

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

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NUMBER 7

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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 WNBC(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; Anncr- 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, Eta (cq) Linden as Pigeon, Frank Twedell as Uncle Frank and Doris Rich as Mrs. Doane. The program will change time, effective March 1, to 10:45-11am EST.



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:

	<u>Homes(000)</u>		<u>Homes(%)</u>
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)	45.4
Godfrey & Friends (Toni)	11,089	Colgate Comedy Hour	43.6

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

NEWS AND COMMENT:

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 NBC 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.



SUNDAY FEBRUARY 14 (Cont'd)

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<u>Roy Rogers</u> (& Dale Evans)	NBC 6:30	<u>Peril from the Past</u> - (O) by Dwight Babcock; with regulars & Harry Harvey, Lee Roberts, Ann Doran, Pierre Watkins, John Doucette, Paul Fierro, Bill Catching, Russ Scott; (SD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Hanging of Captain Kidd</u> - (O) by Jeremy Daniel; with Henry Jones, Frederic Tozere, Basil Langton, Robert Emhardt, Pat O'Malley, John Becher; (SD)
<u>Private Secretary</u>	CBS 7:30	<u>Mind Over Matter</u> - (O) by Larry Rhine; with regulars & Joseph Montanaro, Charles Williams, Guinn Williams, Sarah Spencer; (SD)
OPERA CAMEOS (G. Martinelli)	WPIX 7:30	<u>Tosca</u> - 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; Prod 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&FLM, H' WOOD)
THE MASK (William Prince & Gary Merrill)	ABC 8pm	(O) by Ben Hecht; with regulars & Stephen Hill, Cloris Leachman, Marcel Hillaire, Claudia Hall, Don Briggs; Dir by Leonard Valenta
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	<u>Murder by Mistake</u> - (O) by Bruce Geller; with regulars & Kermit Kegley, Ellen Demming, Helen Warnow, William Capra, Fred Meyer; (SD)
<u>General Electric</u> <u>Theatre</u>	CBS 9pm	<u>Foggy Night</u> - (O) by Bob Patterson, (A) by Doug Heyes; with Claire Trevor, Willis Bouchee, 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	<u>Lost in 2 Minutes</u> - (O) by Sam Ahlberg; with Joyce Randolph, Robert Carricart, Lynne Rogers & regulars; (SD)
THE WEB	CBS 10pm	<u>Rock-Bound</u> - (O) by John McGreevey; with Howard St. John, Mike Wallace, Norma Crane, Flora Campbell, Jane Seymour; (SD) by Lela Swift
WHAT'S MY LINE	CBS 10:30	Victor Borge (C&M) substitutes for Bennett Cerf as panelist

MONDAY FEBRUARY 15

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JAMIE (Brandon de Wilde)	ABC 7:30	<u>Jamie &amp; the Magician</u> - (O) 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 8pm	Ruth Gilbert, Arnold Stang & regulars
VOICE OF FIRESTONE	NBC 8:30	Patrice Munsel (S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	<u>Our Hearts Were Young and Gay</u> - (O) by Emily Kimbrough & Corbella Opis Skinner, (A) by Nathaniel Curtis; with Elizabeth Montgomery, Sally Kemp, Elliott Reid, Marjorie Gateson, Cliff Robertson, John Griggs, Earl Hammond; (SD) by Perry Lafferty
RED BUTTONS (Joe Silver)	CBS 9:30	Sammy Birch, Arnold Walton, Belle Flower, Betty Ann Grove, Allan Walker, Robert Webber, Dorothy Greener; (SW & SD)
STUDIO ONE	CBS 10pm	<u>Dark Possession</u> - (O) by Gordon Vidal; with Geraldine Fitzgerald, Barbara O'Neil, Leslie Nielsen, Helen Auerbach, Bramwell Fletcher, Leora Thatcher, <del>Patricia</del> Seeler; (SD) by Franklin Schaffner; Title drawing by David Stone Martin
<u>Adolphe Menjou's</u> <u>Favorite Story</u>	WNBT 10:30	<u>The City Hunter</u> - with Robert Emmett Keane, Lewis Martin, Robert Osterloh, Byron Foulger, Guy Stewart, Almira Sessions; (SD) <i>OI by Geo. Rodenbach</i>

TUESDAY FEBRUARY 16

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<u>Cavalcade of America</u>	ABC 7:30	<u>Margin for Victory</u> - (O) by Arthur Ripley; with Francis Sullivan, Edward Ashley, Richard Gaines, John Hoyt, Scott Lee, John Patrick, Myrna Fahey; (SD)
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TUESDAY FEBRUARY 16 (Cont'd)

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<u>Gene Autry</u> (Pat Buttram)	CBS 8pm	<u>Border Justice</u> - (O) 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)
<u>Fireside Theater</u> (Gene Raymond)	NBC 9pm	<u>The Grass is Greener</u> - (O) 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 9pm	<u>Black Eyes</u> - with regulars & Freddie Ridgeway, John Laing; (SW,D)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	<u>Run to the Magic</u> - (O) by Dorcas Durkee; with Anna Lee, John Archer, Melville Ruick, John Dennis, Rex Thompson, Miko Mingo
UNITED STATES STEEL HOUR	ABC 9:30	<u>Highway</u> - (O) by Sophie Treadwell, (A) by Earl Hamner, Jr.; with Diana Lynn, Kevin McCarthy, Jerome Kilty, Peg Hillias, George Mathews; (SD)
SUSPENSE	CBS 9:30	<u>Execution</u> - (O) 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	<u>Roll Guy</u> - (O) by M. C. Holman; with James Gregory, E. G. Marshall, Richard McMurray, Louise Buckley, Larry Robinson, Joseph Roman; (SD)
Mr. and Mrs. North (Britton&Denning)	NBC 10:30	<u>Loon Lake</u> - (O) 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  
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<u>I Married Joan</u> (Davis)	NBC 8pm	regulars & Vic Perrin; (SW & SD)
CHICAGO SYMPHONY	DuM 8:30	Fritz Reiner, conductor (FROM CHICAGO)
KRAFT TELEVISION THEATRE	NBC 9pm	<u>The Cuckoo Clock</u> - (O) by Gerald Savory; with Hans Schumm, Gaby Rodgers, Addison Richards, Edgar Stehli; (SD)
<u>Douglas Fairbanks</u>	WNBT 10:30	<u>Ship's Doctor</u> - no credits available

THURSDAY FEBRUARY 18  
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WIRE WHEELS	WABD 7:45	Joe Kiz's added as commentator and host effective 2/11
<u>Ray Bolger</u>	ABC 8:30	regulars & George Chandler, Robert Foulck; (SW & SD)
<u>Four Star playhouse</u>	CBS 8:30	<u>The Bomb</u> - (O) by Blake Edwards; with David Niven, Margaret Sheridan, John Dehner; (SD)
T MEN IN ACTION (Walter Grezza)	NBC 8:30	<u>The Case of the Three-Way Split</u> - (O) by Sidney Edelstein; with Mary Patton, Lin McCarthy, James Gregory, Dean Harens, Sid Raymond; (SD)
LUX VIDEO THEATRE	CBS 9pm	<u>Final Round</u> - (O) Leonard Heideman & Emmett Murphy; with Wendell Corey & others to be announced; (SD)
<u>Ford Theatre</u>	NBC 9:30	<u>For Value Received</u> - (O) by Mildred Cram, (A) by Erna Lazarus; with Peter Lawford, James Whitmore, Marie Windsor; (SD) by Arnold Laven
KRAFT TELEVISION THEATRE	ABC 9:30	<u>Ice Water, Please</u> - (O) by Fannie Hurst (from <u>Gaslight Sonatas</u> ), (A) by Arthur Cavanaugh; with Carmen Mathews, Carolyn King, Peter Capell, David Medoff, Patricia Hosley, Tomi Romer, Anna Appell, Betty Walker, Joe E. Marks; (SD) by Stanley Quinn

PHILIP MORRIS	CBS 10pm	<u>A Walk in the Night</u> - (O) by Rod Serling; with Chester Morris; (SD)
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THURSDAY FEBRUARY 18 (Cont'd)  
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MARTIN KANE NBC 10pm (O) by William L. Stuart; with Wolfe Barzell, Ernest Sarracino, James Nolan, Jack Mann, Harold Stone, Allan Frank, Carole Mathews; (SD)

Foreign Intrigue WNBT 10:30 F. I. in Disaster Relief - (O) by J. G. Sheers & Hamilton Keener, (A) by Harold Jack Bloom; with Stig Jarrel, Lars Egee, Kew Hjelm; (SD)

FRIDAY FEBRUARY 19  
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THE NEW REVUE WCBS 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 ABC 8:30 Live a Little - (O) by Lawrence Kimble; with Walter Coy, Marie Windsor, Jean Byron, George Eldredge; Dir by Herschel Daugherty

Schlitz Playhouse CBS 9pm The Jungle Trap - (O) by Frank Burt; with Ronald Reagan, Lewis Martin, Barbara Billingsley, Herb Vigran, Felix Nelson, Jackie II (lion); Dir by Jus Addiss

THE BIG STORY NBC 9pm Paul D. Quick, Columbus, Ohio Citizen - (O) by Raphael Hayes; with John Harvey, Margaret Feury, Harry Kaddison, Frank Sutton, Sam Schwartz, James Milhollin, Hal Alexander, Blair Davies, Richard Cowdery; (SD)

CAMPBELL SOUNDSTAGE NBC 9:30 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 DuM 10pm Herb Shriner substitutes for vacationing Dennis James

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 12 THROUGH FRIDAY FEBRUARY 19  
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TODAY 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); (FROM HOLLYWOOD)

GARRY MOORE CBS 1:30 F (2/19) - Kirkwood & Goodman (C)

KATE SMITH 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 - Alene Dalton (Story Princess); Thu - Snooky Lanson (S), Three Suns (S&M), Charlie Ruggles in World of Mr. Sweeney; F - Dorothy Day & fashions; Seymour Bernstein (M), regulars

*Three in the money - (O) by Jerry Hack & dy.*

COKE TIME-E. FISHER NBC 7:30 W - Eugenie Baird (S); F - Patti Page (S), (WASH., THIS DATE)

SPOTLIGHT WOR 8pm M thru F - A Doll's House - (O) by Henrik Ibsen, (A) by Bill Albright; with Margaret Stewart, Curt Conway, Dwight Weist

HIGH TENSION WOR 10:30 Thu thru Wed - Woman in a Box - (O) by William Attaway; with Helen Chapman; (SD)

SATURDAY FEBRUARY 20  
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LEAVE IT TO-GIRLS ABC 7:30 Phil Silvers, Sloan Simpson, Vanessa Brown & regulars

MARTHA RAYE SHOW NBC 9pm Ezio Pinza (S), Rocky Graziano (boxer)

SUNDAY FEBRUARY 21  
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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'WOOD)

Private Secretary CBS 7:30 Friend in Need - (O) by Tom Seller; with regulars & Joan Banks, Joseph Montanaro, Frank Wilcox; (SD)

COLGATE COMEDY HOUR CBS 8pm Keefe Brasselle, Bud Abbott & Lou Costello (C), Gene Wesson, Jud Conlons Rhythmairs (FROM HOLLYWOOD)

PHILCO TELEVISION PLAYHOUSE NBC 9pm Statute of Limitations - (O) 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

# 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 ANALYSES

Scheduled program transmission for the week of: February 14-20

| HOURS      |      | ABC  |      | CBS  |     | DuM  |      | NBC  |      |
|------------|------|------|------|------|-----|------|------|------|------|
|            |      | Comm | Sus  | Comm | Sus | Comm | Sus  | Comm | Sus  |
| Sign on-)  | Live | ½    | ½    | 10 ½ | 4 ½ | ½    | --   | 12 ½ | 7 ¾  |
| 12 noon )  | Film | ½    | --   | --   | --  | --   | --   | --   | --   |
| 12 noon-)  | Live | 3 ½  | 6 ½  | 18 ½ | 7 ½ | ½    | 7    | 10 ¾ | 12   |
| 6:00 pm )  | Film | --   | --   | --   | --  | ½    | --   | --   | ½    |
| 6:00 pm-)  | Live | 12 ½ | 5 ¾  | 21   | ½   | 11 ½ | 8 ½  | 17 ¾ | 1 ½  |
| Sign off ) | Film | 5 ½  | 1    | 6 ½  | --  | ½    | --   | 6 ½  | --   |
| TOTALS )   | LIVE | 16 ½ | 12 ½ | 49 ¾ | 12  | 12   | 15 ½ | 41 ¼ | 21 ½ |
| )          | FILM | 5 ¾  | 1    | 6 ½  | --  | 1    | --   | 6 ½  | ½    |

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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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 FEBRUARY 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)  | 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                          | --                   | 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 1/2            |  |
| Cleveland*     | WEWS (A,C)   | 114 1/2                     | 58 1/2               | 30 1/2                   | 5 1/2       | 20                |  |
| Cleveland      | WNBK (N)     | SCHEDULES NOT AVAILABLE     |                      |                          |             |                   |  |
| Denver         | KFEL-TV (D)  | 79 1/4                      | 4 1/2                | 40 3/4                   | 17          | 17                |  |
| Denver*        | KBTW (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                      | --                   | 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.

\* 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 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 FEBRUARY 14-20)

| CITY          | LIVE HOURS | FILM HOURS | TOTAL HOURS LIVE & FILM |
|---------------|------------|------------|-------------------------|
| New York City | 121 3/4    | 19 1/2*    | 141 1/4*                |
| Los Angeles   | 22 3/4     | 15*        | 37 3/4*                 |
| Chicago       | 20 1/2     | 1 1/4      | 21 3/4                  |
| Washington    | 7 1/4      | --         | 7 1/4                   |
| Philadelphia  | 2 3/4      | --         | 2 3/4                   |
| Baltimore     | 2 1/4      | --         | 2 1/4                   |
| Cincinnati    | 1 1/4      | --         | 1 1/4                   |
| Miami         | 1/2        | --         | 1/2                     |

\* Includes 15 hours of New York City and Los Angeles duplication

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

| <u>STATION</u> | <u>CITY</u> | <u>LIVE</u> | <u>KINESCOPE</u> | <u>QUICK KINE</u> | <u>FILM</u> |
|----------------|-------------|-------------|------------------|-------------------|-------------|
| WCBS-TV (CBS)  | New York    | 65          | ---              | ----              | 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           |