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WEEKLY REPORT

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(15)

ABC- 7:30-8pm EDT; SPECIAL; Century of Farm Mechanization, ON FILM; from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV with Michigan State College. Film made by Michigan State College; no production info available. § Telecast of the educational exposition at Michigan State College, showing the progress in farming and homemaking during the past century.

Saturday(20)

NBC- 10:30-11am EDT; NET DEBUT; Children's Corner; from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Creators- Josie Carey & Fred Rogers; Exec Prod- Ben Park(NBC); Prod- Doris Ann(NBC); Dir- Martin Hoade(NBC); Writer & Music Composer- Fred Rogers; Lyrics- Josie Carey; Sets- Theodore Cooper. § Puppet program for children, created and worked by Josie Carey and Fred Rogers, seen for the past 15 months over WQED(Pittsburgh), educational TV station, currently, Mon thru Fri, 4:30-5:30pm. The program will be seen as a special network presentation thru Sept 10 as a four-week replacement for the Paul Winchell-Jerry Mahoney Show in this time spot. Winchell-Mahoney return from vacation, Sept 17.

Sunday(21)

CBS- 4:30-5:30pm EDT; SPECIAL; Let's Take a Trip; from Niagara-on-the-Lake, Canada, via remote to Buffalo, to WCBS-TV(NY), to the CBS net, also to Canadian Broadcasting Corp stations. § Sustaining, public service. § Pkgr- CBS Public Affairs with CBC and Canadian Boy Scouts Assn; Prod- Stephen Fleischman(CBS); Assoc Prod- Jack Kuney; Dir- Roger Englander; Tech Dir- Sandy Bell; Writer- Selig Alkon. § Special telecast with Sonny Fox, Pud Flanagan and Ginger McManus visiting the Eighth World Boy Scout Jamboree at Niagara-on-the-Lake, Canada, the first ever held outside Europe. The camp site is on the Canadian side of Lake Ontario. Let's Take a Trip is currently in summer hiatus; the Scout program is a one-time special.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Hollywood Backstage with Ern Westmore; DEBUT Aug 7; Sun, 7:30-8pm EDT; from WABC-TV(NY), no. of stations indefinite. § Sponsor- Charles Antell, Inc(Liquid Make-up) thru Products Services, Inc(NY); Acct Exec- Herman Liebensohn. § Pkgr- Product Services, Inc(NY); Prod- Charles K. Hepner; (Continued on next page)

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OTHER NET CHANGES(More)

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OTHER NET CHANGES(Cont'd)

ABC- Hollywood Backstage (Cont'd from previous page): Assoc Prod- Stewart Maltin; Dir- Eddie Nugent(ABC). § Makeup expert Ern Westmore conducts a celebrity-audience participation show, demonstrating and advising on proper methods of makeup, in the Hollywood manner and for streetwear.

Rocky's Corner (Wed, approx 10:45-11pm EDT) Last show, Aug 10; no net replacement.

CBS- Face the Nation (Sun, 5:30-6pm EDT) Stuart Novins named regular moderator, effective Aug 21.

Washington Park Horse Racing; DEBUT Aug 13; Sat, 6-6:30pm EDT; from WBBM-TV(Chi), to the net. § Sustaining (open). § Pkgr- CBS Sports(NY); Prod & Dir- Judson Bailey; WBBM production crew. § Telecasts of five feature stake races at Washington Park, Chicago; one on a Wednesday: Aug 13, "The Princess Pat Stakes"; Aug 20, "The American Derby"; Aug 27, "The Meadowland Handicap; Wed, Aug 31, \$100,000 winner-take-all match race between Swaps and Nashua; Sat, Sept 3, "The Washington Park Futurity," last race in the series of telecasts.

NBC- Truth or Consequences (Tue, 10-10:30pm EDT) Live programs resume Aug 16, after six week hiatus during which re-runs were shown (See page 77). Jack Bailey resumes as host-m.c. CURRENT PRODUCTION STAFF: Pkgr- Ralph Edwards Productions (LA); Exec Prod- Ralph Edwards; Prod- Ed Bailey; Asst Prod- Virginia Kruse; Dir- Stuart Phelps; Music Dir- Buddy Cole; Continuity- Phil Davis, Cal Howard, W. B. Norwood, Jr.; Anncr- Jerry Lawrence.

Chet Huntley; SPECIAL Aug 14; Sun, 8:30-9pm EDT; from KRCA-TV(LA), to the net. § Sustaining. § Pkgr- NBC-TV(LA); Prod & Dir- Tom Belcher. § Chet Huntley, NBC's West Coast news analyst and reporter, reviews the week's news, discussing the week's most significant events. It is a one-time program replacing the previously scheduled Peggy Lee Show, also intended as a one-time special. (See page 89).

Today (Mon thru Fri, 7-9am EDT) Program originates from Waterbury, Conn., Aug 18 only, then returns to its New York origination.

NEW NETWORK SPONSORSHIPS

W. A. SHEAFFER PEN CO thru Russel M. Seeds Co., Inc(Chi) becomes alternate week sponsor of Two For the Money (Sat, 9-9:30pm EDT) over CBS-TV, effective Aug 13. P. LORILLARD CO, INC (Old Gold Cigarettes) cuts back to alternate week sponsorship.

LOCAL STATION ACTIVITY

WPIX(Ch 11) - Yonkers Harness Racing; RETURN Aug 18; Thu, 9pm-approx 10:30pm EDT. New York Participations. Pkgr & Prod- WPIX. Fourth season of telecasts of harness racing at Yonkers Raceway; 14 meetings thru Nov 10.

WBEN-TV(Ch 4)- Erie County Fair; SPECIAL Aug 15-19; all days, various times, regular Buffalo program originations. The station's mobile unit will originate six regular afternoon and early evening programs at the Fairgrounds during the Erie County Fair, Aug 15 thru 19; a total of more than 20 program originations.

KRCA-TV(Ch 4)- Carveth Wells; DEBUT Aug 11; Thu, 7-7:30pm EDT. Sustaining. Pkgr- Los Angeles Carveth Wells; Dir- Thomas V. Belcher(KRCA). Noted explorers, Mr. & Mrs. Carveth Wells, present a live and film show, showing souvenirs and costumes and films of many of the places they have visited during the past 20 years. "Raffles," the Wells' famous talking mynah bird, will be featured.

TUESDAY AUGUST 16 (Cont'd)

MUSIC '55 CBS 8:30 Peggy King (S), Cab Calloway (M), The Calvin Jackson quartette; Calvin Jackson, Peter Appleyard, Howard Reay, Johnny Elwood (all M)

WEDNESDAY AUGUST 17

FRANKIE LAINE CBS 8pm Patti Page (S), Jack Teagarden (M), Harold Lang (D), Eddie TIME Mayehoff (C)

The Millionaire CBS 9pm The Story of Quentin Harwood - with Robert Cornthwaite, Barbara Eiler; (SW & SD)

KRAFT TELEVISION NBC 9pm The Failure - (O) by George Lowther; with Judith Evelyn, Henry THEATRE Jones, Mary Lee Deering, Warren Berlinger, David White, Jada Rowland, Henry Barnard, Royal Peal; (SD)

UNITED STATES CBS 10pm The Bride Cried - (O) by Mae Cooper & Grace Klein; with Janice STEEL HOUR Rule, Barbara O'Neil, Jamie Smith, Ruth Ford, Jane Seymour, Lee Phillips, Tammy Grimes; (SD)

Douglas Fairbanks WRCA-TV 10:30 The Hero - no information or credits available at press time

THURSDAY AUGUST 18

Guy Lombardo WRCA-TV 7pm The Mello Larks (S)

CLIMAX! CBS 8:30 Fear Strikes Out - (O) by Jimmy Piersall & Al Hirshberg; (A)-Mel (Bill Lundigan) Goldberg; with Tab Hunter, Mona Freeman, John Conte; (SD) by Herb Swope, Jr. (FROM HOLLYWOOD)

STAR TONIGHT ABC 9pm The Prom - (O) by Margaret Lee Runbeck; with Roni Dengel, David Anderson, Augusta Roeland, John Griggs; (SD) by Alan Anderson

LUX VIDEO THEATRE NBC 10pm Nor All Your Tears - (O) by Frank Partos & Frank Waldman, (A) by Charles Bennett; with Arlean Whelan, Richard Shannon; (SD) by George Roy Hill (FROM HOLLYWOOD)

FRIDAY AUGUST 19

Schlitz Flayhouse CBS 9pm Jury of One - (O) by Allan Vaughn Elston, (A) by Sidney Beddell; with Paul Kelly, Kenneth Tobey, Bill Henry, Eleanore Tanin, Addison Richards, Lillian Culver, Guy Wilkerson; (SD) by Christian Nyby

The Vise ABC 9:30 Death in White - with Ronald Leigh Hunt, Jill Clifford; (SW&SD)

WINDOWS CBS 10:30 Arcade - (O) by Ray Bradbury; (A) by Arnold Schulman; with Melvyn Berger, Patricia Smith, Rudy Bond, Anna Berger; Staged by Jack Garfein; (SD) by George Gould

MULTIPLE AND ACROSS THE BOARD SHOWS FRIDAY AUGUST 12 THRU FRIDAY AUGUST 19

TODAY CBS 7am Tu - Gretchen Wyler (S&D) of Silk Stockings; Thu - Rosalind (Dave Garroway) Russell Day in Waterbury, Conn., with Gloria DeHaven, Eddie Albert (FROM WATERBURY); F - Mildred Miller (S)

GEORGE SKINNER WCBS-TV 9am Galen Drake subs all week for vacationing Skinner

GARRY MOORE CBS 10am M thru F - Isobel Robbins subs for vacationing Denise Lor; M - Helene & Howard (C); F - Charlotte Rae (C), Mello Larks (S)

ARTHUR GODFREY TIME CBS 10:30 M thru F - Peter Lind Hayes subs for vacationing Godfrey 8/8-19

HOME NBC 11am F(8/19) - Sylvester L. Weaver, Jr. (NBC Pres.)

TENNESSEE ERNIE NBC 12N M - Dick Cathcart & Band

ROBERT Q. LEWIS CBS 2pm M thru F - Lois Hunt returns after 12 weeks' maternity leave

ART LINKLETTER'S CBS 2:30 M - Kay Brown (S); W - Bob Manning (S); F - Alfred Hitchcock HOUSE PARTY

MULTIPLE AND ACROSS THE BOARD SHOWS FRIDAY AUGUST 12 THRU FRIDAY AUGUST 19 (Cont'd)
 MULTIPLE AND ACROSS THE BOARD SHOWS FRIDAY AUGUST 12 THRU FRIDAY AUGUST 19 (Cont'd)

WAY OF THE WORLD CBS 4pm (Gloria Louis)	M thru F - <u>Miss Emory</u> - (O) by William Kendall Clarke; with Dorothy Hart, Joe Maross, Melinda Markey, Donald Hayden; (SD)
WORLD OF MR. SNEENEY NBC 4:30 (Charlie Ruggles, Glenn Walken, Helen Wagner)	regulars & M - Ann Thomas, Fred Easley; Tu - Dorothy Francis; W - Susan Steell, Carol Veazie, Harry Gresham; Thu - Harrison Dowd; F - Kevin Coughlin, Wyrley Birch; (SW) by Bernice J. Ker- man substituting for Wilson Lehr
MODERN ROMANCES NBC 4:45 (Martha Scott)	M thru F - <u>Over the Fence</u> - (O) by Anne Howard Bailey; with Belle Flower, Dortha Duckworth, Dean Harens, Marian Russell
<u>Stories of the Cen- tury</u> (Jim Davis) WCBS-TV 5pm	Sat (8/13) - <u>The Doolin Gang</u> - (O) by Joe Richardson; with regulars & Leo Gordon; Sun 8/14) - <u>Black Jack Ketchum</u> - re- peat; (SD)
VAUGHN MONROE NBC 7:30 (COLOR)	Tu - Ethel Lee (S); Thu - models from Knoxville, Tenn.
MATT DENNIS NBC 7:30 (COLOR)	M - Bonnie Lake (S); W - Terri Stevens (S); F - DeMarco Sis- ters (S)
JULIUS LA ROSA CBS 7:45	W - Felicia Sanders (S)
UPBEAT! CBS 7:45	Tu & Thu - Al Fisher & Lou Marks (C)
TONIGHT (Steve Allen) NBC 11:30	M - Ricky Vera (S), Gonzales Gonzales (C), Lalo Guerrero (S); Tu - Martha Tilton (S), Buster Keaton (C); W - Dave Erubeck & his Jazz trio (M), Billie Holliday (S); Thu - Helen O'Con- nell; F - Kitty White (S&M), Jackie Cooper
<u>Commando Cody</u> (Judd Holdren) NBC 11am	SATURDAY AUGUST 20 Destroyers of the Sun - with regulars & John Crawford, Gloria Fall, Kenneth MacDonald, Eddie Foster, Dale Van Sickel, John Daheim; (SW & SD)
OZARK JUBILEE ABC 7:30	Eddy Arnold subs for vacationing Red Foley (FROM SPRINGFIELD)
MUSICAL CHAIRS NBC 9pm	regulars & Connie Moore (S)
<u>Texaco-O'Connor</u> NBC 9:30	Ricky Vera (S), Gloria Noble, Carlos Vera, Ben Welden, Connie Vera; (SW & SD)
<u>Damon Runyon Theatre</u> CBS 10:30	<u>There's No Forever</u> - (O) by Jack Harvey & Clark E. Reynolds; with John Ireland, Fay Wray, Sharon Baird, Joseph Downing, Frank Richards, William Hudson, Lyle Latell; (SD) by Sidney Miller
<u>Mayor of the Town</u> (Thomas Mitchell) WRCA-TV 11:15	<u>Junior Voters</u> - (O) by Erna Lazarus; with regulars & Natalie Wood, Dan Riss, Cliff Sales, Bob Burton; (SD)
<u>Wild Bill Hickok</u> CBS 11:30	SUNDAY AUGUST 21 <u>Sundown Valley</u> - with regulars & Dorothy Patrick; (SW&SD)
FRONTIERS OF FAITH NBC 3pm	<u>Diary of a Country Priest</u> - (O) by George Bernanos, (A) by John McGiver; with Gene Gross, Vilma Kurer, Charles Andre; (SD)
<u>Captain Gallant</u> (Buster Crabbe) NBC 5:30	<u>Twenty Fathoms Under the Desert</u> - (O) by William N. Robson; with regulars & Vlade Morley, Henry Beckman, Eugene Deckers, Jacques Ciron; (SD)
IT'S MAGIC (Tripp) CBS 7pm	Fred Keating, Roy Benson (both magicians)
TOAST OF THE TOWN (Ed Sullivan) CBS 8pm	Rosalind Russell, Gloria DeHaven (S), Eddie Albert, Ella Mae Morse (S), Marion Lorne (C), Tony Bennett (S), film clips from <u>The Girl Rush</u>
COLGATE VARIETY HOUR NBC 8pm	Harry Belafonte (S), Edgar Bergen & Charlie McCarthy, Augie & Margo (D), Bob Williams & Red Dust (dog act) (FROM HOLLYWOOD)
<u>The Whistler</u> WPIX 9pm	<u>The Jubilee Earring</u> - with Marguerite Chapman, Douglas Kennedy, Dani Sue Nolan, John Close, Edith Evanson, William Haade, Art Gilmore, William Forman; (SW & SD)
PHILCO TELEVISION PLAYHOUSE NBC 9pm	<u>Gretel</u> - (O) by Vance Bourjaily; with Eva Stern, Geoffrey Horne, Edmon Ryan, Esther Minciotti, Jeff Harris, Bess Johnson, Tom Ellis, August Ciolli; (SD)
APPOINTMENT WITH ADVENTURE CBS 10pm	<u>Five Star Crisis</u> - (O) by Harold Gast; with Barbara Britton, Hugh Reilly, Tonio Selwart, Nehemiah Persoff; (SD)