

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

MAY 17-23, 1954

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(17)

ABC- 9:30-11pm EDT; NET CHANGE; Monday Night Fights from Eastern Parkway Arena; from WABC-TV(NY), 36 stations live, 8 kines (WABC-TV(NY) picks up at 10pm). Co-operatively sponsored. Pkgr & Prod- ABC-TV Sports Dept. Barney Ross announces the preliminary and main event matches, with Jay Owen handling the "color." Eastern Parkway boxing had previously been on the DuMont network; last show, May 10. DuMont debut was on May 12, 1952, at the Brooklyn arena.

DuM- 9-10:45pm; 10:45-11pm EDT; DEBUT; Monday Night Fights; followed by At Ringside; from WABD(NY), no. of stations indefinite. Co-operatively sponsored. N. Y. sponsor- G.H.P. Cigar Co (El Producto) thru William H. Weintraub Co., Inc. Pkgr & Prod- DuMont Sports Dept; Dir- Harry Coyle. Chris Schenkel announces regular Monday evening bouts from St. Nicholas Arena, New York, starting with preliminaries at 9pm, main event at 10pm and interviews at ringside at 10:45pm. The program organization remains the same as that for the fights formerly originating at Eastern Parkway (See ABC-TV program listing above).

#### Tuesday(18)

NBC- 10-10:30pm EDT; RETURN AND NET DEBUT; Truth or Consequences; from KNBH (H'wood), no. of stations indefinite. Sponsor- P. Lorillard Co (Old Gold Cigarettes) thru Lennen & Newell, Inc(NY); Acct Exec- Henry Lowe(NY); Agcy Superv- Ben Potts(H'wood). Pkgr & Exec Prod- Ralph Edwards; Prod- Ed Bailey; Dir- Irving Lambrecht; Continuity- Phil Davis, Cal Howard. Jack Bailey is m.c. for this new network television version of Ralph Edwards' 14-year-old radio stunt show and comedy quiz. Edwards will participate only as executive producer-supervisor of the new series, although he was m.c. of previous television versions. TV history of Truth or Consequences: July 1, 1941, one time, over WNB(T) local; January 20, 1949, one time, over KNBH(H'wood) local; Sept 7, 1950, thru May 31, 1951, on film over CBS-TV for Philip Morris Cigarettes. Currently replaces Judge For Yourself over NBC-TV in the same time slot.

#### Sunday(23)

CBS- 7-7:30pm EDT; DEBUT; Earn Your Vacation; from KNXT(H'wood), to the net. Sustaining. Pkgr- CBS-TV(H'wood); Prod- Bill Brennan; Dir- John Claar. Comedian Johnny Carson is m.c., with Jackie Loughery as hostess, for the audience participation quiz program which rewards participants with all-expense-paid round trip flights to any place in the world if they answer four questions.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Name's The Same (Tue, 10:30-11pm EDT) Roger Price replaces Arnold Stang as panelist, effective May 18, for last two shows of season.

ALL NETS- See page 79 for complete listing of current status of all programs, with summer replacements and futures, as of May 14.

NETWORK SPONSOR ACTIVITY

SCOTT PAPER CO thru J. Walter Thompson Co will be a sponsor for the third season of Omnibus, when it returns Oct 17 over CBS-TV. The program will be open to three other non-competitive advertisers on a shared basis.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - SCHEDULE CHANGES: Temporary re-scheduling of afternoon local programs while the McCarthy-Army hearings are telecast; all programs are seen Monday thru Friday. Your Show moves to 8:30-9am; Maggi McNellis Show moves to 1:30-1:45pm; Nancy Craig moves to 1:45-2pm; The Jerry Lester Show moves to 11:10pm-12:10am EDT. The latter has been a late afternoon program.

WNBT(Ch 4) - Here's Looking At You; SPECIAL COLOR May 24; Mon thru Fri, 1:30-2pm EDT. The regular weekday program will be telecast in color each day for several weeks, with commercials (participations) also available in color.

WPIX(Ch 11) - Yachting; RETURN May 19; Wed, 10:30-11pm EDT. Sponsor- Marine Enterprises (direct). Pkgr- Marine Enterprises; Prod- Donald Wolin; Dir- Paul Lammers. A. Lewis King interviews guests from the sailing and power boat fields, with advice on boat problems. The program has been seen during previous summer and fall seasons over WPIX and other New York stations.

WGN-TV (Ch 9) - Sports Final; DEBUT May 10; Mon thru Fri, 6:15-6:30pm CDT. Sponsor- Jos. Schlitz Brewing Co (Beer) thru Lennen & Newell, Inc(NY). Vince Lloyd does a sports commentary, along with film clips, pictures and interviews with top sports personalities. Lloyd is a WGN-TV staff sports announcer.

KNXT(Ch 2) - The Mae Williams Show; DEBUT May 15; Sat, 12:15-12:45 am (Sun morning). Sustaining. Vocalist Mae Williams, backed by the Bill Baker Trio, presents a musical-show business comment show, with the first half including stories by Miss Williams of past names in show business; the second half, devoted to careers of current show business stars.

KING-TV(Ch 5) - Beat the Pros; ON FILM; DEBUT May 14; Fri, 10:15-10:30pm (eight weeks). Sustaining. Pkgr & Prod- KING Sports Dept. Local professional golfers will be seen each week with a film of a previous week's play at each golfer's own club. Local golfers will then be invited to "Beat the Pro" of the week in handicap medal play by comparative scores.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

| <u>STA &amp; CHAN</u>  | <u>SERIES TITLE &amp; DISTRIB</u>                  | <u>SPONSOR &amp; AGENCY</u> | <u>START DATE</u> | <u>DAY</u> | <u>TIME</u> |
|------------------------|--|-----------------------------|-------------------|------------|-------------|
| New York<br>WCBS-TV(2) | *"Time for Beany" (kines of KMTV live shows, L.A.) | -Sustaining                 | 5/1               | Sat        | 8:30-9am    |

\*First run in market

LOCAL FILM SERIES -- DEBUTS & RE-RUNS(Cont'd)

| <u>STA &amp; CHAN</u> | <u>SERIES TITLE &amp; DISTRIB</u>   | <u>SPONSOR &amp; AGENCY</u>  | <u>START DATE</u> | <u>DAY</u> | <u>TIME</u> |
|-----------------------|---|--|-------------------|------------|-------------|
| <u>Chicago</u>        |   |  |                   |            |             |
| WGN-TV(9)             | *"Life With Elizabeth"<br>(Guild Films)   | -Monsanto Chemical<br>(All detergent) thru<br>Needham, Louis&Brorby    | 5/16              | Sun        | 9-9:30pm    |
| <u>Los Angeles</u>    |   |  |                   |            |             |
| KTTV(11)              | #"Gloria Swanson Theatre"<br>(re-runs of "Crown The-<br>atre" - CBS Film Sales) | -Davis Furniture Co and<br>Green & Hinkle Co (agencies<br>not known) . | 5/10              | Mon        | 8-8:30pm    |
| KTTV(11)              | #"The Playhouse" (re-runs<br>of "Schlitz Playhouse" -<br>ABC Film Sales)        | -Forest Lawn (agency not<br>known)                                     | 5/14              | Fri        | 8-8:30pm    |

\*First run in market      #Re-runs

NEWS AND COMMENT:

NBC Television will telecast a 13-game Saturday afternoon schedule of Canadian football (a marriage of rugby and U.S.-style football), featuring the Eastern Big Four teams of the Canadian Professional League; Montreal, Toronto, Ottawa and Hamilton. The series, including the playoffs, will begin August 28 and end on November 20.....CBS Television Newsfilm will have two units in the field to record the June 30 total eclipse of the sun (6:07:37am CDT), one unit southwest of North Platte, Neb., the other at Minneapolis, Minn.....NBC has signed Betty Hutton to make her TV debut in a specially written musical comedy with an original book, to be presented as the first program for Your Show of Shows fall series, returning Sunday, September 12, 7:30-9pm EDT. It will be produced and directed by Max Liebman, who will produce two hour-and-one-half color spectaculars each four weeks during the 1954-1955 season, a total of 20 during the complete season. One will be seen every fourth Saturday, 9-10:30pm, and the other every fourth Sunday, 7:30-9pm. The second production in the series, following the Hutton debut, will be Saturday, Sept 25. All 20 shows will originate live from NBC's new color studio in Brooklyn, the former Warner Brothers studio.....New York TV station WABD(DuMont key outlet) and radio station WINS, both separately owned and operated, have arranged a joint promotion tie-in calling for the cross-plugging of programs and personalities on both stations in non-competitive time. The agreement is for one year, effective May 17. Under the agreement, TV station WABD will promote its night-time programs and personalities on WINS during 6:30-8:30am time periods. Radio station WINS will plug its morning programs on WABD evening time. The agreement is called the first of its kind in broadcasting history.

PERSONNEL CHANGES: Appointments to the board of directors of Disneyland, Inc., the new \$9,000,000 project to be located on a 160-acre tract near Anaheim, Cal., include Walt Disney, C. V. Wood, Jr., Sidney Markley, Earl J. Hudson, Robert S. Callender, Paul L. Pease and Lloyd Wright. Officers named include Walt Disney, president and chairman of the board; Sidney Markley and C. V. Wood, Jr., vice presidents; George D. Klimmer, secretary, and O. V. Melton, assistant secretary and assistant treasurer. Pease, Hudson and Callender will serve as the executive committee. C. V. Wood, Jr., is general manager of Disneyland.....Joseph P. Smith, president of Cinema-Vue Corp., has been named sale manager of Guild Films Co., Inc., operating out of the firm's New York office. Guild has purchased Cinema-Vue and is absorbing its personnel.....Hank Wall has joined Carl Eastman, New York artists rep..... Harry Zimmerman named musical director for the Florian ZaPach and Frankie Laine telefilm series produced in Hollywood by Guild Films.....Z. Wayne Griffin and Leon Gordon, motion picture producers, have joined Revue Productions in Hollywood to produce telefilms for the filmed portions of the new General Electric Theatre fall series, scheduled to be live and film, with Ronald Reagan as host.

SUMMER PROGRAM STATUS SCHEDULE

As of May 14, 1954

None of the networks has officially released any compilation of their summer programs' status. The information below is based on advance announcements and Ross Reports' own research. Changes and corrections will be listed as they occur in future issues. Programs not listed will remain or have an indefinite status.

ABC-TV

Sun 4-5pm; ROLLER DERBY - Last show 5/16; no repl; no net service  
 Sun 7:30-8pm; NOW - Last show 6/27; repl by PEPSI-COLA PLAYHOUSE 7/4  
 Sun 8-9pm; THE MASK - kine reruns repl by PAUL WHITEMAN 5/30 for 10 wks  
 Sun 9-9:15pm; WALTER WINCHELL - Last show 7/4; return 9/5; no rplcmt set  
 Mon 7:30-8pm; JAMIE - Last show 6/7; no rplcmt  
 Tue 7:30-8pm; CAVALCADE OF AMERICA - Last show 6/22; ret 9/28; no rplcmt set  
 Tue 9:30-10:30pm alt wks; MOTOROLA TV HOUR - Last 5/18; cont's as sust CENTER STAGE 6/1; alt US STEEL HOUR cont's with no hiatus  
 Tue 9-9:30pm; DANNY THOMAS - reruns from 4/25  
 Tue 10:30-11pm; THE NAME'S THE SAME - Last 5/25  
 Wed 7:30-8pm; MARK SABER - Last 6/30; no rpl  
 Thu 8:30-9pm; RAY BOLGER - moves late June or early July to Fri 8:30-9pm  
 Fri 8-8:30pm; OZZIE & HARRIET - no hiatus; new films alt wkly with reruns  
 Fri 8:30-9pm; PEPSI-COLA PLAYHOUSE - switches time with RAY BOLGER late June-early July

CBS-TV

Sun 10-10:30am; LAMP UNTO MY FEET - summer format starts 7/4  
 Sun 6:30-7pm; YOU ARE THERE - Last 6/27; ret 8/29; repl by net sustainer  
 Sun 7-7:30pm; LIFE WITH FATHER - Last 5/16; replc 5/23 by EARN YOUR VACATION  
 Sun 7:30-8pm, 2 wks out of 3; PRIVATE SECRETARY; (alt with JACK BENNY); Last 6/6, ret 9/19; repl by YOUR PLAYTIME 6/13 thru 9/5  
 Sun 7:30-8pm, 1 wk out of 3; JACK BENNY(see above)  
 Sun 9-9:30pm irregular; FRED WARING - Last 5/30 - alt show G.E. THEATRE starts reruns 6/27  
 M-W-F 7:45-8pm; PERRY COMO - Last 6/25, ret 8/23; repl by TV'S TOP TUNES  
 Mon 8-8:30pm; BURNS & ALLEN - reruns 5/24; new films start in July  
 Mon 8:30-9pm; TALENT SCOUTS - Garry Moore repl Godfrey as m.c. July & Aug  
 Mon 9-9:30pm; I LOVE LUCY - Last approx 6/28;  
 Mon 9:30-10pm; RED BUTTONS - Last not set; repl probably MASQUERADE PARTY  
 Mon 10-11pm; STUDIO ONE - summer version WEST-INGHOUSE S.O. SUMR THTR is on 6/21 thru 9/13  
 Tue 7:45-8pm; JO STAFFORD - repl by VARIETY SHOW this time & Thu 7:45-8pm; ret in Fall  
 Tue 8:30-9pm; RED SKELTON - Last 6/15; repl by TWO IN LOVE 6/22  
 Tue 10:30-11pm; SEE IT NOW - Last 6/29, ret 8/31; repl 7/6 by BLUE ANGEL  
 Wed 8-9pm; GODFREY FRIENDS - repl by Red Skelton in July & Aug  
 Thu 7:45-8pm; JANE FROMAN - Last 6/17, ret 9/16  
 Repl by VARIETY SHOW this time & Tue  
 Thu 8-8:30; MEET MR. McNUTLEY; - Last 6/17, ret 9/16; repl WHAT DO YOU HAVE IN COMMON 6/24  
 Thu 8:30-9pm; 4 STAR PLAYHOUSE - reruns began 5/7; new series start 9/23  
 Thu 9-9:30pm; LUX VIDEO THTR - Last may be 6/24  
 Moves to NBC 8/26 10-11pm; possible repl on CBS may be JACK PAAR  
 Thu 9:30-10pm; BIG TOWN - reruns 6/10 thru 9/2; new series start 9/9  
 Fri 5:30-6pm; NEW REVUE - Last 6/18; no net service; film features seen locally  
 (Cont'd next column)

CBS-TV (Cont'd)

Fri 8-8:30pm; MAMA - Last 7/2, ret 9/3; possible repl PANTOMIME QUIZ  
 Fri 8:30-9; TOPPER - reruns 7/9 thru 10/1  
 Fri 10-10:30pm; MY FRIEND IRMA - Last 6/25, ret 10/1; repl by FILM THEATRE reruns  
 Fri 10:30-11; PERSON TO PERSON - Hiatus probably 7/2-9/3; repl probably AMERICAN WEEK  
 Sat 11:30am-12N; ROD BROWN - Last 5/29  
 Sat 8-9pm; JACKIE GLEASON - Last 6/26; repl by STAGE SHOW 7/3  
 Sat 9:30-10pm; MY FAVORITE HUSBAND - Last 7/10, ret 9/11; repl not set  
 CBS Daytime Shows- following time schedules effective 7/5:  
Mon thru Thu  
 GODFREY TIME - 10:30-11:30am  
 GARRY MOORE - 10-10:30am; also Fri 10-11:30am  
Mon thru Fri  
 PORTIA FACES LIFE - 1-1:15pm  
 ROAD TO LIFE(Tent. title) - 1:15-1:30pm  
 WELCOME TRAVELERS - 1:30-2pm  
 WOMAN WITH A PAST - 4-4:15pm; Repl 7/5 by BRIGHTER DAY  
 ON YOUR ACCOUNT - 4:30-5pm  
Tu & Th 2-2:30pm - ROBERT Q. LEWIS SHOW

DUMONT

Sat 11:30am-12N alt wks; TOM CORBETT - Last 5/22  
 Sat 11:30am-12N alt wks; SECRET FILES OF CAPTAIN VIDEO - Last 5/29

NBC-TV

Sun 5-5:30 or 6pm; HALMARK HALL OF FAME - Last 7/4, ret 9/5; no repl set  
 Sun 7-7:30pm; PAUL WINCHELL - Last 5/23; repl 5/30 5-wks by CHEER TV THTR(film reruns)  
 Sun 7:30-8pm; MR. PEEPERS - Last live show 7/4; 8-wks of kine repeats; new series starts 9/5  
 Sun 8-9pm; COLGATE COMEDY HOUR - Last 5/30; repl 6/6 thru 9/5 by COLGATE SUMMER COMEDY HOUR  
 Sun 10-10:30pm; LORETTA YOUNG - Last 6/27  
 Sun 10:30-11pm; MAN AGAINST CRIME - Last 7/4, repl 7/11 by THE HUNTER for 13 wks  
 Mon 9:30-10:30pm; ROBERT MONTGOMERY - summer version starts 6/28 for 12 wks  
 Tue & Thu 7:30-7:45pm; DINAH SHORE - will take hiatus, ret in Fall; no repl set  
 Tue 8-9pm; BUICK-BERLE 3 wks out of 4; Last 6/8  
 Tue 8-9pm; BOB HOPE 1 wk out of 4; Last 6/1  
 Tue 8:30-9pm; ARTHUR MURRAY starts 6/15  
 Tue 9-9:30pm; FIRESIDE THTR - reruns 7/6-8/24; new series starts 8/31  
 Tue 9:30-10pm; ARMSTRONG THTR; Last 5/25, ret 8/24; repl TOP PLAYS OF 1954(Ford Thtr reruns)  
 Tue 10-10:30pm; JUDGE FOR YOURSELF - Last 5/11; repl 5/18 by TRUTH OR CONSEQUENCES  
 Tue 10:30-11pm; MR & MRS NORTH - reruns 6/1-7/20  
 Wed & Fri 7:30-7:45pm; COKE TIME EDDIE FISHER - Last 6/25, ret 8/25; no repl set  
 Wed 8-8:30pm; I MARRIED JOAN - reruns start 7/14; new series begins 10/13  
 Wed 8:30-9pm; MY LITTLE MARGIE - reruns start 7/7; new series starts 10/6  
 Thu 8-8:30pm; GROUCHO MARX - probably use reruns new series starts in Fall  
 Thu 9-9:30pm; DRAGNET - 12 reruns start 6/3  
 Thu 9:30-10pm; FORD THEATRE - 13 reruns; new series start in Fall

(Cont'd next page)



TALENT SHOWSHEET MAY 17-23, 1954

Most of the shows on May 14, 15, 16 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, May 21. 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.

FRIDAY MAY 14

THE NEW REVUE CBS 5:30 Jonathan Winters (C), Johnny Desmond (S), Doodles & Skeeter (C), Margaret Sisters & Bruno (D), Betty Madigan & Lee Lindsay (S&D), the Kirby Stone Quartet (M), Connie Towers; kill: Ronny Graham (C), Billy Daniel & Lita Baron (D); add: Jerome Courtland & Polly Bergen (S)

DAVE GARROWAY NBC 8pm Bob Manning & Vera Lynn (S) & regulars

LIFE BEGINS AT 80 DuM 9pm Beatrice Kay (S)

CAMPBELL SOUNDSTAGE NBC 9:30 The Man of the House - (O) by David Davidson; with Don Hammer, Barbara Baxley, Eert Freed; (SD)

SATURDAY MAY 15

ROD BROWN CBS 11:30 regulars & Mercer McCleod, Joseph Sullivan, Mort McConnell; (SW & SD)

SECRET FILES OF CAPTAIN VIDEO (Hodge) DuM 11:30 Grant Sullivan, Ed Holmes, Marianne Walters, Stefan Schnabel, Eli Segal, Walter Mathews, Gilbert Reade; (O) by Carey Wilber

Johnny Jupiter (Wright King) WABC 5:30 The Fire - (O) by Jerome Coopersmith, (A) by William Kendall Clarke; with regulars only

SIX O'CLOCK REPORT WCBS 6pm kill: Harry Marble; add: Ned Calmer

ETHEL AND ALBERT (Lynch & Bunce) NBC 7:30 regulars & Cele McLaughlin, Pud Flanagan, Joe Fallon; (SW & SD)

MARTHA RAYE SHOW NBC 9pm Margaret Truman, Robert Preston, Rocky Graziano, Jake LaMotta (latter two, boxers) (LAST SHOW OF SEASON)

SUNDAY MAY 16

LAMP UNTO MY FEET CBS 10am Brother Sun - (O) by Laurence Housman, (A) by Pamela Ilott; with Hurd Hatfield, Robert Middleton, Frederic Worlock

LOOK UP AND LIVE CBS 10:30 Mary Mayo (S), the Townsman Quartet, Winged Victory Chorus

FRONTIERS OF FAITH NBC 1:30 The Sayings of the Fathers - (O) by Sylvia Berger; with Alexander Scourby, Anatole Winogradoff, Wesley Addy, Norman Rose, Bernard Lenrow; (SD)

HALLMARK HALL OF FAME (S. Churchill) NBC 5pm Moby Dick - (O) by Herman Melville, (A) by Howard Rodman; with Victor Jory, Lamont Johnson, Hugh O'Brien, Harvey Stephens, Charles Mauu, Howard McNeilly, Nestor Paiva, Glen Kilburn, Earl Lee, Steve Darrell, James Logan, John Larch, Steve Mitchell, John Hamilton; (SD) (FROM HOLLYWOOD)

YOU ARE THERE CBS 6:30 The Scopes Trial - (O) by Jeremy Daniel; with E. G. Marshall, Ed Begley, James Broderick, Frank Thomas, John Shellie, Herb Rudley, Charles Dingle, Paul Ford; (SD)

MR. PEEPERS NBC 7:30 See below

TOAST OF THE TOWN (Ed Sullivan) CBS 8pm Scene from The Teahouse of the August Moon - (O) by John Patrick, based on Vern Sneider's novel; with John Forsythe, David Wayne, Larry Gates, others; Nat "King" Cole (S), Ted Lewis (S,M), Dick Contino (M), Richard Herne (C), Stan Musial, Byron Nelson (latter two, sports)

ROCKY KING, DETECTIVE DuM 9pm Danger, Radiation - (O) by Philip S. Goodman; with Natalie Core, Bethel Long, Terry Mantell, Richard Robbins, Tom Gorman; (SD)

MR. PEEPERS NBC 7:30 regulars & Sylvia Field, Ernest Truex, Paula Trueman, Reta Shaw, Susan Steele, Frances Williams, Shaun Dooley, Roy Johnson, Charlie Thompson, Harry Mehaffy; (SW & SD)

MONDAY MAY 17, 1954

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TONY MARTIN NBC 7:30 Margaret Whiting (S)

JAMIE (Brandon de Wilde) ABC 7:30 Jamie's Crush - (O) by David Shaw; with regulars & Phyllis Love, Lydia Reed, Perry Fiske, Bunny Lewbel; (SD)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30 Grace Bumbry (S), Pattie Hammond (S), Robert Sayre (M)

VOICE OF FIRESTONE NBC 8:30 Patrice Munsel (S)

ROBERT MONTGOMERY NBC 9:30 Sky Block - (O) by Steve Frazee, (A) by Denis Green; with Zachary Scott, Vaughn Taylor, Robert Webber, Earl George; (SD) by Jim Sheldon

RED BUTTONS CBS 9:30 Fran Warren (S) & others to be announced; (S&SD)

STUDIO ONE CBS 10pm

Castle in Spain - (O) by Sylvia Weld; Leslie Nielsen, Sally Chamberlin, Biff McGuire, Joan Lorring, Pud Flanagan, Jon Richard, Bruce Drury, Elmer Lehr, Margaret Warwick; (SD) by Paul Nickell; Drawing by Jan Balet

TUESDAY MAY 18

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*adolphe menjan's favorite story - Lie Forever - (O) by Nathaniel Hawthorne, (A) (SW)*

Cavalcade of America ABC 7:30

Moonlight School - (O) by Louella MacFarlane; with George Nader, Lon Chaney, Jr., Emlen Davies, Houseley Stevens, Gloria Talbot, Mary Field, Pitt Herbert, Bonnie Eddy, Stephen Wooten, Edith Evanson, Harry Shannon; (SD)

BUICK-BERLE NBC 8pm Phil Harris (M&S), Eileen Barton (S), Owen McGivency (FROM H'D)

Gene Autry CBS 8pm Border Justice - repeat

RED SKELTON CBS 8:30 regulars & Tom Harmon (FROM HOLLYWOOD)

LOVE STORY DuM 8:30 Wedding Dress - (O) by Nancy Moore; with Patricia Collinge, Paul McGrath, Barbara O'Neil, Pat Breslin; (SD)

Danny Thomas ABC 9pm regulars & Ben Lessy, Nana Bryant, Charley Williams, Hal March; (SW & SD)

Fireside Theater NBC 9pm Harvest of Wrath - (O) by Sophie Kerr, (A) by Herbert Little, Jr. & David Victor; with Charles Drake, Faith Domergue, Dorothy Adams William Fawcett

SUSPENSE CBS 9:30 Breakout - (O) by George Bellak; with Anthony Ross, John Sylvester, Martin Brooks, Tige Andrews; (SD)

ARMSTRONG'S CIRCLE THEATRE NBC 9:30 Breakdown - (O) by Dave Allen; with Carmen Mathews, Patricia Smith, William Redfield, Kevin Coughlin, Eileen Pollack; (SD) by Cort Steen

MOTOROLA TV HOUR ABC 9:30 Atomic Attack - (O) by Judith Merrill (from Shadow on the Hearth), (A) by David Davidson; with Phyllis Thaxter, Walter Matthau, Audrey Christie, Patsy Bruder, Patty McCormick, Bill Kemp, Daniel Reed, Elizabeth Ross, Jennie Gary, Robert Keith; Dir by Ralph Nelson (LAST SHOW UNDER PRESENT SPONSORSHIP)

DANGER CBS 10pm De Castries of Dien Bien Phu - (O) by Theodore Epstein; with Everett Sloane, Harry Bellaver, Sandy Kenyon, George Mitchell, Casey Allen, Richard Holland, Bruce Hall, Tony Bickley, Dorothy Elder, Evelyn Seibold; (SD) by Jerry Shaw

Mr. and Mrs. North NBC 10:30 The Mask of Hate - with Eve Miller, Willis Bouchey, Harry Lauter

THE NAME'S THE SAME ABC 10:30 Roger Price replaces Arnold Stang as panelist

WEDNESDAY MAY 19

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My Little Margie NBC 8:30 regulars & Andy Clyde, Tom Dillon; (SW & SD)

KRAFT TELEVISION THEATRE NBC 9pm A Touch of Summer - (O) by George Faulkner; with Jerome Cowan, Ruth Matteson, Cora Witherspoon, Kenneth Nelson, Rita Vaughn; (SD)

STARS ON PARADE DuM 9pm Mario & Floria (D), Helen Dixon (S), Slim Gaillard (M&S)

ANGEL AUDITIONS WABC 10:30 Scenes from Lover's Holiday - (O) by Richard Besoyan; with Stella Adler, Boyd Seghers, Joan Atwell, Jane Romano; (SD)

THURSDAY MAY 20

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Ray Bolger ABC 8:30 (O) by Bill Bowers; with regulars & Jan Clayton; (SD)

Four Star Playhouse CBS 8:30 Backstage - (O) by Andre Maurois, (from The Dollar Bill), (A) by John & Gwen Gagni; with Charles Boyer; repeat

JUSTICE NBC 8:30 An Eye for an Eye - (O) by Robert Alan Aurthur; with Richard Kiley, Sidp Hoasier, Janet Wood, Harvey Lembeck; (SD)

LUX VIDEO THEATRE CBS 9pm Blind Fury - (O) by Agnes Christine Johnston & Frank Dozey; with Dean Jagger; (SD) (FROM HOLLYWOOD)

Big Town CBS 9:30 regulars & Arthur Space, Jay Adler, Michael Moore, Jonathan Hale  
(Pat McVey) Harry Tyler, Joe Crahan, Ann Barton; (SW & SD)

Ford Theatre NBC 9:30 Beneath These Waters - (O) by Steve Fisher; with Ronald Reagan, John Baer, Peter Whitney, George Cooper, James Dobson, Chris Alcaide, Russ Conway; (SD) by Fred F. Sears;

KRAFT TELEVISION THEATRE ABC 9:30 All Our Yesterdays - (O) by Moade Roberts; with Nancy Marchand, Joan Potter, Lee Phillips, Arthur O'Connell, Monica Lovett, Charlotte Rae; (SD) by Fred Carney

Public Defender CBS 10pm Pauper's Gold - (O) by Al C. Ward; with Richard Lupino, Gloria Talbot, John Craven, Paul Brenneger, Douglas Dumbrille, Hugh Sanders, Gene Coogan; (SD) by Paul Guilfoyle

*Martin Kane* NBC 10:30 (O) F. I. in the Jail Sentence - (O) by Harold Jack Bloom; with John Padovano, Tord Stal, Elisaveta, Claes Thelander, Helge Hayerman; Music by Nils Kyndel; (SD)

Foreign Intrigue WNBT 10:30 (James Daly)

*harris cla*  
*RM*  
*hudson*  
*Apr 14*  
*harris*  
*de mison*  
*in the*

FRIDAY MAY 21

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Life of Riley NBC 8:30 Riley and the Foreman's Gift - (O) by Roland MacLane & Dick Conway; with regulars & Emory Parnell; (SD)

Pepsi-Cola Playhouse ABC 8:30 Fie, Fie, Fifi - (O) by Arthur Rowe, (A) by Rowe & Edward Bernds with Fifi D'Orsay, Lloyd Corrigan, Frances Bayler, Harry Stewart, Larry Blake; Emory Parnell, Joey Forman; (SD)

Paul Hartman ABC 9pm The Discipline Campaign - (O) by Arthur Rowe; with regulars

Schlitz Playhouse CBS 9pm Blizzard-Bound - (O) by Robert Leslie Bellem; with Forrest Tucker, Bill Phipps, Donna Martell, John Dierkes; (SD)

THE BIG STORY NBC 9pm Hal Wilson, Memphis Press-Scimitar - (O) by Norman Lessing; with Joseph Foley, Barbara Baxley, Margaret Feury, Steve Gravers, Richard Bishop, Guy Raymond, Peter Dawson, Sam Loconte; (SD)

CAMPBELL SOUNDSTAGE NBC 9:30 A Little Child Shall Lead Them - (O) by Gerry Morrison; with Eileen Heckart, others to be announced; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MAY 14 THROUGH FRIDAY MAY 21

\*\*\*\*\*

THE MORNING SHOW CBS 7am Thu - Eddie Condon (M)

KATE SMITH NBC 3pm M - Jimmy Nelson (ventriloquist); Tu - regulars; W - Al Bernie (C), Snooky Lanson (S), Delores Bunche (C), The Three Suns (S&M); Thu - Johnny Mack (D), Dorothy Day & fashions; Fri - Charlie Ruggles in World of Mr. Sweeney; Margaret Truman

MAGIC COTTAGE WABD 6:30 M thru F - Stewart Bradley, Charles Mendick; (SW & SD)

COKE TIME-E. FISHER NBC 7:30 F (5/21) - Elaine Malbin (S)

SATURDAY MAY 22

\*\*\*\*\*

Johnny Jupiter WABC 5:30 Reject's Defect - (O) by Jerome Coopersmith, (A) by William Kendall Clarke; with regulars only; (SD)

Joe Palooka WABD 7pm (O) by Clark E. Reynolds; with regulars & Harry Cheshire, Hal Baylor, William Phillips, David Alpert, Sam Flint; (SD)

Man Against Crime WNBT 7pm Hot as Three Pistols - (O) by George Ellis & Joe Jordan; with (Ralph Bellamy) (NBC Sun 10:30) Brandon Peters, Jack Albertson, Victor Thorley, Dehl Berti, Wallace Rooney, Thomas Nello, Crahan Denton, Charles Randall, Cliff James; (SD)

SUNDAY MAY 23

\*\*\*\*\*

PAUL WINCHELL NBC 7pm Janis Paige (S) & regulars

Roy Rogers NBC 6:30 Outlaw's Return - (O) by Dwight Cummins; repeat

JACK BENNY CBS 7:30 Bob Hope (FROM HOLLYWOOD)

COLGATE COMEDY HOUR NBC 8pm Sauter-Finegan Orchestra, Hoagy Carmichael (composer, S), Ricky Vera (S) (FROM HOLLYWOOD)

General Electric Theatre CBS 9pm Exit for Margo - (O) by John Klempner, (A) by Herbert Little, Jr. & David Victor; with June Havoc, Nancy Gates, Victor Jory, Taylor Holmes, Raymond Largay, Tom Powers, Claire Carleton, Mae Clarke; (SD) by Frank Wisbar

GOODYEAR TELEVISION THEATRE NBC 9pm The Lawn Party - (O) by Ted Mosel; with Geraldine Fitzgerald, Larry Gates, Patricia Fay, Jess Harris, Jane Moultrie; (SD) by Arthur Penn

THE MAN BEHIND THE BADGE (Fred Uttal) CBS 9:30 Columbus, Ohio - (O) by David Harmon; with Matt Crowley, Jason Robards, Archie Smith, Joe Helgeson, Eda Heinemann, Somer Alberg

Loretta Young NBC 10pm Something Always Happens - (O) by Paul Franklin; with Lamont Johnson, Jeri Lou James, Howard Wendell, Charles Victor; (SD)

THE WEB CBS 10pm The Primitive Touch - (O) by Eileen & Robert Mason Pollock, (A) by Murdock Pemberton; with Joe Maross, Hans Josef Schumm, Paul Birch, Roy Johnson, James Little, Elizabeth Fraser; (SD) by Herb Hirschman

NEW YORK TALENT AVAILABILITIES

\*\*\*\*\*

CHEVI COLTON - featured in Time of Storm, which just closed 3-months' engagement at Greenwich News - WA 9-1227

TIM HOLT & HIS WESTERN WRANGLER REVUE - AGT: Jolly Joyce, LA 4-9469

DOROTHY HART - leading lady of films & TV - AGT: William Morris, JU 6-5100

CELESTE HOLM - popular actress & chanteuse - AGT: Lloyd V. Almirall, WH 4-4800

GUSTI HUBER - recent star of Dial M for Murder - AGT: MCA, PL 9-7500

MIKE KELLIN - leading performer of Time of Storm - AGT: Jane Broder, George Morris, MU 8-0960

BRENDA LEWIS - in Girl in Pink Tights - AGT: Robert Lantz, PL 5-6850

BIBI OSTERWALD - heralded for performance in The Golden Apple at the Alvin - AGT: Gloria Safier, MU 8-3950

SONO OSATO - dancer-actress - AGT: Gloria Safier

CHRISTOPHER PLUMMER - AGT: Jane Broder

WILLIAM PRINCE - star of The Mask on ABC - AGT: MCA

LOGAN RAMSEY - young character actor - AGT: Jane Broder

TONY RANDALL - featured on Mr. Peepers - LE 2-1100

BYRON RUSSELL - veteran character actor - PL 3-0817

JEROME THOR - last year's hero of Foreign Intrigue - AGT: William Morris

HARRY TOWNES - versatile TV actor - AGT: Grace Lyons, JU 6-8330

YMA SUMAC - singer with phenomenal range - AGT: Kenneth Allen, CI 7-4737

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

MAY 17, 1954 NUMBER FIVE

BASE WEEK: MAY 17-23, 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: May 17-23, 1954 |      |      |                  |      |     |      |     |      |      |
|---|------|------|------------------|------|-----|------|-----|------|------|
| HOURS   |      | ABC  |                  | CBS  |     | DuM  |     | NBC  |      |
|   |      | Comm | Sus              | Comm | Sus | Comm | Sus | Comm | Sus  |
| Sign on-)   | Live | 1    | 4½               | 20½* | 3½  | ½    | --  | 16 ¾ | 3¼   |
| 12 noon )   | Film | --   | --               | --   | --  | --   | --  | --   | --   |
| 12 noon-)   | Live | 5 ¾  | 6                | 22½  | 8   | ¼    | 5¼  | 12¼  | 11 ¾ |
| 6:00 pm )   | Film | --   | --               | 1    | --  | --   | --  | --   | ½    |
| 6:00 pm-)   | Live | 8½   | 6 ¾ <sup>x</sup> | 19   | ½   | 11 ¾ | 2 ¾ | 22 ¾ | 1    |
| Sign off)   | Film | 6½   | 3                | 6    | --  | --   | ½   | 6 ¾  | --   |
| TOTALS )  | LIVE | 15¼  | 7¼ <sup>x</sup>  | 62*  | 12  | 12½  | 8   | 51 ¾ | 16   |
|   | FILM | 6½   | 3                | 7    | --  | --   | ½   | 6 ¾  | ½    |

Includes: \*Columbia Pacific Net <sup>x</sup>"The Mask" kine repeat (1 hour)

(NOTE: Classification "Live" or "Film" is determined by pre-dominant 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 - 27½ hrs each (LIVE); NBC & CBS 3/¾ hrs each (FILM).

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LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- WEEK OF MAY 17-23, 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)  | 108 1/4                     | 36 3/4               | 39 1/2                     | 25          | 7                 |
| New York City  | WCBS-TV (C)  | 134 3/4                     | 78 1/2               | 17 1/2                     | 5 1/2       | 33 1/4            |
| New York City  | WABD (D)     | 91 1/2                      | 21 1/2               | 37                         | 6 1/2       | 26 1/2            |
| New York City  | WNBT (N)     | 130                         | 66                   | 39                         | 10 3/4      | 14 1/4            |
| New York City  | WPIX (I)     | 84                          | --                   | 44 1/2                     | 18 3/4      | 20 3/4            |
| Cleveland*     | WXEL (A,C,D) | 106 1/2                     | 37 1/2               | 34 3/4                     | 5 1/2       | 28 3/4            |
| Cleveland*     | WEWS* (A,C)  | 124 3/4                     | 68 1/4               | 30                         | 7           | 19 1/2            |
| Cleveland*     | WNBK (N)     | 119 1/4                     | 69                   | 13 1/2                     | 9 1/4       | 27 1/2            |
| Denver         | KFEL-TV (D)  | 62 1/2                      | 6 1/2                | 24 1/2                     | 18 1/4      | 13 1/4            |
| Denver*        | KBTW (A)     | 75 1/4                      | 15 1/4               | 26                         | 16          | 18                |
| Los Angeles    | KABC-TV (A)  | 97 3/4                      | 13                   | 51 3/4                     | 15          | 18                |
| Los Angeles    | KTLA (I)     | 64 1/4                      | --                   | 28                         | 4 1/2       | 31 3/4            |
| Los Angeles    | KNBH (N)     | 105 3/4                     | 57 3/4               | 23 1/4                     | 8 1/2       | 16 1/4            |
| Los Angeles    | KHJ-TV (D)   | 67 1/2                      | 5 1/2                | 51                         | 6 3/4       | 4 1/4             |
| Los Angeles    | KTTV (I)     | 100                         | --                   | 35 1/2                     | 22 1/4      | 42 1/4            |
| Los Angeles*   | KNXT (C)     | 114 1/2                     | 63 1/4               | 18 3/4                     | 11 3/4      | 20 3/4            |
| Los Angeles    | KCOP (I)     | 68 3/4                      | --                   | 28 1/4                     | 9 1/4       | 31 1/4            |
| St. Louis, Mo. | KSD-TV (All) | 124 1/4                     | 85 1/2               | 19 1/2                     | 14 3/4      | 4 1/2             |

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 May 10-16. 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.

No allowance has been made for film or live McCarthy-Army hearings 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 MAY 17-23)

| CITY  | LIVE HOURS | FILM HOURS | TOTAL HOURS LIVE & FILM |
|---|------------|------------|-------------------------|
| New York City                                       | 129        | 21 1/4*    | 130 1/4*                |
| Los Angeles   | 22 3/4     | 17*        | 39 3/4*                 |
| Chicago   | 19 3/4     | 1/2        | 20 1/4                  |
| Cincinnati  | 5 1/2      | --         | 5 1/2                   |
| Washington<br>(McCarthy-Army hearings not included) | 3          | --         | 3                       |
| Philadelphia  | 2 1/2      | --         | 2 1/2                   |
| Baltimore   | 1          | --         | --                      |
| Cleveland, Boston, Detroit (each)                   | 3/4        | --         | 3/4 (each)              |

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