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INCLUDING

THE TELEVISION INDEX

MARCH 15-21, 1954

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (15)

CBS- 7-9am EST, CST, Mon thru Fri; DEBUT; The Morning Show; from WCBS-TV(NY), no. of stations indefinite. Sponsors- Participations. Pkgr- CBS News & Public Affairs(NY); Prod- Paul Levitan; Unit Prods- Ted Marvel(Unit A), Don Hirsch(Unit B); Dirs- Tom Donovan(show), Vince Walters(news); Unit Mgr- Bob Stolfi; Music- Recorded; Sets- Charles Lisanby & Jac Venza; Staff Writers- Jack McGiffert(head feature writer), Helen Markel, Tom Costigan, Marianne MacCalla, Alice Wallace; News Editor- Av (cq) Westin. Entertainment-news-music-information program, originating in Studio 41, Grand Central Terminal CBS studio, with Walter Cronkite as "anchor man," Charles Collingwood, news reporter; Bil and Cora Baird and their puppets, with several developed especially for the show. The program format will include news of the world, music and entertainment, current events commentaries, interviews with interesting and newsworthy people in all fields, information on all phases of living, live remote broadcasts of important events and weather reports via a new electronic board-map. The program provides for five-minute local station cut-ins at the end of each half-hour.

Tuesday (16)

CBS- 9-9:30pm EST; RETURN; Meet Millie; from KXET(H'wood), 52 stations live, 33 kine. Sponsors (alternate) 1) O-Cedar Corp thru Turner Advertising Agency (Chi). 2) Carter Products, Inc(Arriid & Rise & Little Liver Pills) thru Sullivan, Staufer, Colwell & Bayles, Inc; Acct Exec- Barrett Welch; Agcy Superv- Richard Uhl. Pkgr- CBS-TV(H'wood); Prod- Frank Galen; Dir- Lester Vail; Music Dir- Irving Miller; Writers- Frank Galen, Howard Leeds, Arthur Julian. Situation comedy starring Elena Verdugo as Millie, Florence Halop as her mother and Marvin Kaplan as Alfred Prinzmetal; with Roland Winters as Mr. Boone, Millie's boss, Isabel Randolph as Mrs. Boone and Ross Ford as Millie's boy friend. The program made its debut on Oct 25, 1952, and has been a CBS sustainer since. It went off the air temporarily several weeks ago. It had been seen Saturdays, 7-7:30pm EST. Meet Millie replaces This Is Show Business in the Tuesday spot.

Saturday (20)

NBC- 11:10pm-1am EST; SPECIAL; NCAA Tournament Championship; from WDAF-TV(Kansas City), to the net. Sustaining (at press time). Pkgr- NCAA with NBC News & Special Events; Prod-Dir- WDAF-TV crew. Final game between the Eastern and Western championship basketball teams resulting from the NCAA tournament sectional eliminations. The game will not be seen in the Kansas City area.

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THIS WEEK

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special topics.

OTHER NETWORK CHANGES & ADDITIONS

ABC- It's About Time (Thu, 8-8:30pm EST) Change production staff credits: Prod- John Lewellen; Co-Prod- Rachel Stevenson & Jay Sheridan; Dir- Dan Schuffman. (See page 35 for debut listing).

CBS- Address by Vice President Nixon; SPECIAL March 13; 10:30-11pm EST, from WTOP-TV (Wash), to the net. Sustaining. Pkgr- CBS News & Public Affairs. Vice President Richard M. Nixon presents the answer of the Republican Party to criticism voiced by Adlai Stevenson in his Miami address during the same time period on March 7. (See page 35).

The New Revue (Fri, 5:30-6pm EST) Burt Shevelove is now producer and Jerry Shaw is director, with overall supervision by Richard Lewine, CBS executive producer for color programs.

DuM- Night Editor; DEBUT March 14; Sun, 6:15-6:30pm EST; from WABD(NY), to the net. Sustaining. Pkgr- Ward Byron & Hal Burdick; Prod- Ward Byron; Dir- Dick Sandwick; Assoc Dir- Ken Geiman; Writer- Hal Burdick. Human interest stories suggested by the events that make newspaper headlines, told by Hal Burdick as the "night editor," sitting at a desk in a typical newspaper office setting. Burdick tells the stories straight, with no actors or other re-creation beyond the art of direct story telling. A 16mm film series, with the same name, star and writer, was produced during the fall of 1952 for Kaiser-Frazer auto dealers' sponsorship in several major cities. It made its New York debut over WABD on Sept 12, 1952. The new series is live.

NETWORK SPONSOR ACTIVITY

YARDLEY & CO., LTD. (Cosmetics) thru N. W. Ayer & Son, Inc(NY) will sponsor the Tuesday, 1:30-1:45pm segment of the Garry Moore Show over CBS-TV, effective April 6; replacing Cat's Paw Rubber Co., current sponsor of the segment.

LOCAL STATION ACTIVITY

WABD(Ch 5) - Walter Woolf King Show; DEBUT March 15; Mon thru Fri, 1:15-1:30pm New York EST. Participations. Pkgr- Bories Organization, Inc(NY); Prod- Bob Bories Productions; Prod Superv- Wesley Kenney(WABD); Dir- Lou Danis. Musical comedy star Walter Woolf King sings and reminisces in a program of operetta favorites and modern romantic ballads, with piano accompaniment. In recent years King has been a radio and TV performer on the West Coast.

WOR-TV(Ch 9) - The Spanish Hour; RETURN March 15; Mon, 10:30-11:30pm EST. Participations. Pkgr-Prod- Don Passante; Dir- Bob Eberle(WOR-TV). Bilingual, English-Spanish program, featuring variety acts performing in the setting of a Spanish night club, "El Rancho." The program is done in both languages, with Don Passante as English-language m.c., and Don Mendez, comedian-m.c., as the Spanish-language host. The program will feature Latin American guests and acts. Spanish Hour made its debut July 6, 1953, over WOR-TV and was last seen Aug 17. WOR-TV went on a limited operations basis the next day after an IBEW strike.

WPIX(Ch 11) - St. Patrick's Day Parade; SPECIAL March 17; Wed, 12:30-4pm EST. New York Sponsors- Hoffman Beverage Co(Soft Drinks) & Pabst Brewing Co(Beer) both thru Warwick & Legler, Inc(NY). Tech Arrangements- Mike Vardakis; Dir- Jack Murphy. Jack McCarthy describes the sixth annual telecast of the St. Patrick's Day Parade on New York's Fifth Avenue.

LOCAL STATION ACTIVITY(Cont'd)

KNXT(Ch 2) - Introduction to Art; DEBUT March 15; Mon thru Fri, 10:30-10:45am PST. Los Angeles Sustaining, public service. Pkgr- KNXT in cooperation with the University of California Extension Division and UCLA; Prod- William Whitley(KNXT Dir of Public Affairs); Dir- Bob Lehman. Instructor Mary Holmes of the UCLA art department will use examples of painting and sculpture to illustrate lectures for viewers who can also earn two units of transferable university credit from UCLA if they register through UCLA (\$18 course fee). Students take three exams during the "term" and a final on the UCLA campus on June 26. The on-the-air course will continue thru Friday, June 25. KNXT's Shakespeare on TV, the award-winning predecessor for TV education, enables TV enrolled students to earn one college credit.

KGO-TV(Ch 7) - FYI; DEBUT March 13; Saturday, 9:30-10pm PST. Sustaining. Pkgr- San Francisco KGO-TV; Prod-DIr- Tom Weatherwax; Writer- Gordon Waldear. Documentary series spotlights the role of California newspapers in the history of the state, saluting the nine Bay Area counties'(San Francisco-Oakland) newspapers. The first program gives a general picture, with the "Oakland Tribune" story on the March 20 program. Bob Day is m.c. and Hartley Sater is narrator.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
New York <u>WABD(5)</u>	*"The Joe Palooka Story" (Guild Films)	-Open for sponsor	3/13	Sat	7-7:30pm
Los Angeles <u>KTTV(11)</u>	*Colonel March of Scotland Yard" (Official Films)	-Yeakel Brothers(auto dealers)	3/6	Sat	9:30-10pm

CODE: *First run in market

FILM PACKAGES

Rin Tin Tin FUTURE(Hollywood); outdoor adventure series telling the story of an orphaned boy adopted by a cavalry troop at Fort Apache in 1880's; with Rin Tin Tin IV, Lee Aaker as the boy, and James Brown, Bill Phipps and Joe Sawyer; 26 half-hour films to be filmed, scheduled to roll April 1. Avail- Sponsorship open. Pkgr-Film Prod- Screen Gems, Inc., at Columbia Pictures, Hollywood; Prod- Herbert B. Leonard; Dir- (2 of first 4 in series) Robert G. Walker. Dist- Screen Gems, Inc., 233 West 49th St., New York 19, N. Y.

RATINGS DIGEST

MULTI MARKET TELEPULSE, ONCE A WEEK SHOWS, WEEK JAN 4-10, 1954:

I Love Lucy(CBS-F)	47.7	Milton Berle(NBC-L)	34.7
Dragnet(NBC-F)	41.7	Godfrey and Friends(CBS-L)	34.0
You Bet Your Life(NBC-F)	38.6	Burns & Allen(CBS-F)	31.0
Godfrey's Talent Scouts(CBS-L)	36.4	Red Buttons(CBS-L)	30.0
Comedy Hour(NBC-L)	36.2	Jackie Gleason(CBS-L)	29.9

L- Live F- Film. Future Pulse surveys will be included in consolidated ratings digest (See page 41). Previous Pulse Survey is listed on page 22.

NEWS AND COMMENT: Baron (Mickey) Trenner, Jr., appointed asst to Charles F. Holden, ABC-TV net program manager.....Lealie Harris appointed vice president and general manager of CBS Television Film Sales, Inc.....Leon Drew named production manager of KNXT(H'wood).

TALENT SHOWSHEET MARCH 15-21, 1954

Most of the shows on March 12, 13 and 14 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 March 19. 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 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.

FRIDAY MARCH 12

MAMA CBS 8pm Jenny And The Streets Of Paris - (O) by Jerome Ross; with regulars and Pat Poole, Herbert Anderson

LIFE BEGINS AT 80 DUM 9pm Joe E. Brown (C)
(Jack Barry)

SATURDAY MARCH 13

ROD BROWN CBS 11:30 Strange Men From Leefri - with Al Ruscio, James Dukas, David Winters; (SW & SD)

Range Rider WNBT 6:30 Bullets & Badmen - (O) by Edward Llewellyn; with John Douchette, Brad Johnson, Myron Healy, Elle Ethridge, Steve Clark, Alan Bridge. (Change from previous listing of Outlaw Pistols.)
(Jack Mahoney)

ETHEL AND ALBERT NBC 7:30 Cele McLaughlin, Truman Smith, Lillian Schaaf, Alexander Clark, Douglass Parkhurst, Dortha Duckworth, Mimi Strongin
(Lynch & Bunce)

JACKIE GLEASON CBS 8pm Eddie Fisher subs for Gleason this date

YOUR SHOW OF SHOWS NBC 9pm Rhonda Fleming, guest hostess; Chandra Kaly Dancers, Billy Williams Quartet, Jack Russell, Joan Walker (S) and regulars
(Sid Caesar-Imogene Coca)

MEDALLION THEATRE CBS 10pm Flight To Fame - (O) by Simon Winchelberg; with Edith Fellows, Romney Brent, Helen Baron, James Broderick, Perry Fiske, Bert Freed, Dickie Moore, Peggy Nelson, Barbara Townsend, Ken Konopka

COL. HUMPHREY FLACK DUM 10pm The Columnist - (O) by Hannah Grad Goodman, Ed Jurist & S. L. David; with Joan Copeland, Ralph Bell, John Kane, Frank Maxwell, Shirley O'Hara, Sidney G. Stevens; (SD)
(Alan Mowbray & Frank Jenks)

Orient Express WCBS 10:30 KILL: Announced teledrama; INSERT: speech by Vice-Pres. Nixon

SUNDAY MARCH 14

LAMP UNTO MY FEET CBS 10am My World At Five - (O) by Paul Tripp; with Anna Lee, Jay Jostyn; (SD)
(Bill Leonard)

FRONTIERS OF FAITH NBC 1:30 Leif Erickson, Aline MacMahon, Charles Eggleston, Dearn Darnay

EXCURSION(Meredith) NBC 4pm The Story of Money; guest Mrs. Ivy Baker Priest(US Treasurer)

CMNIBUS CBS 5pm The Gambler, The Nun & The Radio - (O) by Ernest Hemingway, (A) A.E. Hatcher & Sidney Carroll; with Geraldine Fitzgerald, Harry Townes, Victor Thorley, Albert Salmi, George Mitchell, James Goodwin, Harry Bellaver, Don Mayo, Henry Silva, Casey Allen, Michael Strong; Dir: Paul Nickell. ---- 3 Skits: Hats, Holiday, Conquest - (O) by Hermione Gingold; with Miss Gingold, Cyril Ritchard, Jean Stapleton, Philippa Evans, Buster Davis. ---- Shoot The Nets - documentary film of Dutch Herring fleet.

HALLMARK HALL OF FAME NBC 5pm The Road To Tara - (O) by James Truex; with Patrick O'Neal, Lois Hall, John Baer, Emory Parnell, Philip Tonge, Lumsden Hare, Thomas Henry, Damian O'Flynn, Don Kennedy, Walter Beaver, Will White, Ed Perry; (SD, FROM HOLLYWOOD)
(Sarah Churchill)

YOU ARE THERE CBS 6:30 The Rescue Of The Statue Of Liberty - (O) by Peggy Phillips; with Martin Brooks, Douglas Watson, Mary Sinclair, John Heldebrand, Jerome Kilty, Robert Emhardt, Bruce Gordon, Bernard Grant, Ben Astar

MR. PEEPERS(Wally Cox) NBC 7:30 Regulars & Jane Moultrie, Van Dyke Parks, Katherine Squire, Georgia Harvey, James Surrey, Amelia Barlion, Garry Walberg, Carl Specht; (SW & SD)

SUNDAY MARCH 14 (Cont'd)

THE MASK ABC 8pm 65 Pacific Street - (O) by Frank Gruber, (A) by Sam Ross; with
(Gary Merrill & William Prince) regulars and Peter Capell, Peg Hillias, Don Dubbins, Daryle
Grimes, Kathleen Maguire, Don Gibson, Paul Andor; (SD) (KINE ON WED, NET
ONLY, 8-9pm.)

TOAST OF THE TOWN CBS 8pm Add: Leslie Caron, Montgomery Clift, Dorothy Hayden's Irish
(Ed Sullivan) Steppers, Hal LeRoy(D), "Peg Leg" Bates(D)

ROCKY KING, DETECTIVE DuM 9pm The Spirit's Willing - (O) by Philip S. Goodman; with Isabel
(Roscoe & Todd Karns) Price, Jean Sorel, Kevin O'Morrison, Hope Sansbery, Joe Abdullah

THE WEB CBS 10pm The Piece Of Cloth - (O) by Richard Wendley; with Michael
Higgins, Lois Holmes, Rusty Lane, James Dunn; (SD)

Peerless Theatre WABD 11pm Tennessee's Partner - (A) by Jack Patrick, from story by Bret
Harte; with John Qualen, Robert Osterloh, Jim Hayward, Max
Wagner, Al Murphy, Charles Watts, Don Gibson; (1st showing in NY market)

MONDAY MARCH 15

JAMIE ABC 7:30 Aunt Laurie's Diet - (O) by David Shaw; regulars and Parker
(Brandon de Wilde) McCormick

ARTHUR MURRAY PARTY NBC 7:30 Judy Holliday in flirtation scene from It Should Happen To You
with Scott McKay; (LIVE, NOT ON FILM)

GODFREY TALENT SCOUTS CBS 8:30 Lorraine Donahue (soprano); Sheila Guyse (pop singer); John
Christophe, Murray Zeenberg, Lonnie Di Grazio, Lew Guidi (vocal-
instrumental quartet)

VOICE OF FIRESTONE NBC 8:30 Eugene Conley

RCA Victor Show NBC 9pm Regulars and Billy Barty
(Dennis Day)

RED BUTTONS CBS 9:30 Mimi Benzell; (Last Red Buttons show in current format; becomes
(Joe Silver) situation comedy March 22)

ROBERT MONTGOMERY NBC 9:30 The Quality Of Mercy - (A) by Irving Gaynor Neiman, from short
story by Eleazar Lipsky; with Lillian Gish, Mario Alcalde,
James Gregory, Betty Bendyck, Florence Anglin, Eva Condon; (SD) by Perry
Lafferty

STUDIO ONE CBS 10pm Thunder On Sycamore Street - (O) by Reginald Rose; with Whit-
field Connor, Kell O'Day, Robert Bussard, Dickie Olsen, Lee
Bergere, Anna Cameron, Harry Sheppard, Kenneth Utt, Charlotte Pearson,
Charles Penman, Mabel Cochrane, Tirrell Barbery; (SD) by Franklin Schaffner;
title drawing by Edward Chavez

Adolphe Menjou's WNBT 10:30 The Vacant Room - with Allene Roberts, Lillian Albertson,
Favorite Story Herbert Heyes, Charlotte Fletcher, Lorna Thayer, Alan Wells,
Howard Price, Edward Colmans, John Merrick; (SW & SD)

TUESDAY MARCH 16

Cavalcade Of America ABC 7:30 The Splendid Dream - (O) by Paul Gangelin; with Richard Stapley,
Leo G. Carroll, John Dodsworth

THE MASK ABC 8pm ~~Marion Fox Murder~~ - (O) by Charles Robinson; with Brian Keith,
(Kine, repeat of show Audrey Christie, Russell Hardie, Arthur Storch, Betty Garde,
seen 2/7/54) Frances Waller, Phil Kenneally, Gilbert Mack, Allan Tower; (SD)

Gene Autry Show CBS 8pm Cold Decked - repeat of film originally seen on 9/15 & 12/15/53

EOB HOPE SHOW NBC 8pm Cass Daley, Janis Paige (S), David Niven

PANTCHIME QUIZ DuM 8:30 Regulars and John Archer, Janis Carter, Cliff Norton
(Mike Stokey)

Make Room For Daddy ABC 9pm Regulars and Jesse White, Martha Wentworth, Clifford David,
(Danny Thomas) Danny Richards Jr., Lee Erickson, Nancy Randall

TUESDAY MARCH 16 (Cont'd)
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Fireside Theatre (Gene Raymond) NBC 9pm Ringo's Last Assignment - (O) by Robert Richards, (A) by Wells Root; with Tom Powers, Mary Orr, Jonathon Hale, Richard Simmons, Wheaton Chambers, Joe McTurk, Jack Daly, Dorothy Bruce; (SD)

U. S. STEEL HOUR ABC 9:30 Welcome Home - (O) by N. Richard Nash; with Helen Hayes, Charles Ruggles, Jean Dixon, Paul McGrath, Carmen Mathews; (SD)

SUSPENSE CBS 9:30 The Fourth Degree - (O) by C.P. Dommel Jr., (A) by Frank P. de Felitta; with Joseph Wiseman, Walter Brook, Werner Klemperer, Milton Selzer, E.A. Krumschmidt, Irene Cowan; (SD)

ARMSTRONG'S CIRCLE THEATRE NBC 9:50 The Fugitive - (O) by Irene Foley; with Dolly Haas, Anthony Perkins, Miko Osgard, Marcel Hillaire, Judith Tutaeff, Pierre Perret; (Show originally scheduled for March 2, pre-empted by Mardi Gras)

DANGER CBS 10pm Actor - (O) by Maury Stern; with Dane Clark, Catherine McLeod, Jack Warden, Leo Bayard, Chris Gampel, Alfred Hopson, Charles Randall; (SD)

Mr. & Mrs. North (Barbara Britton & Richard Denning) NBC 10:30 Death Doll - (O) by Lee Erwin; with regulars and John Eldredge, Ann Doran, Kay Morley, Leon Lontok; (SD)

WEDNESDAY MARCH 17  
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Wild Bill Hickok (Guy Madison) WNET 6pm Jingles Becomes a Baby-Sitter - with Raymond Hatton, Dennis Moore, Toni Gerry, Ray Parsons, Effie Laird, Al Bridge, Riley Hill; (SU & SD)

CHICAGO SYMPHONY DuM 8:30 George Schick, conductor

My Little Margie (Gale Storm & Charles Farrell) NBC 8:30 Vern's Son - with regulars and Stuart Wade, Wayne Taylor; (SW & SD)

KRAFT TELEVISION THEATRE NBC 9pm You Touched Me - (A) unavailable at press time, (O) Tennessee Williams & Donald Windham, suggested by short story by D.H. Lawrence; with Martyn Green, Terence Kilburn, Deidre Owens, Catherine Willard; (SD)

THURSDAY MARCH 18
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Meet Mr. McNutley (Ray Milland) CBS 8pm Regulars and Steffi Sidney (daughter of columnist Sidney Skolsky)

Four Star Playhouse CBS 8:30 Lady Of The Orchids - (O) by Ty Cobb & Jackson Hill, (A) by Thelma Robinson; with Lilli Palmer, John Howard, Robert Paige, John Hoyt, Phyllis Stanley, Ann Loos; (SD) by Roy Kellino

T MEN IN ACTION (Walter Greaza) NBC 8:30 The Case Of The Changing Heart - (O) by Ed Adamson; with Paul Franke, Danny Ocko, Joe Maross, June Dayton, Army Freeman; (SD)

LUX VIDEO THEATRE CBS 9pm The Exposure Of Michael O'Reilly - with Victor McLaglen, Vera Miles, Arthur Shields; balance of credits unavailable at press time; (SD, FROM HOLLYWOOD) *by Richard Mc Donagh*

KRAFT TELEVISION THEATRE ABC 9:30 Home At Seven - (O) by R.C. Sheriff; with Tom Helmore, Valerie Cossart, Carl Harbord, Robin Craven, Audra Lindley, Noel Leslie, Felix Deebank, Ieta Bonjorge; (A) - (SU)

Ford Theatre NBC 9:50 The Last 30 Minutes - (O) by Lee Horton, (A) by Berne Giler; with Arthur Franz, Martha Vickers, George Macready, Eve Miller, Kyle James; (SD)

Public Defender (Reed Hadley) CBS 10pm The Unfit Mother - (O) by William E. Raynor; with Barbara Logan, Lyle Talbot, James Kirkwood, Nestor Paiva, Tony Caruso, Veda Ann Borg; (SD)

MARTIN KANE (Mark Stevens) NBC 10pm Jim Nolan, Mona Knox, Richard Carlyle, Cliff Owens, Janet Ward, Frank Milon, Frederick Meyer, Marilyn Moore; (O) -Edgar Marvin

Foreign Intrigue (James Daly) WNET 10:30 F.I. In International Finance - (O) by Joseph Victor, (A) by Harold Jack Bloom; with Uno Herming, Laurutz Falk, P.G. Holmgren, Gusta Pruzelius, Tyne Daly; (SD)

FRIDAY MARCH 19

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THE NEW REVUE (Mike Wallace) CBS 5:30 (COLOR) Chandra Kaly Dancers, Jack Cassidy (S), Pat Marshall (S); scene from The Golden Apple; (Effective this date Burt Shevelove replaces Ted Fetter as producer)

DAVE GARROWAY NBC 8pm Ames Brothers (S)

Topper (Anne Jeffreys & Robert Sterling) CBS 8:30 The Diamond Ring - (O) by Philip Rapp; with regulars and Frank Ferguson, Kathleen Freeman, Thurston Hall, Mike Jeffreys, Harry Hayden, Eileen Howe, Harry Shannon, Tommy Jackson, Robert Warwick; (SD)

The Life Of Riley (William Bendix) NBC 8:30 Regulars and Sterling Holloway (O) by Dick Conway & Roland Mac Lane

pepsi-Cola Playhouse (Arlene Dahl) ABC 8:30 Open Season - (O) by Harold Shumate; with Dennis Morgan, Douglass Montgomery; balance of credits unavailable at press tm

Pride Of The Family (Paul Hartman) ABC 9pm Regulars and Hal Baylor

Schlitz Playhouse CBS 9pm Her Kind Of Honor - (O) by Jack Bennett; with Pamela Mason, Hugh Marlowe, Robert Cornthwaite, Marjorie Lord, Guy Prescott, Helen Moyes, John Alderson, Robin Hughes; (SD) by Roy Kellino

THE BIG STORY (Robert Sloane) NBC 9pm Edan Wright, Chicago Daily News - (O) by Gail Ingram; with Frances Reid, Agusta French, Mac McLeod, Dorothy Donahue, Sara Floyd, Douglass Parkhurst, Coe Norton, Harry Holcombe, Virginia Gerry; (SD)

Cur Miss Brooks (Eve Arden) CBS 9:30 Regulars and Gil Frye

CAMPBELL SOUNDSTAGE NBC 9:30 The Green Convertible - (O) by Tex Edmonson, (A) by Frank P. de Felitta; with John Baragrey, Georgiann Johnson, Donald Foster, James Westerfield; (SD)

Inner Sanctum (Paul McGrath) WOR 9:30 The Cat Calls - (O) by Doug Johnson; with John Beal, Lydia Reed, Janet Ward, Ethel Owen, Bruno Wick, Helen Wagner; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MARCH 12 THROUGH FRIDAY MARCH 19

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WALTER WOOLF KING DuM 1:15 M - Vivienne Segal; (PREMIERE OF NEW SERIES)

GARRY MOORE CBS 1:30 M - Helen Carroll & The Boys (S); Tu - Dorothy Jarnac (D), Ladd Lyons (C-acro); W - Roger Price (C); Th - Ross & West (C)

KATE SMITH NBC 3pm M - Snooky Lanson (S), The 3 Suns (S-M), Hector & Byrd (D); Tu - Arthur Maxwell & Helena Scott (S), Phil Napoleon Jazz Band, Georgie Kaye; Th - Charlie Ruggles sketch, Dorothy Day (fashion), ballet sequence; F - Al Bernie (C)

MAGIC COTTAGE WABD 6:30 Mitchell Agruss, Bill McCutcheon; (SW & SD)

CAPTAIN VIDEO (Al Hodge) DuM 7pm Don McHenry, Walter Klavun, Peter McHugh, Don Hamner, Ed Holmes, Joe Helgesen, Alan North, Arch Johnson; (SW & SD)

EDDIE FISHER NBC 7:30 W - Morton Downey; F - Gloria DeHaven

PERRY COMO CBS 7:45 Como returns after two-week vacation

SPOTLIGHT WOR 8pm M thru F: The Only World - (C) - by Arthur Blake; with Larry Robinson, Ruth White, Patsy O'Shea; (SD)

STRIKE IT RICH CBS W, 11:30am - Mrs. Goldena Howard; W, 9pm - Gordon Jenkins

HIGH TENSION WOR 10:30 Thu thru Wed - The Tell-Tale Heart - (A) by William Albright from Edgar Allan Poe story; with Curtis Conway

SATURDAY MARCH 20

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Rocky Jones, Space Ranger (Richard Crane) WNBT 10:30am Bobby's Comet - Chapter I; with regulars and Cliff Ferre; (SW SD)

Johnny Jupiter (Wright King) WABC 5:30 Jupiter-Frisbee, Inc. - (O) by Allan Stone, (A) by Nelson Gidding & William Kendall Clarke; with Ely Segall and regulars; (SD)

SATURDAY MARCH 20 (Cont'd)

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Range Rider (Jack Mahoney) WNBT 6:30 Cutlaw Pistols - (O) by Arthur Rowe; with Shelby Wooley, George J. Lewis, Stanley; (SD) (Previously announced for March 13)

ON YOUR WAY (Kathy Godfrey) ABC 7pm Kai Soderman (Swedish singer), Ricky Hale (Spanish singer), The Manhattans (vocal quartet, 3 boys & 1 girl)

Man Against Crime (Ralph Bellamy) WNBT 7pm Hit And Run - (O) by Bill Demling; with William Post Jr., Raymond Van Sickle, Truman Smith, Lee Criegar, Glen C. Gordon, Jay Lanno, Doreen Lang; (SD) (NBC & DuM Sunday March 21 10:30pm)

Orient Express WCBS 10:30 A Pair Of Shoes - (O) by George Houghton (cq); with Ingrid Andree, Horst Buckholz, Wolfgang Jansen, Theodor Rocholl, Sigred Lagemann, Reinhard Kollbehoff, Berta Drews; (SD)

SECRET FILES OF CAPT. VIDEO (Al Hodge) DuM 11:30am Survival - (O) by Carey Wilber; with regulars and Grant Sullivan

MARTHA RAYE SHOW NBC 9pm Edward Everett Horton, Rocky Graziano, Buddy Ebsen, David Burns

SUNDAY MARCH 21

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GEORGE JESSEL ABC 6:30 Smith & Dale, Fay DeWitt (C), Susan Zanuck (S; daughter of Darryl Zanuck)

YOU ARE THERE (Walter Cronkite) CBS 6:30 The Surrender Of Burgoyne At Saratoga - (O) by Jeremy Daniel; cast to be announced

Roy Rogers NBC 6:30 Haunted Mine Of Paradise Valley - (O) by M.M. Raison; with Hank Patterson, Jean Harvey, Fred Graham, Harry Wills, Harry Harvey, Frank Jaquet, and regulars; (SD)

PAUL WINCHELL SHOW NBC 7pm Doretta Morrow (S), Dancers from Kismet

JACK BENNY CBS 7:30 Bing Crosby, George Burns (FROM HOLLYWOOD)

OPERA CAMEOS (G. Martinelli) WABD 7:30 The Girl Of The Golden West - scenes from Puccini opera which was based on drama by David Belasco; with Brenda Lewis (soprano) Robert Rounseville (tenor), Angelo Pilotto (baritone); (SD)

TOAST OF THE TOWN (Ed Sullivan) CBS 8pm Eddie Fisher, Betty & Jane Kean (C), The Harmonicats (M), Richard Hearne (British comic), Gautier's Steeplechase (dog act), 3 Walt Disney cartoonists

COLGATE COMEDY HOUR (Abbott & Costello) NBC 8pm Les Paul & Mary Ford (FROM HOLLYWOOD)

FRED MARING SHOW CBS 9pm The Teen Trio, Bob Sands, Frances Wyatt (all singers)

PHILCO TELEVISION PLAYHOUSE NBC 9pm Broken Fist - (O) - by David Shaw; with Claude Dauphin, Herbert Nelson, Sidney Amus, Robert Carricart, Therese Quadri, Lilyan Chauvin, Max Fisher, Henry Calvin, Yvonne Rudie, Al Paulsen; (SD) Arthur Penn

THE MAN BEHIND THE BADGE (Fred Uttal) CBS 9:30 Portland, Oregon - (C) by David Harmon; with Norma Crane, Eugenia Rawls, Sarah Krohner, Robert Fuller, Gage Clark, Chris White, Ruth Manning; (SD)

THE PLAINCLOTHES MAN (Ken Lynch) DuM 9:30 Tragic Flirtation - (O) by Vera Caliste; with Connie Clausen, Bram Nossen, Alex Lockwood, Robert Drew, Ralph Cimargo; (SD)

The Loretta Young Show NBC 10pm The Clara Schumann Story - (O) by Jean Holloway; with Miss Young, George Nader, Carleton G. Young, Shelley Fabares, Walter Flannery; (SD)

Peerless Theatre WABD 11pm The Cure - (O) by Bernard Girard; with Todd Karns, Barbara Billingsley, Roy Engle, Marjorie Bennett, Shep Menken, Gilbert Frye, Frank Marlowe, David Fresco, Don Gibson; (FIRST RUN IN NY AREA; remainder of series is rerun of Rebound series)

NEW YORK TALENT AVAILABILITIES

\*\*\*\*\*

ELISHA COOK JR - actor avail TV - AGT: Marjorie Morrow CH 4-0644

JEFF MORROW arrives from Calif Mar 18 for TV - AGT: Baum-Newborn MU 8-1380

SCOTT FORBES - young leading man of The Burning Glass - MGT: Grace Lyons JU 6-8330

MIRIAM GOLDINA - actress, instructor Circle In The Square drama workshop, avail TV - SU 7-5400



# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

MARCH 14, 1954 NUMBER THREE

BASE WEEK: MARCH 14-20, 1954

PRODUCTION • PROGRAMMING • TALENT

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

PUBLISHED BY TELEVISION INDEX, INC.

### PROGRAM ANALYSES

#### NETWORK PROGRAMMING ANALYSES

| Scheduled program transmission for the week of: March 14-20 |      |        |                  |                     |     |        |     |                     |       |
|-------------------------------------------------------------|------|--------|------------------|---------------------|-----|--------|-----|---------------------|-------|
| HOURS                                                       |      | ABC    |                  | CBS                 |     | DuM    |     | NBC                 |       |
|                                                             |      | Comm   | Sus              | Comm                | Sus | Comm   | Sus | Comm                | Sus   |
| Sign on-}                                                   | Live | ½      | --               | 20½ <sup>ⓐ</sup>    | 3½  | ½      | --  | 11 3/4 <sup>ⓑ</sup> | 3½    |
| 12 noon }                                                   | Film | ½      | --               | --                  | --  | --     | --  | --                  | --    |
| 12 noon-}                                                   | Live | 5 3/4  | 6                | 25 3/4              | 7   | 2      | 5½  | 11 3/4              | 14½   |
| 6:00 pm }                                                   | Film | --     | --               | 3/4                 | --  | --     | --  | --                  | --    |
| 6:00 pm-}                                                   | Live | 11 3/4 | 13½ <sup>ⓧ</sup> | 20½                 | --  | 9½     | 7½  | 18½                 | 2 3/4 |
| Sign off }                                                  | Film | 5      | 3                | 6                   | --  | ½      | --  | 6½                  | --    |
| TOTALS )                                                    | LIVE | 18     | 19½ <sup>ⓧ</sup> | 66 3/4 <sup>ⓐ</sup> | 10½ | 11 3/4 | 12½ | 42                  | 20½   |
|                                                             | FILM | 5½     | 3                | 6 3/4               | --  | ½      | --  | 6½                  | --    |

Includes: <sup>ⓐ</sup>Columbia Pacific Net <sup>ⓧ</sup>"The Mask" kine repeat # "Today"  
<sup>ⓑ</sup>"The Morning Show"

(NOTE: Classification "Live" or "Film" is determined by predominant part ((50% or more)) of show, televised at station of program. Commercial category includes participating and cooperatively sponsored programs, although they may not be completely sponsored.)

All index totals are approximations based on advance network information and do not reflect last-minute programming changes.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial advertising, etc.

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- WEEK OF MARCH 14-20

|                | STATION      | TOTAL HOURS<br>TRANSMISSION | NET HOURS<br>SERVICE | LIVE HOURS<br>LOCAL ONLY | TV<br>FILMS | MOVIE<br>FEATURES |
|----------------|--------------|-----------------------------|----------------------|--------------------------|-------------|-------------------|
| New York City  | WABC-TV (A)  | 104                         | 39                   | 39 1/4                   | 15 3/4      | 10                |
| New York City  | WCBS-TV (C)  | 134 3/4                     | 80 1/4               | 15 1/4                   | 7           | 32 1/4            |
| New York City  | WABD (D)     | 89 3/4                      | 24 3/4               | 36                       | 12 3/4      | 16 1/4            |
| New York City  | WNBT (N)     | 129                         | 72 3/4               | 34 1/4                   | 9           | 13                |
| New York City  | WPIX (I)     | 76                          | --                   | 30 1/4                   | 15          | 30 3/4            |
| Cleveland*     | WXEL (A,C,D) | 111                         | 38 3/4               | 35 1/2                   | 5           | 31 3/4            |
| Cleveland*     | WEWS (A,C)   | 116 3/4                     | 58 1/4               | 32                       | 6           | 20 1/2            |
| Denver         | KBTW (A)     | 71                          | 13 1/2               | 28 1/4                   | 10          | 19 1/4            |
| Denver         | KFEL-TV (D)  | 77 1/2                      | 4 1/2                | 37 1/4                   | 16 1/4      | 19 1/2            |
| Los Angeles    | KTLA (I)     | 65 3/4                      | --                   | 29                       | 4           | 32 3/4            |
| Los Angeles    | KNBH (N)     | 108                         | 59 1/4               | 25 1/4                   | 4 3/4       | 18 3/4            |
| Los Angeles    | KHJ-TV (I)   | 66                          | --                   | 36 3/4                   | 8 3/4       | 20 1/2            |
| Los Angeles    | KTTV (D)     | 106 1/4                     | 4                    | 38 1/2                   | 22          | 41 3/4            |
| Los Angeles*   | KNXT (C)     | 116 3/4                     | 70                   | 17 3/4                   | 14          | 15                |
| Los Angeles    | KCOP (I)     | 70 3/4                      | --                   | 29 1/4                   | 8           | 33 1/2            |
| St. Louis, Mo. | KSD-TV (All) | 124 1/4                     | 82                   | 24 1/2                   | 12          | 5 3/4             |

KEY: A - American Broadcasting Co.; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all nets.  
 \* In first column denotes week of March 7-13. Figures in other columns are computed to nearest 1/4 hour.

TV Films in sixth column are film packages, serials, spot films prepared or adapted especially for TV. Movie features in seventh column are films and shorts not originally made for TV, excluding news and sportsreels.

MONTHLY INDEX OF NETWORK TV PROGRAM ORIGINATION (BASED ON SCHEDULES OF MARCH 14-20)

| CITY             | LIVE HOURS | FILM HOURS | TOTAL HOURS LIVE & FILM |
|------------------|------------|------------|-------------------------|
| New York City    | 137 3/4    | 21 3/4*    | 159 1/2*                |
| Los Angeles      | 24 1/4     | 17 1/4*    | 41 1/2*                 |
| Chicago          | 19 3/4     | 3/4        | 20 1/2                  |
| Philadelphia     | 3 1/4      | --         | 3 1/4                   |
| Tampa            | 3 1/4      | --         | 3 1/4                   |
| Washington       | 2 1/2      | --         | 2 1/2                   |
| Kansas City, Mo. | 1 3/4      | --         | 1 3/4                   |
| Toledo           | 3/4        | --         | 3/4                     |
| Baltimore        | 1/2        | --         | 1/2                     |
| Miami            | 1/2        | --         | 1/2                     |

\* Includes 17 1/4 hours of New York City and Los Angeles duplications.