WEAKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (15)

CBS- 7-9am EST, CST, Mon thru Fri; DEBUT; The Morning Show; from WCBS-TV (NY), no. of stations indefinite. Sponsors- Participations. Pkgr- CBS News & Public Affairs (NY); Prod- Paul Levitan; Unit Prods- Ted Marvel (Unit A), Don Hirsch (Unit B); Dir- Tom Donovan (show), Vince Walters (news); Unit Mgr- Bob Stolfi; Music- Recorded; Sets- Charles Lisanby & Jac Venza; Staff Writers- Jack McGiffert (head feature writer), Helen Markel, Tom Costigan, Marianne MacCalla, Alice Wallace; News Editor- Av (cq) Westin. Entertainment-news-music-information program, originating in Studio 41, Grand Central Terminal CBS studio, with Walter Cronkite as "anchor man," Charles Collingwood, news reporter; Bill and Cora Baird and their puppets, with several developed especially for the show. The program format will include news of the world, music and entertainment, current events commentaries, interviews with interesting and newsworthy people in all fields, information on all phases of living, live remote broadcasts of important events and weather reports via a new electronic board-map. The program provides for five-minute local station cut-ins at the end of each half-hour.

Tuesday (16)

CBS- 9-9:30pm EST; RETURN; Meet Millie; from KICT (H'wood), 52 stations live, 33 kine. Sponsors (alternate) 1) O-Cedar Corp thru Turner Advertising Agency (Chi). 2) Carter Products, Inc (Arrid & Rise & Little Liver Pills) thru Sullivan, Stauffer, Colwell & Biales, Inc; Exec Exec- Barrett Welch; Agcy Superv- Richard Uhl. Pkgr- CBS-TV (H'wood); Prod- Frank Galen; Dir- Lester Vail; Music Dir- Irving Miller; Writers- Frank Galen, Howard Leeds, Arthur Julian. Situational comedy starring Elena Verdugo as Millie, Florence Ealop as her mother and Marvin Kaplan as Alfred Prinzmetal; with Roland Winters as Mr. Boone, Millie's boss, Isabel Randolph as Mrs. Boone and Ross Ford as Millie's boy friend. The program made its debut on Oct 27, 1952, and has been a CBS sustainer since. It went off the air temporarily several weeks ago. It had been seen Saturdays, 7-7:50pm EST. Meet Millie replaces This Is Show Business in the Tuesday spot.

Saturday (20)

NBC- 11:10pm-1am EST; SPECIAL; NCAA Tournament Championship; from WDAF-TV (Kansas City), to the net. Sustaining (at press time). Pkgr- NCAA with NBC News & Special Events; Prod-Dir- WDAF-TV crew. Final game between the Eastern and Western championship basketball teams resulting from the NCAA tournament sectional eliminations. The game will not be seen in the Kansas City area.
OTHER NETWORK CHANGES & ADDITIONS

ABC - It's About Time (Thu, 8-8:30pm EST) Change production staff credits: Prod-John Lewellen; Co-Prod- Rachel Stevenson & Jay Sheridan; Dir- Dan Schuffman. (See page 35 for debut listing).

CBS - Address by Vice President Nixon; SPECIAL March 13; 10:30-11pm EST, from WTOP-TV (Wash), to the net. Sustaining. Pkgr- CBS News & Public Affairs. Vice President Richard M. Nixon presents the answer of the Republican Party to criticism voiced by Adlai Stevenson in his Miami address during the same time period on March 7. (See page 35).

The New Revue (Fri, 5:30-6pm EST) Burt Shevelove is now producer and Jerry Shaw is director, with overall supervision by Richard Lewine, CBS executive producer for color programs.

DuM- Night Editor; DEBUT March 14; Sun, 6:15-6:30pm EST; from WABD(NY), to the net. Sustaining. Pkgr- Ward Byron & Hal Burdick; Prod- Ward Byron; Dir- Dick Sandwick; Assoc Dir- Ken Gelman; Writer- Hal Burdick. Human interest stories suggested by the events that make newspaper headlines, told by Hal Burdick as the "night editor," sitting at a desk in a typical newspaper office setting. Burdick tells the stories straight, with no actors or other re-creation beyond the art of direct story telling. A 16mm film series, with the same name, star and writer, was produced during the fall of 1952 for Kaiser-Frazer auto dealers' sponsorship in several major cities. It made its New York debut over WABD on Sept 12, 1952. The new series is live.

NETWORK SPONSOR ACTIVITY

YARDLEY & CO., LTD. (Cosmetics) thru N. W. Ayer & Son, Inc(NY) will sponsor the Tuesday, 1:30-1:45pm segment of the Garry Moore Show over CBS-TV, effective April 6; replacing Cat's Paw Rubber Co., current sponsor of the segment.

LOCAL STATION ACTIVITY

WABD(Ch 5) - Walter Woolf King Show; DEBUT March 15; Mon thru Fri, 1:15-1:30pm EST. Participations. Pkgr- Bories Organization, Inc(NY); Prod- Bob Bories Productions; Prod Superv- Wesley Kenney(WABD); Dir- Lou Danis. Musical comedy star Walter Woolf King sings and reminisces in a program of operetta favorites and modern romantic ballads, with piano accompaniment. In recent years King has been a radio and TV performer on the West Coast.

WOR-TV(Ch 9) - The Spanish Hour; RETURN March 15; Mon, 10:30-11:30pm EST. Participations. Pkgr-Prod- Don Passante; Dir- Bob Eberle(WOR-TV). Bilingual, English-Spanish program, featuring variety acts performing in the setting of a Spanish night club, "El Rancho." The program is done in both languages, with Don Passante as English-language m.c., and Don Mendez, comedian-m.c., as the Spanish-language host. The program will feature Latin American guests and acts. Spanish Hour made its debut July 6, 1953, over WOR-TV and was last seen Aug 17. WOR-TV went on a limited operations basis the next day after an IBEW strike.

WPIX(Ch 11) - St. Patrick's Day Parade; SPECIAL March 17; Wed, 12:30-4pm EST. Sponsors- Hoffman Beverage Co(Soft Drinks) & Pabst Brewing Co(Beer) both thru Warwick & Legler, Inc(NY). Tech Arrangements- Mike Vardakis; Dir- Jack Murphy. Jack McCarthy describes the sixth annual telecast of the St. Patrick's Day Parade on New York's Fifth Avenue.
LOCAL STATION ACTIVITY (Cont'd)

KNXT (Ch 2)  - Introduction to Art; DEBUT March 15; Mon thru Fri, 10:30-10:45am PST.
Los Angeles  Sustaining, public service. Pkg - KNXT in cooperation with the University
Whitney (KNXT Dir of Public Affairs); Dir - Bob Lehman. Instructor Mary Holmes of the
UCLA art department will use examples of painting and sculpture to illustrate lectures
for viewers who can also earn two units of transferable university credit from
UCLA if they register through UCLA ($18 course fee). Students take three exams dur-
ing the "term" and a final on the UCLA campus on June 26. The on-the-air course
will continue thru Friday, June 25. KNXT's Shakespeare on TV, the award-winning
predecessor for TV education, enables TV enrolled students to earn one college cred-
it.

KGO-TV (Ch 7)  - FYI; DEBUT March 13; Saturday, 9:30-10pm PST. Sustaining.
San Francisco  Pkg - KGO-TV; Prod-Dir - Tom Weatherwax; Writer - Gordon Waldear.
Documentary series spotlights the role of California newspapers in the history of the state, saluting the nine Bay Area counties' (San Francisco-Oakland) newspapers. The first program gives a general picture, with the "Oakland Tribune" story on the March 20 program. Bob Day is m.c. and Hartley Sater is narrator.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

<table>
<thead>
<tr>
<th>STA &amp; CHAN</th>
<th>SERIES TITLE &amp; DISTRIBUT</th>
<th>SPONSOR &amp; AGENCY</th>
<th>START DATE</th>
<th>DAY TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>*&quot;The Joe Palooka Story&quot; (Guild Films)</td>
<td>Open for sponsor</td>
<td>3/13 Sat 7-7:30pm</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>&quot;Colonel March of Scotland Yard&quot; (Official Films)</td>
<td>Yeakel Brothers (auto dealers)</td>
<td>3/6 Sat 9:30-10pm</td>
<td></td>
</tr>
</tbody>
</table>

CODE: *First run in market

FILM PACKAGES

Rin Tin Tin  FUTURE (Hollywood); outdoor adventure series telling the story of an
orphaned boy adopted by a cavalry troop at Fort Apache in 1880's; with
Rin Tin Tin IV, Lee Acker as the boy, and James Brown, Bill Phipps and
Joe Sawyer; 26 half-hour films to be filmed, scheduled to roll April 1. Avail- Spon-
orship open. Pkg-Film Prod - Screen Gems, Inc., at Columbia Pictures, Hollywood;
Prod - Herbert B. Leonard; Dir - (2 of first 4 in series) Robert G. Walker. Dist-
Screen Gems, Inc., 233 West 49th St., New York 19, N. Y.

RATINGS DIGEST

MULTI MARKET TELEPULSE, ONCE A WEEK SHOWS, WEEK JAN 4-10, 1954:

<table>
<thead>
<tr>
<th>SHOW</th>
<th>SHARE</th>
<th>SPONSOR &amp; AGENCY</th>
<th>SHARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love Lucy (CBS-F)</td>
<td>47.7</td>
<td>Milton Berle (NBC-L)</td>
<td>34.7</td>
</tr>
<tr>
<td>Dragnet (NBC-F)</td>
<td>41.7</td>
<td>Godfrey &amp; Friends (CBS-L)</td>
<td>34.0</td>
</tr>
<tr>
<td>You Bet Your Life (NBC-F)</td>
<td>38.0</td>
<td>Burns &amp; Allen (CBS-F)</td>
<td>31.0</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts (CBS-L)</td>
<td>34.4</td>
<td>Red Buttons (CBS-L)</td>
<td>30.0</td>
</tr>
<tr>
<td>Comedy Hour (KBO-L)</td>
<td>36.2</td>
<td>Jackie Gleason (CBS-L)</td>
<td>29.9</td>
</tr>
</tbody>
</table>

L- Live  F- Film. Future Pulse surveys will be included in consolidated ratings
digest (See page 41). Previous Pulse Survey is listed on page 22.

NEWS AND COMMENT:
Baron (Mickey) Trenner, Jr., appointed asst to Charles F. Hol-
en, ABC-TV net program manager........Leslie Harris appointed
vice president and general manager of CBS Television Film Sales,
Inc.........Leon Drew named production manager of KNXT (H'wood).
Most of the shows on March 12, 13 and 14 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 March 19. Script identifications used are: (0) 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 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 MARCH 12**

**MAMA** (Peggy Wood) CBS 8pm

Jenny And The Streets Of Paris - (O) by Jerome Ross; with regulars and Pat Poole, Herbert Anderson

**LIFE BEGINS AT 80** (Jack Barry) DuM 9pm

Joe E. Brown (C)

**ROD BROWN**

CBS 11:30

Strange Men From Leefri - with Al Ruscio, James Dukas, David Writers; (SP & SD)

Range Rider (Jack Mahoney) WNB T 6:30

Bullets & Badmen - (0) by Edward Llewellyn; with John Deuchette, Fred Johnson, Myron Healy, Elke Ethridge, Steve Clark, Alan Bridge. (Change from previous listing of Outlaw Pistols.)

**ETHEL AND ALBERT** (Lynch & Bunce) NBC 7:30

Cele McLaughlin, Truman Smith, Lillian Schaal, Alexander Clark, Douglass Parkhurst, Dortha Duckworth, Mimi Strongin

**JACKIE GLEASON**

CBS 8pm

Your Show Of Shows NBC 9pm (Sid Caesar - Imogene Coca)

**MEDALLION THEATRE**

CBS 10pm

Flight To Fame - (0) by Simon Winchberg; with Edith Fellows, Ferrey Brent, Helen Baron, James Broderick, Perry Pisky, Bert Freed, Dickie Moore, Peggy Nelson, Barbara Townsend, Ken Konopka

**COL. HUMPHREY FLACK** (Alan Mowbray & Frank Jenks) DuM 10pm

The Columnist - (0) by Hannah Grad Goodman, Ed Jurist & S. L. David; with Joan Copeland, Ralph Bell, John Kane, Frank Maxwell, Shirley O'Hara, Sidney G. Stevens; (SD)

**ORIENT EXPRESS** WCBS 10:30

KILL: Announced teleplay; INSERT: speech by Vice-Pres. Nixon

**SUNDAY MARCH 14**

**LAMP UNTO MY FEET** (Bill Leonard) CBS 10am

Le: World At Five - (0) by Paul Tripp; with Anna Lee, Jay Jostyn; (SD)

**FRONTIERS OF FAITH** NBC 1:30

Le: Erickson, Aline MacMahon, Charles Eggleston, Dearen Darnay,

**EXCURSION** (Meredith) NEC 4pm

The Story of Money; guest Mrs. Ivy Baker Priest (US Treasurer)

**CMNIBUS** (Alistair Cooke) CBS 5pm

The Gambler, The Gun & The Radio - (0) by Ernest Hemingway, (A)

**HALLMARK HILL OF FAME** (Sarah Churchill) NBC 5pm

The Road To Tara - (0) by James Trues; with Patrick O'Neal, Lois Hill, John Baer, Emily Farnell, Philip Tong, Lunzden Hare, Thomas Barry, Dian O'Flynn, Don Kennedy, Walter Beaver, Will White, Ed Perry; (SE, FROM HOLLYWOOD)

**YOU ARE THERE** CBS 6:30

The Rescue Of The Statue Of Liberty - (0) by Peggy Phillips; with Martin Brooks, Douglas Watson, Mary Sinclair, John Heidebrand, Jerome Hilly, Robert Enhardt, Bruce Jordan, Bernard Grant, Ben Astar

**MR. PEEPER** (Wally Cox) NBC 7:30

Regulars & Jane Moultrie, Van Dyke Parks, Katherine Squire, Georgia Harvey, James Surrey, Amelia Barlow, Garry Walberg, Carl Specht; (SU & SD)
SUNDAY MARCH 14 (Cont'd)

THE MASK
(Gary Merrill & William Prince)
ABC 8pm
65 Pacific Street - (O) by Frank Gruber, (A) by Sam Ross; with regulars and Peter Capell, Peg Hillias, Don Dubbins, Daryle Grimes, Kathleen Maguire, Don Gibson, Paul Andor; (SD) (KINE ON WED, NET ONLY, 8-9pm.)

TOAST OF THE TOWN
(Ed Sullivan)
CBS 8pm
Add: Leslie Caron, Montgomery Clift, Dorothy Hayden's Irish Steppers, Hal LeRoy(D), "Peg Leg" Bates(D)

ROCKY KING, DETECTIVE
(Roscoe & Todd Karns)
DuM 9pm
The Spirit's Willing - (O) by Philip S. Goodman; with Isabel Price, Jean Sorrel, Kevin O'Morrison, Hope Sansbery, Joe Abdullah

THE WEB
CBS 10pm
The Piece Of Cloth - (O) by Richard Wendley; with Michael Higgins, Lois Holmes, Rusty Lane, James Dunn; (SD)

Peerless Theatre
WABD 11pm
Tennessee's Partner - (A) by Jack Patrick, from story by Bret Harte; with John Qualen, Robert Osterloh, Jim Hayward, Max Wagner, Al Murphy, Charles Watts, Don Gibson; (last showing in NY market)

MONDAY MARCH 15

JAMIE
(Brandon de Wilde)
ABC 7:30
Aunt Laurie's Diet - (O) by David Shaw; regulars and Parker McCormick

ARTHUR MURRAY PARTY
NBC 7:30
Judy Holliday in flirtation scene from It Should Happen To You with Scott McKay; (LIVE, NOT ON FILM)

GODFREY TALENT SCOUTS
CBS 8:30
Lorraine Donahue (soprano); Sheila Guyse (pop singer); John Christophe, Murray Zeenberg, Lew Guidi (vocal-instrumental quartet)

VOICE OF FIRESTONE
NBC 8:30
Eugene Conley

RCA Victor Show
(Dennis Day)
NBC 9pm
Regulars and Billy Barty

RED BUTTONS
(Joe Silver)
CBS 9:30
Himi Benzel; (Last Red Buttons show in current format; becomes situation comedy March 22)

ROBERT MONTGOMERY
NBC 9:30
The Quality Of Mercy - (A) by Irving Gaynor Neiman, from short story by Eleazar Lipsky; with Lillian Gish, Mario Alcalde, James Gregory, Betty Benda, Florence Anglin, Eva Condon; (SD) by Perry Lafferty

STUDIO ONE
CBS 10pm
Thunder On Sycamore Street - (O) by Reginald Rose; with Whitfield Connor, Bell O'Day, Robert Bussard, Dickie Olsen, Lee Bergere, Anna Cameron, Harry Sheppard, Kenneth Utt, Charlotte Pearson, Charles Penman, Mabel Cochrane, Tirrell Barber; (SD) by Franklin Schaffner; title drawing by Edward Chavez

Adolphe Menjou's Favorite Story
NET 10:30
The Vacant Room - with Allene Roberts, Lillian Albertson, Herbert Hayes, Charlotte Fletcher, Lorna Thayer, Alan Wells, Howard Price, Edward Colman, John Norrick; (SD & SD)

TUESDAY MARCH 16

Cavalcade Of America
ABC 7:30
The Splendid Dream - (O) by Paul Gangelin; with Richard Stapley, Lel G. Carroll, John Godsworth

THE MASK
(Kine, repeat of show seen 2/7/54)
ABC 8pm
Cold Decked - repeat of film originally seen on 9/15 & 12/15/53

Gene Autry Show
CBS 8pm
Cass Daley, Janis Paige (S), David Niven

BOB HOPE SHOW
NBC 8pm
Regulars and John Archer, Janis Carter, Clifford Morton

PANTOMIME QUIZ
(Mike Stokey)
DuM 8:30
Regulars and Jesse White, Martha Wentworth, Clifford David, Danny Richards Jr., Lee Erickson, Nancy Randall

Make Room For Daddy
(Danny Thomas)
ABC 9pm
Ross Reports - 3/14/54 - Page B
TUESDAY MARCH 16 (Cont'd)

Fireside Theatre
(Gene Raymond)

U. S. STEEL HOUR
(ABC 9:30)

SUSPENSE
(CBS 9:30)

ARMSTRONG'S CIRCLE THEATRE

DANGER

Mr. & Mrs. North
(Barbara Britton & Richard Denning)

KRAFT TELEVISION THEATRE

THURSDAY MARCH 18

Meet Mr. McNulty
(Ray Milland)

Four Star Playhouse

T MEN IN ACTION
(Walter Groezig)

LUX VIDEO THEATRE

KRAFT TELEVISION THEATRE

Ford Theatre

Public Defender
(Rodd Hayley)

MARTIN KANE
(Mark Stevens)

Foreign Intrigue
(James Daly)

WNET 10:30

VOICES OF SCIENTIFIC AMERICA
(CBS 9pm)

The Last 30 Minutes - (0) by Lee Horton, (A) by Berne Giler; with Arthur Franz, Martha Vickers, George Macready, Eve Miller, Kyle James; (SD)

The Unfit Mother - (0) by William E. Raynor; with Barbara Logan, Lylu Talbot, James Kirkwood, Nestor Paiva, Tony Caruso, Veda Ann Borg; (SD)

Jim Nolan, Nona Knox, Richard Carlyle, Cliff Cwens, Janet Ward, Frank Miln, Frederick Meyer, Marilyn Moore; (O) - Edgar Marvin

THURSDAY MARCH 18

Rosie Reports - 3/16/54 - Page C
Talent Showsheet (more)
<table>
<thead>
<tr>
<th>Show</th>
<th>Network</th>
<th>Time</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE NEW REVUE (Mike Wallace)</td>
<td>CBS</td>
<td>5:30</td>
<td>Chandra Kaly Dancers, Jack Cassidy (S), Pat Marshall (S); scene from The Golden Apple; (Effective this date Bart Shevelove replaces Ted Fetter as producer)</td>
</tr>
<tr>
<td>DAVE GARROWAY</td>
<td>NBC</td>
<td>8pm</td>
<td>Ames Brothers (S)</td>
</tr>
<tr>
<td>Topper (Anne Jeffreys &amp; Robert Sterling)</td>
<td>CBS</td>
<td>8:30</td>
<td>The Diamond Ring - (O) by Philip Rapp; with regulars and Frank Ferguson, Kathleen Freeman, Thurston Hall, Mike Jeffreys, Harry Hayden, Eileen Howe, Harry Shannon, Tommy Jackson, Robert Warwick; (SD)</td>
</tr>
<tr>
<td>The Life Of Riley (William Bendix)</td>
<td>NBC</td>
<td>8:30</td>
<td>Regulars and Sterling Holloway (O) by Ted Conroy; (SD)</td>
</tr>
<tr>
<td>pepsi-Cola Playhouse (Arlene Dahl)</td>
<td>ABC</td>
<td>8:30</td>
<td>Open Season - (O) by Harold Shumate; with Dennis Morgan, Douglas Montgomery; balance of credits unavailable at press tm</td>
</tr>
<tr>
<td>pride Of The Family (Paul Hartman)</td>
<td>ABC</td>
<td>9pm</td>
<td>Regulars and Hal Baylor</td>
</tr>
<tr>
<td>Schlitz Playhouse</td>
<td>CBS</td>
<td>9pm</td>
<td>Her Kind Of Honor - (O) by Jack Bennett; with Pamela Mason, Hugh Marlowe, Robert Cornthwaite, Marjorie Lord, Guy Prescott, Helen Hoyes, John Alderson, Robin Hughes; (SD) by Roy Kollino</td>
</tr>
<tr>
<td>THE BIG STORY (Robert Sloane)</td>
<td>NBC</td>
<td>9pm</td>
<td>Eden Wright, Chicago Daily News - (O) by Gall Ingram; with Frances Reid, Agusta French, Mac Meقد, Dorothy Donahue, Sara Floyd, Douglass Parkhurst, Cee Norton, Harry Holcombe, Virginia Gerry; (SD)</td>
</tr>
<tr>
<td>Cur Miss Brooks (Eve Arden)</td>
<td>CBS</td>
<td>9:30</td>
<td>Regulars and Gail Prye</td>
</tr>
<tr>
<td>CAMPBELL SOUNDSTAGE</td>
<td>NBC</td>
<td>9:30</td>
<td>The Green Convertible - (O) by Tex Edmonson, (A) by Frank P. de Felitta; with John Bargrey, Georgiann Johnson, Donald Poster, James Westfield; (SD)</td>
</tr>
<tr>
<td>Inner Sanctum (Paul McGrath)</td>
<td>WOR</td>
<td>9:30</td>
<td>The Cat Calls - (O) by Doug Johnson; with John Beal, Lydia Reed, Janet Ward, Ethel Owen, Erno Mick, Helen Wagner; (SD)</td>
</tr>
<tr>
<td>MULTIPLE AND ACROSS-THE-BOARD SHOWS Friday March 12 Through Friday March 19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WALTER WOOLF KING</td>
<td>DuM</td>
<td>1:15</td>
<td>X - Vivienne Segal; (PREMIERE OF NEW SERIES)</td>
</tr>
<tr>
<td>GARRY MOORE</td>
<td>CBS</td>
<td>1:30</td>
<td>X - Helen Carroll &amp; The Boys (S); Tu - Dorothy Jarnac (D), Ladd Lyons (C-aero); W - Roger Price (C); Th - Ross &amp; West (C)</td>
</tr>
<tr>
<td>KATE SMITH</td>
<td>NBC</td>
<td>3pm</td>
<td>X - Snoopy Lanson (S), The 3 Suns (S-M), Hector &amp; Byrd (D); Tu - Arthur Maxwell &amp; Helena Scott (S), Phil Napoleon Jazz Band, Georgie Kaye; Th - Charlie Ruggles sketch, Dorothy Day (fashion), ballet sequence; F - Al Bernie (C)</td>
</tr>
<tr>
<td>MAGIC COTTAGE</td>
<td>WABC</td>
<td>5:30</td>
<td>Mitchell Acruss, Bill McCutcheon; (SW &amp; SD)</td>
</tr>
<tr>
<td>CAPTAIN VIDEO (Al Hodge)</td>
<td>DuM</td>
<td>7pm</td>
<td>Don McHenry, Walter Klawun, Peter McHugh, Don Harmer, Ed Holmes, Joe Helieson, Alan North, Arch Johnson; (SW &amp; SD)</td>
</tr>
<tr>
<td>EDDIE FISHER</td>
<td>NBC</td>
<td>7:30</td>
<td>X - Morton Downey; F - Gloria DeHaven</td>
</tr>
<tr>
<td>FERRY CCRC</td>
<td>CBS</td>
<td>7:45</td>
<td>Some returns after two-week vacation</td>
</tr>
<tr>
<td>SPOTLIGHT</td>
<td>WOR</td>
<td>8pm</td>
<td>X thru F - The Only World - (C) - by Arthur Blake; with Larry Robinson, Ruth White, Patsy O'Shea; (SD)</td>
</tr>
<tr>
<td>STRIKE IT FICK</td>
<td>CBS</td>
<td>11:30am</td>
<td>M, 11:30am - Mrs. Goldena Howard; W, 9pm - Gordon Jenkins</td>
</tr>
<tr>
<td>HIGH TENSIION</td>
<td>WOR</td>
<td>10:30am</td>
<td>Thu thru Wed - The Tell-Tale Heart - (A) by William Albright from Edgar Allan Poe story; with Curtis Conway</td>
</tr>
<tr>
<td>SATURDAY MARCH 20</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Rocky Jones, Space Ranger (Richard Crane)</td>
<td>WNET</td>
<td>10:30am</td>
<td>Bobby's Comet - Chapter I; with regulars and Cliff Ferre; (SW &amp; SD)</td>
</tr>
<tr>
<td>Johnny Jupiter (Wright King)</td>
<td>WABC</td>
<td>5:30</td>
<td>Jupiter-Frisbee, Inc. - (O) by Allan Stone, (A) by Nelson Gidding &amp; William Kendall Clarke; with Ely Segall and regulars; (SD)</td>
</tr>
</tbody>
</table>
Range Rider (Jack Mahoney) WNB 6:30
ON YOUR WAY (Kathy Godfrey) ABC 7pm
Man Against Crime (Ralph Bellamy) WNB 7pm
Orient Express WCBS 10:30
SECRET FILES OF CAPT. VIDEO (Al Hodge) DuM 11:30am
MARTHA RAYE SHOW NBC 9pm
GEORGE JESSELL ABC 6:30
YOU ARE THERE (Walter Cronkite) CBS 6:30
Roy Rogers NBC 6:30
PAUL WINCHELL SHOW NBC 7pm
JACK BENNY CBS 7:30
OPERA CAMBOS (G. Martinelli) WABD 7:30
TOAST OF THE TOWN (Ed Sullivan) CBS 8pm
COOLGATE COMEDY HOUR (Abbott & Costello) NBC 8pm
FRED MARING SHOW CBS 9pm
PHILCO TELEVISION PLAYHOUSE NBC 9pm
THE MAN BEHIND THE BADGE (Fred Utall) CBS 9:30
THE PLAINCLOTHES MAN (Ken Lynch) DuM 9:30
The Loretta Young Show NBC 10pm
Peerless Theatre WABD 11pm

NEW YORK TALENT AVAILABILITIES

ELISHA COOK JR - actor avail TV - AGT: Marjorie Morrow CH 4-0644
JEFF KORMOY arrives from Calif Mar 15 for TV - AGT: Baum-Wesbom MU 6-1380
ROSS REPORTS - 3/14/54 - Page E
### SCHEDULED PROGRAM TRANSMISSION FOR THE WEEK OF: MARCH 14-20

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<thead>
<tr>
<th>HOURS</th>
<th>ABC</th>
<th>CBS</th>
<th>DuM</th>
<th>NBC</th>
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<tr>
<td></td>
<td>Comm</td>
<td>Sus</td>
<td>Comm</td>
<td>Sus</td>
</tr>
<tr>
<td>Sign on - } Live</td>
<td>4</td>
<td>--</td>
<td>20 1/4</td>
<td>3 1/4</td>
</tr>
<tr>
<td>12 noon } Film</td>
<td>1/2</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>12 noon - } Live</td>
<td>5 3/4</td>
<td>6</td>
<td>25 3/4</td>
<td>7</td>
</tr>
<tr>
<td>6:00 pm } Film</td>
<td>--</td>
<td>--</td>
<td>3/4</td>
<td>--</td>
</tr>
<tr>
<td>6:00 pm - } Live</td>
<td>11 3/4</td>
<td>13 1/2</td>
<td>20 1/2</td>
<td>--</td>
</tr>
<tr>
<td>Sign off } Film</td>
<td>5</td>
<td>3</td>
<td>6</td>
<td>--</td>
</tr>
</tbody>
</table>

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTALS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LIVE</td>
<td>18</td>
<td>19 1/2</td>
<td>66 3/4</td>
<td>10 1/2</td>
</tr>
<tr>
<td>FILM</td>
<td>5 1/2</td>
<td>3</td>
<td>6 3/4</td>
<td>--</td>
</tr>
</tbody>
</table>

Includes: @Columbia Pacific Net x"The Mask" kine repeat #"Today"

(Note: Classification "Live" or "Film" is determined by predominant part (50% or more) of show, televised at station of program. Commercial category includes participating 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 MARCH 14-20

<table>
<thead>
<tr>
<th>STATION</th>
<th>TOTAL HOURS TRANSMISSION</th>
<th>NET HOURS SERVICE</th>
<th>LIVE HOURS LOCAL ONLY</th>
<th>TV FILMS</th>
<th>MOVIE FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York City</td>
<td>WABC-TV (A) 104</td>
<td>39</td>
<td>39 1/4</td>
<td>15 3/4</td>
<td>10</td>
</tr>
<tr>
<td>New York City</td>
<td>WCBS-TV (C) 134 3/4</td>
<td>80 1/4</td>
<td>15 1/4</td>
<td>7</td>
<td>32 1/4</td>
</tr>
<tr>
<td>New York City</td>
<td>WABD (D) 89 3/4</td>
<td>24 3/4</td>
<td>36</td>
<td>12 3/4</td>
<td>16 1/4</td>
</tr>
<tr>
<td>New York City</td>
<td>WNBX (M) 129</td>
<td>72 3/4</td>
<td>34 1/4</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>New York City</td>
<td>WPIX (I) 76</td>
<td>--</td>
<td>30 1/4</td>
<td>15</td>
<td>50 3/4</td>
</tr>
<tr>
<td>Cleveland*</td>
<td>WXEL (A,C,D) 111</td>
<td>38 3/4</td>
<td>35 1/2</td>
<td>5</td>
<td>31 3/4</td>
</tr>
<tr>
<td>Cleveland*</td>
<td>WENS (A,C) 116 3/4</td>
<td>58 1/4</td>
<td>32</td>
<td>6</td>
<td>20 1/2</td>
</tr>
<tr>
<td>Denver</td>
<td>KETV (A) 71</td>
<td>15 1/2</td>
<td>28 1/4</td>
<td>10</td>
<td>19 3/4</td>
</tr>
<tr>
<td>Denver</td>
<td>KPEL-TV (D) 77 1/2</td>
<td>4 1/2</td>
<td>37 1/4</td>
<td>16 1/4</td>
<td>19 1/2</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA (I) 65 3/4</td>
<td>--</td>
<td>29</td>
<td>4</td>
<td>32 3/4</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KVEH (M) 108</td>
<td>59 1/4</td>
<td>25 1/4</td>
<td>4 3/4</td>
<td>18 3/4</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>K:FJ-TV (I) 66</td>
<td>36 3/4</td>
<td>3 3/4</td>
<td>20 1/2</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTTV (D) 106 1/4</td>
<td>4</td>
<td>38 1/2</td>
<td>22</td>
<td>41 3/4</td>
</tr>
<tr>
<td>Los Angeles*</td>
<td>KNXT (C) 116 3/4</td>
<td>70</td>
<td>17 3/4</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>Los Angeles*</td>
<td>KCP (I) 70 3/4</td>
<td>--</td>
<td>29 1/4</td>
<td>8</td>
<td>33 1/2</td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>XSD-TV (All) 124 1/4</td>
<td>82</td>
<td>24 1/2</td>
<td>12</td>
<td>5 3/4</td>
</tr>
</tbody>
</table>

**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 March 7-13. Figures in other columns are computed to nearest 1/4 hour. TV Films in sixth column are film packages, serials, spot films prepared or adapted especially for TV. Movie features in seventh column are films and shorts not originally made for TV, excluding news and sportsreels.

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### MONTHLY INDEX OF NETWORK TV PROGRAM ORIGINATION (BASED ON SCHEDULES OF MARCH 14-20)

<table>
<thead>
<tr>
<th>CITY</th>
<th>LIVE HOURS</th>
<th>FILM HOURS</th>
<th>TOTAL HOURS LIVE &amp; FILM</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York City</td>
<td>137 3/4</td>
<td>21 3/4*</td>
<td>159 1/2*</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>24 1/4</td>
<td>17 1/4*</td>
<td>41 1/2*</td>
</tr>
<tr>
<td>Chicago</td>
<td>19 3/4</td>
<td>3/4</td>
<td>20 1/2</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>3 1/4</td>
<td>--</td>
<td>3 1/4</td>
</tr>
<tr>
<td>Tampa</td>
<td>3 1/4</td>
<td>--</td>
<td>3 1/4</td>
</tr>
<tr>
<td>Washington</td>
<td>2 1/2</td>
<td>--</td>
<td>2 1/2</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>1 3/4</td>
<td>--</td>
<td>1 3/4</td>
</tr>
<tr>
<td>Toledo</td>
<td>3/4</td>
<td>--</td>
<td>3/4</td>
</tr>
<tr>
<td>Baltimore</td>
<td>1/2</td>
<td>--</td>
<td>1/2</td>
</tr>
<tr>
<td>Miami</td>
<td>1/2</td>
<td>--</td>
<td>1/2</td>
</tr>
</tbody>
</table>

* Includes 17 1/4 hours of New York City and Los Angeles duplications.