-runs of films previously shown as part of Pepsi-Cola Playhouse, Studio 57 and Authors Playhouse packages. Program title was also used last season for re-runs of films as the summer replacement for The Red Skelton Show (last show June 19) for the same sponsors.

- Page 53 -

THIS WEEK (More)

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THIS WEEK(Cont'd)

Friday(29)

AEC- 8-8:30pm EDT; DEBUT; Combat Sorgeant; FIIM from WABC-TV(NY) & WBKB(Chi), to the net. § Co-op sponsorships. § Pkgr & Prod- Films for Television of Hollywood, Inc (Dist by National Telefilm Associates); Prod- Jack Skirball; other production info not available (films were produced over two years ago). § Film series based on adventures during the struggle for North Africa during World Wer II; starring Michael Thomas as Sgt. Nelson, with Cliff Clark as his commanding general, General Harrison, and Mara Corday as the feminine interest. The 13-episode series was originally titled Secret Mission. The series will have a different episode shown in the Eastern, Central and Pacific time zones each week thru Aug 31. It replaces the Adventures of Ozzie & Harriet (last show June 22) in this time spot.

CES- 10-10:30pm EDT; RETURN; Undercurrent; FILM from WCBS-TV(NY) & KNXT(IA), 112 stations net, 26 delayed (P & G); 115 stations net, 61 delayed (B & W). § Alternate Week Sponsors-1) Procter & Gamble Co (Cheer) thru Young & Rubicam, Inc(NY). 2) Brown & Williamson Tobacco Corp (Viceroy Cigarettes) thru Ted Bates & Co., Inc(NY). § Pkgr- MCA-TV(NY); Film Prod- Revue Productions(IA). § Re-runs of films previously seen in MCA-Revue anthology series, plus three from ABC Film Syndication's Herald Playhouse (Playhouse of Stars) series. Program title is summer replacement for The Lineup (last show June 22).

Saturday(30)

CES- 4:30-5pm EDT; SPECIAL; The Carter Handicap; LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Sports Dept(NY); Prod- Judson Bailey. § Fred Capossela describes the running of The Carter Handicap, seven furlongs, \$50,000 added sprint for three-year-olds-and-up, at Belmont Park, N. Y. Chris Schenkel reports the color and the winner's circle ceremonies.

MBC- 5-7pm EDT; SPECIAL; Clympic Finals (Color); LIVE from KRCA-TV(LA), to the net. § Sustaining, open. § Pkgr- NBC Sports Dept(NY); Prod- Bill Kayden(NBC, LA); other production staffers not available. § Telecast of the last nine events during the second day of the two-day trials at Los Angeles Coliseum to decide places on the U.S. Olympic track and field team. Commentators describing the various events will be Bill Henry, Marty Glickman and Jim Simpson, with others. The program will not be seen in the Los Angeles area. It is in open net time.

NBC- 9:30-10pm EDT; DERUT; Festival of Stars; FILM from WRCA-TV(NY) & KRCA-TV (LA), no. of stations indefinite. § Alternate Week Sponsors- 1) Purex Corp., Ltd. (Old Dutch Cleanser, Trend, Beads O'Bleach, Purex Liquid Bleach); Old Dutch thru Weiss & Geller, Inc(Chi); Acct Exec- Robert Harris; Trend, Beads O'Bleach, Liquid Bleach, all thru Foote, Cone & Belding(LA). 2) Whitehall Pharmacal Co (Anacin) thru Ted Bates & Co., Inc(NY); Acct Exec- Dan Rodgers. § Pkgr & Film Prod- Screen Gems, Inc.(LA). § Re-runs of films seen during the 1955-56 season over Ford Theatre on NBC. The program replaces Texaco Star Theatre (last show June 23) in this time spot.

Sunday (July 1)

NBC- 10-10:30pm EDT; RETURN; Man Against Crime; LIVE from KRCA-TV(LA), 101 stations live; 49 kine. § Sponsor- Procter & Gamble Co (Tide, Lilt, Gleem) Tide thru Benton & Bowles, Inc(NY), producing agency; Lilt thru Grey Advertising Agency, Inc(NY); Gleem thru Compton Advertising, Inc(NY). § Pkgr- NBC-TV(LA); Prod- Bill Spier; Dir- George Cahan; Writers- Various. § Frank Lovejoy stars as Mike Barnett in the series originally created by Lawrence Klee; to run for 8 weeks. The program originally debuted as a live series over CBS-TV on Oct 7, 1949, until 1952 when it return after summer hiatus as a filmed series on Oct 1, 1953; then on Oct 11, 1953 it switched to NBC-TV (Cont'd on next page)

THIS WEEK(Cont'd)

Sunday(July 1)

MEC- Man Against Crime (Cont'd from previous page): running until its last show on July 4, 1954. Ralph Bellamy starred as the private detective in the program's live, then kine and finally the filmed version. In its new version the program will be seen thru Aug 19 as the summer replacement for The Loretta Young Show (last show June 24) in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm NYT) June 25; "Happy Birthday," starring Petty Field and Barry Nelson (see page A for other credits); Prod & Dir- Alex Segal; LIVE from WRCA-TV(NY); (COLOR).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Eddy Arnold Show (Wed, 9:30-10pm EDT) New day and time, effective June 27, replacing Break the Bank (last show June 20). (See page 50).

Masquerade Party (Sat, 10-10:30pm EDT) New day and time, effective June 30, replacing Chance of a Lifetime (last show June 23). Sponsors of Chance of a Lifetime, Olin Mathieson Chemical Corp (Lentheric) and Emerson Drug Co (Bromo-Seltzer), continue with Masquerade Party, which had been seen Wednesdays, 9-9:30pm EDT (last show in time spot June 27).

- CBS- The Johnny Carson Show (Mon thru Fri, 2-2:30pm EDT) Tommy Leonetti replaced Feter Hanley as regular male vocalist, effective June 14.
- NBC- The Steve Allen Show (Sun, 8-9pm EDT) Change name of packager to: NBC-TV with Bell Meadows Enterprises, Inc(NY). (See page 51).

Today (Mon thru Fri, 7-9am, all time zones) Faye Emerson replaces vacationing Dave Garroway for four weeks, starting June 25, with other m.c.'s during a fifth week.

Comedy Time - I Married Joan (Mon thru Fri, 5-5:30pm EDT) New title, effective June 14. Saturday program, 10:30-llam EDT, remains I Married Joan.

Armstrong Circle Theatre (alt Tue, 9:30-10:30pm EDT) Kine repeats of shows from this season start June 26 and continue thru Sept 4.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WARD(Ch 5)

New York

- Martin and Lewis TV Roundup; SPECIAL June 29, 30; Fri, 10pm-Sat, 7pm

EDT. Pkgr- Muscular Dystrophy Assns of America, Inc. with WARD; Prod

& Dir- Jim Saunders(WARD). Special telethon with top name stars, or
iginating at Carnegie Hall, with two remote pickups on Saturday; one from Westchester

County, the other from Mineola, L. I.

WRCV-TV(Ch 3)- Assignment Philadelphia; DEBUT June 16; Sat, 7-7:30pm EDT. Sustaining, Philadelphia public service. Pkgr- WRCA-TV with the City of Philadelphia; Prods & Writers- John Raleigh, Benn Squires; Dir- Benn Squires. Live and film show, narrated by John Raleigh, telling how the city's police force operates, showing films of arrests, raids, hearings, etc., and interviews with city officials; showing the how, why and wherefore of crimes committed in the city. The format will vary each week according to the subject treated.

TALENT SHOWSHEET JUNE 22 - JULY 1

Most of the shows on June 22, 23, 24 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 29. Script identifications used are: (0) 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. During the summer when many shows are 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 listings, below) are: Adventures of Rin-Tin-Tin, Armstrong Circle Theatre (kine), December Bride, Ethel & Albert, Father Knows Best, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason Show, I Love Lucy, It's Always Jan, Life & Legend of Myatt Barp, Life of Riley, The Lineup, Millionaire, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers Show, Star Stage, Tales of the Texas Rangers, Danny Thomas Show, You Are There, Jane Myman Pireside Theatre, Warner Brothers Presents ("Cheyenne" series), Loretta Young Show, Alfred Hitchcock Presents, 20th Century-Fox Hour

FRIDAY JUNE 22

MAKA

CBS 8pm

regulars & William Redfield, Ben Astar, Fremja Ferni

Martha Greenhouse

SATURDAY JUNE 23 Minimum propriation management

GEORGE GOBEL SHOW

NBC 10pm

regulars & John McGiver

SUNDAY JUNE 24

LAMP UNTO MY FEET (Dr. Lyman Bryson) CBS 10am

<u>Windows - (0)</u> Jerome Coopersmith; with Miriam Colon, Jose Perez, Robert Jundelin, Anita de Soto, Carlos Montalban; (SD)

LOOK UP AND LIVE

CBS 10:30am

Mahalia .Jackson(S), Mary Anthony Dance Theatre; (SD)

CAMERA THREE

CBS 11:30am

The Art of Song - (0) John McGiffert; with Phyllis Curtain(S), Yi-Kwei Sze(S), Claudia McNeil(S)

ADVENTURE

CBS 4:30pm

The Bayeux Tapestry: with Maurice Tarplin, Pro Musica Antiqua

Society

ED SULLIVAN SHOW

CBS 8pm

Add: Lucille Ball, Desi Arnaz, Eddie Cantor, Susan Hayward, Rise Stevens, Abbott & Costello, James Mason, Portland Mason, Gregory Feck, Rhonda Fleming, Margaret Whiting, Ernest Borgnine, Walter Pidgeon, Virginia Mayo, Michael O'Shea, John Daly, Sam Levenson, Ruth Gordon, Dorothy Kirsten, Tab Hunter, Robert Stack, Tex & Jinx, Will Rogers Jr, Phil Silvers, Debra Paget, Ronald Reagan, Richard Widmark, Edward G. Robinson, Bob & Cathy Crosby, Natalie Wood, Michael Rennie, Anita Louise, Eddie Albert, Margo, Ida Lupino, Howard Duff; (SD)

GENERAL ELECTRIC THEATRE CBS 9pm (Ronald Reagan)

Emergency Call - (0) John Ehle; (A) Leslie Slote; with Claire Trevor, Alexander Scourby, Mancy Marchand, William Hansen, David Stewart, Simon Oakland, Dorrit Kelton, Peggy Feury; (SD) Don Medford

MONDAY JUNE 25 mmmmmmmmmmm

TV Reader's Digest

ABC Spm

Family Reunion, U.S.A. - (0) Andrew Hamilton; (A) Arthur Orloff; with John Bleifer, Helen Mowery, Clark Howat, Lewis Martin, Joan Sinclair, Dan Barton; (SD)

PRODUCERS' SHOWCASE

NEC 8pm

Happy Birthday - (0) Anita Loos; (A) Robert Wallsten; with Betty Field, Brrry Nelson, Enid Markey, Luella Gear, Tina Lou-ise, Harry Bellaver, Wynne Gibson, William Harrigan, Harold Vermilyea, G. Albert Smith, James Bender, Parker McCormick, Sidney Armus, Fhyllis Hill, Tige Andrews, Millette Alexander, Lidija Franklin, Joe Milan, Buster Davis, Rumphrey Davis

VOICE OF FIRESTONE

ABC 8:30pm

Jerome Hines

MONDAY JUNE 25 (Contid)

		MONDAY mmr.mmn:n	JUNE 25(Cont'd)
	ARTHUR GODFREY S TALENT SCOUTS	CBS 8:30pm	Alexander Horvath(M), Fenny Malone(C), Louise Woods(S)
	ROBERT MONTGOHERY PRESENTS	NBC 9:30pm	An Elephant for Peanuts - (0) Stanley G. Brown; with Lin McCarthy, Iesley Woods, Glenn Walken, Aileen Poe, Elmer Iehr, William Darrid, Luchino Solito de Solis, Dennis Kohler, Dickie Belton, Gary Hill, Carmen Costi, Vince Harding, Michael Evans John Gibson
	STUDIO OME SUMMER THEATRE	CBS 10pm	Mr. Acularis ~ (0) Conrad Aiken; (A) Robert Herridge; with John Drainie, Nancy Wickwire, Bramwell Fletcher, Jonathan Harris, John Mackwood, Gubi Mann, Noel Leslie, Mark Lenard
	<u>Douglas Fairbanks</u> <u>Presents</u>	WRCA 10:30pm	A Likely Story; with Nicola Braithwaite, Betty McDowall, Wil- liam Franklyn, Betty Woolfe, Evelyn Hall
	•	TUE SDAY	JUNE 26 mmunomrem
	Navy Log	CBS 8:30pm	Pirate & The Pledge; with Ross Elliott, Robert Nichols, Harry Landers, Paul Dubov, James Seay
	THIS IS SHOW BUSINESS	NBC 8:30pm	(Panel): Celeste Holm, Walter Slezak, Abe Burrows; with Tina & Coco(D), Charles Mann(C), Carol Hughes(S)
	Joe and Mabel	CBS 9pm	with (regs) Larry Blyden, Nita Talbot, Luella Gear, Norman Feld, Michael Mann, Shirl Conway, John Shellie; (SW)Alex Gottlieb(from characters by Gaynor Neiman), head writer: (SD)
	DuPont Cavalcade	ABC 9:30pm	How to Raise a Boy; re-run of 4/26/55
	Big Town	NBC 10:30pm	Detective Agency; with regulars & Ben Wright, Douglas Odney, Ross Bagdasarian, Diana Douglas, William Roerick
		WEDNESD I	AY JUNE 27
	Death Valley Days (Stanley Andrews)	WRCA 7pm	Death Valley Kid; re-run
	Screen Directors Playhou	se NBC 8pm	No. 5 Checked Out; re-run of 1/18/56
	KRAFT TELEVISION THEATRE	NBC 9pm	Star Fish - (0) William Noble; with Joanne Woodward, Farley Granger, Evelyn Varden, Arlene McQuade, Joe Sullivan, John Riggs
	EDDY ARNOLD SHOW	ABC 9:30pm	Cathy Cerr (S). (New day and time)
		THUR SDAY	
	Guy Lombardo	WRCA 7pm	Karen Chandler
	Bob Cummings Show	CBS 8pm	The Acid Test; with regulars & Dave Willock, Mary Castle, Joi Lansing; re-run of 1/26/56
	Stage 7	WABD 8pm	The Bequest; with James Whitmore, Margaret Hayes, Howard McNear, John Warburton. (Also seen Mon,6/25, WPIX,8pm)
	CLIMAX!	CBS 8:30pm	A Trophy for Howard Davenport - (0) Gene Levitt; with Dennis O'Keefe, Ruth Hussey, Billy Chapin, Gale Gordon; Dir - Seymour Berns

Brousset, Gloria Grey

ABC 9pm

CBS 9:30pm

STAR TONIGHT

our Star Playhouse

Mr. Bell's Creation - (O&A) Stanley Richards; with Virginia Vincent, John Gibson, Pat Hosley, Luis Van Rooten, Peter Folk, Esther Jane Coryelo; Dir - James F. Lichtman

The Stacked Deck - (0) Dick Carr; with Dick Powell, Joe Downing, Shawn Smith, Alan Mowbray, Herb Vigran, Regis Toomey, Harry Lauter, John Cliff, Gene Hardy, Jim Peppert, Katherine

THURSDAY JUNE 28(Cont'd)

THURSDAY JUNE 28(Cont'd)						
Ford Theat	<u>re</u> NBC 9 :3	A Past Remembered (see previous listing 6/21/56 for credits); 6/21 show: Remembrance Day - (0) Jerry Davis; with Thomas Mitchell, Dan Barton, Mary Ellen Kaye, Robert Gist, Charles Watts, Don C. Harvey, S. John Launer, George Cisar Dir - Anton M. Leader				
ARTHUR MURI	RAY PARTY CES 10p	m Lillian Roth, Red Schoendist, Duke Snider, Fee Wee Reese,				
LUX VIDEO 7	THEATRE NEC 10p.	Yankee Cousin - (0) Benjamin Simcoe; with Kurt Kasznar;				
	FRI mumi	DAY JUNE 29				
Science Pic	tion Theatre WRCA 7pr	The Man Who Didn't Know; with Arthur Franz				
Combat Sarg	eant ABC 8pm	Flight to Eternity; with (regs) Michael Thomas, Cliff Clark; and Herbert Dean, Bruce Morgan, Dee Carroll, Robert Stephenson; (PREMIERE)				
Crossroads	ABC 8:30	Palse Prophet - (0) Lee Erwin; with Bruce Bennett, Ann Haker Robert Horton, John Emery, Raymond Hatton, Robert Carson, Gladys Hurlbut, Byron Keith				
Crusader (Brian Keith	CBS 9pm	The Camp; with John Wengraf, Lillian Buyeff, Victor Perrin,				
BIG STORY (Ben Grauer)	NBC 9pm	The Victor Riesel Story - (A) Jerome Coopersmith; with Matt Lorenz, Larry Haines, Lynn Bailey, Logan Field, Simon Oakland, Kenneth Lynch, Eric Fleming, Angela Paton				
The Vise (Donald Gray	ABC 9:30p	m It's Only Mink; with regulars & Kay Callard, Jennifer Jane				
Schlitz Play		with Kevin McCarthy, Victor Jory, Maxine Cooper, Michael Winkleman, Baynes Barron, Frank Gerstle, John Dennis, Wilfrid Knapp, Robert Karnes, Russell Whitney, Robert McCord, Gene Hardy, William Hughes; Dir - Don Weis				
MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY JUNE 22 THRU FRIDAY JUNE 29						
TODAY	NBC 7am	(Faye Emerson replaces Dave Garroway thru 7/20/56.) 6/26 - Martin & Lewis (special script and music by Jac Hein).				
GARRY MOORE S	HOW CBS 10am	6/25 - Eli Mintz; 6/29 - Billy Gilbert(C), "Senator" Clarke				
JOHNNY CARSON	SHOW CBS 2pm	Tommy Leonetti replaces Feter Hanley as regular.				
NBC MATINEE T	HEATRE NBC 3pm	6/25 - The Lighted Window - (0) Pearl Buck(novel, "Moon Over Manhattan"); (A) Betty Ulius; 6/26 - But Fear Itself - (0)Stuart Hawkins; (A) Martin Grupsmith; 6/27 - Birthday Present - (0&A) Andrew Rosenthal; 6/28 - The Ghost of Greenwich Village - (0) Elsie Milnes; (A) Robert Esson Roy Hargrove; (A) Warner Law				
BOB CROSBY SH	OW CBS 3:30pm	Jack Harz substitutes for Crosby the entire week				
DATE WITH LIFE	NBC 4pm	6/29 concludes series started 6/4.(LAST SHOW 6/29/56)				
MODERN ROMANCE	NBC 4:15pm	Nana Bishop's Daughter; Kine repeat of 9/26-9/30/56				
TONIGHT (Steve Allen; others)	NBC 11:30pm					
PAGG DEDARMO	(10).100					

SATURDAY JUNE 30

OZARK JUBITEE (Red Foley)	ABC 7:30pm	Eetty Ann Grove(S-D)			
PATTI PAGE SHOW	NBC 8pm	Don Cherry(S), Joey Bishop(C), Chiquita & Johnson(acro-D), George Prentice			
STAGE SHOU	CBS 8:30pm	regulars & Russ Morgan, Helen O'Connell(S)			
Gunsmoke	CBS 10pm	with regulars & Robert Middleton, Tom Pittman			
GEORGE GOBEL SHOW	NBC 10pm	Fred MacMurray; (LAST SHOW)			
Damon Runyon Theatre	CBS 10:30pm	All Is Not Gold; re-run of 4/30/55			
Adventure Theatre (Paul Douglas)	NBC 10:30pm	Corpse of Pleasant Avenue; with Laidman Browne, Peter Martyn, Rita Wheatley			
SUNDAY JULY 1					
Telephone Time (John Nesbitt)	CBS 6pm	The Gingerbread Man - (0) John Nesbitt; with Hugo Haas, Celia Lovsky, Earry Truex, Lowell Gilmore, Jan Merlin; Dir- Lewis Allen			
Frontier	NBC 7:30pm	Ferdinand Meyer's Army; re-run of 12/18/55			
ED SULLIVAN SHOW	CBS 8pm	The John Huston Story; with Gregory Peck, Jose Ferrer, Orson Welles, Lauren Bacall, Edward G. Robinson, Vincent Price, Billy Pearson, Burl Ives, Feter Lorre, Mary Astor			
STEVE ALLEN SHOW	NBC 8pm	Andy Griffith, Imogene Coca, Elvis Fresley, Louis Armstrong and orchestra			
GOODYEAR PLAYHOUSE	NBC 9pm	The Film Maker - (0) Malvin Wald, Jack Jacob; with George Macready, Audra Lindley, Wesley Addy, House Jameson, Melville Ruick, Michael Gorrin, Efrem Zimbalist Jr, Mary Lee Dearring, Barbara Townsend, Bert Thorn; Dir - Paul Bogart			
MAN AGAINST CRIME (Frank Lovejoy)	NBC 10pm	Dir - George Cahan; (other credits unavailable at press time)			