

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

JANUARY 18-24, 1954

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday (20)

CBS- 10-10:45pm EST; SPECIAL; Motorama of 1954; from WCBS-TV(NY), 84 stations live, 2 kine. Sponsor- General Motors Corp (All Divisions) thru Kudner Agency, Inc(NY); Acct Execs- All division acct heads; Agcy Superv- Frank Burns, for program, & Fred Morrissey, for Motorama entertainment; Prog Anncr- Arthur Godfrey. Pkgr- Kudner Agency, Inc; Prod-Dir- Bob Bleyer(CBS); Music Dir- Jerry Bresler. Arthur Godfrey acts as guide and host for a TV tour through General Motors' annual exhibit of new cars at the Waldorf-Astoria in New York. Godfrey is assisted by the cast of the Godfrey and his Friends program: Janette Davis, Marion Marlowe, Lu Ann Simms, Haleloke, the McGuire Sisters, Frank Parker, The Mariners and Tony Marvin. Harlow H. Curtice, president of GM, will accompany Godfrey who will use his "scooter" to tour the ballroom exhibit area.

Saturday (23)

ABC- 7-7:30pm EST; NET DEBUT; On Your Way; from WABC-TV(NY), 12 stations live, 3 kine. Sponsor- Vitamin Corp of America (Rybutol & Juvenal) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Homer Metzger; Agcy Superv & Comm Superv-Dir- Frank Jacoby; Prog Anncr- John Reed King; Comm Anncr- King & Kathy Godfrey. Pkgr- Lawrence White(NY); Prod- Bud Collyer; Dir- not announced at press time; Assoc Prod- Sampson Diamond. Quiz program featuring contestants who have urgent reasons to make trips to distant destinations. Kathy Godfrey interviews the people with John Reed King then conducting the quiz questioning. The program will use guest celebrities to appear for contestants who cannot attend. Program made its debut on the DuMont net Sept 9, 1953, sponsored by Welch's Wine with Bud Collyer as m.c. and quizmaster. Last DuMont program in the series on Jan 20, 1954.

Sunday (24)

ABC- 4-5pm EST; DEBUT; Roller Derby; from WABC-TV(NY), to the net. ABC-TV Co-op. No production info available. Ken Nydell and Ken Gurian do the commentary for the 17-week series, originating in the Ninth Regiment Armory, New York, featuring teams from six cities: Brooklyn Red Devils, New York Chiefs, Jersey Jolters, Los Angeles Braves, Chicago Westerners and Hollywood Ravens. Roller Derby made its TV debut in New York in 1949 and has been featured live and on film in various cities throughout the country.

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THIS WEEK(More)

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Sunday(24)

NBC- 4-6pm EST; HIGHLIGHT; Hallmark Hall of Fame - "King Richard II"; from WNBT (NY), 48 stations live, 6 quick kine. Sponsor- Hall Brothers, Inc (Hallmark Greeting Cards) thru Foote, Cone & Belding(Chi); Acct Exec- Duane Bogie; Agcy Superv- Ed Cashman. Pkgr- Maurice Evans in cooperation with NBC; Prod-Dir- Albert McCleery; Dir for Evans- George Schaefer; Assoc Prods- Emmett Rogers, Mildred Freed Alberg; Sets- Richard Sylbert; Costumes- Noel Taylor; Music by- Herbert Menges, conducted by William Brooks. The first television version of Shakespeare's tragedy, starring Maurice Evans in the title role, with Sarah Churchill, Kent Smith, Frederick Worlock, Richard Purdy, Bruce Gordon, Morton Da Costa, Ralph Clanton, Louis Hector, Whitford Kane, Francis Bethencourt, and others. Hallmark originates in New York for this week and then returns to its West Coast origination for its normal 5-6pm drama presentations.

(a) by *Maurice Evans*

OTHER NETWORK CHANGES & ADDITIONS

ABC- Dr. I. Q.(Mon, 8:30-9pm EST); NEW TIME, SPONSOR, M.C.; Sponsor- Hazel Bishop, Inc (No-Smear Lipstick & Complexion Glow) thru Raymond Spector Co, Inc (NY); Acct Exec- Raymond Spector. Pkgr- ABC-TV; Prod- Frederick Heider; Dir- Charles Dubin; Assoc Dir- Fred Leo; Prog Creator- Lee Segall. James McClain replaces Jay Owen as "Dr. I. Q."

The Peter Potter Show (Sun, 9:30-10pm EST); becomes half-hour show, effective Jan 17. It had been seen 9:30-10:30pm.

Talent Patrol (Thurs, 9-9:30pm EST); new time, switching Jan 21.

Jamie (Mon, 7:30-8pm EST) William Corrigan becomes regular director Jan 18, succeeding Dan Levin.

CBS- Lux Video Theatre (Thurs, 9-9:30pm EST) Script Editor Richard P. McDonagh now located c/o J. Walter Thompson Co., 6399 Wilshire Blvd., Los Angeles 48, Calif. Script prices are subject to negotiation.

Philip Morris Playhouse (Thurs, 10-10:30pm EST); sets are now executed by Imperial Scenic Studios, Inc(Fort Lee, N. J.); this started with the show of Dec 17, 1953. Robert Wade continues as art director.

Life With Father (Sun, 7-7:30pm EST); William H. Brown, Jr., new CBS-TV staff director in Hollywood, replaces John Claar as director.

Fred Waring Show (Sun, 9-9:30pm EST); Al De Caprio returns as director, replacing Byron Kelley.

DuM- Dollar A Second (Sun, 10-10:30pm EST); Jess Kimmel is now producer, replacing Mike Dutton.

NBC- Arthur Murray Party (Mon, 7:30-7:45pm EST); Elliott Kozak, at William Morris, (NY) now doing casting, replacing Les Zimmerman, who has opened an artists rep office.

Robert Montgomery Presents (Mon, 9:30-10:30pm EST); Norman Felton is exclusive director of the Lucky Strike program; Perry Lafferty and James Sheldon alternate as directors of the Johnson's Wax program. The sponsors alternate weekly, under the added subtitles.

The Nature of Things (Sun, 3:15-3:30pm EST); James Fowler now conducts the program, replacing Dr. Roy K. Marshall.

NETWORK SPONSOR ACTIVITY

THE NESTLE CO, INC(Chocolate) thru Cecil & Presbrey, Inc(NY) becomes alternate week sponsor of Space Patrol (Sat, 11-11:30am EST) over ABC-TV, effective January 16. Ralston Purina Co, formerly the weekly sponsor, cuts back to alternate sponsorship.

LOCAL STATION ACTIVITY

WPLX(Ch 11) - Shari and her Friends; DEBUT Jan 9; Sat, 5:15-5:30pm EST. Sustaining. New York Pkgr- Leo Pillot (with Shari Lewis); Prod- Leo Pillot; Dir- Mike Meltzer; Music Dir- Joe Kahn (piano); Writer- Hy Zaret. Shari Lewis works with two animated puppets, entertaining a studio audience of children. She had previously been seen on WNBT in the program Facts 'N Fun.

WAAM(Ch 13) - Key To The Ages; RETURN Jan 17; Sun, 12:30-1pm EST. Sustaining. Baltimore Pkgr- WAAM, with the Enoch Pratt Free Library and the Walters Art Gallery; Prod- Theodore Lowe(Walters) & Richard Hart(Pratt); Dir- Ed Sarrow(WAAM). Dr. Theodore Lowe is m.c., presenting highlights of great books and works of art associated with the place and period of the literature, giving viewers an insight into the background of the author and the period in which he lived. The program was presented experimentally in 1953.

WAAM - Jimmy Short and his Silver Saddle Ranchers; DEBUT Jan 18; Mon, Wed, Fri, 4:30-5pm EST. Sponsor- Eddie's Super Markets. Pkgr-Prod- John A'Hern; Dir- Harvey Jerome, Harry Shoubin; Sets- Barry Mansfield. Songs and variety in a typical country store setting, starring Jimmy Short, a music group and a participating audience of 20 youngsters.

WGN-TV(Ch 9) - Sports Scrapbook; DEBUT Jan 7; Thurs, 9-9:30pm CT. Sponsor- Theo. Chicago Hamm Brewing Co(Beer) thru Campbell-Mithun, Inc(Minneapolis). Pkgr- WGN-TV; Dir-Writer- Frank Korch. Jack Brickhouse is host for weekly presentations reviewing the sports career of a different star each week, including interviews with people who know the star, film clips, etc.

KMTV(Ch 11) - The Princess; STATION DEBUT Jan 9; Sat, 5:45-6pm PST. Sponsor- White Los Angeles King Soap Co thru Raymond R. Morgan Co(H'wood). No production info available as yet. Patricia Blake stars as a story teller in the guise of a storybook princess, recreating fairy stories, both classics and originals. The program made its debut in San Francisco. It will be kinescoped weekly in LA for San Francisco, San Diego and other West Coast markets.

WOW-TV(Ch 6) - TV Farm Short Course; RETURN Jan 25; Jan 25-29, 1-2pm CT. Public Omaha service, sustaining. Pkgr- WOW-TV, in cooperation with University of Nebraska and Iowa State College; Prod- Mel Hansen (WOW Farm Service Dir). Second annual series of five one-hour programs, featuring farm specialists discussing farm subjects. Each program is divided into three 20-minute segments, with the full hour each day devoted to a different general topic. Each program features speakers from the U. of Nebraska and Iowa State.

KING-TV(Ch 5) - Washington State Reporter; RETURN Jan 19; Tue, 7:45-8pm PST. Sponsor- Seattle National Bank of Commerce. Pkgr- KING-TV. Station news director Charles Herring narrates a feature chronicle of people, places and events in the State of Washington, assisted by cameraman Joe Raskie who films the backgrounds of news stories. The sponsor had previously presented this and similar programs on TV.

FILM DIGEST: Joan Crawford will star in a new telefilm series based on the adventures of a roving woman correspondent. Rod Amateau is scheduled to direct, with scripts by Andrew Solt. The series, scheduled to roll in March, will be distributed by MCA.....The Life Of Riley unit will begin shooting its Fall schedule the first week in February.....The annual statement to stockholders of Walt Disney Productions reveals that the company will soon produce a TV film show "designed not only to produce revenue, but also to publicize all of the company's product..." Disney has long refused all offers to sponsor either his cartoons or feature films on TV. The financial statement indicates that the contemplated show will be specially produced for TV showing, with the possibility that it will include clips from his films integrated into a separate series that will aid in promoting the theatrical showings of those films.....Samuel Goldwyn, Jr., has resigned from CBS-TV in New York to form his own film production company to produce films at the Goldwyn Studios in Hollywood, with a sales office in New York.....Arrow Productions, producers of Ramar of the Jungle, have moved to Motion Picture Center, Hollywood.....At least ten new film series "announced" in New York and Hollywood during the past week for possible Spring production are still in the talking stage.

RATINGS DIGEST

NATIONAL NIELSEN RATINGS FOR TWO WEEKS ENDING DEC 12:

	<u>Homes (000)</u>		<u>Homes (%)</u>
I Love Lucy	15,493	I Love Lucy	61.7
Dragnet	14,444	Dragnet	57.0
Buick-Berle Show	12,309	Buick-Berle Show	50.2
You Bet Your Life	12,238	Jackie Gleason Show	49.2
Jackie Gleason Show	11,532	You Bet Your Life	48.2
Toast of the Town	11,526	Toast of the Town	46.7
Godfrey & Friends (L & M)	10,903	Godfrey's Talent Scouts	45.2
Godfrey & Friends (Pillsbury)	10,748	Ford Theater	43.6
Fireside Theatre	10,651	Godfrey & Friends (L & M)	43.3
Godfrey & Friends (Toni)	10,598	This Is Your Life	42.9

(Previous National Nielsen ratings were listed in Vol 5, No 50, p 5)

NEWS AND COMMENT: Television eventually will develop into a medium that is basically local, Richard A. Moore, v.p. and general mgr of KMTV(LA), told a convention of the Advertising Assn of the West, meeting at Tucson, Ariz. "The trend of TV toward the local approach will affect...most directly, the advertiser and advertising agency," Moore said. He based his conclusions on the wide discrepancy in audiences for the same or similar shows shown in various cities, with the greatest spread in viewing pattern found in Los Angeles. He said, "Add these variables (local considerations) to the innate differences which already exist in programming tastes, and it seems perfectly apparent that a television program is more subject to localized preferences than any product that has ever been merchandized.".....WOR-TV(NY) will not sell its North Bergen, NJ, transmitter, but will retain it for emergency use in case anything disables the Empire Bldg facilities used by all seven New York area stations. The transmitter and tower have also been offered to the State Education Departments of NY and NJ for educational programming divided between the states. Both departments have tentatively accepted the offer.

PERSONNEL CHANGES: Miss Duncan MacDonald resigned as supervisor of women's programs for the DuMont TV Network in New York and has joined NEC-TV to become a producer of part of the new Home program.....Donald A. Stewart appointed gen mgr of KCTV (Kansas City), the new DuMont UHF station. He has been administrative asst to the director of the DuMont net in New York. He was previously manager of WDTV(Pitt).

TALENT SHOWSHEET JANUARY 18-24, 1954

Most of the shows on January 17, 18, 19 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, January 22. 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 JANUARY 15

MAMA CBS 8pm T. R. & the Buttercups - (O) by Gail Ingram; with regulars & (Peggy Wood) Gage Clarke, Lois Bolton, Barbara Myers; (SD)

SATURDAY JANUARY 16

ROD BROWN CBS 11:30 regulars only (Cliff Robertson)

TOM CORBETT, SPACE DuM 11:30 regulars & Humphrey Davis, Harry Bellaver; (SW & SD) CADET(Frankie Thomas)

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

ETHEL AND ALBERT NBC 7:30 regulars & Leona Powers, Billy Lee, Cele McLaughlin, Harry Gresh- (Peg Lynch&Alan Bunce) am; (SW & SD)

LEAVE IT TO--GIRLS ABC 7:30 Dane Clark, Pat Englund, Florence Pritchett & regulars

YOUR SHOW OF SHOWS NBC 9pm Charlton Heston, guest host; Bambi Linn & Rod Alexander (D), (Caesar & Coca) Bob Hamilton Trio (D), Keith Textor & Sylvia Michaels (S), Jack Russell & Victoria Sherry (S) & regulars

COL. HUMPHREY FLACK DuM 10pm (SW) by Ed Jurist; with regulars & Naomi Riordan, Logan Field (Alan Mowbray) Charles Mendick, James Monks; (SD)

MEDALLION THEATRE CBS 10pm The Gentle Deception - (O) by Roger Vornholt, (A) by A. J. Russell with Thomas Mitchell, Robert Coote, Noel Drayton, Bramwell Fletcher, Scott Forbes, Lucy Lancaster; (SD)

Orient Express WCBS 10:30 The Human Bond - with Jean-Pierre Aumont, Cathy O'Donnell

NEWS OF THE NIGHT WCBS 11pm Kill: Harry Marble; add; Winston Burdett

SUNDAY JANUARY 17

LAMP UNTO MY FEET CBS 10am No Conflict - (O) by Albert J. Nevins; with Addison Richards, Her- (Dr. Lyman Bryson) bert Rudley, Robert Harris; (SD)

LOOK UP AND LIVE CBS 10:30 Jane Pickens,(S), Al Hodge

FRONTIERS OF FAITH NBC 1:30 Rosemary Murphy, Sydney Smith, Sal Mineo, William Martel, John Martin, Gerald Lee, Judith Tutaeff, Danny Leone, Harry Miller, Pete Gumeny, Rex Partington, Warren Parker; (SD)

OMNIBUS CBS 5pm Underseas Archaeology - documentary produced by Capt. Jacques (Alistair Cooke) Yves Cousteau; The Duchess and the Smugs - (O) by Pamela Frankau, (A) by Ellen Violet; with John Beal, Lillian Chauvin, Carol God- ner, Lili Darvas, Felix Deebank, Janet Parker, Charles Taylor, Andre Charise, Susan Strasberg; Henry A. Barnes (traffic control)

YOU ARE THERE CBS 6:30 The Resolve of Patrick Henry - (O) by Kate Nickerson; with Robert (Walter Cronkite) Ross, Larry Gates, Anthony Kemble-Cooper, Peter Fernandez, Vinton Hayworth, Basil Howes, Addison Powell, Kendall Clark, David Har- son, Frank Rollinger, Robert Middleton; (SD)

MR. PEEPERS NBC 7:30 regulars & Dan Morgan, Gage Clarke, Betty Sinclair, Katherine (Wally Cox) Squire; (SW & SD)

PAUL WHITEMAN TV ABC 7:30 Johnny Dorrellis (S&M), Fred Franciscus (M), Sherry Rapp (roller TEEN CLUB skater), Freddie Hollis (D) (FROM PHILADELPHIA)

JACK BENNY CBS 7:30 Eddie "Rochester" Anderson (C), Sara Berner, Don Wilson, Bee Ben- edaret, Liberace (M) (FROM HOLLYWOOD)

SUNDAY JANUARY 17 (Cont'd)

TOAST OF THE TOWN CBS 8pm Scene from Oh Men! Oh Women! - (O) by Edward Chodorov; with Franchot Tone, Betsy von Furstenberg, Gig Young; Roberta Peters (S), Tony Bennett (S), Senor Wences (ventriloquist), Ching the Magician, the Four Ramses (acro)

COLGATE COMEDY HOUR NBC 8pm Alan Young (C), Stan Freeberg (C), Frank Sinatra (S); Pick-up from Pebble Beach, Cal. of Crosby Pro-Amateur Golf Championship with Bing Crosby, Bob Hope, Dean Martin, Phil Harris, Gordon MacRae & professional and amateur golfers; add to H'WOOD portion of show Jeri Sothern (S), Chiquita & Johnson (D)
(O) by *Hugh Wedlock & Howard Snyder*

THE MASK ABC 8pm (O) by Irving G. Neiman, Halsted Welles; with Kathleen McGuire, Jim Gregory, Reba Tassell, Rusty Lane, Lewis Charles, John Marley, Brett Somers; Dir by Jeff Hayden

ROCKY KING, DETECTIVE DuM 9pm Room for Murder - (O) by Gene Watts; with regulars & Carl Betz, Carl Low, Harold Stone, Joe Monaco, Joseph Boley; (SD)

THE WEB CBS 10pm The Hunted - (O) by Sidney Edelstein; with Howard St. John, Ross Martin, Mary Alice Moore, Guy Raymond; (SD) by Lela Swift

MONDAY JANUARY 18

JAMIE ABC 7:30 Laurie and the Baking Contest - (O) by Jerome Ross; with regulars & Philippa Bevans, Moultrie Patten, Frank Daly; William Corrigan is new director, replacing Dan Levin in that capacity

VOICE OF FIRESTONE NBC 8:30 Lois Hunt (S)

RCA VICTOR SHOW-D.Day NBC 9pm add regular Barbara Ruick; & Arthur Shields; (SW & SD)

ROBERT MONTGOMERY NBC 9:30 Machinal - (O) by Sophie Treadwell, (A) by Irving Gaynor Neiman; with Joan Larring, Peg Hillias, Malcolm Lee Beggs, Robert Webber, Steve Gethers, Tom Gorman; (SD) by Perry Lafferty

RED BUTTONS CBS 9:30 Deep River Boys (S); Bibi Osterwald, Betty Ann Grove, Werner Klemperer, Tom Mahoney, Fran Keegan, Allan Walker, Mort Marshall, Sally Fain; (SW & SD)

STUDIO ONE CBS 10pm A Criminal Design - (O) by William Fay (from Sat. Eve. Post Story Murder in the Back Room), (A) by A. J. Russell; with Richard Kiley, Haila Stoddard, Geraldine Brooks, Norman Feld, Luther Adler, Mario Badolati, Michael Enserro; (SD) by Franklin Schaffner
Title drawing by Joseph Low

Adolphe Menjou's Favorite Story WNBT 10:30 The Robbers - no other credits available at press time

TUESDAY JANUARY 19

Cavalcade of America ABC 7:30 Smyrna Incident - (O) by Robert Stevenson; with Carl Benton Reid, Constantin Shayne, Robert Cornthwaite, Mel Wells, Charles La Torre, Donald Murphy, Everett Glass, John Wengraf, Otto Waldis, Ted Stanhope, Albert Szabo

Gene Autry Show CBS 8pm Outlaw Stage - repeat of film originally shown on 10/20/53 (See Vol. 5 No. 42 P. 9)

BUICK-BERLE NBC 8pm regulars & Gloria Swanson, Don Ameche, Charlie Applewhite (S)

Danny Thomas Show ABC 9pm (O) by Bob Fisher & Alan Lipscomb; with regulars & Harvey Lembeck, Joseph Crehan, Ned Glass, Nick Dennis; (SD)

Fireside Theater NBC 9pm The Insufferable Woman - (O) by B. J. Chute, (A) by Nathaniel Curtis; with William Bakewell, Eve McVeach, Leslie Banning, Robert Hutton, Madge Meredith, Ralph Dumke; (SD)

THIS IS SHOW CBS 9pm Glenda Farrell, guest panelist; Helen Gallagher (D&S), Marshall & Farrell (C), The Dunhills (D)

SUSPENSE CBS 9:30 The Haunted - (O) by Arthur Gordon, (A) by James P. Cavanagh; with John Archer, Helmut Dantine, Augusta Dabney; (SD)

TUESDAY JANUARY 19 (Cont'd)

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ARMSTRONG'S CIRCLE THEATRE NBC 9:30 Millstone - (O) by Paul Sandhaus; with Walter Brooke, Rebecca Sande, Elizabeth Montgomery, Arthur Jarrett, Kathleen Comegys, Frank Lyon; (SD)

UNITED STATES STEEL HOUR ABC 9:30 The Rise of Carthage - (O) by Lawrence Williams, (A) by Raphael Hayes & Arthur Arent; with Paul Douglas, Nina Foch, Joseph Sweeney, George Macready, John Gibson, Bill Kemp, Royal Beal, Mike Kellin; (SD)

DANGER CBS 10pm Return to Fear - (O) by Jeremy Daniel; with Carmen Mathews, Dino DiLuca, Darryl Grimes; (SD)

WEDNESDAY JANUARY 20

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KRAFT TELEVISION THEATRE NBC 9pm One Man & a Million - (O) by Carl Allensworth; with James Barton Ed Begley, Doro Merande, Clarence Nordstrom, Edgar Stehli, Raymond Bramley, Leonard Doyle; (SD)

HIGH TENSION WOR 10:30 One Life to Live - (O) by Ed Lynn; with Ruth White; (SD)

Douglas Fairbanks WNBT 10:30 The Genie - repeat of film originally seen on 7/8/53 (See Vol. 5, No. 27, P. 9)

THURSDAY JANUARY 21

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JOSEPH SCHILDKRAUT DuM 8pm Come Seven - (O) by Elliot Guokin, (A) by David Lowe; no other credits available at press time

Ray Bolger Show ABC 8:30 Maurice Kelly, Frances Karath, Steve Wayne, Wilson Wood, James Flavin, Dorothy Adams, Norma Varden, Jay Adler & regulars

Four Star Playhouse CBS 8:30 A String of Beads - (O) by W. Somerset Maugham, (A) by Don Ettlinger; with Ronald Colman, Angela Lansbury, Ron Randell, Brenda Forbes, Nigel Bruce (PILOT OF PROJECTED COLMAN SERIES)

T MEN IN ACTION (Walter Greaza) NBC 8:30 The Case of the Honorable Men - (O) by Alvin Boretz; with Mark Roberts, Tom Coley, Richard Bishop, Victor Thorley, Barbara Joyce; (SD)

KRAFT TELEVISION THEATRE ABC 9:30 Wednesday's Child - (O) by Leopold Atlas, (A)-(SW); with Carole Matthews, Edward Binns, Ken Walken, Noel Leslie, Gaby Rodgers; (SD) by Fielder Cook

Ford Theatre NBC 9:30 The Happiest Day - (O) by William Rutherford Coe, (A) by Lillie Hayward & Jerry Sackheim; with Teresa Wright, Larry Parks, Fay Baker, Lawrence Dobkin, James Nielson, Mario Siletti, Theodore van Eltz, Adrian Marden; (SD)

LUX VIDEO THEATRE CBS 9pm The Bachelor of Granby Oaks - (O) by Bill Standard; with MacDonald Carey, Nancy Kelly; (SD) (FROM HOLLYWOOD)

PHILIP MORRIS PLAYHOUSE CBS 10pm Make Me Happy, Make Me Sad - (O) by Charles Martin; with Donald Cook, Janis Paige; (SD)

MARTIN KANE (Mark Stevens) NBC 10pm (O) by William L. Stuart; with Mona Bruns, Alan McAtear, Harry Townes, Ben Hammer, Ronald Dawson, Irene Hubbard, Millicent Brower, James Kelly, Mason Curry, Yvonne Sherwood

FRIDAY JANUARY 22

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THE NEW REVUE WCBS 5:30 Rosalind Courtwright (S), Louis Prima (M), Trini & Manolo (D)

DAVE GARROWAY NBC 8pm Richard Hayman (M)

Topper (Jeffreys & Sterling) CBS 8:30 regulars & Clancy Cooper, Thurston Hall, Hank Patterson, Gene Hardy; (SW & SD)

Pepsi-Cola Playhouse (Arlene Dahl) ABC 8:30 Farewell Performance - (O) by H. R. Wakefield, (A) by W. J. Stuart; with John Hoyt, Joan Shawlee, Leslie Bradley, Alan Napier, Reggie Sheffield; Dir by John English

Schlitz Playhouse CBS 9pm At the Natchez Inn - (O) by Les Savage, Jr.; with Peter Lawford, Ivan Triesault, Lawrence Dobkin, Marian Carr, Konstantine Shayne, Peter Hanson, Tyler McDuff; Dir by Anthony Jowitt

FRIDAY JANUARY 22 (Cont'd)

THE BIG STORY NBC 9pm Alfred E. Clark, New York Times - (O) by Gail Ingram; with Nelson Olmsted, Robert Emmett, Helen Auerbach, Frances Robinson, Charles Mendick, Eva Condon, Gerald Milton, Sidney Gordon, David Sheiner

CAMPBELL SOUNDSTAGE NBC 9:30 The Shy One - (O) by Paul Benard & Rees Behrendt, (A) by Frank P. DeFelitta; with Patricia Collinge, Roddy McDowall

YOUR CHEVROLET SHOWROOM(C. Romero) WABC 10pm The Paulette Sisters (S), Frank Yankovic & his band, Will Mahoney (C), Teddy King (S), Bobby Joyce & Ginger (D)

TALES OF THE UNKNOWN WOR 10:30 The Great Lilliput - (O) by Thomas Logan; with Sydney Smith

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 15 THROUGH FRIDAY JANUARY 22

GARRY MOORE CBS 1:30 Thu - Mrs. Eleanor Roosevelt

KATE SMITH (& Ted Collins) NBC 3pm M - Bambi Linn & Rod Alexander (D); Snooky Lanson (S), The Three Suns (M&S), Intermission - (O) by Jerry Clayton; with John Boruff, Fred Beirs, Byron Russell; Tu - Frank Yankovic & his polka band; W - Alene Dalton (Story Princess), Johnny Mack (D), Georgie Kaye (C); Thu - Al Bernie (C), Charlie Ruggles in World of Mr. Sweeney; F - Jack Cassidy (S), Dorothy Day & fashions; Mario & Florida (D)

MAGIC COTTAGE WABD 6:30 Ruth White, Skedje Miller; M thru F; (SW & SD)

DINAH SHORE NBC 7:30 Tu & Thu - regulars; (FROM NEW YORK, COLOR)

BROADWAY TV THEATRE WOR 7:30 M thru F - Reflected Glory - (O) by George Kelly; with Claire Luce, David Atkinson, Lisa Howard, Grace Valentine, Dortha Duckworth, William Post, Jr.; (SD)

SATURDAY JANUARY 23

MEDALLION THEATRE CBS 10pm The Blue Serge Suit - (O) by Louis Pelletier; with Diana Lynn, others to be announced; (SD)

SUNDAY JANUARY 24

LOOK UP AND LIVE CBS 10:30 Jane Wilson (S), The Mariners (S), Al Hodge

GEORGE JESSEL ABC 6:30 Dolores Gray (S), Joe E. Howard (S-composer)

Roy Rogers (& Dale Evans) NBC 6:30 The Secret of Indian Gap - (O) by M. M. Raison; with B. G. Norman, Harry Strang, Myron Healey, Russ Scott; (SD)

Private Secretary (Ann Sothern) CBS 7:30 Shrinking Vi - (SW) by Leonard Gershe; with regulars & Joan Banks King Donovan; (SD)

PAUL WINCHELL NBC 7pm Celeste Holm & regulars

OPERA CAMEOS (G. Martinelli) WABD 7:30 The Secret of Suzanne - scenes from opera by Wolf-Ferrari, English translation by Claude Aveling; with Virginia MacWatters, Ralph Herbert, Lloyd Harris

COLGATE COMEDY HOUR NBC 8pm Jimmy Durante (C), Gene Nelson (D) (FROM HOLLYWOOD)

PHILCO TELEVISION PLAYHOUSE NBC 9pm The Brownstone - (O) by N. Richard Nash; with Kim Stanley, Janice Rule, Eli Wallach, Nehemiah Persoff; (SD) by Vincent Donehue

General Electric Theatre CBS 9pm Walking John Stopped Here - (O) by Nathaniel Curtis; with Edward Arnold, Emmett Vogan, Vera Miles, Lucien Littlefield, Paul Keast, Willie Best; Prod by Stuart Reynolds; Dir by Frederick Stephani

ORCHID AWARD(Woods) ABC 9:15 Charlie Applewhite (S)

THE MAN BEHIND THE BADGE(Fred Uttal) CBS 9:30 Columbus - (O) by Warren Mills; with Leslie Nielsen, Rusty Lane, Gordon B. Clarke, Philip Kenneally, Clem Fowler, Dick Moore, James Bender, Tom Gorman, Charles Rae King; (SD)

THE WEB CBS 10pm The Barrier - (O) by John McGreezey; with Murray Matheson, Barbara Joyce, Royal Dano, Bill Zuckert; (SD)

Letter to Loretta (Loretta Young) NBC 10pm Big Little Lie - (O) by Marian Thompson, (A) by Richard Morris; with Beverly Washburn, Jeanette Nolan, Isa Ashdown, Helen Hatch, Mary Jane Saunders, Coral Hammond; (SD)

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JANUARY 17, 1954 NUMBER ONE

BASE WEEK: JANUARY 17-23

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: January 17-23

		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Sign on-)	Live	1	--	10 1/2 @	4 3/4	1/2	--	12 1/4 #	7 3/4
	12 noon) Film	1/2	1/4	--	--	--	--	--	--
12 noon-)	Live	3 1/2	1/4	20 1/4	9	3 1/4	7	9 1/4	7
	6:00 pm) Film	--	--	1/4	--	--	--	--	1/2
6:00 pm-)	Live	14 3/4 *	3 1/4	21 3/4	1 3/4	9 1/4	8 3/4	16 3/4	1 3/4
	Sign off) Film	5 1/2	1 1/2	3 1/2	--	1/2	--	7	--
TOTALS)	LIVE	19 1/4 *	3 1/2	52 1/2 @	15 1/2	13	15 3/4	38 1/4 #	16 1/2
	FILM	6	1 3/4	3 3/4	--	1/2	--	7	1/2

Included: *ABC Pacific Coast Net @Columbia TV Pacific Net # "Today"

(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 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 JANUARY 17-23

	STATION	TOTAL HOURS TRANSMISSION	NET HOURS SERVICE	LIVE HOURS LOCAL ONLY	TV FILMS	MOVIE FEATURES
New York City	WABC-TV (A)	111	28	53	12	17
New York City	WCBS (C)	132 1/2	69 3/4	18	6	38 3/4
New York City	WABD (D)	84 3/4	25 1/2	33 1/2	9 3/4	16
New York City	WNBT (N)	129 1/4	70 1/4	39 1/4	7	12 3/4
New York City	WPIX (I)	71 1/4	--	29 1/2	14	27 3/4
Cleveland*	WXEL (A,C,D)	108 3/4	36	27 3/4	11 1/2	33 1/2
Cleveland*	WEWS (A, C)	111 1/4	58	28 3/4	5 1/2	22
Cleveland*	WNBK (N)	116 1/4	67	21 1/2	8 1/4	19 1/2
Denver	KFEL-TV (D)	79	4 1/2	40 1/4	16 3/4	18 1/4
Denver*	KBTW (A)	72 1/4	15 3/4	35	9	12 1/2
Los Angeles	KTLA (I)	67 1/2	--	33	4 1/2	30
Los Angeles	KNBH (N)	102 1/4	54 1/4	22	9	17 1/4
Los Angeles	KHJ-TV (I)	67 1/2	--	40 1/4	8	19 1/4
Los Angeles	KTTV (D)	104 3/4	5	47 1/4	20	32 1/2
Los Angeles	KCOP (I) (Was KLAC-TV)	68	--	26 1/2	8 1/2	33
St. Louis, Mo.	KSD-TV (All)	122 3/4	82 1/4	20	15 1/2	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 net.
 * In first column denotes week of January 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.

MONTHLY INDEX OF NETWORK TV PROGRAM ORIGINATION (BASED ON SCHEDULES OF JANUARY 17-23)

CITY	LIVE HOURS	FILM HOURS	TOTAL HOURS LIVE & FILM
New York City	115 1/2	20*	135 1/2*
Los Angeles	24 3/4	11 1/2*	36 1/4*
Chicago	13 1/4	3/4	14
Philadelphia	7	--	7
Cincinnati	5 1/2	--	5 1/2
Washington	5	--	5
Rochester	1 3/4	--	1 3/4
Baltimore	1/2	--	1/2
San Francisco	3/4	--	3/4

* Includes 11 1/2 hours of New York City and Los Angeles duplication