# Ross Reports on television

INCLUDING

FEBRUARY 15-21, 1954

THE TELEVISION INDEX

VOLUME 6

NUMBER 7

EDITOR:

Jerry Leichter

ASSOC ED: Alvin Sullum

PRODUCTION . PROGRAMMING . TALENT

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## WEEKLY REPORT =

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

### Saturday (20)

CBS- 4:30-5pm EST; SPECIAL; Widener; from WTVJ(Miami), to the net. Sustaining. Pkgr- WTVJ; Net supervisor- Judson Bailey (CBS Sports). Fred Caposella handles the description of the running of the Widener, mile-and-a-quarter horse race for three-year-olds and up at Hialeah Park, Miami; with Sammy Renick doing the color and interviews with racing people before the race. The event is sponsored locally in Miami by Cities Service thru Ellington & Co(NY) as part of the company's season sponsorship of all Hialeah Stake Races, with Caposella and Renick handling the commentary for each race. CBS will also telecast the running of the Flamingo Stakes at Hialeah on Feb 27.

### OTHER NETWORK CHANGES & ADDITIONS

- ABC- A Lincoln Rediscovery; SPECIAL Feb 12; Fri, 9:30-10pm EST, one time only; from WBKB(Chi), to the net. Sustaining. Pkgr- ABC-TV Public Affairs Dept; Prod-Con O'Day; Dir- Dan Schuffman. Carl Sandberg reads material he wrote about Lincoln thirty years ago, subsequently forgot, and recently discovered again. The program is simulcast.
- CBS- Championship Wrestling (Sat, 3:30-4:30pm EST) add Bill Symes, handling color commentary; not previously listed. (See p 20).
- NBC- Three Steps to Heaven (Mon thru Fri, 11:15-11:30am EST); CHANGES (Complete new information listing); from WNBT(NY), 42 stations live, 6 kine. Sponsor- Procter & Gamble Co(Ivory Soap & Duz) thru Compton Advertising, Inc(NY); Acct Exec- John Cantwell; Agcy Superv- William Bowen. (Sponsorship alternates, Tues & Thurs one week; Mon, Wed, Fri the following week). Pkgr- NBC-TV(NY); Prod- Caroline Burke; Dir- Norman Morgan; Creator-Writer- Irving Vendig; Casting- Caroline Burke; Sets- Carden Bailey; Costumes- Jane Burrows; Annor- Don Pardo. Program debuted August 3, 1953. Diana Douglas now stars as Mary Claire "Poco" Thurmond (replacing Phyllis Hill). Regular players now featured in the cast include Mark Roberts as Bill Morgan, Lori March as Jennifer; John Marley as Vince Bannister, Harry Holcombe as Dr. Campbell, Mercer McLeod as Max Bremner, Inge Adams as Laura, Roger Sullivan as Barry, Laurie Ann Vendig as Alice, Eeta (cq) Linden as Pigeon, Frank Twedell as Uncle Frank and Doris Rich as Mrs. Doane. The program will change time, effective March 1, to 10:45-llam EST.

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NET CHANGES

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### NETWORK SPONSOR ACTIVITY

DUFFY-MOTT CO, INC(Mott's Apple products, Sunsweet Prune Juice & Clapp's Baby Foods) thru Young & Rubicam, Inc(NY), continues to sponsor <u>Jamie</u> (Mon, 7:30-8pm EST) over ABC-TV, on an alternate week basis. A network announcement Feb 4 & 5 that the program would be sponsored every week by Duffy-Mott was canceled early this week.

### LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Life With Paper; SPECIAL Feb 17; Wed, 8-8:30pm EST. Sponsor - AmNew York erican Cyanamid Co direct. Fkgr- ABC-TV(NY); Prod- Eddie Nugent;
Dir- Roger Shope; Writers- Eddie Nugent & Alan Reife. A dramatization of the value and contributions that paper has made, is making and will make in the future, presented as a tribute to the achievements of the paper industry. Taylor Grant is m.c. of the documentary-type program, with Arnold Stang, Constance Brigham and Art Fleming featured in the presentation.

WABD(Ch 5)

New York

- Echoes From Israel; DEBUT Feb 21; Sun, 1-1:15pm EST. SponsorNational Committee for Labor Israel, direct. Prod-Shmuel Fershko;
Dir-Barry Shear; Music Dir-Fershko; Writer-Mendel Kohansky. Variety program, presenting American and Israeli singers, accompanied by a five-piece orch. The program will also acquaint Americans with the accomplishments of the Israeli labor movement. Morton Freeman is m.c. and vocalist.

WCBS-TV(Ch 2) - Here Is The Past; DEBUT Feb 20; Sun, 10:30-llam EST. Sustaining.

Pkgr- WCBS-TV and New York University with the National Association of Educational Broadcasters; Prod- Warren Kraetzer(NYU); Dir- Lewis Freedman(CBS). Dr. Casper Kraemer, professor of archeology and the classics at New York University's Washington Square College, will explain the simple rules by which the home audience can understand, appraise and take part in the discovery of the objects that make up archeology. Philip Mayerson, an instructor in NYU's Dept of Classics, will be research consultant. The program is being televised under a grant from the Educational Radio and Television Center, founded by the Fund for Adult Education which was established by the Ford Foundation.

WAAM(Ch 13)

Baltimore

- Evening at Greenspring Inn, ON FILM; DEBUT Feb 12; Fri, 11-11:15pm

EST. Sponsor- Participations thru Louise Waite Advertising(Balt).

Don Swann, Ann Mar and organist Win McDonnell are featured in a program filmed each Tuesday evening at Greenspring Inn, in suburban Baltimore, with theatrical stars and fashion previews as part of the program. The celebrities are top rank personalities of stage, screen and television.

WGN-TV(Ch 9)
Chicago

- Four To Go (Mon thru Fri, ll-ll:30am CST) Ernie Simon took over as m.c., replacing Hal Block, effective Feb 1. (See Vol 5, No 49, p 2)

KHJ-TV(Ch 9)

Ios Angeles

- Harry Koplan-Rosemary La Planche Show; DEBUT Feb 15; Mon thru Fri, 3:30-4pm PST. Sponsor- Sues, Young and Brown(TV sets and appliances distributor, Southern Cal) thru Dan B. Miner Co(LA); Acct Exec- Art. Trask. Dir- J. C. Lewis. The two stars, Mr & Mrs. in private life, present an informal variety program, featuring comedian Ray Erlenborn.

Los Angeles - Waterfront "World Premiere"; SPECIAL Feb 9; Tues, 8:30-9pm CTS, one time only. Sustaining, station promotion. Pkgr- KTTV with Roland Reed Productions and United Television Productions. Bill Welsh is m.c. for a remote telecast from the Hal Roach Studios, presenting the stars, technicians, sets and some scenes from Waterfront, the new film series, starring Preston Foster as a tug boat captain. The series will debut Feb 16 under the sponsorship of Standard Oil Co of California.

### FILM PACKAGES

Mr. District Attorney CURRENT(Hollywood); David Brian stars in a TV version of the well-known radio program, filmed in color; total number not announced, 4 completed; 12 or 15 will be completed by April 1.

Sponsors- Carter Products, Inc(Rise & Arrid) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY) and Shwayder Bros (Samsonite luggage & other products) thru Grey Advertising Agency, Inc(NY) have contracted for alternate week sponsorships in 40 key markets, with many more to be added. In cities where only one of the two sponsors is slated, alternate weeks will be available to local sponsors. (KNXT(LA) announced April 9 as starting date for its showings). Pkgr- Ziv Television Programs, Inc. Film Prod- Ziv Television Programs, Inc., 5255 Clinton St., Los Angeles 4, Cal. (Location shooting mostly; sound stage shooting is at California Studios, Hollywood). Exec Prod- Maurice Unger; Prod Superv- Various; Dir- Various; Writers- Scripts from regular contributors to Ziv shows. Dist- Ziv Television Programs, Inc., 488 Madison Ave., New York 22, N. Y.

### RATINGS DIGEST

NATIONAL NIELSEN RATINGS FOR TWO WEEKS ENDING JAN 9, 1954:

	Homes (000)		Homes (%)
I Love Lucy	15,519	I Love Lucy	59.3
Dragnet	14,790	Dragnet	56.3
Buick-Berle Show	13,391	Bing Crosby Show	54.3
Bing Crosby Show	12,218	Buick-Berle Show	52.7
You Bet Your Life	11,884	Godfrey's Talent Scouts	49.2
Godfrey's Talent Scouts	11,798	Godfrey & Friends (Frigidaire)	48.2
Colgate Comedy Hour	11,502	Jackie Gleason Show	47.5
Godfrey & Friends (Liggett&Myers)	11,500	You Bet Your Life	45.9
Jackie Gleason Show	11,443	Godfrey & Friends (Liggett&Myers	
Godfrey & Friends (Toni)	11,089	Colgate Comedy Hour	43.6

(Previous National Nielsen ratings were listed on p 22).

The Academy of Motion Picture Arts and Sciences shocked a few people with its release of the amount Oldsmobile is supposed to

be paying to MBC to cover all costs on the hour-and-a-half Academy Awards Presentation (\$275,000), although it made good sense to state that NBC was paying the Academy \$115,000 for its share, most of it accounted for in presenting the affair...... Harvey Marlowe, recently named v.p. for promotion and sales of Stage Rentals, Inc. (NY) has purchased all radio and TV rights for the Chi Tribune-N. Y. News 28-year-old syndicated feature series, "Did Justice Triumph?", which is based on authentic crime cases around the globe......A. C. Nielsen Co revealed in a new analysis that a company survey indicates that the use of repeat films during the summer of 1953 did not significantly affect the audiences. Based on averages of 16 net programs with a total of 103 re-run showings, the average for all shows in the film group was 33.9% on the first run and 28.0 during the repeat run. A control group of live shows had a 31.6 average for winter and 24.0 for summer......WAAM's Fourth Annual Regional TV Seminar will be held in Baltimore Feb 26-27, sponsored by the station and American University, Johns Hopkins University, U of Maryland, U of North Carolina, Temple University, and the U.S. Office of Education......New York artists rep, Kay Conran, has moved to 1775 Broadway, New York. Circle 7-4623.

NEW PUBLICATION: Television Writing and Selling, by Edward Barry Roberts. (Pub by The Writer, Inc., 8 Arlington St., Boston, Mass. Feb 10, 1954. 499 pages, \$5.75). The script editor for Armstrong's Circle Theatre outlines the entire process of writing for television from ideas thru actual production; primarily for the free lance.

#### TALENT SHOWSHEET FEBRUARY 15-21, 1954

Most of the shows on February 12, 13, 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, February 19. Script identifications used are: (0) 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.

#### FRIDAY FEBRUARY 12 mmmmmmmmmmmmmmm

		ដែលដែលជាប្រាស់ការប៉ុន្តែការ ការប្រាក្សាក
MAMA (Peggy Wood)	CBS 8pm	Dagmar's Braces - (0) by Gail Ingram; with regulars & Janet Parker, Richard Trask, Gene Francis, Raymond Bailey, Frieda Altman; Dir by Sidney Lumet this show & next
LIFE BEGINS AT 80	DuM 9pm	James Barton & regulars
A LINCOLN REDISCOVE	RY ABC 9:30	Carl Sandburg reads from his own works on Lincoln(1-SHOT, CHI) Prod by Con O'Day; Dir by Dan Schuffman SATURDAY PEBRUARY 13 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
ROD BROWN	CBS 11:30	regulars & Burt Berger, Joe Campanella, Robert Fuller, William Swan: (SW & SD)
TOM CORBETT (Thomas)	DuM 11:30	regulars & Rusty Lane, Jack Bittner, William Keene; (SW & SD)
The Range Rider (Jack Mahoney & Dick West)	WNBT 6:30	Secret of Superstition Peak - (0) by Elizabeth Beecher; with regulars & Lyle Talbot, Tom Monroe, Pamela Blake, Cecil Elliott Francis McDonald, Steve Clark, Lane Chandler; (SD)
LEAVE IT TO-GIRLS	ABC 7:30	George Jessel, Jackie Cooper, Walter Kiernan & regulars
ETHEL AND ALBERT (Peg Lynch-Alan Bunc	NBC 7:30 ce)	regulars & Lawrence Fletcher, Cele McLaughlin, Billy Lee, Blair Davies, Frank Thomas, Sr., Bill Grey, Phil Kramer; (SW & SD)
JACKIE GLEASON (Art Carney & Audrey Meadows)	CBS 8pm	Robert Q. Lewis substitutes for Gleason; Jan Arden, Earl Wrightson, Lois Hunt, J. P. Morgan, Don Liberto (all S) & Gleason's regulars
YOUR SHOW OF SHOWS (Caesar & Coca)	NBC 9pm	Eddie Albert, guest host; Billy Williams Quartet (S), Bambi Linn & Rod Alexander (D), Jack Russell (S), Keith Textor & Sylvia Michaels (S), Harrison & Holloway (D)
COL. HUMPHREY FLACK (Alan Mowbray)	DuM 10pm	The Monaco Stradivarius - (0) by Ed Jurist; with regulars & Martin Belsom, Gregory Morton, Pat Harrington, Marion Noble, Millicent Brower; (SD)
MEDALLION THEATRE	CBS 10pm	The 39th Bomb - (0) by Theodore W. Case, (A) by A. J. Russell; with Jackie Cooper, Rhys Williams, Geraldine Brooks, Frederick Worlock, Philippa Bevans, Michael McEloney; (SD)
Orient Express	WCBS 10;30	The Diamond - (0) by Peter Bernies; with Francoise Rosay, John van Dreelen, Marilyn Buferd; (SD)
		SUNDAY FEBRUARY 14
LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	The Wanted House - (0) by Palmer Thompson; with Phyllis Kirk, Michael Strong, Mary Fickett; Dr. Lyman Bryson moderates this show instead of Leonard; New Prod: George Crothers; (SD)
BRANMTERS OF EATHY	MDC 1.30	Hall Tohnson Chain (S)

AMERICAN INVENTORY	NBC 2pm	Conrad Hilton, Peggy Wood, William I. Nichols (editor) PRE-KINE
OMNIBUS (Alistair Cooke)	CBS 5pm	Azuma Kabuki Dancers; Paso Doble - (0) by Budd Schulberg; with John Cassavettes, Kim Stanley, Arthur Franz, Jacques Aubuchon; Scene from The Confidential Clerk - (0) by T. S. Eliot; with Claude Rains, Douglas Watson; The Whale Who Manted to be a Submarine - written illustrated & parrated by Leo Salkin

Hall Johnson Choir (S)

Henry Bergh, Crusader Against Cruelty - (0) by Rosemary Foster, (A) by Harold Callen; with Kent Smith, Gertrude Michael, Ray HALIMARK HALL OF NBC 5pm FAME(S. Churchill) Montgomery, Sam Flint, Kathleen Mulqueen, James Flavin, James Parnell, Allan Lee, Bernardine Hayes, Ben Weldon, Fred Sherman Louis Letteri, John Damler; (SD, HOLLYWOOD)

FRONTIERS OF FAITH NBC 1:30

# SUNDAY FEBRUARY 14 (Cont<sup>†</sup>d)

Roy Rogers (& Dale Evans)	NBC 6:30	Peril from the Past - (0) by Dwight Babcock; with regulars & Harry Harvey, Lee Roberts, Ann Doran, Pierre Watkins, John Doucette, Paul Pierro, Bill Catching, Russ Scott; (SD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Hanging of Captain Kidd - (0) by Jeremy Daniel; with Henry Jones, Frederic Tozere, Basil Langton, Robert Emhardt, Pat O'Malley, John Becher; (SD)
private Secretary	CBS 7:30	Mind Over Matter - (0) by Larry Rhine; with regulars & Joseph Montanaro, Charles Williams, Guinn Williams, Sarah Spencer; (SD)
OPERA CAMEOS (G. Martinelli)	WPIX 7:30	Tosca - scenes from opera by Puccini; with David Poleri, Ingrid Hallberg, Carlo Tomanelli; (SD)
MR. PEEPERS(Cox)	NBC 7:30	regulars & Murray Hamilton, Ralph Bunker, Janine Manatis; (SW, SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Lionel Barrymore, Ann Blyth, Jane Powell, Debbie Reynolds, Van Johnson, Gene Kelly, Pier Angeli, Louis Calhern, Keenan Wynn, Howard Keel, Ann Miller, Vera Ellen; add: Lucille Ball, Desi Arnaz, Esther Williams, Fred Astaire, Greer Garson, Walter Pidgeon, Cyd Charisse; Pred for M-G-M by George Wells with Herman Hoffman; Choreog by Hermes Pan; Special Material by Roger Edens; Orch under Johnny Green; add: Lana Turner, Richard Anderson, John Ericson, Steve Forrest, Marc Platt, Tommy Rall, Jeff Richards, Alex Powers, Russ Tamblyn, Matt Mattox (LVE&FIM, H' WOOD)
THE MASK (William Prince & Gary Merrill) ROCKY KING, DETECTIV (Roscoe & Todd Karns	ABC 8pm E DuM 9pm )	(0) by Ben Hecht; with regulars & Stephen Hill, Cloris Leachman, Marcel Hillaire, Claudia Hall, Don Briggs; Dir by Leonard Valenta  Murder by Mistake - (0) by Bruce Geller; with regulars & Kermit Kegley, Ellen Demming, Helen Warnow, William Capra, Fred Meyer; (SD)
General Electric The atre	CBS 9pm	FORRY Night - (0) by Bob Patterson, (A) by Doug Heyes; with Claire Trevor, Willis Bouchey, Don Haggerty, Lawrence Ryle, Larry Dobkin, Paul Frees, Tom Browne Henry, Chuckie Bradley; (SD) by Al Green
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	Lost in 2 Minutes - (0) by Sam Ahlberg; with Joyce Randolph, Robert Carricart, Lynne Rogers & regulars; (SD)
THE WEB	CBS 10pm	Rock-Bound - (0) by John McGreevey; with Howard St. John, Mike Wallace, Norma Crane, Flora Campbell, Jane Seymour; (SD) by Lela Swift Victor Borge (C&M) substitutes for Bennett Cerf as panelist
		MONDAY FEBRUARY 15
JAMIE (Brandon de Wilde)	ABC 7:30	Jamie & the Magician - (0) by Jonathan Brock; with Jay Marshall (magician), Teena Starr, Bruce Marshall, Robin Michael; (SD)
ARTHUR MURRAY PARTY	NBC 7:30	Johnny Ray (S)
NAME THAT TUNE	NBC Spm	Ruth Gilbert, Arnold Stang & regulars
VCICE OF FIRESTONE	NBC 8:30	Patrice Munsel (S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	Our Hearts Were Young and Gay - (0) by Emily Kimbrough & Cornella Otis Skinner, (A) by Nathaniel Curtis; with Elizabeth Montgomery, Sally Kemp, Elliott Reid, Marjorie Gateson, Cliff Robertson, John Griggs, Earl Hammond; (3D) by Perry Lafferty
RED BUTTONS (Joe Silver)	CBS 9:30	Sammy Birch, Arnold Walton, Twile Flower, Betty Ann Grove, Allan Walker, Robert Webber, Thisty Greener; (SW & SD)
STUDIO ONE	CBS 10pm	Dark Possession - (0) by Gor /idal; with Geraldine Fitzgerald, Barbara O'Neil, Leslie Nielsen, Helen Auerbach, Bramwell Fletcher, Leora Thatcher, Potra Seleer; (SD) by Franklin Schaffner; Title drawing Franklin
Adolphe Menjou's Favorite Story	WNBT 10:30	The City Runter - with Rober immett Keane, Lewis Martin, Robert Osterloh, Byron Foulger by Stewart, Almira Sessions; (SD) Oly Geo. Nadenbach TUESDAY FEBRUARY 16 EDUDMERIEREEREEREEREEREEREEREEREEREEREEREEREE

Cavalcade of America ABC 7:30

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Margin for Victory - (0) by Arthur Ripley; with Francis Sullivan, Edward Ashley, Richard Gaines, John Hoyt, Scott Lee, John Patrick. Myrna Fahev: (SD) TALENT SHOWSHEET(more)

# TUESDAY FEBRUARY 16 (Cont'd)

Gene Autry (Pat Buttram)	CBS 8pm	Border Justice - (0) by Robert Schaefer & Eric Freiwald; with regulars & Sheila Ryan, Don Harvey, Pierce Lyden, Steve Conte, Julian Upton, Ed Cobb; Dir by Wallace Fox
BOB HOPE	NBC 8pm	Nelson Eddy (S), Gloria De Haven (S), Jerry Colonna (C) (H'D)
THIS IS SHOW BUSINESS(C. Fadiman)	CBS 9pm	Jacqueline Susann, guest panelist; Georgie Kaye (C), Lucienne & Ashour (D), Frank Murphy (S)
Fireside Theater (Gene Raymond)	NBC 9pm	The Grass is Greener - (0) by Frederick Kohner, (A) by Kohner & David Dortort; with Gene Raymond, Frances Robinson, John Warburton, Ralph Dumke, Helen Mowery, Harry Carey, Jr., Noralee Norman, B. G. Norman, Roy Engel; (SD)
Danny Thomas	ABC 9rm	Black Eyes - with regulars & Freddie Ridgeway, John Laing; (SW,D)
ARMSTROXO'S CIRCLE THEATRE	NBC 9:30	Run to the Magic - (0) by Dorcas Durkee; with Anna Lee, John Archer, Melville Ruick, John Dennis, Fex Thompson, Miko Mingo
UNITED STATES STEEL HOUR	ABC 9:30	Highway - (0) by Sophie Treadwell, (A) by Earl Hamner, Jr.; with Diana Lynn, Kevin McCarthy, Jerome Kilty, Peg Hillias, George Mathews; (SD)
SUSPENSE	CBS 9:30	Execution - (0) by Faith Baldwin, (A) by James Cavanagh; with Katharine Bard, Joseph Anthony, Tony Bickley, Martin Huston, Pat Hingle, John Shay; (SD)
JUDGE FOR YOURSELF	NBC 10pm	regulars & Jaye P. Morgan (S)
DANGER	CBS 10pm	Fall Guy - (0) by M. C. Holman; with James Gregory, E. G. Marsh 11, Richard McMurray, Louise Buckley, Larry Robinson, Joseph Roman; (SD)
Mr. and Mrs. North (Britton&Denning)	NBC 10:30	Loon Lake - (0) by Lee Erwin; with regulars & Jack Elam, Ross Elliott, John Doucette, Pamela Duncan; (SD)
THE NAME'S THE SAME	ABC 10:30	Basil Rathbone replaces Bill Stern as regular panelist effective 2/9; Bess Myerson & regulars
		WEDNESDAY FEBRUARY 17
I Married Joan (Davis	) NBC 8pm	regulars & Vic Perrin; (SW & SD)
CHICAGO SYMPHONY	DuM 8:30	Fritz Reiner, conductor (FROM CHICAGO)
KRAFT TELEVISION THEATRE	NBC 9pm	The Cuckeo Clock - (0) by Gerald Savory; with Hans Schumm, Gaby Rodgers, Addison Richards, Edgar Stehli; (SD)
Douglas Fairbanks	WNBT 10:30	Ship's Doctor - no credits available
		THURSDAY FEBRUARY 18
WIRE WHEELS	WABD 7:45	Joe Kizis added as commentator and host effective 2/11
Ray Bolger	ABC 8:30	regulars & George Chandler, Robert Foulck; (SW & SD)
Four Star playhouse	CBS 8:30	The Bomb - (0) by Blake Edwards; with David Niven, Margaret Sheridan, John Dehner; (SD)
T MEN IN ACTION (Walter Greaza)	NBC 8:30	The Case of the Three-Way Split - (0) by Sidney Edelstein; with Mary Fatton, Lin McCarthy, James Gregory, Dean Harens, Sid Raymond; (SD)
LUX VIDEO THEATRE	CBS 9pm	Final Round - (C) Leonard Heideman & Emmett Murphy; with Wendell Corey & others to be announced; (SD)
Ford Theatre	NBC 9:30	For Value Received - (0) by Mildred Cram, (A) by Erna Lazarus; with Feter Lawford, James Whitmore, Marie Windsor; (SD) by Arnold Laven
KRAFT TELEVISION THEATRE	ABC 9:30	Ice Mater, Please - (0) by Fannie Hurst (from Gaslight Sonatas), (A) by Arthur Cavenaugh; with Carmen Mathews, Carolyn King, Peter Capell, David Medoff, Patricia Hosley, Tomi Romer, Anna Appell, Betty Malker, Joe E. Marks; (SD) by Stanley Quinn
PHILIP MORRIS	CBS 10pm	A Walk in the Night - (c) by Rod Serling; with Chester Morris;
ROSS REPORTS - 2/14/	54 - Page C	(SD) TALENT SHOWSHEET (more)

# THURSDAY FEBRUARY 18 (Contid)

MARTIN KANE N (Mark Stevens)	MBC 10pm	(0) by William L. Stuart; with Wolfe Barzell, Ernest Sarracino, James Nolan, Jack Mann, Harold Stone, Allan Frank, Carole Mathews; (SD)
Foreign Intrigue W (James Daly)	WNBT 10:30	F. I. in Disaster Relief - (0) by J. G. Sheers & Hamilton Keener, (A) by Harold Jack Bloom; with Stig Jarrel, Lars Egee, Keve Hjelm; (SD)
		FRIDAY FEBRUARY 19
THE NEW REVUE WO	CBS 5:30	Toni Southern (S), The Honeydreamers (S), Helene Ellis & Harrison Muller (D), Norman Paris Trio
Topper(Jeffreys) (	CBS 8:30	regulars & Kathleen Freeman, James Farnell, Bill Baldwin; (SW,D)
Pepsi-Cola Playhouse A	ABC 8:30	Live a Little - (0) by Lawrence Kimble; with Walter foy, Marie Windsor, Jean Byron, George Eldredge; Dir by Herschel Daugherty
Schlitz Playhouse (	CBS 9pm	The Jungle Trap - (0) by Frank Burt; with Ronald Reagan, Lewis Martin, Barbara Billingsley, Herb Vigran, Felix Nelsen, Jackie II (lion); Dir by Jus Addiss
THE BIG STORY (Robert Sloane)	NBC 9pm	Foul D. Quick, Columbus, Ohio Citizen - (0) by Raphael Hayes; with John Harvey, M. rgaret Feury, Harry Kaddison, Frank Sutten, Sam Schwartz, James Milhollin, Hal Alexander, Blair Davies,
CAMPBELL SOUNDSTAGE	NBC 9:30	Richard Cowdery; (SD)  Journey to Java - (O) by Neil Brant, (A) by Frank P. De Felitta  with Brian Keith, Dwight Marfield, Charles Mendick, Patricia  Kirkland, Noel Leslie; (SD)
CHANCE OF A LIFETIME I	DuM 10pm	Herb Shriner substitutes for vacationing Dennis James

# MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 12 THROUGH FRIDAY FEBRUARY 19

mmmmmmm		
TODAY (Dave Garroway)	NBC 7am	M thru F - Tony Sadowskas substitutes as Washington weatherman for Jim Fidler for one month
BETTY WHITE	NBC 10:30	M - Peggy Ryan & Ray MacDonald (S&D); (FRCM HOLLYWOOD)
GARRY MOORE	CBS 1:30	F (2/19) - Kirkwood & Goodman (C)
KATE SHITH (& Ted Collins)	NBC 3pm	M - Jack Cassidy & Shay Cogan (S), Al Bernie (C)added as regular; Tu - Phil Napoleon's Jazz Band, Three's Company (D); W -
Three In the money - (Hackday.	O) by Jerry	Alene Dalton(Story Princess); Thu - Snocky Lanson (S), Three Suns (S&M), Charlie Ruggles in World of Mr. Sweeney; F - Dorothy Day & fashions; Seymour Bernstein (M), regulars
COKE TIME-E. FISHER	NBC 7:30	W - Eugenie Baird (S); F - Patti Page (S), (WASH., THIS DATE)
SPOTLIGHT	WOR Epm	M thru F - A Doll's House - (0) by Henrik Ibsen, (A) by Bill Allbright; with Margaret Stewart, Curt Conway, Dwight Weist
HIGH TENSION	WOR 10:30	Thu thru Wed - Weman in a Box - (0) by William Attaway; with Helen Chapman; (SD)
		SATURDAY FEBRUARY 20 COMMUNICATION OF THE STATE OF THE ST
LEAVE IT TO-GIRLS	ABC 7:30	Fhil Silvers, Sloan Simpson, Vanessa Brown & regulars
MARTHA RAYE SHOW	MBC 9pm	Ezio Pinza (S), Rocky Graziano (boxer)
		SUNDAY PEBRUARY 21 managamanananananan
GEORGE JESSEL	ABC 6:30	Gene Krupa (M), DeMarco Sisters (S), Jerilynn Jessel
LIFE WITH FATHER	CBS 7pm	Malcolm Cassell replaces Freddie Leisten as regular(H'WeOD)
Private Secretary (Ann Sothern)	CBS 7:30	Friend in Need - (0) by Tom Seller; with regulars & Joan Banks, Joseph Montanaro, Frank Wilcox; (SD)
COLGATE COMEDY HOUR (Sonja Henie)	CBS 8pm	Keefe Brasselle, Bud Abbett & Lou Costello (C), Gene Wesson, Jud Conlons Rhythmaires (FROM HOLLYMCOD)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	Statute of Limitations - (0) by A. J. Russell; with Martin Balsam, Ann Jackson, Larry Gates, Barbara Baxley, others; (SD)
WHAT'S MY LINE(Daly)	CBS 10:30	Deborah Kerr substitutes for Bennett Cerf

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TALENT SHOWSHEET

# Ross Reports ON TELEVISION

INCLUDING

### THE TELEVISION INDEX

FEBRUARY 14, 1954 NUMBER TWO

BASE WEEK: FEBRUARY 14-20

PRODUCTION . PROGRAMMING . TALENT

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

PUBLISHED BY TELEVISION INDEX INC.

# PROGRAM ANALYSES

### NETWORK PROGRAMMING ANALYSTS

	Scheduled program transmission for the week of February 14-20								
	HOURS	Comm.	BC Sus	Comm	<b>B</b> S Sug <sub>o</sub>	Comm	u <b>M</b> Sus	N Comm	BC Sus
Sign on-)	Live	1/2	之	1023	48	1		12 <del>]#</del>	7 3/4
12 noon )	F11m	5	-		It	-0	180		
12 noon-)	Live	3 <del>1</del>	61	181	7 <del>1</del>	i.	7	10 3/4	12
6:00 pm )	Film	•			个表	ż			1/2
6:00 pm-)	Live	122	5 3/4	57	1/2	112	81	17 3/4	12
Sign off)	Film	玩	1	61/2	-	2		61,	
TOTALS )	LIVE	16 <del>2</del>	12 <del>1</del>	49 3/4	12	12	15法	14	51 <del>ļ</del>
)	FILM	5 3/4	1	61/2		1		61	1/2

Includes: @Columbia TV Pacific Net # "Today"

(NOTE: Classification "Live" or "Film" is determined by predominant part ((50% or more)) of show, televised at station of program. Commercial category includes participating 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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LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- WEEK OF FEBRUARY 14-20

	STATION	TOTAL HOURS TRANSMISSION	NET HOURS SERVICE	LIVE HOURS	TV FILMS	MOVIE FEATURES
New York City	WABC-TV (A)	101 3/4	34	45	8	14 3/4
New York City	wcbs (c)	131 3/4	71 3/4	15 1/4	6 1/4	38 1/2
New York City	WABD (D)	88 3/4	23 1/2	36	12 3/4	16 1/2
New York City	wnbt (n)	127	66 1/2	39	8 1/2	13
New York City	WOR-TV (I)	48	no 1000	19 3/4	8 1/4	20
cleveland*	WXEL (A,C,D)	106 3/4	35 1/2	29 1/2	10 1/2	31 1/4
Clevel and *	WEWS (A,C)	114 1/2	58 1/2	30 1/2	5 1/2	20
leveland	nnbk (n)	SCHEDULES M	OT AVAILABLE			***
Denver	KPEL-TV (D)	79 1/4	4 1/2	40 3/4	17	17
enver#	KBTV (A)	72 1/2	14 1/2	28 1/4	9 3/4	20
Los Angeles	KTLA (I)	67		32	3 1/2	31 1/2
Los Angeles	KNBH (N)	106 1/4	57 1/2	27 3/4	4 1/4	16 3/4
Los Angeles	KHJ-TV (I)	66 1/2	<b>~</b> -	39 3/4	9 3/4	17
Los Angeles	KTTV (D)	104	4	38 3/4	20 1/2	40 3/4
Los Angeles*	KNXT (C)	114 1/2	71 1/4	16	11 1/2	15 3/4
Los Angeles	KCOP (I)	71 1/4	~ ~	28	8 3/4	33 3/4
St. Louis, Mo.	KSD-TV (All)	126 1/4	82 1/4	23	16	5

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.

### MONTHLY INDEX OF NETWORK TV PROGRAM ORIGINATION (BASED ON SCHEDULES OF FEBRUARY 14-20

LIVE HOURS	FILM HOURS	TOTAL HOURS LIVE & FILM
121 3/4	19 1/2*	141 1/4*
22 3/4	15*	37 3/4*
20 1/2	1 1/4	21 3/4
7 1/4		7 1/4
2 3/4		2 3/4
2 1/4		2 1/4
1 1/4		1 1/4
1/2		1/2
	121 3/4 22 3/4 20 1/2 7 1/4 2 3/4 2 1/4 1 1/4	121 3/4 19 1/2* 22 3/4 15* 20 1/2 1 1/4 7 1/4 2 3/4 1 1/4 1 1/4

<sup>\*</sup> Includes 15 hours of New York City and Los Angeles duplication

<sup>\*</sup> In first column denotes week of February 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 espectally for TV. Movie features in seventh column are films and shorts not originally made for TV, excluding news and sportsreels.

#### ROSS REPORTS ON TELEVISION

### SPECIAL NEW YORK-LOS ANGELES NETWORK PROGRAM SURVEY

Frequently, during the past two years, statements and claims of various types have been made about the totals of film hours as contrasted with live hours of programming being shown over television networks and local stations. Many of these statements have had no validity when matched against the factual programming analyses made by Ross Reports On Television month by month since 1952. Inasmuch as many of the claims and predictions have originated on the West Coast, Ross Reports has made an impartial survey of network hours as actually telecast to audiences viewing the NBC and CBS networks stations in both New York and Los Angeles to determine the actual live and film totals during a typical week, February 7-13, 1954.

This survey, for the first time, indicates that the network program fare shown to Los Angeles audiences is predominantly film, although a great majority of the programs actually originate live in either New York or Los Angeles; but Los Angeles viewers, both in the industry and in the home audience, apparently do not differentiate between film and kinescoped programs, the latter a film recording of a live origination. The great discrepancy between the total hours of live programming seen in New York and the total seen in Los Angeles may explain exactly why film programming, finer in viewing quality than a kinescope recording, but still below the level of live programming, is in great favor in West Coast cities.

Hours Of Scheduled Network Program Transmission,

### Week Of February 7-13

STATION	CITY	LIVE	KINESCOPE	QUICK KINE	FILM
WCBS-TV (CBS)	New York	65		as ar as a	5 1/2
KNXT (CBS)	Los Angeles	24 1/2	32 3/4	6 1/2	6
WNBT (NBC)	New York	62			6 3/4
KNBH (NBC)	Los Angeles	1 3/4	27 1/2	22 3/4	6