

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

JUNE 14-20, 1954

VOLUME 6

NUMBER 24

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

PRODUCTION • PROGRAMMING • TALENT

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

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(14)

ABC- 8:30-9pm EDT; NETWORK CHANGE; The Voice of Firestone; from WABC-TV(NY), no. of stations indefinite. Sponsor- Firestone Tire & Rubber Co (Tires) thru Sweeney & James Co (Cleveland); Comm & Prog Anncr- Hugh James. Pkgr- Firestone Tire & Rubber Co & ABC-TV; Prod- Fred Heider(ABC-TV); Dir- Cort Steen; Assoc Dir- Ken Rockefeller; Music Dir- Howard Barlow; Choral Dir- Harry Simeone; Sets- Romain Johnston; Writer- A. J. McGinness; Casting- C. B. Ryan & A. J. McGinness, at Firestone(NY). Simulcast musical program with weekly guest opera star, permanent chorus and orchestra conducted by Howard Barlow. The program had been on NBC radio for the past 25 years and made its TV debut over NBC in Oct, 1949, in the traditional Monday, 8:30-9pm time. Last NBC broadcast was June 7. The first ABC program will originate in New York studios, but beginning with the June 21 broadcast it will originate on the stage of New York's Paramount Theatre.

DuM- 12noon-12:30pm EDT; HIGHLIGHT; DuMont Tele-Centre Opening; from WABD(NY), to the net. Sustaining. Pkgr & Prod- DuMont; no production credits available. Formal opening of DuMont's New York production center at 205 East 67th St. Gertrude Berg will introduce the program which will include Dr. Allen B. Du Mont; Ted Bergmann, managing director of the DuMont net; New York's Mayor Robert Wagner and other municipal, civic and business leaders.

NBC- 8:30-9pm EDT; DEBUT; Comment, LIVE & FILM; from WNBT(NY) & WNBW(Wash), to the net. Sustaining. Pkgr- NBC News & Special Events; Exec Prod- William R. McAndrew; Prod- Ann Gillis(NY) & Julian Goodman(Wash); Dir- Robert Doyle. News documentaries featuring staff commentators and overseas correspondents interpreting international events. Program replaces The Voice of Firestone in this time spot (See ABC above).

Tuesday(15)

NBC- 8-8:30pm EDT; RETURN; Midwestern Hayride; from WLW-T(Cinn), to the net. Sustaining. Pkgr- Crosley Broadcasting Corp; no production credits available. Folk talent program, regularly seen over WLW-T, WLW-D & WLW-C, on Saturday evenings, returns as a network summer replacement show. It had previously been on the NBC net during the summer of 1951, making its net debut June 16, 1951, Sat, 9-10pm as a summer replacement of Your Show of Shows. It returned as summer replacement for Texaco Star Theater(Berle) (Continued next page)

THIS WEEK(Cont'd)

Tuesday(15)

NBC- Midwestern Hayride (Cont'd from previous page): during 1952. Willie Thall m.c.'s this TV version of a hay ride, featuring the Midwesterners, folk dancers, regularly. Paul Arnold, Bonnie Lou, Herb & Kay, Lee Jones, Buddy Ross, the Pine Mountain Boys and Zeke & Red Turner, folk singers and instrumentalists, will appear on a rotation basis. Program replaces the first half of the Buick-Berle and Bob Hope shows in this time spot. See next listing.

NBC- 8:30-9pm EDT; RETURN; The Arthur Murray Party; from WNBT(NY), no. of stations indefinite. Sponsor- Associated Products, Inc (Five Day Deoderant Pads) thru Grey Advertising Agency, Inc(NY); Acct Exec- Herbert Strauss; Agcy Superv- Joel Spector; Comm Superv- Robert Kirshbaum; Commls- Film. Pkgr- Arthur Murray(NY); Prod- Arthur Murray; Asst Prod- Les Zimmerman; Dir- not announced at press time; Music Dir- Ray Carter; Choreog- June Taylor; Casting- Leon Newman(48 W 48th NY). Kathryn Murray is hostess of a variety program presented with a party atmosphere. Program replaces the second half of the Buick-Berle and Bob Hope shows thru Sept 14 in this time spot. The Arthur Murray Party had previously been seen Mon, 7:30-7:45pm over NBC; last show April 19.

Saturday(19)

CBS- 10:30-11pm EDT; DEBUT; Two In Love; from WCBS-TV(NY), no. of stations indefinite. Sponsor- Pharmaceuticals, Inc(Geritol) thru Edward Kletter Associates, Inc(NY); Acct Exec- Edward Kletter; Agcy & Comm Superv- Don Blauhut. Pkgr- Robert G. Jennings(NY); Prod & Dir- Herbert M. Moss(Jennings); TV Dir- Rai Purdy(CBS); Music Dir- Alfredo Antonini. Bert Parks is host at a quiz party for devoted couples who may be engaged, newly married or celebrating a wedding anniversary. Relatives and friends are invited to an onstage broadcast gathering, Parks queries the guests about the couple's romance and then asks questions for cash prizes.

NBC- 4-6pm EDT; HIGHLIGHT; National Open Golf Tourney Final Round; from WNBT (NY) via remote, to the net, no. of stations indefinite. Sustaining, 4-5; Sponsor, 5-6pm- Kelly-Springfield Tire Co thru Compton Advertising, Inc(NY); Acct Exec- George Renner; Agcy Superv- John Egan; Comm Anncr- Lindsey Nelson (NBC). Pkgr- NBC-TV Sports Dept; Prod- Bill Garden; Dir- Jack Dillon; Commentators- Lindsey Nelson, Bob Brumby, Johnny Farrell & Craig Wood(latter, 5-6pm). Coverage of the closing rounds of the final day of the National Open Golf Championships at Baltusrol (NJ) Golf Club. NBC will use its \$63,000 Cadillac mobile unit, with self-contained electric power, to roam the course.

NBC- 10:30-11pm EDT; RETURN; Private Secretary, ON FILM; from WNBT(NY) & KNBH (H'wood), 82 stations net, 54 delayed. Sponsor- American Tobacco Co(Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings. Re-runs of episodes presented over CBS-TV during 1953-54 for the same sponsor; summer hiatus replacement for Your Hit Parade, same as 1953.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Jamie (Mon, 7:30-8pm EDT) Last show June 7; summer hiatus.

DuM- A Dollar A Second (Mon, 8-8:30pm EDT) Last show June 14; moves to NBC, July 4, Sun, 10-10:30pm EDT, for seven weeks, then slated for DuMont return.

Down You Go (Wed, 9:30-10pm EDT) Last show June 16; summer hiatus.

NBC- Name That Tune (Mon, 8-8:30pm EDT) Last show June 14; probable return in fall.

Mr. Peepers (Sun, 7:30-8pm EDT) Kinescope re-runs for summer begin June 13.

OTHER NET CHANGES(Cont'd)

NBC- Campbell SoundStage (Fri, 9:30-10pm EDT) Last show of regular series was May 28; summer film replacements began June 4; re-runs of Revlon Mirror Theatre and Pepsi-Cola Playhouse films produced by Revue Productions.

You Bet Your Life, ON FILM (Thu, 8-8:30pm EDT) Last show in current series June 10; summer re-runs as The Best of Groucho starts June 17, same time.

CTPN- (Columbia Television Pacific Network - Regional) - Henry Fonda Presents: The Star and The Story, ON FILM; DEBUT June 19; Sat, 10-10:30pm PDT; from KNXT (H'wood), 8 stations net. Sponsor- California Brewing Co (Gold Label Beer) thru Foote, Cone & Belding(San Francisco). Pkgr- Don Sharpe; Film Prod- Four Star Productions, Inc., at RKO-Pathé Studios, Culver City, Calif; Exec Prod- Don Sharpe; Prod- Warren Lewis; Dirs- Various. 39-week series with Henry Fonda introducing each star and story in the half-hour films. 13 in the series are based on adaptations of Somerset Maugham short stories. Among the stars are David Niven, Frank Lovejoy, Teresa Wright and others. The production group is the same as for Four Star Theatre on the CBS-TV network.

NETWORK SPONSOR ACTIVITY

CAMPBELL SOUP CO thru Batten, Barton, Durstine & Osborn, Inc(NY) will sponsor a new film series, Lassie, over CBS-TV beginning Sun, Sept 12, 7-7:30pm EST. Television Programs of America is distributor for the series.

ALUMINIUM (cq) LIMITED OF CANADA(Stand Corp) thru J. Walter Thompson Co(NY) will be a sponsor of Omnibus over CBS-TV, effective with the series' return Oct 17, Sun, 5-6:30pm EST.

GREEN GIANT CO(frozen and canned peas and corn) and PILLSBURY MILLS, INC(flours and cake mixes) both thru Leo Burnett Co, Inc(Chi) will become alternate sponsors of Bank on the Stars (Sat, 3-8:30pm EDT) over NBC-TV, effective July 17 thru August 21. Effective August 28, the two sponsors will alternate for The Mickey Rooney Show in the same time spot.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Star Time; STATION DEBUT June 19; Sat, 7-7:30pm EDT. Sponsor- Gerald O. Kaye & Associates Corp(NY met distribs, Crosley and Bendix home appliances, All detergent) thru The Arnold Cohan Corp(NY). Pkgr- Star Time Enterprises, Inc(NY); Prod- George Scheck; Assoc Prod- Hal Raywin; Dir- Lee Davis; Sets & Costumes- Denise LaMarque(asst to prod); Music Dir- Nat Brooks; Choreog- Star Time TV Studios & Lenny Dale. Children's musical variety show, with cast of regulars including Lenny Dale, Angel, Joey Shepstock, Sharon Porter, Rosalie Mann, Charles Perry, Lillian Kaye, Connie Francis, Harry Gordon, Vinni Monti and others presenting songs, dances and comedy. Program had last been seen as a co-op network program over NBC-TV this past spring (See page 20) and previously had been a long time local program over WNB(TNY).

WNB(TNY)(Ch 4) - The Ray McKinley Weather Show; DEBUT June 14; Mon thru Fri, 8:55-9am EDT and 2:55-3pm EDT. Sponsor- Pabst Brewing Co thru Hoffman Beverage Co subsidiary (Tap-a Cola, canned soft drink) thru Warwick & Legler, Inc(NY). Pkgr- WNB(TNY); Prod- Bob Stewart. Bandleader-vocalist Ray McKinley presents weather reports and weather and personality anecdotes.

WBAL-TV(Ch 11) - College At Home; DEBUT June 14; Mon, 8:30-9pm EDT. Sustaining. Baltimore Pkgr- WBAL-TV & Baltimore Junior College; Prod- Arnold Wilkes(WBAL). Dr. Eugene Murphy, BJC instructor in English and French, presents a home credit course in French literature, for a full college credit with a final exam.

LOCAL STATION ACTIVITY(Cont'd)

KNXT(Ch 2) - Here Is The Past, ON KINE; LOCAL DEBUT June 5; Sat, 2-2:30pm PDT, Hollywood, LA for 13 weeks. Sustaining. Kinescopes of the educational live series, featuring Dr. Caspar Kraemer, professor of archeology and classic at New York University, which debuted over WCBS-TV(NY) on Feb 20, 1954. (See page 20). The kinescope showing is part of an exchange in educational series between KNXT and WCBS-TV (See page 91). (Shakespeare On TV, listed for WCBS-TV last week, was originally produced by William Whitley and directed by Bill Alcine of KNXT.

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>
Los Angeles KTLA(5)	"Hans Christian Anderson -Open for sponsorship Fairy Tales" (Interstate TV Corp)		6/3	Thu	7:30-8pm

*First run in market

CASTING: Stage Show (CBS, Sat, 8-9pm, debut July 3 as Jackie Gleason replacement; variety show starring Tommy & Jimmy Dorsey) Casting: Jerry Katz at MCA, working with Jack Philbin at Jackie Gleason Enterprises, Park Sheraton Hotel, CI 6-1266; each show will use a top comic, a top recording star, plus 4 or 5 leading variety acts, with the whole roster changing weekly.....The Blue Angel (CBS, Tue, 10:30-11pm, debut July 3; musical-variety show with Orson Bean as host) Casting: Marty Kummer at MCA and Herbert Jacoby at the Blue Angel; will use fresh young talent of the type for which the Blue Angel is noted.....Golden Windows (NBC, Mon thru Fri, 3:15-3:30pm; debut July 5; dramatic serial) Completed casting June 11; cast to be announced. Prod-Casting: Mary Harris, at Young & Rubicam, NY; will cast small parts during run of show.....Concerning Miss Marlowe (NBC, Mon thru Fri, 3:45-4pm, debut July 5; dramatic serial) Louise Albritton plays title role, other principals cast but not announced. Casting: Ann Howard, Benton & Bowles, NY; will be openings for minor roles during run of show.....

FILM PACKAGES

SHERLOCK HOLMES CURRENT(Paris); adventure series starring Ronald Howard in the title role and H. Marion Crawford as Dr. Watson; 39 half-hour films (13 complete, 13 more to be completed about July 30, remainder for late summer) to be available for early September airing thru syndication. Cost range- Open. Pkgr-Prod- Sheldon Reynolds (contact thru William Morris, NY); Assoc Prod- Mme. Nicole Milinaire; Dir- Jack Gage, Sheldon Reynolds (first 13); Steve Previn (second 13); Writers- Lou Morheim, Harold Jack Bloom, Sheldon Reynolds, Henry Sandoz and Charles Early; Music- Claude Durand; Sets- Michael Weight; Costumes- Nicole Milinaire. Dist- MPTV - Film Syndication Division, 655 Madison Ave., New York 21, N. Y. TEmpleton 8-2000.

NEWS AND COMMENT: Sylvania Television Awards to be presented in 1954 will consider "the most notable contributions to the visual broadcast medium through programs on the air between Nov 1, 1953 and Oct 31, 1954." The awards will be presented Nov 30, 1954 in New York. Deems Taylor will again be chairman of the committee of judges which will include Ethel Barrymore and George Sidney among others serving for the first time. All inquiries and material should be sent to the Secretary of the Committee of Judges, 5th Floor, 655 Madison Ave., New York 21, N. Y.....Howard Lindsay and Russel Crouse have signed an exclusive contract (not including theatrical activities) with CBS Television to create new programs, with three new show ideas already agreed on..... Nat Perrin named West Coast producer of CBS-TV color productions.....Sander Heyman named to head West Coast radio-TV activities for Roy S. Durstine, Inc.

TALENT SHOWSHEET JUNE 14-20, 1954

~~~~~

Most of the shows on June 11, 12, 13 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, June 18. 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 will not be listed below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Mr. and Mrs. North, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mark Saber.

FRIDAY JUNE 11

~~~~~

THE NEW REVUE (Mike Wallace)	CBS 5:30 (COLOR)	regulars & Charlie Dobson & Pat Marshall (S), The Hamilton Trio (D), Kitty Kallen (S), Ramona Lang & Jack Purcell (D), the Vargas Dancers
GUY LOMBARDO MAMA (Peggy Wood)	WNBT 7pm CBS 8pm	Lauritz Melchior (S), Mia Slavenska (D), Helena Scott T. R.'s Home - (O) by Gordon Webber; with regulars & Frieda Altman; (S)
LIFE BEGINS AT 80 COL. HUMPHREY FLACK	DuM 9pm DuM 10:30	Larry Storch (C) & regulars By the Beautiful Sea - (O) by Ed Jurist & S. L. David; with Pat Breslin, Martin Balsam, Lucille Patton, Humphrey Davis, David Winters, Bert Vallencourt; (SD)

SATURDAY JUNE 12

~~~~~

|                                        |                 |                                                                                                                                                                                            |
|----------------------------------------|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ON THE CAROUSEL<br>(Paul Tripp)        | WCBS 9am        | regulars & Joe Silver                                                                                                                                                                      |
| CAMERA THREE                           | WCBS 2pm        | regulars Michael Kane, Tom Scott (S) Griff Evans                                                                                                                                           |
| SATURDAY NIGHT<br>REVUE (Eddie Albert) | NBC 9pm         | regulars Ben Blue (C), Pat Carroll (C), Sauter-Finnegan Orchestra; & Peggy Ryan & Ray MacDonald (D), Hoctor & Byrd (D), Lou Wills, Jr. (D), Carole Richards (S) (PREMIERE, FROM HOLLYWOOD) |
| <i>Man of the Hour</i>                 | <i>WNBT 7pm</i> | <i>next to closing - (O) Bradford Ropes, Carmen Mackler, Army Freeman, Daniel Patrick Haney</i>                                                                                            |

SUNDAY JUNE 13

~~~~~

LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	The Forty Ninth Day - (O) by Jerome Coopersmith; with Henry Lascoe, Russell Hicks, Leon Belasco; (SD)
LOOK UP AND LIVE	CBS 10:30	Mary Mayo (S), The Townsmen Quartet (S)
HALLMARK HALL OF FAME (S. Chuhchill)	NBC 5pm	Come to the window - (O) by Elaine Ryan; with Jan Clayton, Robert Boon, Edward Ashley; (SD, FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Fall of Parnell - (O) by Maury Stern; with Loren Greene, Dan Morgan, Larry Gates, John McGovern, Frederick Worlock, Jerome Kilty, Robert Middleton, Roy Roberts, John Call, Frances Reid, John Shay, Joey Fallon, Rudd Lowry, James Millhollin, Pat Malone, Ronald Dawson, Cullen Desmond, Raymond Ealey; (SD)
<u>Cheer Television</u> <u>Theatre</u>	NBC 7pm	Pride of the Force - (O) by Whitney Alexander, (A) by Howard J. Green; with Onslow Stevens, Myron Healey, Joseph Leon, Joseph Crahan, Lee Roberts; (SD) b Robert S. Finkel
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Bert Lahr (C), John Raitt & Janice Paige (S) in scene from The Pajama Game; Mata & Hari (D), the Yokoi Trio (novelty), the Goofers (M), International Barber Shop Quartet, Victor Borge
ON THE BOARDWALK (Paul Whiteman)	ABC 8pm	Judges: Ray Malone (D), Marie Torre (editor), "Uncle" Jim Harkins (talent scout); Performers: Robert Notkoff (M), Connie Mavis (S), Frankie Chairvalli (S); Guests: Phil Ross (impressionist), Bobby Whalen (S),
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Scared to Death - (O) by Keeton Drischell; with regulars & Elvir Davies, Tom McDermott, Betty Buehler, Mary Ann Cohan, Hal Holbrook; (SD)

MONDAY JUNE 14

~~~~~

|                       |          |                                                                                                                  |
|-----------------------|----------|------------------------------------------------------------------------------------------------------------------|
| <u>Duffy's Tavern</u> | WNBT 7pm | Archle Sells th Tavern - with regulars & Barry Kelley, Martin Garralaga, Vincent Padula, Frank Hagney; (SW & SD) |
|-----------------------|----------|------------------------------------------------------------------------------------------------------------------|

MONDAY JUNE 14 (Cont'd)

\*\*\*\*\*

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30

Thalia Halkias (S), Sal Febbraio (M), Blackwood Brothers (S)

VOICE OF FIRRESTONE ABC 8:30

Roberta Peters (S)

ROBERT MONTGOMERY NBC 9:30

The Promise - (O) by Charles Dickens (from Great Expectations), (A) by Doria Folliat; with Estelle Winwood, Rex Thompson, Malcolm Lee Beggs, Nina Reader, Scott Forbes, Lucy Lancaster, Ronald Long, Alistaire Duncan; (SD) by Norman Felton (2nd part, The Reality to be seen next week)

RED BUTTONS CBS 9:30

Ann Crowley, Janis Carter, Harold J. Stone, Leon Belasco, Allan Walker; (SW & SD)

STUDIO ONE CBS 10pm

A Letter to Mr. Gubbins - (O) by Antony Ferry, (A) by Harry Junkin; with Art Carney, Dorene Lang, Bart Burns, Rudolph Watson, Alan Devitt, Jack Weston, Maurice Brenner, Nell Harrison Joe Hasel (sportscaster); (SD) by Paul Nickell; Drawing by Saul Steinberg

TUESDAY JUNE 15

\*\*\*\*\*

Janet Dean, R. N. (Ella Raines) WNET 7pm

The Banks Case - (O) by Max Wilk; with Katharine Bard, Henry Jones, John Marriott, Robert H. Harris, Robert Baines, Ann Dere, Robert Webber; (SD)

Cavalcade of America ABC 7:30

A Matter of Honor - (O) by Van Norcross; with Onslow Stevens, Randy Stuart, Stanley Andrews, Pierre Watkins, Preston Hanson, Richard Bartell, Jonathan Hale; (SD)

LOVE STORY DuM 8:30

Shadow Waltz - (O) by Edwin Bonner; with Betty Field, Arthur O'Connell; Peggy Allenby, Richard Trask, Gaye Ruston, Judson Pratt; (SD) by Richard Sandwick, replacing Frank Telford in that capacity

ARTHUR MURRAY PARTY (Kathryn Murray) NBC 8:30

Bert Lahr (C), Burgess Meredith, Lauritz Melchior (S), Four Girls Quartet; Jane Russell, Rhonda Fleming, Connie Haines, Beryl Davis (PREMIERE, NEW SERIES)

Fireside Theater (Gene Raymond) NBC 9pm

The Kiss - (O) by Virginia Cooke; with Andrea King, Jim Davis, Emil Meyer, Judy Walsh, Madge Meredith, Steve Roberts, House Peters, Jr., Don Gibson; (SD)

SUSPENSE CBS 9:30

The Pistol Shot - (O) by Alexander Pushkin, (A) by Ben Radin; with Hurd Hatfield, Douglas Watson, Felice Orlandi, Stiano Braggiotti, Dana Wynter, Billy Van; (SD)

CENTER STAGE ABC 9:30

Grandfather Takes Off - (O) by George Roy Hill; with Robert H. Barrat, Bert Freed, Charles Taylor, John Ridgely, Audra Lindley, P. J. Kelly, Lester Loneragan, Jr., Harold McGee; (SD)

DANGER CBS 10pm

The Big Man - (O) by James Bender, (A) by Richard Lortz; with Joan Lorring, Phil Abbott, Bruce Gordon; (SD)

WEDNESDAY JUNE 16

\*\*\*\*\*

Wild Bill Hickok (Guy Madison) WNET 6pm

Bitter Creek Masquerade - with regulars & Alan Hale, Jr., Riley Hall, Tommy Ivo, Emory Parnell; (SW & SD)

KRAFT TELEVISION THEATRE NBC 9pm

The Man Who Took to His Bed - (O) by Irene and Louis Kamp, (A) by Jack Roche; with Jack Hartley, Perry Fiske, Pat Smith, Roger Price, Beverly Dennis, Raymond Bramley; (SD)

THURSDAY JUNE 17

\*\*\*\*\*

JUSTICE NBC 8:30

The Desperate Ones - (O) by Robert Burke; with Madge Evans, Loren Greene, Clifford Tatum, Effie Afton, Thomas Palmer, Louis Hector, William Erwin; (SD)

LUX VIDEO THEATRE CBS 9pm

The Pretext - (O) by Edward S. Fox, (A) by Lois Landauer; with Pat Crowley, others; (SD FROM HOLLYWOOD)

KRAFT TELEVISION THEATRE ABC 9:30

Deliver Me from Evil - (O) by Agnes Ridgeway; with Anthony Ross, Claudia Morgan, Grant Williams, Edwin Bruce, George Roy Hill, Judson Laire, Sally Gracie; (SD)

THURSDAY JUNE 17 (Cont'd)

Ford Theatre NBC 9:30 The Tryst - (O) by Mary C. McCall, Jr.; with Edward Arnold, William Lundigan, Vera Miles, Ann Francis, Nana Bryant, Rosemarie Bowe, Jan Shepard, Judd Holdren, William Forrest, Russell Gaige, John Smith, Jane Darwell; (SD) by Ted Post

Big Town CBS 9:30 regulars & Elisha Cook, Edward Earle, Sarah Selby; (SW & SD)

MARTIN KANE NBC 10pm no author credited; with Barbara Nichols, Monica Lovitt, Vinton Hayworth, Joan Wetmore, Jack Warden, Dulcy Jordan, Harry Worth; (SD, LAST SHOW)

Foreign Intrigue (James Daly) WMBT 10:30 F. I. in the Alibi - (O) by Harold Jack Bloom; with regulars & Alf Kjellin, Rangvi Lindblad, Tristan Wibom, Ulf Johanson, Marta Dorff; Music by Charles Redland

FRIDAY JUNE 18

MAMA (Peggy Wood) CBS 8pm Dagmar's Diary - (O) by Jerome Ross; with regulars & Patsy Campbell, Janet Parker; (SD)

Topper (Jeffreys & Sterling) CBS 8:30 Boat Episode - with regulars & Rex Evans, John Gallaudet, Richard Gaines, Ray Walker, George Pembroke; (SW & SD)

Pepsi-Cola Playhouse (Anita Colby) ABC 8:30 Double in Danger - (O) by Bruce Cassiday, (A) by Fenton Earnshaw with Bill Phipps, Larry Dobkin, Carolyn Jones, Lynne Millan, Richard Shackleton; (SD) by Richard Irving

THE BIG STORY (Robert Sloane) NBC 9pm Arthur Petacque, Chicago Sun-Times - (O) by Gail Ingram; with Robert Ellenstein, Dan Morgan, Ross Martin, Treva Prazee, Sid Raymond, Alan MacAteer, Marian Russell; (SD)

Schlitz Playhouse CBS 9pm The Black Mate - (O) by Joseph Conrad, (A) by Don Martin; with Paul Kelly, Robert Cornthwaite, Lee van Cleef, Bill Phillips, Tom London, George Khoury, John Close, John Harmon; (SD) by Roy Kellino

COL. HUMPHREY FLACK DuM 10:30 Atlantic Crossing - (O) by Edmund Morris, Everett Rhodes Castle, & Ed Jurist; with regulars & Mort Marshall, Mitchell Agruss, Janet DeGore, Brook Byron, Court Benson; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JUNE 11 THROUGH FRIDAY JUNE 18

GEORGE SKINNER WCBS 9am M thru F - Betty Cox replaces Toby Deane as regular vocalist

STRIKE IT RICH (Warren Hull) CBS 11:30 M - Ona Munson, W (am) - Mae Wynn; W (pm) - Roger Landry; F - Brenda Lewis (S)

KATE SMITH (& Ted Collins) NBC 3pm M - Bambi Linn & Rod Alexander (S), Charlie Ruggles in World of Mr. Sweeney; Tu - Alene Dalton, Georgie Kaye (C), The Three Suns (RES); W - Jeff Clark & regulars; Thu - Phil Napoleon's jazz band; F - Dorothy Day, Nora Kaye (D) (LAST SHOW OF SEASON)

MAGIC COTTAGE WAED 6:30 M thru F - Charles Pursell, Rod Colbin (SW & SD)

COKE TIME-FISHER NBC 7:30 W - Anna Maria Alberghetti (S); F - Gloria DeHaven (S) (H'WOOD)

PERRY COMO CBS 7:45 M - Ben Hogan (golf); W - Ray Anthony (M & S)

JERRY LESTER WAED 11:10 M thru F - kill: Ellie Russell; regulars are Nancy Walker, Betty George, Bobby Sherwood, Buddy Weed & Orch.

SATURDAY JUNE 19

MY FAVORITE HUSBAND CBS 9:30 regulars & Ted Donaldson; (SW & SD) (KINE)

SUNDAY JUNE 20

LOOK UP AND LIVE CBS 10:30 Betty Cox (S)

COLGATE SUMMER COMEDY NBC 8pm Kaye Ballard(S&C), Jules Munshin(C), Andy Griffith

TOAST OF THE TOWN CBS 8pm Jackie Gleason, Rise Stevens (S), Darvas & Julia (D), Art Carney Harold Arlen(songwriter), Hal LeRoy (D), "Peg Leg" Bates(D), Will Jordan(C)

General Electric Theatre CBS 9pm Desert Crossing - (O) by Dana Burnet, (A) by Herbert Little, Jr. & David Victor; with Miriam Hopkins, James Dunn, Faith Domergue, John Agar, William Fawcett, Robert Foulk, Virginia Carroll; (SD)

GOODYEAR TV PLAYHOUSE NBC 9pm Write Me Out Forever - (O) by David Shaw; with Eva Marie Saint

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

JUNE 13, 1954 NUMBER SIX

PRODUCTION • PROGRAMMING • TALENT

BASE WEEK: JUNE 13-19, 1954

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: June 13-19, 1954 |      |       |        |         |        |        |       |                     |        |
|------------------------------------------------------------------|------|-------|--------|---------|--------|--------|-------|---------------------|--------|
| HOURS                                                            |      | ABC   |        | CBS     |        | DuM    |       | NBC                 |        |
|                                                                  |      | Comm  | Sus    | Comm    | Sus    | Comm   | Sus   | Comm                | Sus    |
| Sign on-)                                                        | Live | 1 3/4 | 3 3/4  | 20 1/2* | 3      | --     | --    | 15 3/4              | 3 1/4  |
| 12 noon )                                                        | Film | --    | 1/4    | 1/2     | --     | --     | --    | --                  | --     |
| 12 noon-)                                                        | Live | 4 3/4 | 1      | 22 3/4  | 7 1/4  | 1/4    | 5 1/4 | 14 1/4              | 10 3/4 |
| 6:00 pm )                                                        | Film | --    | --     | 1       | --     | --     | --    | --                  | --     |
| 6:00 pm-)                                                        | Live | 9 1/2 | 6 3/4  | 18 1/2  | 1      | 12 1/4 | 2 3/4 | 15 3/4 <sup>x</sup> | 2 1/2  |
| Sign off)                                                        | Film | 5     | 3 1/2  | 6 1/2*  | --     | --     | 1/2   | 8 1/4               | --     |
| TOTALS )                                                         | LIVE | 16    | 11 1/2 | 61 3/4* | 11 1/4 | 12 1/2 | 8     | 46 3/4 <sup>x</sup> | 16 1/2 |
|                                                                  | FILM | 5     | 3 3/4  | 8*      | --     | --     | 1/2   | 8 1/4               | --     |

Includes: \*Columbia Pacific Net <sup>x</sup>Kine re-runs of "Mr. Peepers", "Ethel&Albert"

(NOTE: Classification "Live" or "Film" is determined by predominant part ((50% or more)) of show, televised at station of origination 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.

Above totals do not include McCarthy-Army hearings: ABC & DuM - 27 1/2 hrs each (LIVE); NBC & CBS 3 3/4 hrs each (FILM).

Copyright 1954 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

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 aspects of television; and The Television Index card file.



LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- WEEK OF JUNE 13-19, 1954

|                    | 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)  | 110 1/4                     | 30 3/4               | 38                       | 25          | 16 1/2            |
| New York City      | WCBS-TV (C)  | 134 3/4                     | 79                   | 17                       | 5           | 33 3/4            |
| New York City      | WABD (D)     | 90 1/4                      | 20 1/2               | 30 1/4                   | 7           | 32 1/2            |
| New York City      | WNBT (N)     | 130                         | 70 1/2               | 34 1/2                   | 11 1/4      | 13 3/4            |
| New York City      | WOR-TV (I)   | 53                          | --                   | 33 1/2                   | 6 3/4       | 12 3/4            |
| Cleveland          | WEWS (A, C)  | 115 3/4                     | 69 1/4               | 21                       | 7           | 18 1/2            |
| Cleveland          | WXEL (A,C,D) | 107 1/2                     | 41 1/2               | 28                       | 4 3/4       | 33 1/4            |
| Cleveland          | WNBK (N)     | 119 3/4                     | 69 1/2               | 13 3/4                   | 11          | 25 1/2            |
| Denver             | KFEL-TV (D)  | 61 1/4                      | 5 3/4                | 24                       | 17 1/4      | 14 1/4            |
| Denver (wk 6/6-12) | KBTW (A)     | 76 1/4                      | 15 1/2               | 25 1/2                   | 17          | 18 1/4            |
| Los Angeles        | KABC-TV (A)  | 91                          | 15 1/2               | 35 1/2                   | 16 1/4      | 23 3/4            |
| Los Angeles        | KTLA (I)     | 65 1/2                      | --                   | 29 1/4                   | 3 1/2       | 32 3/4            |
| Los Angeles        | KNEH (N)     | 106 1/2                     | 60 1/2               | 19 1/4                   | 10 1/2      | 16 1/4            |
| Los Angeles        | KHJ-TV (D)   | 67 1/4                      | 6 1/2                | 46 3/4                   | 7 1/4       | 6 3/4             |
| Los Angeles        | KTTV (I)     | 105                         | --                   | 38                       | 26 3/4      | 40 1/4            |
| Los Angeles        | KNXT (C)     | 112 3/4                     | 69 3/4               | 18 3/4                   | 11 1/4      | 13                |
| Los Angeles        | KCOP (I)     | 72                          | --                   | 28 1/4                   | 11 3/4      | 32                |

St. Louis, Mo. Information not available at press time

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.

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.

No allowance has been made for film or live McCarthy-Army hearing in the above schedules. Only normally-scheduled programs have been computed. Same rule applies to city totals below.

=====

MONTHLY INDEX OF NETWORK TV PROGRAM ORIGINATION (BASED ON SCHEDULES OF JUNE 13-19)

| CITY                                  | LIVE HOURS | FILM HOURS | TOTAL HOURS LIVE & FILM |
|---------------------------------------|------------|------------|-------------------------|
| New York City                         | 137 1/4    | 24*        | 161 1/4 *               |
| Los Angeles                           | 17 1/2     | 19 1/2*    | 37 *                    |
| Chicago                               | 20         | 1/4        | 20 1/4                  |
| Cincinnati                            | 6          | --         | 6                       |
| Washington                            | 3          | --         | 3                       |
| (McCarthy-Army hearings not included) |            |            |                         |
| Philadelphia                          | 1 1/2      | --         | 1 1/2                   |
| Toledo                                | 3/4        | --         | 3/4                     |
| Detroit                               | 3/4        | --         | 3/4                     |
| Baltimore                             | 1/2        | --         | 1/2                     |

\*Includes 19 hours of New York City and Los Angeles duplications.