

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

AUGUST 16-22, 1954

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

PRODUCTION • PROGRAMMING • TALENT

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(16)

NBC- 8:30-9pm EDT; DEBUT; Background, LIVE & FILM; from WNBC(NY), to the net. Sustaining. Pkgr- NBC News & Special Events; Prod- Ted Mills; Managing Ed- Reuven Frank; Film Superv- Mr. Jean Lenauer; Film Ed- Connie Gochis. Joseph C. Harsch, NBC Washington correspondent, explains the headlines (from New York) in terms of the people who live them in a live commentary with specially shot film. This is the first program of its type in the NBC news "feature production area." Program replaces Comment in this time spot, with the latter going off temporarily and returning on Aug 29, Sunday 3:30-4pm. Background will remain in its present spot until Sept 6 after which it will move to a new time.

#### Thursday(19)

NBC- 7:30-7:45 pm EDT; SPECIAL; President Eisenhower's Address to World Council of Churches, ON FILM; from WNBQ(Chi), to the net. Pkgr & Prod- NBC News & Special Events thru NBC Chicago. President Eisenhower's address before the meeting of the World Council of Churches, in Evanston, Ill. The President will be introduced by Dr. Geoffrey Fisher, Archbishop of Canterbury. Program replaces the Thursday showing of The World of Mr. Sweeney, one time only.

### OTHER NETWORK CHANGES & ADDITIONS

CBS- Man of the Week (Sun, 6:30-7pm EDT) Returned Aug 8, for three weeks, replacing Crossroads in Asia which had its last showing Aug 1. (See page 119).

The Morning Show; FORMAT CHANGE August 16; Mon thru Fri, 7-9am EDT; from WCBS-TV (NY), to the net. Participations. Pkgr- CBS News & Public Affairs; Prod- Ted Fetter; Assoc Prod- David Heilweil; Dirs- Kirk Alexander, Peter Birch; News Prod- Av Weston; News Dir- Vince Walters; Sets- Kim E. Swados; Music Dir- Jose Melis; Writers- Jack Paar, Larry Marks, Sid Resnick, Poot Pray. Complete production and format change for the program, with entertainment making up the major portion of the former news and feature program. Jack Paar is anchor man and host, presenting monologues and sketches. Charles Collingwood continues with news reports, and Bill and Cora Baird and their marionettes continue, with members of Paar's "troupe" also joining the show: Betty Clooney as featured vocalist, pianist Jose Melis, and band leader Pupi Campo as straight man and added duty as sportscaster. Melis will lead a trio for musical numbers.

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NET CHANGES(More)

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OTHER NET CHANGES(Cont'd)

NBC- The American Forum (Sun, 4-4:30pm EDT) New title, effective immediately. Old title, The American Forum of the Air, had been in use for 26 years on radio-TV.

NEW NETWORK SPONSORSHIPS

WHITEHALL PHARMACAL CO (Anacin) thru The Blow Co., Inc will sponsor the Monday segment of Douglas Edwards With the News (Mon thru Fri, 7:30-7:45pm EDT) over CBS-TV, effective August 23. AVCO MANUFACTURING CO (Appliance & Electronics Div, Bendix) thru Earle Ludgin & Co (Chi) will sponsor the Wednesday segment of the same program, effective August 25. PHARMACEUTICAL, INC (Geritol) thru Edward Kletter Associates, Inc., will sponsor the Friday segment, effective August 27. American Tobacco Co (Pall Mall Cigarettes) continues as sponsor of the Tues & Thurs programs.

THE TONI CO (All products) thru Leo Burnett Co., Inc(Chi) will sponsor People Are Funny over NBC-TV, Sundays, 7-7:30pm, beginning Sept 19.

CHRYSLER-PLYMOUTH DEALERS thru McCann-Erickson, Inc(NY) will sponsor a new film series, It's A Great Life, over NBC-TV, Tuesdays, 10:30-11pm, beginning Sept 7. The series stars Michael O'Shea, James Dunn and William Bishop.

CAMPBELL SOUP CO thru Batten, Barton, Durstine & Osborn, Inc(NY) will sponsor a new film series, Dear Phoebe, starring Peter Lawford, over NBC-TV, Fridays, 9:30-10pm, beginning Sept 10.

PONTIAC MOTOR DIV, GMC, thru MacManus, John & Adams, Inc(NY) will sponsor The Red Buttons Show over NBC-TV, three Fridays out of four, 8-8:30pm, beginning Oct 1.

CHEVROLET MOTOR DIV, GMC, thru Campbell-Ewald Co(Detroit) will sponsor the T-Men In Action film series over ABC-TV, Thursdays, 8-8:30pm, tentatively starting Oct 7.

LENTHERIC, INC(perfumes) thru Cunningham & Walsh, Inc(NY) will become alternate week sponsor of Chance of a Lifetime (Friday, 10-10:30pm) over DuMont, effective Sept 17. P. Lorillard Co (Old Gold Cigarettes) will continue as sponsor, alternate weeks.

LOCAL STATION ACTIVITY

WPIX(Ch 11) - Hometown Hero, ON FILM; HIGHLIGHT Aug 14; Sat, 1:20-1:40pm EDT, one New York time only. Sustaining. Film made in 1921, starring the late Babe Ruth, presented as a prologue to the eighth annual "Oldtimers Day," preceding the regular telecast of the New York Yankees-Boston Red Sox ball game.

WBEM-TV(Ch 2) - Farm Daily; DEBUT Aug 16; Mon thru Fri, 6:45-7am CDT. Sustaining. Chicago Pkgr- WBEM-TV; Prod & Writer- George Menard. George Menard presents news of interest to farmers and features and interviews of interest to city dwellers.

KNXT(Ch 2) - Cavalcade of Books; RETURN Aug 15; Sun, 3:30-4pm EDT. Sponsor- A Los Angeles group of book publishers with the Southern California Booksellers Assn thru Case Advertising Agency. Pkgr & Prods- Frances and Jack Case; Dir- Dan Gingold(KNXT). Third season for the Peabody-award winning program, presenting Georgiana Hardy and Turnley Walker in discussions of new books and interviews with noted guests from the literary world. The program debuted Sept, 1952. Sponsorship is shared by almost 100 publishing firms of various types as well as the booksellers group.

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>					
WABC-TV(7)	#"Tales of the Trail" (Motion Pictures for TV)	-Sustaining	7/24	Sat	4-4:30pm
WABD(5)	#"It's a Small World" (Travel films-various)	-Sustaining	8/9	Mon thru Fri	11:15-11:30am
<u>Chicago</u>					
WBKB(7)	#"Victory At Sea" (NBC Film Division)	-Fox Deluxe Foods, Inc (poultry) thru C. Wendell Muench & Co(Chi)	8/19	Thu	9:30-10pm
WGN-TV(9)	#"Racket Squad" (ABC Film Synd, Inc)	-G. Heileman Brewing Co thru Leo Burnett (Chi)	8/17	Tue	8:30-9pm

#Re-runs in market

RATINGS DIGEST

<u>ONCE WEEKLY PROGRAMS</u> <u>(Net - Film or Live)</u>	<u>NATIONAL NIELSEN</u> 2 weeks end July 10		<u>U.S. PULSE TV</u> July 6-12 AUGUST issue		<u>TRENDEX</u> Week Aug 1-7 AUGUST	<u>VIDEODEX</u> June 26-July 2 Homes(%)
	<u>Homes(000)</u>	<u>Homes(%)</u>				
I Love Lucy(CBS-F)	(1) 14,020	(1) 47.0	#	#	#	(2) 35.1
Dragnet(NBC-F)	(2) 11,792	(2) 40.3	(1) 35.4	(3) 27.1	(1) 35.5	(1) 35.5
Blue Ribbon Boxing(CBS-L)	(3) 9,300	(5) 31.6	*	*	*	*
Toast of the Town(CBS-L)	(4) 9,018	(4) 31.8	(4) 27.9	(8) 20.5	(5) 30.7	(5) 30.7
Ford Theater(NBC-F)	(5) 8,886	(3) 32.0	(5) 26.1	*	*	*
Robert Montgomery(NBC-L)	(6) 8,877	(6) 30.6	*	*	*	*
This Is Your Life(NBC-L)	(7) 8,299	(7) 30.2	*	*	*	*
Godfrey & Friends(CBS-L)	(8) 8,130	(9) 28.9	(6) 25.4	#	(8) 27.0	(8) 27.0
Godfrey Talent Scouts(CBS-L)	(9) 8,116	(8) 29.1	(7) 25.3	(1) 32.7	*	*
Loretta Young Show(NBC-F)	(10) 7,894	*	*	*	*	*
Kraft TV Theatre(NBC-L)	*	(10) 28.2	*	*	*	(9) 26.2
Stage Show(CBS-L)	*	*	(2) 32.0	*	#	#
Best of Groucho(NBC-F)	*	*	(3) 28.3	(4) 24.8	(3) 33.7	(3) 33.7
Public Defender(CBS-F)	*	*	(8) 25.2	(2) 28.7	*	*
What's My Line(CBS-L)	*	*	(9) 25.0	(5) 22.3	*	*
Burns & Allen(CBS-F)	*	*	(10) 24.7	(9) 19.2	*	*
Masquerade Party(CBS-L)	*	*	*	(6) 22.1	*	*
Justice(NBC-L)	*	*	*	(7) 20.8	*	*
Our Miss Brooks(CBS-F)	*	*	*	(10) 19.1	(10) 25.8	(10) 25.8
Jackie Gleason(CBS-L)	#	#	#	#	(4) 31.4	(4) 31.4
Television Playhouse(NBC-L)	*	*	*	*	(6) 29.4	(6) 29.4
Saturday Night Revue(NBC-L)	*	*	*	*	(7) 27.6	(7) 27.6

CODE: \*Not placed in first ten in survey #Not on air during survey week  
Numbers in parentheses denote placement in each survey list. NOTE: Nielsen, U.S. Pulse and Video-  
dex are national surveys; Trendex is a 10-city survey. See page 123 for previous digest

CASTING: James Merrick(CBS) is the new casting director for Studio One; for the new series starting Sept 20.....Mama (CBS, Fri, 8-8:30pm, returning Sept 3) Casting: Doris Quinlan at Carol Irwin, 30 E 39th St, MU 3-7311; uses supporting players to permanent cast; send photos and resume, follow up later by calling for appointment.

SCRIPTS: Honestly, Celeste (CBS, Sun, 9:30-10pm, debut Oct 10) series starring Celeste Holm as a neophyte reporter on a big city daily. Scripts are bought by Les Kolodny at William Morris, 1740 Broadway, and Larry Gelbart, CBS, 485 Madison Ave, New York; open market, directly from writers as synopses and/or completed scripts. Approximately \$300 and up for outlines for the half-hour situation comedy episodes, in a scene by scene breakdown; approximately \$600 and up for completed scripts. Exact prices are not set, but are subject to negotiation and are based on the skill and reputation of the writer.

## PRODUCTION AND PROGRAMMING NEWS

### FILM DIGEST:

Transfilm, Inc. is distributing four films originally produced for the TV-Radio

Workshop of the Ford Foundation and shown on Omnibus; "The William Faulkner Story," "The Raymond Loewy Story," "Tugboat" and "The Philippe Halsman Story," each averaging about 13 minutes running time. Transfilm has a part interest in the films which are the first of any of the Omnibus films offered in this way. The TV-Radio Workshop is undecided about syndicating others made for it for the time being.....  
..Conrad Nagel will serve as host, introducing films in a 26-film series of half-hour dramatic stories adapted from famous literary works, to be titled Conrad Nagel Theatre. The series, to be distributed by Guild Films, was produced by Andre Luotto Productions and was originally titled Signet Circle Theatre. The series will be available late in Sept.....The new Big Town series starting Sept 29 on CBS will have an entirely new format. It will be somewhat documentary in style, showing newspaper activities as they really are, illustrating how news is actually handled, how stories are actually assigned and covered. The dialogue will be as true as possible. Stock shots for the series were filmed at the Los Angeles Times. New leads are Mark Stevens as "Steve Wilson" and Trudie Rowe as "Lorelei."

Ezra Stone is directing the second four films in the new I Married Joan series; Don Weis had directed the first four.....Harry Tugend, producer of The Ray Milland Show, is following the system instituted by several other West Coast film producers; setting his scripts far in advance of actual shooting so if changes are necessary they don't hold up the schedule. He is working with a dozen scripts ahead of actual shooting.....One well-known Hollywood series just stopped production for a month to permit script revision, but since the shooting schedule was far ahead of requirements, nobody is affected except production staff.....The Peter Lawford series, Dear Phoebe, has six writers working on scripts: Producer Alex Gottlieb, Charles Hoffman, Ken Englund, John L. Greene, Barbara Hammer and Rip Von Ronkle....  
...Hollywood Reporter says that during the past 12 months at least 140 television film series have started or continued production in Hollywood with at least 39 more in active planning stages at present. The Reporter's current shooting chart shows 54 series in actual production. Its 140 figure can not be used to project actual total activity in a year because many series that shoot pilots and announce future plans actually never do get under way if agencies or sponsors turn thumbs down.....

When the new (1953) films in The Hunter series go on the air Sept 26, Keith Larsen will be seen as "Bart Adams," replacing Barry Nelson who made the original 13 in the series which are now in re-run.....Judy Dupuy, editor of the "TV Film Program Directory," reports that the only films used for television which so far have shown little obsolescence factor are the serials and comics for the four-to-eight year old children's group. It's also an indication that inferior quality or obvious age will doom a series as the audience becomes more critical.

### NEWS & COMMENT:

Lever Brothers (Lifebouy Soap, Good Luck Margarine, Pepsodent Toothpaste) will

sponsor the first major Midwest regional network program beginning Sept 4. Uncle Johnny Coons, starring the juvenile favorite of the same name, will present Coons in various characterizations, in odd clothes, creating inventions that backfire on himself and narrating old silent slapstick comedies. The program will originate from WBBM-TV (CBS) and will be seen over more than 15 CBS stations in the Midwest, but because of a contractual commitment with another Chicago station, Coons will not be seen in Chicago for some time.

Polly Bergen will substitute for Dorothy Collins during the first 13 weeks when Your Hit Parade returns to NBC-TV Sept 11. Miss Collins expects a child in October.....Kenny Price, singer and guitarist, and Glenn Scott, specialist on the Hawaiian steel guitar, have been added to Crosley Broadcasting Midwestern Hayride talent staff at WLW-T(Cinn), which already has the largest group of country and western specialists in the country, except perhaps for Nashville.....Spade Cooley, now in his 7th year with KTLA(H'wood) has renewed his contract with the station again.....William Phillipson, named executive assistant to producer David O. Selznick for the Oct 24 Electric Light's Diamond Jubilee show over the inter-connected stations of all the networks, is coordinating all activities involving the nets, the producer and the ad agency, N. W. Ayer & Son.....ABC will have its third two-city network program starting Aug 30 when Creative Cookery debuts over WBKB (Chi) and is seen simultaneously over WAEC-TV (NY). Last season, Bob and Ray and the Jerry Lester afternoon show were also seen over the o-and-o net, but neither got off the ground sponsor-wise. NBC, which tried Francois Pope's cooking show on its own o-and-o net last season has apparently dropped plans for other shows to be shown under the same plans, preferring to go along with its Weaver specials, the big participation shows, Today, Home and Tonight.

PERSONNEL CHANGES: Recent shifts at ABC and KABC-TV in Hollywood, included the following: Kenneth B. Craig appointed program director for the Western Division, ABC Television net. Don Quinn named general sales manager of KABC-TV. Amos T. Baron, named manager of KABC-TV, succeeding Frank G. King, resigned; Jack F. Brembeck named promotion manager of KABC-TV, succeeding John Asher. Robert E. Johnson named ABC-TV staff publicist in Hollywood, succeeding Gene DePoris, who has joined Edward R. Murrow's See It Now staff in New York.

Stanley Gilson, Jr., has joined Shaw Artists Corp, N. Y., to handle dramatic talent for TV, stage and motion pictures.....John J. Kelly named asst advertising and sales promotion manager of Westinghouse Broadcasting Co., Inc, in New York, effective Sept 1.....George L. Snyder appointed merchandising manager for WJBK (Detroit).....John J. Walsh named coordinating director of merchandising-promotion-publicity for WKRC-TV(Cinn) and WTVN-TV(Columbus). Fred Thomas was appointed publicity manager for WKRC-TV, with Helen Nugent as assistant.

TALENT SHOWSHEET AUGUST 16-22, 1954

Most of the shows on August 13, 14, 15 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, August 20. 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 are not carried below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mr. Peepers, 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 or any other shows unavailable at press time are on file and may be requested.

FRIDAY AUGUST 13

CHANCE OF A LIFETIME DuM 10pm pre-empted on this date only by All-Star Football Game

SATURDAY AUGUST 14

The Joe Palooka Story WABD 7pm Turkey for Terry - (O) by Dean Reisner; with regulars & Nancy (Joe Kirkwood & Cathy Downs) Evans, Reuben Wendorf, Gordon Gebert, Herv Bigran, Billy McLain, Eddie Clark, Cecil Elliott, Steve Roberts, Butch Jones, Grazia Narciso; (SD)

BEAT THE CLOCK CBS 7:30 Bob Kennedy subs for vacationing Bud Collyer this week & next

SATURDAY NIGHT REVUE NBC 9pm Eddie Albert returns as host; regulars & Tom D'Andrea, Hal March; (FROM HOLLYWOOD)

SUNDAY AUGUST 15

FRONTIERS OF FAITH NBC 1:30 The Comedian - (O) by Henri Gheon, (A) not listed; with Gene Lockhart, Jack Kelly, Darryl Hickman, Beverly Garland, Tom Browne Henry; (SD, FROM HOLLYWOOD)

COLGATE SUMMER COMEDY HOUR NBC 8pm Ronnie Graham (C); add: Willie Mays (baseball), Kaye Ballard (S&C), Miriam Stevenson (Miss Universe of 1955), The Chords (S), Joan Holloway (D)

TOAST OF THE TOWN CBS 8pm Victor Borge subs as host for Ed Sullivan; Four Lads (S), Nata & Hari (D), The Golden Mermaid, Jeanne Volk (S)

ROCKY KING, DETECTIVE DuM 9pm Murder on the Downbeat - (O) by Jim Beach; with Richard (Roscoe & Todd Karns) McMurray, Christine Linn, Boris Aplon, John Shay, John Seven

WHAT'S MY LINE? (Daly) CBS 10:30 Fred Allen subs for Steve Allen as panelist

MONDAY AUGUST 16

Duffy's Tavern WNBT 7pm Archie the Hypnotist - with regulars & Trevor Bardette, Frank (Ed Gardner) Marlowe, Allen Jenkins, Rodolfo Hayos, Jr., Renee Godfrey, Dorothy Ryan, Frank Hagney; (SW & SD)

THE VOICE OF FIRESTONE ABC 8:30 Roberta Peters (S)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30 The Four Joes (Kenneth Davis, Lou Tulianello, Peter Antus, Steve Antus, all S), Deborah Haley (S), Vivian Martin (S)

NBC TELEVISION RECITAL HALL NBC 9pm Ania Dorfmann (NET ONLY, SEEN ON WNBT SUN AUG 22, 1pm)

Public Defender CBS 9pm Think No Evil - (O) by William P. Rouseay; with Marshall (Reed Hadley) Bradford, Jimmy Lyden, Helen Ford, Hugh Beaumont, Marjorie Owens, Will Wright, Fritzi Dugan, Coulter Irwin, Jess Kirkpatrick, Don Kennedy; Dir by Budd Boetticher

ROBERT MONTGOMERY PRESENTS NBC 9:30 Invitation to Murder - (O) by James Parish, (A) by Doria Folliott; with regulars & Claudia Morgan; (SD) by Garry Simpson

MONDAY AUGUST 16 (Cont'd)

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STUDIO ONE CBS 10pm The House of Gair - (O) by Eric Linklater, (A) by Michael  
SUMMER THEATRE Dyns; with Basil Rathbone, Hurd Hatfield, Cora Witherspoon,  
Wesley Addy, Iola Lynn, Eva Condon; (SD) by Allen Reisner

Adolphe Menjou's WNBT 10:30 The Empty Holster - (O) by Stephen Crane, (A)-(SW); with  
Favorite Story Clark Howat, Nan Leslie; (SD, COLOR)

TUESDAY AUGUST 17

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Janet Dean, R.N. WNBT 8pm Kennedy Case - (O) by Franz Spencer; with Charles Nolte, Dor-  
othy Peterson, Stella Andrew, Gloria Rand, Harry Ellerby

ARTHUR MURRAY PARTY NBC 8:30 Arnold Stang (C), Jack Norton (C), Kenny Delmar (C), Don Cor-  
nell (S), Denise Lor (S)

THE UNITED STATES ABC 9:30 The Grand Tour - (O) by Elmer Rice, (A) by Arthur Arent;  
STEEL HOUR with Zachary Scott, Julie Haydon, Ruth Ford, Addison Rich-  
ards, Jon Richards, John Vivyan, Helen Ray; Dir by Marc  
Daniels

SUSPENSE CBS 9:30 Barn Burning - (O) by William Faulkner, (A) by Gore Vidal;  
with E. G. Marshall, Charles Taylor, Beatrice Straight,  
Peter Cookson, James Reese, Denise Morris, Frank Tweddell;  
(SD, LAST SHOW)

DANGER CBS 10pm An Angel of Clay - (O) by Palmer Thompson; with Frank Marth,  
Frank Campanella, Hildy Parks, Harold Stone, William Harri-  
gan, David Clarke; (SD)

THE BLUE ANGEL CBS 10:30 The Beachcombers (S), The Szonys (D), Jimmy Komak (C), Nancy  
(Orson Bean) Walker (S&C)

WEDNESDAY AUGUST 18

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Wild Bill Hickok WAED 6pm Faked Violence - with Don Turner, Steve Pendleton, George  
(Guy Madison) Lewis, Murray Alper, Gloria Talbot; (SW & SD)

RED SKELTON CBS 8pm Frank Sinatra (S), Cab Calloway (S&M), Georgie Tapps (D) (H'D)

KRAFT TELEVISION NBC 9pm The Worried Man's Blues - (O) by George Faulkner; with Joe  
THEATRE MAROSS, William DILLARD, Edgar Stehli, John Shellie; (SD)

Douglas Fairbanks WNBT 10:30 Line in the Snow - with credits to be announced

THURSDAY AUGUST 19

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MELODY TOUR ABC 8pm Rico Turchettie (M); add regular Peter Gladke (D)

JUSTICE NBC 8:30pm Man on the Hunt - (O) by George Bellak; with Lenka Peterson,  
(Westbrook Van Voorhis) Patrick O'Neal, Harvey Lembeck, Bruce Gordon & others; (SD)

SO YOU WANT TO LEAD A BAND ABC 9pm Judy Lynn & regulars

KRAFT TELEVISION ABC 9:30 The Shining Hour - (O) by Keith Winter, (A)-(SW); with Val-  
THEATRE erie Bettis, Richard Waring, Anne Meacham, Margaret Barker,  
Richard Moore; (SD)

THE TELLTALE CLUE CBS 10pm The Case of the Itch to Kill - (O) by Stan Silverman; with  
(Anthony Ross) Bethel Leslie, George Macready, Mikhail Rasumny, others; (SD)

THE MARRIAGE NBC 10pm regulars & Alexander Scourby, Leon Janney, Joe Curtin,  
(Cronyn & Tandy) others; (SW & SD, COLOR, LAST SHOW)

FRIDAY AUGUST 20

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Schlitz Playhouse CBS 9pm Captain in Command - (O) by Robert Dexter Neff, (A) by De-  
Witt Bodeen; with James Whitmore, Jeff Donnell, Donald Mur-  
phy, Lyle Talbot, Ted Stanhope, Maxine Cooper, Ann Spencer,  
Jesslyn Fay, William Page, Pitt Herbert; (SD) by Ted Post

THE STRANGER DuM 9pm (O) by James Blumgarten; with Pat Breslin, Eric Fleming,  
(Robert Carroll) Heywood Hale Broun, Ann Shoemaker, Jay Barney

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 13 THRU FRIDAY AUGUST 20  
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BREAKFAST CLUB ABC 9am Thu - Jack Webb

GEORGE SKINNER SHOW WCBS 9am M - Richard Himber (M&magic); Thu - Parker Fennelly

GARRY MOORE CBS 10am M - Sandor Glancz & Peggy McLean (table tennis champs); Tu - Lorraine D'Essen (Animal Talent Scouts) with Garryl (bear cub); Thu - Prof. Backwards (Jimmy Edmondson); F - Acromaniacs (C-acro), Russell Swan (C-magic)

A TIME TO LIVE NBC 10:30 M thru F - add regulars: Nell Clark, John Himes, Dort Clark; (SW & SD, FROM CHICAGO)

STRIKE IT RICH(Hull) CBS 11:30 M - Lenny Herman (M); W (9pm) - Tex McCrary, Jinx Falkenburg

TED STEELE WOR 2:30 M thru F - Bill Darnell (S), Art Lund (M&S), Jerri Winters(S)

BOB CROSBY CBS 3:30 M thru F - Jack Smith subs this week only for Bob Crosby

SIX O'CLOCK REPORT - NEWS WCBS 6pm M thru F - Bob Hite subs for vacationing Ned Calmer for 2 wks.

SIX O'CLOCK REPORT - FEATURE WCBS 6:05 M thru F - George Skinner subs for vacationing Bill Leonard for 2 wks.

Crown Theatre - Gloria Swanson WABC 6pm Tu - The Best Years - (O) by D. D. Beauchamp; with Bobby Driscoll, John Litel, Barbara Woodell, Roy Engle, Mack Williams, Bill Boyett; Dir by Bernard Girard; Thu - Short Story - (O) by Budd Lesser; with Gloria Swanson, Phillip Terry, Larry Gray, Fanny Schiller, Loyette Thompson; Dir by Edward C. Simmel

The Files of Jeffrey Jones(Don Haggerty) WABC 6:30pm M - Death Book - (O) by Bob Raynor; with regulars & Marjorie Lord, William Phillips, Elizabeth Root, William Boyett, Crane Whitley, Dick Elliott, Zon Murray; Dir by Lew Landers; W - Squeeze Play - (O) by Warren Douglas; with Marjorie Riodan, Brad Johnson, Bob Rose, David Gorcey, Brett King, Gale Bassett; Dir by Landers; F - One for the Money - (O) by George Bricker; with Aline Towne, William Tannen, Dick Winslow, Dick Crockett; Dir by George Blair

MAGIC COTTAGE WAED 6:30 M thru F - Ruth White, Carl White, Wallace Acton; (SW & SD)

CAPTAIN VIDEO (Al Hodge) DuM 7pm M thru F - regulars & Nehemiah Persoff, Frank Overton, Gene Leonard; (SW & SD)

THE WORLD OF MR. SWEENEY NBC 7:30 (Charlie Ruggles) Tu - regulars & James Holden, Ginger Brooks; W - regulars only; Thu - James Hickman, Nicholas Saunders; F - Mort Stevens; (SW & SD)

SATURDAY AUGUST 21  
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The Range Rider (Jack Mahoney) WNBT 6:30 Red Jack - (O) by Joe Richardson; with regulars & Christine McIntyre, Don Harvey, Eddie Cobb, Stan Blystone; (SD)

Mr. District Attorney (David Brian) WCBS 7pm Jeanne Bates, Peter Adams, Harlan Warde, Alice Backs, Matt Burke, Margaret Barstow, John Deering; (SW & SD)

The Joe Palooka Story (Joe Kirkwood & Cathy Downs) WAED 7pm Career for Ann - (O) by Charles R. Marion; with regulars & Florence Auer, Carolee Kelly, Tom Monroe, Hal Baylor, Jan Kayne, Richard Avonde, Thomas Crawford, Danny Chang; (SD)

STAGE SHOW (Dorsey Brothers) CBS 8pm Monica Lewis (S), Morey Amsterdam (C), Frank Fontaine (C), Nicholas Brothers (D), Arnauts (C)

SUNDAY AUGUST 22  
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PHILCO TELEVISION PLAYHOUSE NBC 9pm Star in the Summer Night - (O) by Tad Mosel; with Lili Darvas, Mark Richman, Byron Russell, Katherine Squire; (SD)Penn

THE MAN BEHIND THE BADGE CBS 9:30 St. Louis - (O) by Max Ehrlich; with Don Briggs, Elinor Randel, Mary Alice Moore, Joseph Downing, Lorna Lynn, Phillip Truex, Jerry Eskow, Peter Ostroff; (SD)

THE WEB CBS 10pm The Bait - (O) by Eileen & Robert Mason Pollock; with Alan Bunce, Betsy Palmer, Patrick O'Neal, Henry Lascoe, Victor