

INCLUDING

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT =

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(16)

ABC- 7:30-8pm EDT; DEBUT; Bold Journey; FILM from WABC-TV(NY) & KABC-TV(LA), no. of stations indefinite. § Sponsor- Ralston Purina Co (Wheat & Rice Chex, Instant & Regular Ralston, Ry-Krisp) thru Guild, Bascom & Bonfigli, Inc(San Fran); Acct Exec- Ernest J. Hodges. § Pkgr & Film Prod- Advenco Productions, Inc., Hollywood, Calif.; Prod- Julian Lesser; various photographers and crews. § John Stephenson is host for the filmed travels and adventures of non-professional explorers, scientists or sportsmen, filmed and narrated by the travelers themselves. Stephenson also interviews the person whose adventure is programmed each week. The program replaces <u>Twilight Theatre</u> (last show July 9).

Tuesday(17)

<u>NBC</u>- 7:30-7:45pm EDT, Tue & Thu; DEBUT; <u>Chevrolet on Broadway</u>; LIVE from WRCA-TV(NY), 83 stations live, 8 kine. § Sponsor- Chevrolet Motor Div, GMC, thru Campbell-Ewald Co., Inc(Detroit); Acct Exec- Colin Campbell; Acct Rep- Paul Lee(NY). § Pkgr- Wilton Productions with Snooky Lanson(NY); Prod & Writer-Gordon Auchincloss; Dir- David Lowe; Music Dir- Hal Hastings; Sets- Bill Moore. § Snooky Lanson is singing star of an informal quarter-hour of pop tunes and nostalgic old favorites; with the The Mello-Larks (Tommy Hamm, Joe Eich, Bob Wollter, Miss Jamie Dina). Lonson will be seen on Tuesdays, July 17, 24 and 31, with Frankie Carle taking over beginning Aug 7 thru Sept 11. Lanson will star on the Thursday program thru Sept 13. The program is the summer replacement for The Dinah Shore Show (last show July 12).

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- Grand Ole Ovry (Every 4th Sat, 8-9pm EDT) July 21; LIVE from WSM-TV(Nashville); Marguerite Piazza is the popular guest star.

CBS & NBC- None this week.

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

CTHER NETWORK CHANGES & ADDITIONS

ABC- The Dotty Mack Show (Mon, 8-8:30pm EDT) New day and time, effective July 16. The program has been seen Thursdays, 10-10:30pm EDT. In its new time it replaces <u>TV Reader's Digest</u> (last show July 9), and is replaced in its Thursday spot by a network sustaining film series.



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OTHER NET CHANGES (More)

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.



ABC- Afternoon Film Festival (Mon thru Fri, 3-5pm EDT) and Famous Film Festival (Sun, 7:30-9pm EDT) Donald Woods is the new host, effective July 16 for the weekday program and July 22 for the Sunday program, replacing Allyn Edwards.

Gabby Hayes Show (Sat, 5:30-6pm EDT) Last show July 14.

- CBS- Saturday's Sports Mirror; DEBUT July 14; Sat, 7-7:30pm EDT; LIVE from WCBS-TV (NY), to the net. § Sustaining, open. § Pkgr- CBS Sports(NY); Prod-Jim Dolan; Dir- Vern Diamond. § Sportscasters Jack Drees and Bill Hickey report the latest scores and welcome sports personalities on the program. The program will also include live pickups, kines or films of highlights of sports events. The program replaces the Gene Autry Show (last show July 7).
- <u>NBC- Meet the Champions;</u> RETURN July 21; Sat, 6:45-7pm EDT; LIVE from WRCA-TV(NY), no. of stations not available. § Sponsor- Bayuk Cigars, Inc (Phillies, Webster Cigars) thru Al Paul Lefton, Inc(Phila); Acct Exec- Winslow Martin; Agcy Superv-Paul Brown; Comm Superv- Jack Creamer; Comm Anner- Jack Lescoulie. § Pkgr-MEC-TV(NY); Prod & Dir- Marshall Stone; Writers- Barney Nagler, Roy Silver. § Jack Lescouli interviews prominent personalities in the world of sports. Program had previously been seen Fridays, approx 10:45-llpm, over a limited N.Y. State network; with the last show in that time spot on June 29. The new spot is open time over a limited net.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WABD(Ch 5) - Freddie the Fireman; DEBUT July 16; Mon thru Fri, 12noon-lpm EDT.
New York Sponsor- (half) Darling Toy Stores thru The Getschal Co., Inc(NY).
Pkgr- Twig Production; Prod- Budd Getschal; Dir- Lee Polk. Ed McCurdy stars as "Freddie," dressed in a fireman's uniform, accompanied by several inanimate characters; presenting cartoons and songs and stories by McCurdy.

WCBS-TV(Ch 2)- Read and Go Seek; DEBUT July 21; Sat, 8:30-9am EDT, for 8 weeks. Sustaining, public service. Pkgr & Prod- WCBS-TV Public Affairs with the NYC Board of Education; Assoc Prod- Jerry Solars(BofE); Dir- Neal Finn. Quiz discussion show, with Jerry Solars as host and guest panelists who are public school students; format built around specific themes or areas in young people's literature. Questions will be presented as dramatizations, songs, etc. Program is an eight-week summer replacement for Cn the Carousel (Sat, 8:30-9:30am), see following.

<u>WCES-TV</u> - <u>To Build a Nation</u>; DEBUT July 21; Sat, 9-9:30am EDT, for 8 weeks. Sustaining, public service. Pkgr & Prod- WCBS-TV Public Affairs with the NYC Board of Education; Assoc Prod- Florence Monroe(BofE); Dir- Robert Goodman. Actor Cameron Andrews is featured as storyteller Adam Friendly, with the story of the growth of the U. S. in terms of a re-creation of the professions, occupations and people who have made it great. The program is the second half-hour replacement for <u>Cn the Carousel</u> (see above listing).

WRCA-TV(Ch 4)- All About Men and All About Women; DEBUT July 16; Mon thru Fri, 1:30-New York 2pm and 2-2:30pm EDT. Sustaining. Pkgr- WRCA-TV; Exec Prod- Steve Krantz; Prod- Richard D. Heffner; Assoc Prod- Robert Carlisle. Panel shows with interviews, with Harriet Van Horne and Richard D. Heffner as hosts for both programs. Both will discuss subjects with guests, keyed to the titles of the two programs. The programs are summer replacements for Jinx's Diary, 1:30-2pm, and The Richard Willis Show, 2-2:30pm EDT.

WGN-TV(Ch 9)- George Rank Show; DEBUT July 12; Thu, 8:30-9pm CDT. Production inform-
ation not available. Music show with George Rank and an ll-piece orch,
with The Lassies trio and vocalists Jonnie Jones, Rank and Charles Kray.ROSS REPORTS - 7/15/56- Page 64 -



TALENT SHOWSHEET JULY 13 - JULY 22

Most of the shows on July 13, 14, 15 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 July 20. 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 (N). Actors who appear regularly are listed in the premiere cast then subsequently reupper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are reruns, 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), Big Town, Crossroads, Crusader, DuPont Cavalcade Theatre, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason, Alfred Hitchcock Presents, It's Always Jan, Life & Legend of Wyatt Earp, Life of Riley, Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Star Stage, Tales of the Texas Rangers, 20th Century-Fox Hour, The Vise (thru July), Warner Brothers Presents ("Cheyenne" series), Jane Wyman, You Are There, Loretta Young Show, Alfred Hitchcock Presents, Bob Cummings Show.

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	SATURDA	Y JULY 14 minuterrane		
JULIUS LA ROSA SHOW	NBC 8pm	Add: Georgia Glbbs(S), Four Evans(D)		
	SUNDAY .	JULY 15 TITIDERAM		
LAMP UNTO MY FEET	CBS 10am	Bible Readings; with Bramwell Fletcher		
Look Up & Live	CBS 10:30am	We Believe - (0) Father James J. McQuade; with McQuade		
CAMERA THREE	CBS 11:30am	Ladies' and Gentlemen's Glossary for Conventions - (0) John McGiffert; with Jack Orrison, Brain Nossen		
ED SULLIVAN SHOW	CBS 8pm	Add:(film) Bing Crosby, Frank Sinatra, Louis Armstrong		
GOODYEAR PLAYHOUSE	NBC 9pm	Correct listing; previously listed as ALCOA HOUR		
MONDAY JULY 16 matamatina				
Passport to Danger (Cesar Romero)	WABD 7:30pm	Rio de Janiero; with Fay Wall, Ernest Sarracino, Tol Avery		
<u>Stage 7</u>	WPIX 8pm	<u>Cold Harbor</u> - (0) James Lee Barrett; with John Ericson; Dir - Peter Godfrey; also seen Thu WAED, 2pm		
BRNIE KOVACS SHOW	NBC 8pm	regulars & The Treniers(M); Nairobi Trio (maybe)		
VOICE OF FIRESTONE	ABC 8:30pm	Thomas L. Thomas		
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	with Tom O'Horgan(M-S), Judy Bush (S), The House Brothers (S); (SD)		
Charlie Farrell Show	CBS 9pm	regulars & Joan Banks, Mary Webster, Jeff Silver		
Medic	NBC 9pm	Candle of Hope - re-run of 11/7/55		
VIC DAMONE SHOW	CBS 9:30pm	with Roberta Sherwood(S), Bambi Linn & Rod Alexander(D), Morty Gunty(C)		
ROBERT MONTGONERY SUMMER THEATRE	NBC 9:30pm	Day of Grace - (0)A.C. Spectorsky; (A) Doria Folliott; with Charles Drake, Mary K.Wells, Jan Miner, John Gibson, Earl Hammond, Harry Bannister, Ralph Bunker, Frank Dana, Maurice Shroag, Robert Crozier, Frank Blair, Fred Collins, Aileen Poe, Nellie Malcolm, Dennis Kohler		
STUDIO ONE SUMMER THEATRE	CBS 10pm	Emmaline - (0) Richard DeRoy; with Deirdre Owens, Alexander Scourby, Jan Farrand, Laurence Hugo, John Reese, Madeline Clive; Dir - Tom Donovan		
Douglas Fairbanks Presents	WRCA 10:30pm	No Samples - re-run of 2/27/56		



TUESDAY JULY 17

THIS IS SHOW BUSINESS	NBC 8:30pm	Panel: Abe Burrows, Walter Slezak, Jackie Susann
<u>Sneak Preview</u> (Nelson Case)	NBC 9pm	One Minute from Broadway; with Brian Aberne, John Carradine
GE Summer Originsis	ABC 9pm	<u>Country Store</u> ; with Joe E. Brown; Dir - Abby Berlin; (other information unavailable).
KAISER ALUMINUM HOUR	NBC 9:30pm	Man on a White Horse - (0) Bruce Geller; with James Barton, Barton MacLane, Andrew Duggan, Van Dyke Parks, Audra Lind- ley, Lonnie Chapman, Paul Mazurski,Gerry Matthews,Richard Sheppard, P.J. Kelly, Cliff Hall; Prod-Dir - Fielder Cook
	WEDN E SI	DAY JULY 18
Death Valley Days (Stanley Andrews)	WRCA 7pm	<u>Iotta Crabtree;</u> with Sharon Baird, Gloria Fean, Kay Stewart, Mark Bennett, Yvonne Cross, Paul Weber, Tom Ellis, Bruce Payne, Robert Paquin, Heenan Elliott, Lyle Talbot; (SD)
<u>Screen Directors</u> <u>Playhouse</u>	ABC 9pm	The Carroll Formula - (0) John L. Greene; with Michael Wild- ing, Havis Davenport, Steven Geray, Roy Roberts, Donald Barry, Donald MacBride, Howard McNear, Peter Whitney, Jer- ome Landfield; Dir - Tay Garnett
KRAFT TV THEATRE	NBC 9pm	Babies For Sale - (0) Norman Katkov; with Leora Dana, Paul Langton, Kathleen Murray, Russell Hardie, Allen Collins, Kathleen Comegys, William A. Lee; (SD) Alan Anderson
EDDY ARNOLD SHOW	ABC 9:30pm	regulars & Betty Johnson(S)
US STEEL HOUR	CBS 10pm	The Partners - (0) Bernard C. Schoenfeld; with Luther Adler, Virginia Vincent, Mark Richman, Robinson Hayes, Miriam Phillips, Ben Hammer, Marion Brash, Rudolph Weiss, Jim Boles, Matt Crowley
INA RAY HUTTON SHOW	NBC 10:30pm	regulars & The King Sisters(S)
	THURSDAY	JULY 19 Induction
Guy Lombardo	WRCA 7pm	Ton1 Arden(S)
CLIMAX!	CBS 8:30pm	<u>Fury at Dawn</u> - (0) James Joseph, (A) John McGreevey; with Howard Duff, Jeff Morrow, Marilyn Erskine, Henry Jones, John Hudson, Mary Anderson; Dir - Ralph Nelson
STAR TONIGHT	ABC 9pm	The Blood Call - (0) Robert L. Ripley (taken from "Believe It or Not"); (A) Staff; with Michael Ingram, Lisa Daniels, Pamela Simpson, Norman Barrs, David Stewart, Stanley Lemin, John Mackwood, James Neylin, Sybil Baker, Tom Martin; Dir - Richard Dunlap
Four Star Playhouse	CBS 9:30pm	<u>The Stand-In</u> - (0) Ida Lupino; (A) Frederic Brady; with Lupino, Virginia Field, John Harding, James Nolan, Paul Bryar, George Eldredge, Herb Vigran, William Swan, Gil Frye, Don Ross; (SD) Richard Kinon
ARTHUR MURRAY PARTY	CBS 10pm	Georgia Gibbs(S)
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	No One to Cry With - (0) Betty Ulius; with Marguerite Chap- man, John Bentley, Constance Ford; (SD)
	FRIDAY JU	JLY 20
Science Fiction Theatre	WRCA 7pm	The Phantom Car; with Judith Ames, John Archer
<u>Combat Sergeant</u> (Michael Thomas)	ABC 8pm	Destined For Death; with regulars & James Bell, Harry Harvey, Jr, Tony Garsen, Roger McGee, Paul J. McGuire, John Eldredge, Van Des Autels, Nicky Blair, Kurt Martell, Peter Bourne, Don Rockland, Edwin Rand
Schlitz Playhouse	CBS 9:30pm	Bank Mouse; with Joan Caulfield, Betty Caulfield, Jon Sheppod

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TALENT SHOWSHEET(more)

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MULTIFIE & ACROSS-THE-EDARD SHOWS FRIDAY JULY 13 - FRIDAY JULY 20 non-maintenent non-maintenent management management and the second se

GARRY MOORE SHOW	CBS 10am	7/19 - Eli Mintz; 7/20 - Pete Marshall, Tom Farrell(C)
ERNIE KOVACS SHOW	NBC 10:30an	n 7/18 - Bunny Shauker(M); 7/19 Mrs. Archie Koty(N)
NBC MATINEE THEATRE	NBC 3pm	7/16 - <u>The Remittance Man</u> - (0) James Elward; $7/17 - $ <u>Beg</u> , <u>Borrow or Steal</u> - (0) Jay Presson (script originally used 11/28/54 on Philco Television Playhouse); $7/18 - $ <u>The Summer</u> <u>Pavilion</u> - (0) Gore Vidal; (script originally used $5/2/55$ on Studio One); $7/19$ - The Feast - (0) Margaret Kennedy; (A) H.R. Hays; (script originally used $5/7/50$ on Philco Television Playhouse); $7/20$ - The Full Rich Life - (0) Vina Delmar
MODERN ROMANCES	NBC 4:45pm	Miss M.D (0) Mathilde & Theodore Ferro; with John D. Sey- mcur, June Dayton, Ross Martin, Harry Worth
TONIGHT	NBC 11:30pm	7/16-17 - Host: "Jazzbo" Collins; Guests: 7/16 - George Shearing Quintet; Art Lund(S), Marta Lathum(animal trainer); "Nostradamus"(fortunes); 7/17 - Julie Wilson(S), Cliff Nor- ton(C), Roy Eldridge & Quintet; Carole Bennett(S); 7/18 - Willie "The Lion" Smith (M), Estelle Stevens; 7/19 - Chita Rivera(D); 7/20 - Rosaria Morales(S-judo)
	SATURDA	Y JULY 21 Arth: Anthenismon
OZARK JUNIOR JUBILEE	ABC 7:30pm	Smiley Burnette(S), Libby Horne(S), Brenda Lee(S),Bucky Wilkin(M)
Grand Ole Opry	ABC 8pm	Marguerite Piazza(S)
JULIUS LA ROSA SHOW	NBC 8pm	Francis Brunn(juggler), Milton Q. Ford, Frances the Parrot, Gautier Steeple Chase(animal act)
STAGE SHOW	CBS 8:30pm	regulars & Dick Haymes, Henny Youngman(C), Sister Rosetta Tharpe(S)
RUSS MORGAN SHOW	CBS 9:30pm	Guy Mitchell(S)
	SUNDAY J	ULY 22
Telephone Time	CBS 6pm	Grandpa Changes the World ~ (O&A) John Nesbitt; with Thomas Mitchell, Reginald Denny, Barney Williams; (SD)
Frontier	NBC 7:30pm	The Big Dry - re-run
ED SUILIVAN SHOW	CBS 8pm	Ames Brothers(S), Ted Lewis(M), T.C. Jones(impersonator), Blaine Malbin(S), Larry Daniels(C), The Fredonias(acro);(SD)
STEVE ALLEN SHOW	NBC 8рт	Buddy Hackett(C), The Four Lads(S), Judy Holliday, Count Basie(M)
ALCOA HOUR	NBC 9pm	Sister - (0) Sidney Carroll; (A) William Templeton; with Gladys Cooper, Cathleen Nesbitt, Guy Spaull, Ethel Owen;(SD)





TALENT SHOWSHEET