

Ross Reports ON TELEVISION

JULY 19-25, 1954

VOLUME 6

NUMBER 29

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum
BUS MGR: Marjorie Oxley

INCLUDING

THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(20)

NBC- 9:30-10pm EDT; HIGHLIGHT; Fisher Body Craftsman's Guild Annual Scholarship Awards; from WWJ-TV(Detroit), no. of stations indefinite. Sponsor- Fisher Body Division, General Motors Corp thru Kudner Agency, Inc(NY). Pkgr- Kudner Agency, Inc; Prod- Kudner TV production staff. National awards ceremony of the 1954 model car competition from the Crystal Ballroom of the Masonic Temple. Announcement of the awards will be made for the first time on television, rather than at the preceding dinner as in previous years when the awards were then repeated for airing. James E. Goodman, president of the Guild and GM v.p. in charge of Fisher Body; C. F. Kettering, GM research consultant, and others will appear on the telecast. The program replaces Top Plays of 1954, one time only.

Wednesday(21)

CBS- 8-9pm EDT; DEBUT; Red Skelton Revue; from KNXT(H'wood), 85 stations live, 45 kine (Toni); 70 stations live; 23 kine (Frigidaire). Sponsors- (first half-hour) The Toni Company (Toni, Silver Curl, Tonette, Viv, Deep Magic, White Rain) thru Weiss & Geller, Inc(NY) (White Rain thru Tatham-Laird, Inc) - W & G Acct Execs- All product acct execs; Agcy Superv- Walter Hiller(H'wood) Comm Anncr- Steve Dunne (live & film); (second half-hour) Frigidaire Division, General Motors Corp thru Foote, Cone & Belding(Chi); Acct Exec- E. J. Collins. Pkgr- CBS-TV(H'wood); Exec Prod- Cecil Barker; Co-Prods- Doug Whitney & Jack Donohue; Dir- Jack Donohue; Music Dir- David Rose; Writers- Hal Goodman, Larry Klein, Al Gordon, Hal Goldman, Martin Ragaway. Red Skelton stars with his familiar characterizations in a musical-variety-revue, featuring the Redettes, four singing-dancing girls, and weekly guest stars. Skelton will also occasionally star in dramatic sketches and variety numbers. Program replaces Arthur Godfrey and his Friends in this time spot for the summer, thru Sept 8; then on Sept 21, the Red Skelton Revue moves to Tuesday, 8-9pm EDT for the fall season.

Thursday(22)

CBS- 8-8:30pm EDT; DEBUT; What's in a Word?; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); Prod- Peter Arnell; Dir- Lamar Caselli. Panel quiz show with Clifton Fadiman as moderator and regular panelists Faye Emerson, Audrey Meadows, Jim Moran and Mike Wallace. The quiz is based on a word association rhyme game in which the panel attempts to guess a simple rhyme through questions based on word cues and association. Program replaces Meet Mr. McNutley for the summer, with the latter returning Sept 16.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Crossroads in Asia; DEBUT July 18; Sun, 6:30-7pm EDT; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV Public Affairs; Prod- George Crothers; Dir- Stuart Strand. Panel of newspaper correspondents, with Lyman Bryson as moderator, interviews a guest each week on various phases of the overall topic -- U.S. relations with Communist China. Program is first in a limited series replacing Man of the Week in this time spot for the time being.

NBC- Youth Wants to Know (Sat, 7:30-8pm EDT) New day and time, effective July 17. Program was previously seen Sun, 1-1:30pm EDT. Replaces kine re-runs of Ethel and Albert during summer hiatus of latter program.

A Time to Live (Mon thru Fri, 10:30-10:45am EDT) Change heroine's name to "Kathy Byron," played by Pat Sully. Character was previously named "Julie Byron." (See page 108 for original credits).

Bank on the Stars (Sat, 8-8:30pm EDT) Jimmy Nelson (& Danny O'Day) is m.c., effective July 17, replacing Bill Cullen. Al De Caprio is now director, succeeding Craig Allen; Mac Shopnick is music director, succeeding Ivan Ditmars.

NEW NETWORK SPONSORSHIPS

HAZEL BISHOP, INC thru Raymond Spector, Co, Inc(NY) and the SUNBEAM CORPORATION thru Perrin-Paus Co(Chi) will sponsor 45 minutes of each of 10 "color spectaculars" every fourth Sunday, 7:30-9pm EDT over NBC-TV, beginning Sept 12. REYNOLDS METALS CO thru Russell M. Seeds, Co., Inc(Chi) will sponsor three complete programs. OLDSMOBILE DIVISION, GMC, thru D. P. Brother & Co., Inc(Detroit) will sponsor the Saturday series of spectaculars, every fourth week over NBC-TV, from 9-10:30pm, while FORD MOTOR CO and RADIO CORP of AMERICA, both thru Kenyon & Eckhardt(NY) will share sponsorships of the every fourth Monday spectaculars, 8-9:30pm.

GENERAL MILLS, INC thru Batten, Barton, Durstine & Osborn, Inc(Minn) will sponsor the 2:15-2:30pm segments, Wednesday and Fridays, of the Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm, effective July 26) over CBS-TV, effective Sept 1. C. A. SWANSON & SONS thru Tatham-Laird, Inc(Chi) will sponsor the Thurs, 2:15-2:30pm segment of the Lewis show, effective August 5. S. C. JOHNSON & SON, INC., thru Needham, Louis & Brorby, Inc(Chi) will sponsor the Thurs, 2-2:15pm segment, effective Sept 9. HELENE CURTIS INDUSTRIES, INC., thru Earle Ludgin, Inc(Chi) will sponsor the Tue, 2:15-2:30 pm segment, effective Sept 7. (Current sponsor THE BEST FOODS, INC. thru Dancer-Fitzgerald-Sample, Inc(NY) continues its sponsorship of the Wed, 2-2:15pm segment).

~~~~~

LOCAL STATION ACTIVITY

WNBK(Ch 3) - Carlings Open Golf Tourney; HIGHLIGHT July 16, 17; Sat, 4:30-5:30pm EDT; Sun, 5-6pm EDT. Sponsor- Oasco Steel Corp. Pkgr & Prod- WNBK. WNBK Sports Director Tom Manning and golfer Lawson Little do the commentary for the Carlings Open at Manakiki Country Club, including the finals and the championship cup presentation on Sunday. Leading golfers will be interviewed.

KNXT(Ch 2) - Heart of Hollywood; DEBUT July 13; Tue & Thurs, 11-11:15pm. Pkgr & Prod- KNXT. Army Archerd presents news of the entertainment world via commentary and film clips, and interviews show business people.

KNXT - My Big Moment; DEBUT July 15; Thurs, 10:30-11pm PDT. Sustaining. Richard Arlen stars as m.c.-host for a series featuring news stories told by the people who made them; in the majority those with human interest or heart tug angles. The studio audience judges the best story on the program and the "star" of the story wins prizes and a trip to Las Vegas.

LOCAL STATION ACTIVITY(Cont'd)

KMTV(Ch 11) - Rhythm and Blues (Wed, 11:15-11:45pm PDT) Cancelled after one performance because sponsor allegedly did not sign agreement for program. (See page 113)  
Los Angeles

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

| <u>STA &amp; CHAN</u>         | <u>SERIES TITLE &amp; DISTRIB</u>           | <u>SPONSOR &amp; AGENCY</u>                                                      | <u>START DATE</u> | <u>DAY</u> | <u>TIME</u>  |
|-------------------------------|---------------------------------------------|----------------------------------------------------------------------------------|-------------------|------------|--------------|
| <u>New York</u><br>WPIX(11)   | *"Guided Tour"<br>(H'wood TV Productions)   | -Not available for sponsorship                                                   | 7/18              | Sun        | 11:45-12noon |
| <u>Los Angeles</u><br>KNBH(4) | *"Foreign Intrigue"<br>(J. Walter Thompson) | -Maier Brewing Co(Brew 102) thru Enterprise Adv Agcy                             | 7/9               | Fri        | 10-10:30pm   |
| KNXT(2)                       | #"Tales of Tomorrow"<br>(The Teevee Co)     | -Fletcher Jones Chevrolet                                                        | 7/16              | Fri        | 10:30-11pm   |
| *First run in market          |                                             | #Re-runs (Tales of Tomorrow, syndicated kines of former live network show - ABC) |                   |            |              |

FILM PACKAGES

STORIES OF THE CENTURY CURRENT(Hollywood); adventure series with Western locale, featuring Jim Davis as railroad detective Matt Clark and Mary Castle as undercover agent Frankie Adams; running parts in adventures with outlaws and renegades during the late 19th century; 52 half-hour films; available thru syndication. Cost range open. Pkgr-Prod- Studio City TV Productions, Inc., (Republic), 4024 N. Radford Ave., North Hollywood, Cal; Assoc Prod- Edward J. White; Dir- William Witney (cq); Asst Dir- Arthur Vitarelli; Writers- Various; Art Dir- Frank Arrigo; Sets- John McCarthy, Jr., Perry Murdock. Dist- Hollywood Television Service, Inc, 4020 Carpenter St., N. Hollywood, Cal. SUNset 3-8807; offices in all major cities. (West Coast distribution rights were purchased by Station KMTV, Los Angeles, and sponsorships have been sold in L.A., Seattle, Portland, Spokane, Boise, Twin Falls and Idaho Falls).

FILM DIGEST: Shooting for the fall series of The Ray Bolger Show begins July 24 at Motion Picture Center, Hollywood, with new featured players and a new production staff. Marjie Millar will play romantic interest opposite Bolger, with other new cast members including Charlie Cantor and comedienne Chris Nelson. Richard Erdman returns as Bolger's sidekick, and dancer-choreographer Sylvia Lewis is also in the new series. Producers Stanley Shapiro and Paul Henning will share writing chores with Maurice Richlin and Fred Fox, while the series will be directed by John Rich.....Ken Englund, Charles Hoffman and John Greene will do the scripts for the Dear Phoebe series on the West Coast.

NEWS AND COMMENT: Jack Gould appointed information adviser of the Columbia Broadcasting System, Inc., following his resignation as radio-TV editor of The New York Times. He reports to his new post August 2..  
.....Gerald Mohr has been signed by Sheldon Reynolds for the leading role in his new series of Foreign Intrigue films.....International Harvester Co thru Leo Burnett Co., Inc will sponsor Halls of Ivy, the new Ronald Colman-Benita Hume series to be produced by TPA, reputedly the highest budget telefilm series yet planned.....Volume Three of "The Best Television Plays," edited by William I. Kaufman, has just been published by Merlin Press, Inc., N. Y. (366 pages, \$6.00). The volume includes complete scripts and camera directions for seven plays, plus four articles.....Advance announcements and estimates indicate that regular and special network color telecasts during the fall season may total about 5 to 5½ hours weekly (NBC & CBS).

TALENT SHOWSHEET JULY 19-25, 1954

Most of the shows on July 16, 17, 18 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 23. 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, The Hunter, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse, The Best in Mystery, Topper.

Credits for these shows or any others incompletely listed at press time are available upon request.

FRIDAY JULY 16

~~~~~

WHO'S THE BOSS? WABC 8:30 kill: Walter Kiernan; add: Mike Wallace, MC

CHANCE OF A LIFETIME DuM 10pm Mary Sullivan (S), Robert Monet (S)

SATURDAY JULY 17

~~~~~

ON THE CAROUSEL WCBS 9am Polly & Jimmy Rogers (D), Kin Platt (cartoonist)

Range Rider WNET 6:30 Sealed Justice - (O) by Robert Schaefer & Eric Freiwald; with (Jack Mahoney) Barbara Stanley, Marshall Reed, Al Wyatt, Terry Frost, Kermit (Dick West) Maynard, Chief Yowlachie, Pat O'Malley, Steve Clark; (SD)

The Joe Palooka Story WABD 7pm Clyde's Mistake - (O) by Eddie Davis & DeVallon Scott; with (Joe Kirkwood & Cathy Downs) Regulars & Patsy Moran, Lila Bliss, Bill Rodovich, Isobel BANK ON THE STARS NBC 8pm kill: Bill Cullen as MC; add: Jimmy Nelson as MC SATURDAY NIGHT REVUE NBC 9pm regulars & Danny Hoctor & Betty Byrd (D), Dick & Gene Wesson (Albert & Young) (impressionists) (FROM HOLLYWOOD)

SUNDAY JULY 18

~~~~~

COLGATE SUMMER COMEDY HOUR NBC 8pm Kaye Ballard (C-S), Jules Munshin (C), Jonathan Lucas (D), Heather-Jo Taerner (Miss New York City of 1954), Betty Madigan (S)

TOAST OF THE TOWN CBS 8pm Vaughn Monroe (S&M), Carol Haney (D), Doretta Morrow (S), (Ed Sullivan) Rafael Mendez (M), Gautier's Steeplechase

ROCKY KING, DETECTIVE DuM 9pm Live Bait - (O) by Philip S. Goodman; with regulars & Treva (Roscoe & Todd Karns) Frazee, Michael Garrett, Ken Konopka, Elaine Joyce; (SD)

MONDAY JULY 19

~~~~~

Duffy's Tavern WNET 7pm Archie the Hero - with regulars & Lyle Talbot, Fay Roope, (Ed Gardner) Herb Vigrain, Alan Bridge; (SW & SD)

George Burns & Gracie Allen CBS 8pm regulars & Grandon Rhodes, Sarah Selby, Mildred Doff, Richard Bauman

VOICE OF FIRESTONE ABC 8:30 Thomas L. Thomas (S)

TALENT SCOUTS CBS 8:30 Jeff Carter (S), Georgia Carr (S), Humdingers (S)

Public Defender CBS 9pm Escape - (O) by Marianne Mosner; with Brett King, Peter Hansen, John Banner, Arne Kimball, Sue Casey, Harry Lewis, Sally Mansfield; (SD)

ROBERT MONTGOMERY NBC 9:30 It Happened in Paris - (O) by Eileen & Robert Mason Pollock; with Orson Bean, Earl Hammond, Marcel Hillaire, Eddie Laurence Margaret Hamilton, Noel Tinnault, Ralph Hertz, Kip Gaylor & regulars; (SD)

MONDAY JULY 19 (Cont'd)

\*\*\*\*\*

|                                        |            |                                                                                                                                                                                                                                                               |
|----------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STUDIO ONE SUMMER THEATRE              | CBS 10pm   | Home Again, Home Again - (O) by Elizabeth Hart; with Janice Rule, Mark Roberts, Robert H. Harris, Mercer McLeod, Lois Holmes, Hildegarde Halliday, Arthur Storch, Naomi Riordan, Raymond Greenleaf, Pat Sales, Peter Ostroff, Ken Renard; (SD) by Byron Kelly |
| <u>Adolphe Menjou's Favorite Story</u> | WNBT 10:30 | Decision - (O) by Stephen Crane, (A)-(SW); with Menjou, Christine Larson, Bill Phipps, Harry Lauter, Dick Crane, Stapleton Kent; (SD)                                                                                                                         |

TUESDAY JULY 20

\*\*\*\*\*

|                                      |           |                                                                                                                                                                 |
|--------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ARTHUR MURRAY PARTY (Kathryn Murray) | NBC 8:30  | Robert Cummings, Evelyn Knight (S), Robert Clary (S)                                                                                                            |
| SUSPENSE                             | CBS 9:30  | Once a Killer - (O) by Gertrude Schweitzer, (A) by James P. Cavanagh; with Lenka Peterson, Martin Brooks, Michael Strong, John Shay; (SD)                       |
| UNITED STATES STEEL HOUR             | ABC 9:30  | A Garden in the Sea - (O) by Henry James (from The Aspern Papers), (A) by Michael Dyne; with Dorothy McGuire, Henry James, Mildred Natwick, Donald Murphy; (SD) |
| DANGER                               | CBS 10pm  | Never Come Home - (O) by Kate Nickerson; with John Emery, Barbara Britton, Leslie Nielson, Eileen Letchworth; (SD)                                              |
| THE BLUE ANGEL (Bean)                | CBS 10:30 | Trude Adams (S), The Three Flames (S), Leo De Lyon (C), Becker & James (D)                                                                                      |

WEDNESDAY JULY 21

\*\*\*\*\*

|                                       |          |                                                                                                                                  |
|---------------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------|
| <u>Wild Bill Hickok</u> (Guy Madison) | WNBT 6pm | The Masked Riders - with regulars & John Crawford, Bill Hale, Kristine Miller, Ed Clark; (SW & SD)                               |
| RED SKELTON                           | CBS 8pm  | Liberace (M), the Amin Brothers (acro), chorus line from Sahara Hotel, Las Vegas (PREMIERE, NEW SERIES, FROM H'WOOD)             |
| KRAFT TELEVISION THEATRE              | NBC 9pm  | Knight in a Business Suit - (O) by George Lowther; with Valerie Cossart, Arthur O'Connell, Toni Hallaran, Douglas Cummings; (SD) |

THURSDAY JULY 22

\*\*\*\*\*

|                                  |          |                                                                                                                                                                                       |
|----------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MELODY TOUR (Nancy Kenyon)       | ABC 8pm  | regulars & Gene Krupa (M), Cozy Cole (M), Peter Gladke (D), Rico Turchetti (M), Roberts & Walker (S)                                                                                  |
| JUSTICE (Westbrook van Voorhis)  | NBC 8:30 | Ride with Fear - (O) by George Bellak; with Nina Foch, Phil Abbott, Eddie Firestone, Allen Nourse, Sidney Pollack, George Bellak, Ann Summers; (SD)                                   |
| KRAFT TELEVISION THEATRE         | ABC 9:30 | Forty Weeks of Uncle Tom - (O) by George Baxt; with Carl Reiner, Joey Grey, Nydia Westman, Polly Rowles, Jack Warden, Robin Morgan, Anthony Francioso, Dolores Mann, Michael Dreyfuss |
| <u>Big Town</u> (Pat McVey)      | CBS 9:30 | James Cardwell, Thomas B. Henry, John Dehner, Jeanne Cagney, Richard Cutting; (SW & SD)                                                                                               |
| THE MARRIAGE                     | NBC 10pm | regulars & Floyd Buckley; (SW & SD, COLOR)                                                                                                                                            |
| THE TELLTALE CLUE (Anthony Ross) | CBS 10pm | The Lady of the Lake with George Macready, Parker Fennelly, Betty Garde; (SW & SD) (O) by Haskell Frankel                                                                             |

FRIDAY JULY 23

\*\*\*\*\*

|                               |         |                                                                                                                                                               |
|-------------------------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Schlitz Playhouse</u>      | CBS 9pm | The General's Boots - (O) by John Q. Copeland; with Basil Rathbone, John Dehner, Melville Cooper, Robin Hughes, Frank Hagney, Jack Carol; (SD) by Roy Kellino |
| THE STRANGER (Robert Carroll) | DuM 9pm | (O) by Nelson Gidding; with Adrienne Dayan, Bruce Gordon, David Orrick, Don Mayo; (SD)                                                                        |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 16 THRU FRIDAY JULY 23

|                                                              |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BREAKFAST CLUB                                               | ABC 9am    | M thru F - Dennis James substitutes for Don McNeill as MC                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| A TIME TO LIVE<br>(Pat Sully)                                | NBC 10:30  | M thru F - add regulars: Zora Alton, Barbara Foley; (SW & SD, FROM CHICAGO)                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| GARRY MOORE                                                  | CBS 10am   | Tu - Don Adams (C); W - Zippy(chimp); F - Dr. Franz Polgar (hypnotist), Denny Desmond (C)                                                                                                                                                                                                                                                                                                                                                                                                                               |
| STRIKE IT RICH(Hull)                                         | CBS 11:30  | M - Butterfly McQueen; W - Betty Reilly (S); F - D'Artega (M)                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <u>Tex and Jinx Summer Theatre</u>                           | WNBT 2pm   | M thru F - Allyn Edwards substitutes for vacationing Tex and Jinx effective 7/12 until 9/9; program uses feature films reverting to live format at that time                                                                                                                                                                                                                                                                                                                                                            |
| BOB KENNEDY                                                  | WPIX 3pm   | M thru F - add regular: Cozy Cole (M)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| BOB CROSBY                                                   | CBS 3:30   | M thru F - Carol Richards (S) substitutes for Joan O'Brien this week only (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <u>Crown Theatre - Gloria Swanson</u>                        | WABC 6pm   | Tu - <u>The House</u> - (O) by Jack Patrick; with Selena Royle, Virginia Brissac, William Lester, Peggy Webber, Ted Stanhope, Sam Flint, Adrienne Marden, James Hayward, Edward Clark, Bud Rae; Prod & Dir by Bernard Girard; Thu - <u>Was it Red</u> - (O) by Leon Abrams; with Gigi Perreau, Frank Ferguson, Robert Osterloh, Barbara Woodell, Michael Hall, Gayne Whitman, Herbert Heyes, Fay Roope, Phil Rich, Richard Keene, Elaine Sterling; Prod & Dir by Harve Foster                                           |
| MAGIC COTTAGE                                                | WAED 6:30  | Ruth White, Lionel Wilson; Hal Copper (writer-producer of show) substitutes for Pat Meikle on 6-wk maternity leave                                                                                                                                                                                                                                                                                                                                                                                                      |
| <u>Colonel March of Scotland Yard</u> (Boris Karloff)        | WABC       | Tu (6:30) - <u>Hot Money</u> - cast list not available; W (10pm) - <u>The Case of the Misguided Missal</u> - with Jane Griffiths, John Arnatt, Chan Canasta, Antony Newley, Trader Faulkner                                                                                                                                                                                                                                                                                                                             |
| <u>The Files of Jeffrey Jones</u> (Don Haggerty)             | WABC 6:30  | M - <u>Malibu Merry-Go-Round</u> - (O) by George Bricker; with Pierre Watkin, Eve Whitney, John Davis, Margaret Hedin, Angela Stevens; Dir by George Blair; W - <u>Holiday with Murder</u> - (O) by George Bricker; with Florence Bates, Brad Johnson, Camille Pickett, Harry Lewis, Karen Sharpe, Jill Richards, Jack Lomas; (SD) by Lew Landers; F - <u>The Alligator Laughed</u> - (O) by Warren Douglas; with Claudia Barrett, Phil Tead, Pat Wright, Ralph Sanford, Claire Meade, Dale Van Sickle; (SD) by Landers |
| RAIN OR SHINE                                                | WCBS 7:25  | M thru F - Peter Thomas substitutes for vacationing Carol Reed for 2 weeks                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| ELEVENTH HOUR NEWS                                           | WNBT 11pm  | M thru F - Kenneth Banghart substitutes for vacationing John K. M. McCaffery until 7/29                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| SATURDAY JULY 24<br>*****                                    |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <u>Range Rider</u><br>(Jack Mahoney & Dick West)             | WNBT 6:30  | <u>Marked Bullets</u> - (O) by Norman S. Hall; with regulars & Don Harvey, Harry Cheshire, Christine McIntyre, Eddie Cobb, George De Normand, Al Wyatt; (SD)                                                                                                                                                                                                                                                                                                                                                            |
| <u>The Joe Palooka Story</u><br>(Joe Kirkwood & Cathy Downs) | WAED 7pm   | <u>The Big Switch</u> - (O) by Charles R. Marion & Clark Reynolds, (A) by Charles R. Marion; with regulars & Lucille Barkley, Paul Cavanaugh, Lyn Guild, Chuck Hicks; (SD)                                                                                                                                                                                                                                                                                                                                              |
| SATURDAY NIGHT REVUE                                         | NBC 9pm    | Cesar Romero, George Gobel (C); Eddie Albert on leave for three weeks (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| SUNDAY JULY 25<br>*****                                      |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <u>Roy Rogers</u><br>(& Dale Evans)                          | NBC 6:30   | <u>Doc Stevens' Traveling Store</u> - (O) by Al DeMond & Ray Wilson; with regulars & Ferris Taylor, Wheaton Chambers, Peggy Stewart, Red Morgan, Zon Murray, Harry Harvey, Stanley Andrews                                                                                                                                                                                                                                                                                                                              |
| COLGATE SUMMER COMEDY                                        | HR NBC 8pm | Sheree North (D), others to be announced; (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| ON THE BOARDWALK                                             | ABC 8pm    | Walter Kiernan substitutes for Paul Whiteman                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| PHILCO TELEVISION<br>PLAYHOUSE                               | NBC 9pm    | <u>The Catamaran</u> - (O) by J. P. Miller; with Cloris Leachman, Patrick O'Neil, Barbara O'Neil, Howard St. John, Carson Woods                                                                                                                                                                                                                                                                                                                                                                                         |