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INCLUDING

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (20)

DuM- 8:30-9pm EST; DEBUT; Love Story; from WABD(NY), to the net. Sustaining. Pkgr- DuMont; Prod & Script Ed- David Lowe; Dir- Frank Telford; Assoc Dir- Steve Weston; Music Dir- Binny; Sets- Carl Hueglin; Casting- Elizabeth Mears (DuMont Telecenter). Weekly half-hour presentation of different love stories each week, with various casts; no regular performers. Replaces Pantomime Quiz.

Wednesday (21)

DuM- 10:30-11pm EST; DEBUT; Better Living Television Theatre, ON FILM; from WABD(NY), to the net. Sustaining. Pkgr & Film Prod- Bozell & Jacobs, Inc. Fischer Black, editor of "Electrical World Magazine," is moderator of different panels of industrial leaders appearing in film introductions each week to films on scientific and industrial advances in basic industrial and commercial fields. The industrial leaders discuss the industries treated in each film. The series is scheduled for 19 weeks, with four of the films repeated from a series of the same name which was shown over ABC-TV during the summer of 1953 and 15 entirely new films.

Thursday (22)

POOL- 10:30am-12:30pm; 2:30-4:30pm EST; tentative; SPECIAL; Senate Investigations Sub-Committee Hearings; from WMAL-TV(Wash), to the ABC-TV net. DuMont net is picking up the direct ABC feed. (At press time, NBC-TV was slated to carry, but time was not cleared; CBS-TV did not have day time cleared. Either of the latter may carry kinescopes at different times.) Prod- ABC News & Special Events. ABC commentator Bryson Rash will handle TV introductions and commentary throughout the sub-committee hearings on the controversy between Senator Joseph McCarthy and the Army.

POOL- 9-9:30pm EST; SPECIAL; Eisenhower Newspaper Week Address; from WABC-TV(NY) to the ABC-TV net. DuMont is picking up direct feed. NBC-TV will carry a kine, 10:30-11pm; CBS-TV will carry a kine, 11-11:30pm. Prod- ABC News & Special Events. President Eisenhower will speak at the annual dinner of the Bureau of Advertising of the American Newspaper Publishers Assn in the grand ballroom of the Waldorf-Astoria in New York, climaxing "Newspaper Week." The address is considered of major importance, although no topic had been announced at press time.

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THIS WEEK(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming;

THIS WEEK(Cont'd)

Saturday(24)

CBS- 2:30-3:45pm EST; SPECIAL; Drake Relays; from KGTV(Des Moines), to the net. Sustaining. Prod- CBS-TV Sports Dept; Prod & Dir- Judson Bailey. Finale of the 44th annual Drake Relays, track and field meet at the Drake University Stadium, Des Moines, Iowa. Tom Greenwald will describe the action; Dale Williams will handle "color" commentary.

DuM- 4-5pm EST; SPECIAL; Penn Relays; from WFIL-TV(Phila), to the net. Co-op sponsors. NY sponsor- Packard Dealers of New York Zone(Packard autos) thru J. R. Pershall Co(NY & Chi); Acct Exec- Shane O'Neill(NY); Agcy & Comm Superv- Dee Tucker(NY). Dir- Harry Coyle(DuM). The 60th annual Penn Relays, at the University of Pennsylvania's Franklin Field, Philadelphia, with the telecast covering nine races and four field events in the track and field meet. Marty Glickman will describe the running of the various events.

Sunday(25)

ALL NETS- Daylight Saving Time goes into effect. Net schedules remain the same, but local times may change depending on whether Daylight Time is observed in the area.

NBC- 2-2:30pm EDT; SPECIAL; 230,000 Will Die; from WNBT(NY), to the net. Sustaining, public service. Pkgr & Prod- NBC-TV with the American Cancer Society. No other credits available. Dr. Charles Cameron, medical and scientific director of the American Cancer Society is narrator on the program, which will feature cured cancer patients. The presentation will be in documentary style.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Jane Pickens Show (Sun, 6:30-6:45pm EST) New time effective April 18. Replaced in previous time, 9:15-9:30pm, by The Packard Program Starring Martha Wright (See page 58).

The Packard Program Starring Martha Wright (Sun, 9:15-9:30pm EST) Add: Prod- A. S. Faillace, Jr.

Dr. I. Q. (Sun, 9:30-10pm EST) Add \$1,000 silver dollar telephone question to the format. Calls will be placed to two numbers picked at random, eff April 18.

Super Circus (Sun, 5-6pm EST) Add circus acts on film, once monthly, called the "Fourth ring." Program remains live overall. First insert was "surprise" on March 28, with second act on film presented April 11.

CBS- That's My Boy (Sat, 10-10:30pm EST) Jack Donohue directing first three shows in series, replacing Frank Pacelli, originally named. ADD CREDITS: Comm Anncr- Bill Goodwin; Music Dir- Leith Stevens; Sets- Robert T. Lee (See page 55).

NBC- Home (Mon thru Fri, 11am-12noon EST) Kit Kinne becomes cooking editor, effective April 20, replacing Poppy Cannon.

NETWORK SPONSOR ACTIVITY

THE QUAKER OATS CO will sponsor the 9:45-10am Tuesday and Thursday segments of Breakfast Club over ABC-TV, effective June 1, 1954. Sponsorship is for simulcast. PHILCO CORP began sponsorship of the Mon, Wed & Fri 9:45-10am segments on April 12, simulcast.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Angel Auditions; DEBUT April 21; Wed, 10:30-11pm EST. Sustaining. New York Pkgr- Broadway Angels, Inc.; Prods- Howard Field & Tom Legate; Dir- Lou Volpacelli. Paula Stone is hostess, interviewing the stars, production staff and technicians of prospective Broadway shows. The program will also present segments of the shows -- plays and musicals -- as they appear during their money-raising auditions or pre-Broadway rehearsals.

WOR-TV(Ch 9) - N. Y. Major League Baseball; REGULAR SEASON DEBUT April 15; Brooklyn Dodgers day and evening baseball games (77 home games during season). Sponsor- American Tobacco Co(Lucky Strike Cigarettes) and The F. & M. Schaefer Brewing Co(Beer), both thru Batten, Barton, Durstine & Osborn, Inc.(NY). Connie Desmond, Vince Scully and Andre Baruch describe the games and present the commercials. Happy Felton's Knot Hole Gang is half-hour pre-game segment, with Felton's Talk to the Stars, following games in 15-minute interview segment.

WHAS-TV(Ch 11) - The Infant Year; DEBUT April 9; Fri, 9:30-10am CST. Sustaining, Louisville public service. Pkgr- WHAS-TV with the Pediatric Society of Jefferson County and Louisville, Ky.; Prod- Marian Gifford. Marian Gifford presents a 13-week series of discussions covering care of an infant during the first year of life. Each program will have a guest pediatrician, along with guests from local mothers' clubs and their babies. Mrs. Gifford is WHAS-TV home economist.

KNXT(Ch 2) - KNXT News (Mon thru Fri, 10:30-10:45pm PST) Army Archerd, Daily Los Angeles Variety columnist, named filmland reporter, succeeding George Fisher. (See page 52).

KRON-TV(Ch 4) - Uncle George; DEBUT April 9; Fri, 6-6:15pm PST. Sustaining. San Francisco Pkgr- KRON-TV; Dir- Bob Glassburn; Writer- George Lemont. Lemont presents his own cartoons, stories, gimmicks and surprises for children; also gives prizes for drawings submitted by viewers.

KRON-TV - Report on Narcotics, LIVE & FILM; SPECIAL April 14 & 21; Wed, 7-7:30pm PST. Sustaining. Pkgr- KRON-TV; Prod & Writers- Tom Mullahey & Bill Bradley. Two special programs, the first on the nature and extent of the narcotics problem, the second on the enforcement angle and rehabilitation of addicts. Tom Mullahey is m.c. for both programs, with state and local narcotics and legal officials as guests. Bill Bradley is off-camera narrator for film portions.

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>
Chicago WBKB(7)	*"Candid Camera" (Allen A. # Funt)	-Chicago Rug Cleaning Co	4/5	Mon	10:30-11pm
Los Angeles KTTV(11)	#"Captured" (NBC Film Sales)	-Maier Brewing Co(Brew "102") thru Enterprise	4/7	Wed	8-8:30pm
KTTV(11)	*"Life With Elizabeth" (Guild Films)	-National Biscuit Co thru McCann-Erickson, Inc	4/12	Mon	7:30-8pm
*First run in market (Candid Camera has 13 new films, rest re-runs) #Re-runs					

FILM DIGEST: Harry K. McWilliams resigned as advertising and public relations director of Screen Gems, Inc., in New York.....Screen Gems began production in New York on April 14 of 26 films in the new Big Play-back series of quarter-hour programs to be sponsored by the Ethyl Corp. Jimmy Powers, sports columnist for the N. Y. Daily News, will be host (Continued on next page)

FILM DIGEST(Cont'd): and narrator of the series, with Ben Berenberg as producer and writer and Caswell Adams, fight columnist of the N. Y. Journal-American, as assistant producer. John Gilmour directs.....Princeton Film Center, New Jersey, will produce a new 15-minute weekly series aimed at rural audiences, Rural Review, on a "sponsorship basis." Each film has four "sponsors," each paying \$22.50 per station exposure, with Princeton guaranteeing a minimum of 200 stations. The "sponsor's" products will be demonstrated in the film, but there will be no commercials as such. The film series will follow the construction of a model farm now being built in Princeton, N. J. Fred Bailey, head of Agricultural Associates, Inc., Washington, D. C., publisher of the Washington Farm Reporter, a newsletter, will narrate and edit the films.

The Coca-Cola Co has renewed its agreement for The Adventures of Kit Carson, sponsored throughout the country by individual Coca-Cola bottlers, and a new series of 26 half-hour films will roll beginning in July.....Harvey Marlowe, v.p. of Stage Rental Studios, New York, has acquired radio-TV rights to the John Robert Powers Charm School.....King Horton Productions, Hollywood, has acquired all rights to "Tailspin Tommy," comic strip character who has appeared in several feature pictures and kids serials.....Edward Small & Television Programs of America will begin production on the new Tugboat Annie series during early summer at Motion Picture Center, with Leon Fromkess as exec producer.

The plight of TV film producers, especially those optimistically moving into the market now, is highlighted by The Hollywood Reporter's New York columnist, Ben Kaufman, who recently reported that telefilm syndication is now a buyer's market, with the film distributors having to offer complete merchandising packages, not just stars and good films. In other words, solid financial backing to ride out the coming storm. It's no secret that several new highly-touted series, still in production, are being sold to some stations and groups at less than 50 per cent of their original asking price, but continuing production costs are still at the original level.

NEWS AND COMMENT: 14th annual George Foster Peabody Awards, administered by the Henry W. Grady School of Journalism, University of Georgia, presented in New York April 14, included the following for television: Television News: Gerald Johnson, WAAM, Baltimore; Television Music: NBC Television Opera Theatre; Television Entertainment: (Double award) NBC Television Playhouse and Imogene Coca; Television Education: (Double award) Cavalcade of Books, KNXT, Hollywood, and Camera Three, WCBS-TV, New York; Television for Children and Youth: NBC-TV Mr. Wizard; Contribution to International Understanding through Television: BBC Coverage of the Coronation; Special Award: Edward R. Murrow.

NBC's announcement that the Colgate Comedy Hour would return Sept 19 after summer hiatus, but would be seen only three weeks out of every four, with color spectacles taking an hour-and-one-half every fourth Sunday, also included the item that Ted Bates & Co., one of the Colgate Palmolive Co agencies, will produce 20 "big name" variety shows in the series. Agency control, besides being a move to cut the program's costs, will also take NBC off the hook on competition with Toast of the Town. NBC will produce the Martin and Lewis shows for the Comedy Hour and a number of musical comedy book shows, filling the remaining spots.

PERSONNEL CHANGES: Mike Dougherty, Bill Steinmetz and Jerry Smith were named to the CBS-TV Press Information staff in Hollywood by Ted Wick, newly appointed director of publicity and exploitation for CBS Television in Hollywood. Wick's appointment was originally announced as taking effect April 26, but he moved in last week with the new appointments.....Ian Bernard named writer and general assistant to exec producer Hunt Stromberg, Jr., at KABC-TV(H'wood).....Herman Rush, upped to work with Harold Hackett, president of Official Films, Inc., covering nation-wide administration of the firm. Rush had been v.p. in charge of film syndication.....Henry Saloman, Jr., named chief of NBC's newly created television documentary unit, reporting to Davidson Taylor, director of public affairs.

TALENT SHOWSHEET APRIL 19-25, 1954

Most of the shows on April 16, 17, 18 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, April 23. 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 APRIL 16

THE NEW REVUE (Mike Wallace)	CBS 5:30 (COLOR)	Robert Clary (S), Pat Marshall (S), Charlie Dobson (S), Eileen O'Dare (D), Bud & Cece Robinson (D), Lew Parker & Martha Stewart (C&S); Kill: Mae Barnes (S), The 3 Flames (S); add: Gene Krupa (M), Bil & Cora Baird puppets
MAMA (Peggy Wood)	CBS 8pm	<u>Mama and Sunday School</u> - (O) by Jerome Ross; with regulars & Alice Frost, Carl Frank, Patty McCormack, Jerome Collamore; (SD)
LIFE BEGINS AT 80	DuM 9pm	Burl Ives (S&M) & regulars
<u>Inner Sanctum</u>	WOR 9:30	<u>Second Life</u> - (SW) by Maury Stern; with Anthony Ross, Margaret Draper, Rita Lynn, Jack Klugman, Edward Holmes, Edward Hyans

SATURDAY APRIL 17

ON THE CAROUSEL	WCBS 9am	Kajar the Magician
SECRET FILES OF CAPTAIN VIDEO	DuM 11:30	(O) by Carey Wilber; with regulars & David White, Stewart Bradley, Harry Shaw Lowe, Jack Bittner, Swift Eagle, Peter Chan, Morley Chang; (SD)
ROD BROWN	CBS 11:30	regulars & Ruth White, Elaine Joyce, Robert Carroll, Eugene Francis, Beverly Bruce, Michael Sheehan, Joseph Balfior; (SD)
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Cele McLaughlin, Billy Lee, John Shellie; (SW & SD)
COL. HUMPHREY J. FLACK(Alan Mowbray)	DuM 10pm	<u>Poor Little Rich Boy</u> - (SW) by Ed Jurist & S. L. David; with regulars & Fran Carlon, House Jameson, Barbara Joyce, Mort Marshall, Millicent Brower; (SD)

SUNDAY APRIL 18

LAMP UNTO MY FEET	CBS 10am	<u>Everyman</u> - medieval classic, (A) by Albert J. Nevins; with Blanche Yurka, Anna Lee, Hurd Hatfield, Robert Middleton, Howard Smith, Leslie Nielsen, Jonathan Harris; Dir by Marcella Cisney, substituting for vacationing Allen Reisner
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Execution of Mary, Queen of Scots</u> - (O) by Paul Monash; Mildred Natwick, Carmen Mathews, Larry Robinson, Frederick Worlock, Bruce Gordon, Frederic Downs, Basil Langton, Victor Thornley, Michael McAloney; (SD)
PAUL WINCHELL MR. PEEPERS(Cox)	NBC 7pm NBC 7:30	Monica Lewis (S) & regulars regulars & Gage Clarke; (SW & SD)
OPERA CAMEOS (G. Martinelli)	WABD 7:30	Scenes from <u>Carmen</u> - opera by Bizet; with Nell Rankin, David Poleri, Richard Torigi, Margaret Roggero, Jane Murrell, Maria Gambarelli; (SD, LAST SHOW OF SEASON, RUNS TO 8:15 TODAY ONLY)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	The Notre Dame Glee Club; Dramatization of <u>One God</u> - (O) by Florence Mary Fitch, (A) by Jerome Lawrence & Robert Lee; with Eddie Albert & Columbia University's Teachers' College Choir; Margo, Sam Snead (golf), Marquis' Chimpanzees
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	<u>The Pearls of Death</u> - (O) by Robert Nathe; with regulars & Stephen Elliott, Boris Aplon, Helen Chapman, Eugene Pellegrini, Jim Dolan; (SD)
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	<u>Escape Artist</u> - (O) by Ray M. Taylor; with Tommy Maier, Henry Walsh, Treva Frazee, Sanford Bickart, Mary Panelle; (SD)
THE WEB	CBS 10pm	<u>The Lonely Heart</u> - (O) by Eileen & Robert Mason Pollock; with Melville Ruick, Eleanor Wilson, Helen Shields, James Reese; (SD)

MONDAY APRIL 19

JAMIE (Brandon de Wilde) ABC 7:30 Aunt Laurie Makes Dough - (O) by Jonathan Brock; with regulars & Paul Tripp, Aileen Poe, Ruth White, Dale Engle; (SD)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30 Jerry Williams Quintet (Kay Justice, Bob Townsend, Carl Johnson, Stan Klet, Jerry Williams, S&M), Johnny Amoroso (S), Vera Scammon (S)

THE VOICE OF FIRESTONE NBC 8:30 Jerome Hines (S)

ROBERT MONTGOMERY PRESENTS NBC 9:30 Big Boy - (O) by Robert J. Shaw; with Ed Begley, Katherine Squire, John Connell, James Boles, Fred Vogel; (SD) by Norman Felton

RED BUTTONS (Joe Silver) CBS 9:30 (O) by Doc and Danny Simon, Arnold Rosen, Coleman Jacoby; with Pearl Bailey (S); Werner Klemperer, Allan Walker, Charlie Welch, Lewis Charles, James Nolan, Patsy Perroni; (SD)

STUDIO ONE CBS 10pm A Handful of Diamonds - (O) by Madeleine B. Stern (from novel, Purple Passage), (A) by Reginald Lawrence; with Patricia Neal, Lorne Greene, Gene Peterson, Don McHenry, David Winters, William Harrigan, Louise Miley, Paula Dehelly, Leslie Barrett, Heywood Hale Broun; (SD) by Paul Nickell; Drawing by Cliff Roberts

Adolphe Menjou's Favorite Story WNBT 10:30 Conflict - (O) by Jack Rock; with Shephard Menkin, Gloria Talbot, Jerry Paris, Aram Katcher; (SD)

TUESDAY APRIL 20

Janet Dean (Ella Raines) WNBT 7pm Bennett Case - with Darren McGavin, Cloris Leachman, Hildy Parks; (SD)

Cavalcade of America ABC 7:30 Arrow and the Bow - (O) by Frederick Jackson; with Elena Verdugo, Booth Colman, O. Z. Whitehead, Frances Bavier; Dir by Arthur Ripley, Prod by Gil Ralston

Gene Autry CBS 8pm Cutlaw Stage - (O) by Robert Schaefer & Eric Freiwald (REPEAT)

BUICK-BERLE NBC 8pm Steve Allen, Janet Blair, Ezzard Charles (boxer)

LOVE STORY DuM 8:30 Norma Loves Mike - (O) by Howard Rodman; with Betty Lou Holland, Perry Fiske, Rusty Lane, Carol Somers, Norman Shelly; (SD) by Frank Telford (PREMIERE OF NEW SERIES)

Fireside Theater (Gene Raymond) NBC 9pm Nine Quarts of Water - (O) by Hannah Smith, (A) by Nathaniel Curtis; with Jeff York, Amanda Blake, Edward Ashley, Jane Darwell, B. G. Norman, Harry Hayden, Emil Meyer, Stephen Wooten;

SUSPENSE CBS 9:30 Return Journey - (O) by Jon Slott, (A) by James P. Cavanagh; with Art Carney, Jane Buchanan, Kay Medford, Joseph Sweeney, Roxanne, Janice Mattson; (SD)

ARMSTRONG'S CIRCLE THEATRE NBC 9:30 Treasure Treve - (O) by Carey Wilber; with Gene Lockhart, Mildred Dunnock, Wallace Ford, Lonnie Chapman, Lester Lonergan, George Ebeling; (SD) by James Sheldon

MOTOROLA TV HOUR ABC 9:30 Black Chiffon - (O) by Leslie Storm, (A) by Philip Barry, Jr.; with Judith Anderson, Sir Cedric Hardwicke, Leora Dana, Martyn Green, William Whitman, Deirdre Owens, Betty Sinclair; (SD) by Donald Richardson

DANGER CBS 10pm Live and Let Live - (O) by John McGreevey; with David Opatoshu, Mario Alcalde, Maurice Tarplin, Nehemiah Persoff, Sy Travers; (SD)

Mr. and Mrs. North (Barbara Britton & Richard Denning) NBC 10:30 Murder for Sale - (O) by Lee Erwin; with regulars & Jeanne Cagney, Raymond Burr, Mary Ellen Kay, Touch Connors, Jack Reitzen, Henry Rowland, Matty Pain, Sally Blaine; (SD)

WEDNESDAY APRIL 21

My Little Margie (Storm & Farrell) NBC 8:30 Honeyboy Honeywell - with regulars & Gertrude Hoffman, Joan Blair, John Eldredge; (SW & SD)

KRAFT TELEVISION THEATRE NBC 9pm The Little Gods Sell Tamales - (O) by Walt Anderson; with Henry Lascoe, Leon Belasco, Luis Van Rooten, Don Dubbins, Peter Burr, Toby Stevens, Helen Waters; (SD)

WEDNESDAY APRIL 21 (Cont'd)

STARS ON PARADE DuM 9:30 Dorothy Loudon (S), Errol Garner (M), Georgie Shaw (D)

THURSDAY APRIL 22

Four Star Playhouse CBS 8:30 Village in the City - (O) by Monte Pittman; with David Niven, Antony Eustrel, Richard Simmons, Ken Terrel, Joan Camden, John Damler, Joseph Waring, John Daheim, Dale Van Sickle; (SD)

JUSTICE (Westbrook Van Voorhis) NBC 8:30 Run from Honor - (O) by George Bellak; with Sidney Blackmer, Eileen Heckart, Wallace Ford; (SD)

LUX VIDEO THEATRE CBS 9pm Gavin's Darling - (O) by Richard P. McDonagh; with Barbara Rush, Herbert Marshall; (SD)

Ford Theatre NBC 9:30 Wedding March - (O) by Merle Miller, (A) by Siegfried Herzig & Frederick Stephani; with Arlene Dahl, Larry Parks, James Craig, Virginia Huston, Ann Robinson, Mae Clarke; (SD) by James Neilson

Big Town (McVey & Tyler) CBS 9:30 regulars & Margaret Field, Pitt Herbert, Vivi Janis, Donald Curtis, Chris Olson, Tudor Owen; (SW & SD)

KRAFT TELEVISION THEATRE ABC 9:30 Spring 1600 - (O) by Emyln Williams, (A) by George H. Faulkner; with Janet De Gore, Valerie Cossart, Una O'Connor, Edgar Stehli, Neil North, Earl Montgomery, Felix Deebank, Mercer McLeod, Pat Hosley, Ken Walken, Olive Deering, John Baragrey; (SD)

Public Defender (Reed Hadley) CBS 10pm Behind Bars - (O) by David Dortort; with Joan Camden, Jesslyn Sax, King Donovan, Colter Irwin, Douglas Henderson, Phil Chambers, Don Beddoe

MARTIN KANE (Mark Stevens) CBS 10pm (O) by William L. Stuart; with James Nolan, Frank Milan, Howard Caine, Catherine McLeod, Donald McKee, Philip Bourneuf, Gene O'Donnell; (SD)

Foreign Intrigue (James Daly) WNBT 10:30 F. I. at the Waterfront - (O) by Joseph Victor; with Alf Kjellin, Lauritz Falk, Alain Blair, Bengt Blomgren; (SD); SPECIAL MUSIC by Nils Kyndel

PLACE THE FACE CBS 10:30 Dorothy Lamour, Milani (chef) (FROM HOLLYWOOD)

FRIDAY APRIL 23

DAVE GARROWAY NBC 8pm
Ozzie & Harriet ABC 8pm regulars & John Carradine; (SW & SD)

Pepsi-Cola Playhouse (Anita Colby) ABC 8:30 The Sound of Silence - (O) by Lawrence Kimble; with Carl Benton Reid, Sallie Brophy, Jack Kelly, John Doucette, Edith Avenson, Charles Hagen; (SD) by Richard Irving

The Life of Riley NBC 8:30 Riley, the Heir - (O) by Eddie Froman & Richard Baer; with regulars; (SD)

Schlitz Playhouse (Gene Raymond) CBS 9pm Dawn at Damascus - (O) by Adrian Spies; with Donald Murphy, Paula Corday, Harold Gordon; (SD) by Jus Addiss

THE BIG STORY (Robert Sloane) NBC 9pm Robert Cour, Denver Post - (O) by Paul Monash; with Tod Andrews, Joe Bernard, Sammy Schwartz, Stephen Courtleigh, Henry Velez, Helen Auerbach, Richard Cowdery; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 16 THROUGH FRIDAY APRIL 23

STRIKE IT RICH(Hull) CBS 11:30 M - Jackie Cooper; W (am) - Barbara Rush

GARRY MOORE CBS 1:30 M - Yonely (C); Tu - the Peiro Brothers (Jugglers); W - Jonathan Winters (C)

THE BIG PAYOFF CBS 3pm W thru F - Bob Kennedy and Fran Keegan substitute for Randy Meriman & Bess Myerson

KATE SMITH NBC 3pm M - Al Bernie (C), Margaret Truman (S); Tu - Alene Dalton (Story Princess); W - Dorothy Day & fashions; Thu - Bob Sheerer (D), Charlie Ruggles in World of Mr. Sweeney; F - Andre Eglevsky & Nora Kaye (D); Stan Freeman (M)

MAGIC COTTAGE WABD 6pm M thru F - Bernard Kates, Arny Freeman; (SW & SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 16 THROUGH FRIDAY APRIL 23 (Cont'd)

COKE TIME-E. FISHER NBC 7:30 W - Merv Griffin (S), Jill Corey (S); F - Jeanmaire (D&S)

PERRY COMO CBS 7:45 M - Don Cherry (S)

SPOTLIGHT WOR 8pm M thru F - Alice in Wonderland - (O) by Lewis Carroll, (A) by William Attaway; with Gloria Stroock, Richard Via, Kate Friedlick; (SD, LAST SHOW OF SERIES)

HIGH TENSION WOR 10:30 Thu (4/15) & Tue 4/20 - The Deadliest Sin* - (O) by Fyodor Dostoevsky, (A) by Jay Bennett*(from Crime and Punishment); with Martin Kosleck; (SD, LAST SHOW OF SERIES)

SATURDAY APRIL 24

TOM CORBETT(Thomas) DuM 11:30 (O) by Allen Ducovney; with regulars; (SD)

Joe Palooka WABD 7pm Fast Touch - (O) by Al Martin & Roy O'Hoogain; with regulars (Joe Kirkwood) & Phil Van Zandt, Lyle Talbot, Nolan Leary, Marjorie Bennett

Man Against Crime WNBC 7pm The Man from Dannemora - (O) by B. Loring; with Michael Strong, (Ralph Bellamy) (NBC Sun Genevieve Frizzell, Richard Wigginton, Dorothy Peterson, Frank 10:30pm) Stephens, Richard Bishop, Sally Chamberlain, Bob Cunningham, Don Douglas;; (SD)

YOUR SHOW OF SHOWS NBC 9pm Pat Crowley, guest hostess; with Arthur Lee Simkins (S), Bambi Linn & Rod Alexander (D), Bob Hamilton Trio (D), Harrison & Imogene Coca) ~~Heller~~ (D) & regulars

SUNDAY APRIL 25

Roy Rogers NBC 6:30 Phantom Rustlers - (O) by Dwight Babcock (REPEAT)

COLGATE COMEDY HOUR NBC 8pm The Ice Capades of 1954 - with Donna Atwood, Bobby Specht, the Old Smoothies, Jackson & Lynam, the Maxsons, Sonya Kaye, Forgie & Larson, Helen Davidson, Paul Castle (all skaters); Prod by Pete Barnum; Dir by Sid Smith (FROM FORT WORTH, TEXAS)

Bing Crosby Show CBS 9pm Joanne Gilbert (S), Wiere Brothers (M)

GOODYEAR TELEVISION THEATRE NBC 9pm Old Tasselfoot - (O) by J. P. Mileer; with E. G. Marshall, Jack Mullaney, Ed Prentice, Sada Thompson, Kevin Coughlin; Prod & Dir by Fred Coe

PACKARD PROGRAM ABC 9:15 Robert Middleton (S)

THE MAN BEHIND THE BADGE(Fred Uttal) CBS 9:30 The Case of the Square Hipsters, East Baton Rouge, La, Jr. Sheriff - (O) by Nelson Gidding; with William Zuckert, Henry Gerard, William Lundmark, William Scholz, Joey Walsh, Paul Clarke, Ginger Jones; (SD)

THE WEB CBS 10pm Snow - (O) by Art Wallace; with Pat McVey, Eddie Firestone, Audra Lindley, Bernard Grant; (SD)

The Loretta Young Show NBC 10pm The Enchanted Schoolteacher - (O) by William Bruckner; with George Nader, Mable Albertson, Willard Parker, Earl Roby, Chris Olsen, Linda Bennett; (SD)

NEW YORK TALENT AVAILABILITIES

STEVE COCHRAN - co-star of Carnival Story now at the Criterion Theatre - PRESS CONTACT: Dick Richman, JU 6-5050

WILLIAM WARFIELD - baritone soloist in all-Brahms program at Carnegie Hall - PRESS: Isodora Bennett, EL 5-4147

ROCK HUDSON AND BARBARA RUSH - starring in Universal's remake of The Magnificent Obsession - PRESS: Al Mendelsohn, PL 9-8000

THE PHILADELPHIA ORCHESTRA - conducted by Eugene Ormandy, with Warfield, above, at Carnegie Hall on Tue - PRESS: John Hirshberger, LE 5-3200

NINA FOCH - leaves for Hollywood on Easter & returns to New York May 5 - AGT: Robert Lantz, PL 5-6850

JON CRAIN - leading tenor, New York City Center Opera Company - AGT: Columbia Artists, CI 7-6900

Ross Reports ON TELEVISION

INCLUDING
THE TELEVISION INDEX

APRIL 18, 1954 NUMBER FOUR

BASE WEEK: APRIL 18-24, 1954

PRODUCTION • PROGRAMMING • TALENT

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PROGRAM ANALYSES

NETWORK PROGRAMMING ANALYSES

Scheduled program transmission for the week of: April 18-24									
HOURS		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Sign on-)	Live	1 3/4	8 3/4	20 1/2*	3 1/2	1/2	--	16 3/4	4 1/2
12 noon)	Film	--	1/4	--	--	--	--	--	--
12 noon-)	Live	5 3/4	10	23 1/4	7 1/2	1 1/4	9 1/4	12 3/4	11 3/4
6:00 pm)	Film	--	1/4	1/2	--	--	--	--	--
6:00 pm-)	Live	10	8 1/2 ^x	20 1/2	1	9 1/4	9 1/4	18	1 3/4
Sign off)	Film	4 1/2	4	6	--	--	1/2	6 1/4	--
TOTALS)	LIVE	17 1/2	27 1/2 ^x	64 1/4*	12	11	14 1/2	47 1/2	17 3/4
	FILM	4 1/2	4 1/2	6 1/2	--	--	1/2	6 1/4	--

Includes: *Columbia Pacific Net

^x"The Mask" kine repeat

(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.

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LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- WEEK OF APRIL 18-24

	STATION	TOTAL HOURS TRANSMISSION	NET HOURS SERVICE	LIVE HOURS LOCAL ONLY	TV FILMS	MOVIE FEATURES
New York City	WABC-TV (A)	107 1/4	49 1/2	39 3/4	14 1/2	3 1/2
New York City	WCBS-TV (C)	131	83 3/4	15 1/4	4 1/2	27 1/2
New York City	WRBD (D)	90	23	36 1/4	8	22 3/4
New York City	WNBT (N)	130 3/4	71 1/2	38 1/4	8 1/4	12 3/4
New York City	WOR (I)	51 1/2	--	27	7 3/4	16 3/4
Cleveland*	WXEL (A,C,D)	107 1/2	42	31 1/2	6 1/2	27 1/2
Cleveland*	WEWS (A,C)	119	65 3/4	22 1/2	7 3/4	23
Denver	KFEL-TV (D)	61 1/4	5 1/4	26 1/2	20 1/2	9
Los Angeles	KTLA (I)	65	--	29	4 1/2	31 1/2
Los Angeles	KNBH (N)	101 1/4	61	19	5	16 1/4
Los Angeles	KHJ-TV (D)	67	5 1/2	48 1/4	6	7 1/4
Los Angeles	KTTV (I)	105 3/4	--	41	24	40 3/4
Los Angeles*	KNXT (C)	115 1/2	63	21	11 1/2	20
Los Angeles	KCOP (I)	68 1/4	--	28 1/4	13 1/2	26 1/2
St. Louis, Mo.	KSD-TV (All)	127 1/4	85	21 1/4	15 3/4	5 1/4

KEY: A - American Broadcasting Co.; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all nets.

* In first column denotes week of April 11-17. 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 APRIL 18-24)

CITY	LIVE HOURS	FILM HOURS	TOTAL HOURS LIVE & FILM
New York City	127 3/4	21 3/4*	149 1/2*
Los Angeles	22 3/4	16 1/2*	39 1/4*
Chicago	21 1/2	1/4	21 3/4
Washington	8	--	8
Cincinnati	6 1/2	--	6 1/2
Philadelphia	5 3/4	--	5 3/4
Baltimore	2	--	2
Des Moines	1 1/4	--	1 1/4
Boston	3/4	--	3/4

* Includes 16 1/2 hours of New York City and Los Angeles duplications.