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#### PROGRAMS · ADVERTISERS · TALENT

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-WEEKLY REPORT-

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (July 21)

CBS-10-llpm NYT (9-10pm LAT), this date only; SPECIAL - The Ruble War -- The Crisis and Beyond - LIVE & FILM from NY; to the net. (Preempts Studio One in Hollywood, this day only). § A special report by CBS News correspondents around the world, on Russia's threat to America through the Soviet Union's accelerated foreign aid program; with additional comment on the current Middle East situation. Howard K. Smith will moderate the correspondents' discussion. § Sustaining.

§ PKGR- CBS News, Special News Unit(NY); Prod- Leslie Midgely; Assoc Prod & Dir- Av Westin; Asst to Prod- William Greif; Researcher- Jane Bartels; Writer-John Sharnik.

Sunday(July 27)

ABC- 10-10:30pm NYT & LAT, Weekly; RETURN - Scotland Yard - FIIM; to the net. (Replaces The Mike Wallace Interview, last show July 20). § Re-runs of the films seen previously this season over the network. Edgar Lustgarten is host and narrator of the series.

Sustaining.

§ PKGR & Film- Anglo Amalgamated Film Distributors, Lts., England; Prod- Alec Snowden; Dirs- Montgomery Tully, others; Writers- Various.

## OTHER NETWORK CHANGES & ADDITIONS

- ABC- Maverick (Sun, 7:30-8:30pm NYT & LAT) The Drackett Co (Windex, Drano, Twinkle) thru Young & Rubicam, Inc(NY) became a one-quarter sponsor alternate weeks, effective July 13. The Kaiser companies continue as full sponsors of all other program time.
- CBS- Name That Tune (Tue, 7:30-8pm NYT; 6:30-7pm LAT) Repeat kinescopes and tapes of highlight programs of the past season, beginning July 22, for four weeks.

P.G.A. Golf Tournament; SPECIAL July 19, 20; Sat, 5-6:30pm NYT, Sun, 5:50-6:30pm NYT, this date only; LIVE via remote from Havertown, Pa., to the net. § Jim McKay and John Derr describe the play at the 40th annual Professional Golfer's Assn tournament at the Llanerch Country Club, Havertown, Pa. For the first time, the tourney will involve 72 holes of medal play, instead of match play. § Co-op.

§ PKGR- CBS Sports(NY); Prod- Judson Bailey.

MBC- Wagon Train (Wed, 7:30-8:30pm NYT & LAT) General Foods Corp (Various Products) thru Benton & Bowles, Inc(NY), became sponsor of a half-hour, alternate weeks, effective July 9. Edsel Div, Ford Motor Co., continues as alternate week sponsor.

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# TALENT SHOWSHEET AND SCRIPT REPORT - JULY 21 - JULY 27

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (0) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Ocmic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Jim Bowie, Adventures of Ozzio & Harriet, Adventures of Rin Tin Tin, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Backelor Father, Broken Arrow, Burns & Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings-Show, Richard Diamond Private Detective, Dragnet, Jefferson Drum, Pather Knows Best, General Electric Theatre, Gunsmoke, Have Gun Will Travel, Alfred Hitchcock Presents, Lassie, Leave It To Beaver, Life and Legend of Wyatt Earp, Life of Riley, M Squad, Perry Mason, Maverick, Millionaire, Mr. Adams & Eve, No Warning, People's Choice, Dick Powell's Zane Grey Theatre, Real McCoys, Restless Gun, Phil Zorro.

#### PREVIOUS WEEK - ADDITIONS AND DELETIONS:

CHEVY SHOWROOM STARRING ANDY WILLIAMS; Thursday July 17; ABC 9pm - ADD: Betty Anne Steele(S).

JACK PAAR SHOW: NBC 11:15pm; ADD: 7/14 - Betsy Palmer(A), Diahann Carroll(S), Henny Youngman(C);
7/16 - Ted Reid(C); 7/17 - Diahann Carroll(S), Reneaux(Lagician).

CLUB CASIS STARRING SPIKE JONES; Saturday July 19; NBC 9pm - DELETE: 7/19 & 7/26 - Helen Grayco as cast member; ADD: 7/19 & 7/26 - King Sisters(S).

LOOK UP AND LIVE; Sunday July 20; CBS 10:30am - ADD: Diary of a Teenager; (Nine-part series): Episode # 3; (0) Clair Roskam; with regulars & Lowell Harris.

CAMERA THREE; Sunday July 20; CBS 11:30am - ADD: Irish Writers of This Century; (Second of three programs); with Liam Gannon, Tom Clancy, Eamon Flynn, Michael Clarke-Laurence, Rex O'Malley; Dir - Anthony Farrar.

ED SULLIVAN SHOW; Sunday July 20; CBS 8pm - DELETE: Mickey Rooney(A); ADD: Jack Carter(C).

MONDAY JULY 21

TALENT SCOUTS CBS 8:30pm(7:30) (Arthur Godfrey)

Buffalo Bills(S), Chuck Nelson(S), Joe Schirmer(M), Doris Hines(S-mimic), John Bubbles(S-D), The Liquidaires(novelty), Rod Alexander Dancers.

STARS OF JAZZ

ABC 9pm (10:30)

Harry James & Orchestra, Jilla Webb(S).

POLKA-GO-ROUND

ABC 9:30pm

Gruza Serbian Polklore Dancers.

STUDIO ONE IN

HOLLYWOOD

CBS 10pm(9)

PRE-EMPTED by: The Ruble War - Russia's Economic Threat to America.

SUSPICION

NBC 10pm

The Death of Paul Dane; (0) Morton Wishengrad & Virginia Mazer; with Eli Wallach, Warren Stevens, Janice Rule, Peggy McCay, Mike Kellin, Jamie Smith, Gary Morgan; Dir - Elliot Silverstein.

TUESDAY JULY 22

THE INVESTIGATOR NBC 8pm (Lonnie Chapman, Howard St. John)

with Valerie Bettis, Margaret Phillips, Bernard Kates, Russell Hardie, Alfred Ryder, James Vickery.

KRAFT MYSTERY THEATRE MBC 9pm

Pocus on Murder; (0) George Harmon Come (from novel of the same name); (A) Mel Goldberg; with Si Dakland, Phyllis Hill, Olive Deering; William Zummert, Roy Poole, Val Avery, Therese Hunt, Joe Walsh, James Bender; Dir - Bill Corrigan.

WEDNESDAY JULY 23 (cont'd)

ARESTRONG CIRCLE THE ATRE

CBS 10pm

Thirty Days To Reconsider; RE-RUN of 3/5/58.

THURSDAY JULY 24 

Playhouse 90

CBS 9:30pm

Before I Die; RE-RUN of 1/23/58. Host is Leslie Nielsen.

Buckskin (Tommy Nolan)

NBC 9:30pm

The Ballad of Dan Pruitt; with regulars & Margaret Lindsay,

Vic Tayback, Tom Pittman.

PRIDAY JULY 25 mmmmmmmmmmmm

Schlitz Playhouse

CBS 9:30pm

Long Distance; (0&A) Harry W. Junkin; with Jessica Tandy, Phil Ober, Isobel Elsom, Oliver Megowan, Roscoe Ates, Carl Ben-

ton Reid, Joanne Davis; Dir - John Brahm.

MULTIPLE & ACROSS-THE-BOARD SHOWS - JULY 21 - JULY 25 

TODAY

(Dave Garroway)

NBC 7am

7/24 - Whittemore & Lowe(M).

MODERN ROMANCES

(Kathryn Murray)

NBC 4:45pm(1:45)

(0) Bob Corcoran; with Ed Peck, Richard Robbins, Katharine

Ballour, Mike Constantine, Ray Boyle.

JACK PAAR SHOW

NBC 11:15pm

7/21 - Gypsy Rose Lee, Genevieve(S), Mary Lou Brewer(S); 7/22 Cliff Arquette(C), Bett White(C); 7/23 - Virginia Graham, Christopher Lynch(S); 7/24 - Bett White(C), Cliff Arquette(C), Danny

Scholl(S); 7/25 - Genevieve(S), Lou Holtz(C), Danny Scholl(S).

SATURDAY JULY 26 

JIMMY DEAN SHOW

CBS 12 Noon

George Hamilton IV(M-S), Wyoma Winters(S).

TRUE STORY

NBC 12N(4pm)

Lone Woman; (0) George Lowther; with Loretta Leversee, Jane

Rose, Frank Marth, John Kellogg.

DICK CLARK SHOW

ABC 7:30pm

Tony & Joe(S), Connie Francis(S), The Olympics(S), Bill Justis(S)

COUNTRY MUSIC

ABC 8pm(8:30)

JUBILEE

Chet Atkins(M), Merle Travis(M).

BOB CROSBY SHOW

NBC 8pm

Dorothy Collins(S), Kalin Twins(S).

SUNDAY JULY 27 

ED SULLIVAN

SHOW

CBS 8pm

Mickey Rooney(A), Ernie Kovacs(C), Gisele MacKenzie(S), Gordon MacRae(S), Sheb Wooley(S), The Goofers(M), Bobby Van(D), Prisco Pour(S), George Givot(C), Paul Hampton(S), Jean Wald & her allgrandmother orchestra.

STEVE LAWRENCE & EYDIE GORME SHOW

NBC 8pm

Tony Bennett(S), Pat Carroll(C), Eddie Bracken(A), Don Adams(C).

CHEVY SHOW

NBC 9pm

Mickey Shaughnessy(C).

Decision

NBC 10pm

The Tall Man; (0) Aaron Spelling & Charles O'Neal; with Michael Rennie, William Phipps, Dean Stanton, Henry Brandon, Kem Dibbs,

Jean Willes, Ellen Corby; Dir - Thomas Carr.