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WEEKLY REPORT

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(11)

CBS- 7-7:30pm EDT; SPECIAL; Air Force Academy Dedication; from KLZ-TV(Denver), remote from Lowry Air Force Base, to the net. Public Service. Pkgr- CBS Public Affairs; Prog Superv- Clayton Brace(KLZ-TV); Prod- Paul Levitan(CBS); Dir- Perry Wolff(CBS). The dedication ceremonies of the U. S. Air Force Academy (Colorado Springs) at Lowry Air Force Base, Denver, including the swearing in of the Academy's first 300 cadets. Walter Cronkite will be narrator for the telecast. The dedicatory address will be by Secretary of the Air Force Harold E. Talbott. Program will pre-empt local programming.

Tuesday(12)

CBS- 8-8:30pm EDT; DEBUT; Star Time Playhouse, ON FILM; from WCBS-TV(NY) & KNXT (LA), no. of stations indefinite. Sponsors- 1) The Maytag Co (Appliances) thru Leo Burnett Co., Inc(Chi); Acct Superv- James Love(Chi); Comm Superv- Russ Mayberry(NY); Comm Anncr- Bob Williams (live). 2) W. A. Sheaffer Pen Co. thru Russel M. Seeds Co., Inc(Chi); Commls- On Film. (The sponsors will alternate on an irregular basis thru the summer, not necessarily weekly). Pkgr- Meridian Productions, Inc(H'wood). Re-runs of Playhouse of Stars, syndicated thru ABC Film Syndication Div as Herald Playhouse. Program replaces Life With Father (last show July 5).

CBS- 8:30-9pm EDT; DEBUT; Music '55; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); Exec Prod- Richard Lewine; Prod- Robert Bach; Assoc Prod- Jac Venza; Dir- Mel Ferber; Music Dir- Stan Kenton; Choreog- Ray Harrison; Writer- Leonard Feather; Casting- Helen Keane(CBS). Music program, featuring Stan Kenton and his band, presenting a wide range of popular music, including Kenton's versions of progressive jazz; with Kenton as host and m.c., and weekly guests. The music will be presented in an informal setting, a sort of 'music in the round' format. Guests will be top names in the modern music world. Program replaces Halls of Ivy in this time spot, with Halls moving to Thu, 10:30-11pm, starting July 14. Halls of Ivy replaces Willy (last show July 7) in the Thursday spot.

CBS- 10:30-11pm EDT; RETURN; The Search, ON FILM; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Public Affairs; Prod- Irving Gitlin; Assoc Prod- Stephen Fleischman; Dir- Henwar Rodakiewicz. (Continued on next page)

THIS WEEK(Cont'd)

Tuesday(12)

CBS- The Search (Continued from previous page): Re-runs of the best eight shows in the series originally presented over the net on Sundays, Oct 17, 1954, thru April 24, 1955. Program replaces See It Now (last show July 5) for the summer.

NBC- 3:15-5:45pm EDT; SPECIAL; All-Star Baseball Game; from WTMJ-TV(Milwaukee), 141 stations live. Sponsor- Gillette Safety Razor Co thru Maxon, Inc(Det); TV Acct Exec- Ed Wilhelm(NY); Comm Superv- Hugh Hole; Commls- On Film. Also, The Toni Co (White Rain & Toni) thru Tatham-Laird, Inc(Chi) and Weiss & Geller, Inc(Chi). Pkgr & Prod- NBC Sports Dept (Mutual Broadcasting System holds contract thru Commissioner of Baseball); production for game is by crew from WTMJ-TV; Annrcs- Mel Allen, Al Helfer. Telecast of the annual All-Star baseball game between the American League and National League squads at Milwaukee County Stadium, with the action described by Mel Allen and Al Helfer. The game will also be picked up by Canadian Broadcasting Corp., and by five stations owned by General Teleradio (thru MBS contract), and WGN-TV(Chi). The ball game telecast pre-empts all NBC-TV net shows during the period noted, this day only.

Wednesday(13)

DuM- 7:30-8pm EDT; SPECIAL; Meeting at the Summit; from WTTG(Wash), to WABD(NY), 2 stations live. Public Service. Pkgr- WTTG(Wash); Prod- Vic Guidice. Ernest K. Lindley, director of Newsweek magazine's Washington bureau, moderates a forum discussion on the coming Big Four conferences at Geneva; with Kenneth Crawford, Newsweek's national affairs editor; Leon Volkov, the magazine's expert on Russian affairs, and Bart Rowan and Sam Shaffer of the publication's Washington office.

Friday(15)

NBC- 9-9:30pm EDT; RETURN; Best in Mystery, ON FILM; from WRCA-TV(NY) & KRCA-TV (LA), 58 stations net, 19 delayed. Alternate Week Sponsors- American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Agcy Superv- Thomas F. Vietor. 2) The Simoniz Co (Simoniz, Bodysheen, Non-Scuff) also thru SSC&B; and The Simoniz Co (HiLite) thru Tatham-Laird, Inc(Chi). Pkgr- MCA-Revue Productions. Re-runs of films originally produced for Pepsi Cola Playhouse and Studio 57. Program replaces Big Story (last show July 8) for the same sponsors for the summer; returning Sept 9.

Saturday(16)

NBC- 11-11:30am EDT; DEBUT; Commando Cody, ON FILM; from WRCA-TV(NY) & KRCA-TV (LA), 51 stations net, 11 delayed. Sponsor- General Foods Corp (Post Cereals) thru Benton & Bowles, Inc(NY); Acct Exec- George Brown. Pkgr- Republic Pictures; Film Prod- Republic and Hollywood Television Service, Inc, at Republic Studios, Hollywood, Calif; Prod- Franklin Adreon; Dirs- Fred C. Brannon, Harry Keller, Writers- Ronald Davison, Barry Shipman. Science fiction series, starring Judd Holdren in the title role as "the Sky Marshal of the Universe," with Aline Towne, Gregory Gay, others. The series includes films produced in 1952 by Republic Pictures as half-hour features for theatrical release. The film series is first-run TV, although some of the episodes have been seen in theatres. The program replaces Funny Boners (last show July 9).

Sunday(17)

ABC- 7:30-9pm EDT; SPECIAL; Dateline Disneyland, July 17, 1955; from KABC-TV(LA), remote from Anaheim, Calif., to ABC, H'wood, to the net; no. of stations indefinite. Segment Sponsors- 1) American Motors Corp (Nash & Kelvinator Divs) thru Geyer Advertising, Inc(NY); Acct Exec- Sam Ballard; Agcy Superv- Ralph Robertson. American Motors Corp (Hudson Div) thru Brooke, Smith, French & Dorrance, Inc(Detroit); Acct Exec- George Johnston; (Continued on next page)

Sunday(17)

ABC- Dateline Disneyland (Continued from previous page): Agcy Superv- Robertson of Geyer. 2) Swift & Co (Meat & Dairy Products) thru McCann-Erickson, Inc (Chi); Acct Exec- A. W. Shorer. 3) Gibson Art Co (Greeting Cards) thru Stockton, West, Burkhart, Inc(Cinn). Pkgr- Disneyland with ABC-TV; Prod- Sherman Marks; First Asst to Prod- Harold Eisenstein; Parade Organizer & Musical Units- Tommy Walker; Camera Dirs- Stuart Phelps, John Rich; Personnel Asst- Bob Jani; Music Dir- Walter Schumann; Costumes- Kate Lawson; Choreog- Miriam Nelson. (65 technical and production personnel will handle the telecast inside Disneyland: 41 operating engineers, 9 directors, 5 asst directors, 7 floor managers, 5 tech directors). Walt Disney is host for this preview of his 160-acre entertainment park, "Disneyland," at Anaheim, Calif. Viewers will be taken on a tour (via 24 variously placed TV cameras, plus two film cameras) of the entertainment realms of Disneyland. Goodwin Knight, Governor of California, will be a special guest. Among entertainment personalities who will act as hosts for various sections of the park, or are featured in the sections, will be Art Linkletter, Danny Thomas, Irene Dunne, Fess Parker, Buddy Ebsen and others. The show will feature parades and film clips from many of Walt Disney's productions. The program pre-empts network film programs, one time only.

CBS- 7-7:30pm EDT; SPECIAL; The Summit: Report from Geneva, LIVE & FILM; from WCBS-TV(NY), to the net; July 17 & July 24. Public Service. Pkgr- CBS Public Affairs(NY); Prod- Ernest Leiser. Howard K. Smith is narrator in New York for both telecasts; the first, July 17, setting the stage for the Big Four conference in Geneva during the week, with background info and last minute news; the second, July 24, presenting analyses and summaries of the week's activities. Films will present Eric Sevareid and other CBS newsmen in Geneva in on-camera reports. The program replaces Pride of the Family (last show July 10); (See page 59).

NBC- 8-9pm EDT; SPECIAL; Meeting at the Summit; from WRCA-TV(NY), to the net. Public Service. Pkgr- NBC News and Public Affairs(NY); Exec Prod- Davidson Taylor; Prod- Reuven Frank. Live and film report on the Big Four conference at Geneva. NBC net correspondents Romney Wheeler(London) and Joseph C. Harsch will fly back to New York from Europe for the program and immediately leave for Europe afterwards. Morgan Beatty will narrate the program, while David Brinkley will act as guide (in one sequence, strolling thru a fullscale model of the Geneva conference room, pointing out the positions of the conferees). The film portions will include bios of the conference participants, interviews and studies of the physical set-up of rooms and quarters. The program is one of the Summer Specials series.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Address by Adlai Stevenson; SPECIAL July 6; Wed, 11:15-11:45pm EDT; from WBBM-TV (Chi), simulcast, to the net. Public Service. Pkgr & Prod- CBS Public Affairs; production by CBS Chicago-WBBM-TV. Adlai Stevenson addressed the 93 annual convention of the National Education Assn, at Chicago Stadium, as keynote speaker.

Public Hearing on Electric Power; SPECIAL July 10; Sun, 5-5:30pm EDT; from WTOP-TV(Wash), to the net. Public Service. Pkgr- CBS Public Affairs(Wash); Prod- Robert Young. Dwight Cooke is moderator for a discussion of opposing viewpoints on the issue of public versus private power in Washington. Sen. Joseph C. O'-Mahoney (D, Wyo.) and Clyde T. Ellis, gen. mgr., Nat'l Rural Electric Cooperative Assn of Washington will argue the public power side; opposed by Rep. William E. Miller (R., N.Y.) and Edwin Vennard, pres., Middle West Service Co., Chicago, speaking for private power development. The program replaces Face the Nation, one week only.

OTHER NET CHANGES(Cont'd)

NBC- Ford Theatre (Thu, 9:30-10pm EDT) Re-runs started July 7, thru Sept 29.

Musical Chairs (3 of 4 Saturdays, 9-9:30pm EDT) Add PRODUCTION STAFF (See page 76): Pkgr- Ross-Danzig Productions(LA); Exec Prod- Bob Masson(NBC); Prods- Frank K. Danzig & Bart Ross; Assoc Prod & Writer- Al Burton; Dir- William Bennington; Art Dir- Charles Myall; Editor- Betsy Boyd; Unit Mgr- Dale Hume; Music Dir- Bobby Troup.

You and Your Child; DEBUT July 4; Mon thru Fri, 10:30-10:45pm EDT; from WRCA-TV (NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Prod- Dr. Frances Horwich; Dir- Len Salvo, Jr. "Miss Frances" speaks with parents about aspects of everyday living with children, taking in those up to 10 years of age. (The program is not an extension of Ding Dong School as originally announced by NBC, but is a new program entirely different from Dr. Horwich's "TV nursery school."). (See page 77).

Today (Mon thru Fri, 7-9am EDT) Faye Emerson substitutes for vacationing Dave Garroway for one month, beginning July 11.

LOCAL STATION ACTIVITY

WABD(Ch 5) - Captain Video; DEBUT July 10; Sun, 12:30-1:30pm EDT. Sustaining. New York Pkgr- WABD; Prod- Al Hodge; Dir- Arnee Nocks. Al Hodge as "Captain Video" returns as an m.c. for a film program. He entertains young guests in his mountain laboratory, showing films to them and then quizzing them on the subject matter, with prizes for the winner of the contest.

WABC-TV(Ch 7)- Todd Russell's Music Corner; DEBUT July 11; Mon thru Fri, 9-9:30am EDT. New York Sponsor- Acme Supermarkets. Pkgr- Prod- Lew Danis. Musical-interview series, starring Todd Russell singing and playing the piano, and interviewing women from public service and charitable organizations.

WLW-T(Ch 5) - Let There Be Life; RETURN July 5; Tue, 8:30-9pm EST; also to WLW-D(Day-Cincinnati). Sponsor- Blue Cross. Pkgr- WLW-T; Supervised by- Cincinnati Academy of Medicine & Montgomery County Medical Assn; Prod- Joe Hornbeck; Writer- Frank Hart; Co-ord- Kit Fox. New group of live and film programs in this prize-winning series which debuted last year; dealing with the application of modern medicine to personal health. The series will be seen for 13 weeks.

WBBM-TV(Ch 2)- Luncheon with Billy; RETURN July 4; Mon thru Fri, 12noon-12:30pm CT. Chicago Participations. Pkgr & Prod- WBBM-TV. Musical variety show, starring Billy Leach as singing m.c., with Bette Chappel, Jean Williams and the six-piece instrumental Hal Kartun Group. Several viewers join as "luncheon" guests.

WNBQ(Ch 5) - Contact; DEBUT June 27; Mon thru Fri, 5:35-6pm CT. Participations. Chicago Pkgr- WNBQ; Dir- Phil Bodwell; Music Dir- Don Marcotte. Musical-variety program, featuring Kenny Bowers as comic, singer and instrumentalist, with Tom Mercein as announcer-host, and a guest female vocalist each week. Joseph Gallicchio and the NBC Chicago orch back the performers.

KRCA-TV(Ch 4)- Hollywood's Best; RETURN June 27; Mon, 8-9pm PT. Sustaining. Prods- Los Angeles Helen Winston & Herb Golden; Dir- Robert Livingston. Robert Paige is m.c. for the program, presenting celebrities who do the act, sing the song or show a film clip illustrating a turning point or high spot in their careers.

KTTV(Ch 11) - Mr. Genius; DEBUT June 28; Tue, 9:30-10pm PT. Pkgr & Prod- Ross-Danzig Los Angeles Production in assn with John Masterson; Dir- Joe Agnello. Art Baker is m.c.-quizmaster for a masked man who matches his knowledge against a six-man panel.

MONDAY JULY 11 (Cont'd)
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THE VOICE OF FIRESTONE ABC 8:30  
 (Howard Barlow)

Margaret Broderson, Emil Markow, Loren Welch, Elizabeth Winslow, Russell Hammar, Frances Wyatt, Bette Terrell, Bill Toole (all S, regulars in chorus as soloists); Harvey Shapiro (M)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30

The Top Notchers (S&M), Jean Gibbons (S), Mary Kennedy (S)

Those Whiting Girls CBS 9pm

regulars & Craig Stevens; (SW & SD)

PEE WEE KING ABC 9pm

regulars & Porter Wagoner

ETHEL AND ALBERT (Peg Lynch & Alan Bunce) CBS 9:30

regulars; others in the cast not available at press time; (SW & SD)

ROBERT MONTGOMERY PRESENTS NBC 9:30

The Paper Hero - (O) by Dagny Delph; with John Gibson, Elizabeth Eustis, Jean Mann, Gwön Van Dam, Elmer Lehr, Bernie Martin & stock co. regulars; (SD)

STUDIO ONE SUMMER THEATRE CBS 10pm

Sane as a Hatter - (O) by Michael Dyne; with Romney Brent, Margaretta Warwick, Roy Dean, Bramwell Fletcher, Nydia Westman, Iola Lynn, Rosalind Ivan, Leslie Barrie, Drew Thompson, John McGiver, Frederic Worlock; Dir by Tom Donovan

Eddie Cantor WABC-TV

The Suspicious Husband - with Bonita Granville, Buddy Ebsen, Allen Jenkins; (SW & SD)

Big Town (Mark Stevens) WRCA-TV 10:30

regulars & John Gallaudet, Roy Roberts, Charles Watts, Jean Andern, Marjorie Owens, Jean Vaughn, Bob Burton; (SW & SD)

TUESDAY JULY 12  
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MUSIC '55 (Stan Kenton) CBS 8:30

Lena Horne (S), Frankie Laine (S), Vincente Gomez (M); (SW) by Leonard Feather; Prod by Robert Bach; (SD) by Mel Ferber (PREM)

ARTHUR MURRAY PARTY NBC 8:30

Pearl Bailey (S), Jack Carter (C)

WEDNESDAY JULY 13
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Fabian of Scotland Yard (Bruce Seton) WRCA-TV 7pm

No Alibi - (A) by Geoffrey Wicomb; with Sylvia Marriott, Tim Turner, James Raglan, Myrtle Reed, Patrick Connor, Robert Raglan; (SD)

Disneyland ABC 7:30

Pre-Opening Report on Disneyland and a Tribute to Mickey Mouse - (O) by Milton M. Raisin & Lee Chaney; Prod by Bill Walsh; Cartoon Sequences dir by Wilfred Jackson

Conrad Nagel Theatre WAED 7:30

The Visitor - (O) by Leo Tolstol, (A) by Thomas Sterling; with Tonio Selwart, Cecil Mathews, Virginia Belmont, Stella Vitelleschi, David Frantz; (SD)

MR. CITIZEN (Allyn Edwards) ABC 8:30

The Door is Always Open - with Anne Seymour, Karl Swenson, Joy Hodges, Jacqueline McKenzie, Wendell Holmes, Phil Carter, Bob Hastings, Alberta Johnson, Alma Knight; (SW & SD, LAST SHOW)

KRAFT THEATRE NBC 9pm

The Straw - (O) by Eugene O'Neill, (A)-(SW); with Kathleen McGuire, Lin McCarthy, Cliff Hall, Murray Hamilton; (SD)

The Millionaire CBS 9pm

The Story of Emily Short - with cast to be announced; (SW & SD)

FRONT ROW CENTER CBS 10pm

Kitty Foyle - (O) by Christopher Morley, (A) not listed; with Janet Blair, Elliott Reid, Helen Heigh, Dick Elliott, Nan Boardman; (SD, FROM HOLLYWOOD)

Douglas Fairbanks WRCA-TV 10:30

The Wedding - (O) by Gizi de Zsembly Elory; with Mary Morris, Andre Morrell; (SD)

THURSDAY JULY 14  
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Guy Lombardo WRCA-TV 7pm

The Barry Sisters (S)

