

NOV 30-DEC 6, 1952

VOL 4 NO 7

SUPPLEMENT A

# Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

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Alvin Sullum  
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## THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

### Tue(2)

ABC - 10:30-11pm; NEW TIME; The Name's the Same; from WJZ-TV(NY) to 11 sta & 31 kine; Sponsor - C A Swanson & Sons(canned frozen food products) thru Tatham-Laird & S C Johnson & Sons(Johnson's Wax) thru Needham, Louis & Brorby, alternate weeks; Johnson picks up alternate week sponsorship with this program; Avco Mfg formerly alternated with Swanson; Pkgr-Prod - Goodson-Todman; Robert Q Lewis continues as MC, with regular panelists Abe Burrows, Joan Alexander and Meredith Willson. Program had been seen Wed 7:30-8pm.

NBC - 9:30-10pm; HIGHLIGHT; The March of Medicine; from KFEL-TV(Denver) to 37 sta & 9 kine; Sponsor - Smith, Kline & French Labs thru Benjamin Eshleman, Inc(Phila); Prod - Ad Schneider NBC-TV; Dir - Charles Christensen NBC-TV; Writer - Lou Hazam; Roy K Marshall and Ben Grauer will be narrators for programs (see Dec 4) covering American Medical Association's annual clinical session from Denver, Colorado; this first program will emphasize developments in the treatment of children's diseases, and some new theories in the prevention of paralytic polio will be reported in a remote pickup from the Children's Hospital in Philadelphia. Takes Armstrong Circle Theater time.

### Wed(3)

ABC - 7:30-8pm; DEBUT; The Greatest Man on Earth; from WJZ-TV(NY) to the net; Sustaining; Pkgr-Prod - Walt Frammer; Dir - Bob Doyle ABC-TV; Ted Brown, assisted by Miss Pat Conway, will MC new audience participation show on which five women present their candidates for "The Greatest Man on Earth." Men compete in games, with surprise gifts, with the winning candidate inaugurated as a "Crown Prince." On the sixth program, the five previous winners return for the big playoff, with the winner collecting a new automobile and a trip to Switzerland for two. The Name's the Same was formerly seen this time.

ABC - 9-9:30pm; ADDED TIME; Playhouse 7; from WJZ-TV(ON FILM) to the net; Sustaining; program, also seen Sundays 9-9:30pm, uses edited versions of regular theatrical films; replaces Adventures of Ellery Queen, which was dropped November 26.

### Thu(4)

NBC - 10-10:30pm; HIGHLIGHT; The March of Medicine; from KFEL-TV(Denver) to 44 sta & 20 kine; Sponsor - Smith, Kline & French thru Benjamin Eshleman (Phila); second of two special telecasts (see Dec 2) will emphasize what is being done in adult illnesses, including heart disease and cancer; remote pickups from Johns Hopkins and U of So Calif Med School; in Martin Kane time.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.



1. The first part of the document discusses the importance of maintaining accurate records and the role of the auditor in this process. It highlights the need for transparency and accountability in financial reporting.

THE IMPORTANCE OF ACCURATE RECORDS

The second part of the document delves into the specific challenges faced by auditors when dealing with complex financial data. It emphasizes the need for a thorough understanding of the client's business operations and the potential risks associated with incomplete or inaccurate information. The text also discusses the importance of communication between the auditor and the client to ensure that all necessary data is provided and understood.

The third part of the document focuses on the practical aspects of auditing, including the selection of samples and the use of statistical methods to analyze the data. It provides a detailed explanation of how these methods are applied in real-world scenarios to identify potential issues and anomalies. The text also touches upon the importance of documenting the audit process and the findings.

The final part of the document concludes with a summary of the key points discussed and offers some final thoughts on the role of the auditor in ensuring the integrity of financial reporting. It reiterates the importance of maintaining high standards of professional conduct and the commitment to providing objective and unbiased opinions.



THIS WEEK(Cont'd)

Sat(6)

CBS - 10:30-11pm; NEW TIME; It's News To Me; from WCBS-TV(NY) to 10 sta & 17 kine; Sponsor - Andrew Jergens Co thru Robert W Orr & Simmons Co (bedding) thru Young & Rubicam, alternate weeks); Pkgr-Prod - Goodson-Todman; John Daly continues as MC, with regular panelists John Henry Faulk, Anna Lee and Quentin Reynolds. Program had been seen Saturday 6:30-7pm.

NETWORK SPONSOR ACTIVITY

AMERICAN TOBACCO CO(Lucky Strike) thru BBD&O will drop This Is Show Business(CBS-TV Sun 7:30-8pm) following the telecast of January 18. Jack Benny, formerly scheduled for six programs per season, will now be seen alternate weeks, starting January 25, with a new film series, Private Secretary, starring Ann Sothern, alternating with Benny beginning February 1. This Is Show Business is reported to be under consideration as replacement for Break the Bank, which Bristol-Myers has been sponsoring.

GREYHOUND CORPORATION thru Beaumont & Hohman(Chi) becomes the second sponsor of Omnibus (CBS-TV Sun 4:30-6pm) effective January 4. The series still has openings for three more participating sponsors.

WILLYS-OVERLAND(Aero-Willys) thru Ewell & Thurber, first participant in Omnibus sponsorship, will sponsor ABC-TV's coverage of the Presidential Inauguration January 20.

LIGGETT & MYERS(Chesterfields) thru Cunningham & Walsh picks up alternate sponsorship of Stork Club (CBS-TV Sat 7-7:30pm) starting January 10. GEMEX WATCH BAND thru BBD&O is the alternate, starting January 3.

PILLSBURY MILLS(Duff's Mixes) thru Ted Bates & Co, will sponsor the Monday 1:45-2pm segment of the Garry Moore Show (CBS-TV Mon thru Fri 1:30-2pm) starting December 1. This is in addition to their sponsoring the Tuesday 1:45-2pm slot for Ballard & Ballard's Ovenready Biscuits thru Campbell-Mithun.

LEVER BROS(Pepsodent & Shadow Wave) drops Heaven for Betsy December 25 (CBS-TV Tue & Thu 7:45-8pm). Former announcement had Shadow Wave dropping out with Pepsodent remaining.

LOCAL STATION ACTIVITY

WABD(Ch 5) - Life With Buster Keaton; DEBUT Dec 4; Thu 7:30-8pm; Sponsor - Marcal New York Mfg Co(paper products) thru Calkins & Holden, Carlock, McClinton & Smith; Pkgr - Crown International, Ewood; Exec Prod - Carl K Hittleman; Prod - Clyde Bruckman; Dir - Eddie Cline & Arthur Hilton (alt weeks); Camera - Jackson Rose; Keaton stars in series made for TV, portraying a clerk in a sporting-goods store; first run of series in New York market.

WCBS-TV(Ch2) - You Can Change the World; HIGHLIGHT Nov 30; Sun 11-11:30am; special NY film produced by the Christophers features Father James Keller, Jack Benny, Eddie "Rochester" Anderson, Ann Blyth, Bing Crosby, Paul Douglas, Irene Dunne, William Holden, Bob Hope, Loretta Young and song writers Johnny Burke and Jimmy Van Heusen.



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LOCAL STATION ACTIVITY(Cont'd)

- WCBS-TV(Ch 2) - Abbott & Costello Show; DEBUT Dec 5; Fri 10:30-11pm (ON FILM); Sponsor - Local Chevrolet Dealers Assn thru Campbell-Ewald; Distrib - MCA-TV; Pkgr-Prod - TCA Prodns, Hwood; Dir - Jean Yarbrough; Writers - Sid Fields & Eddie Forman; Bud Abbott & Lou Costello star, with Hillary Brooke, Joe Kirk, Sid Fields and Bingo, the Chimp; each episode is a complete story. Series have been sold in 40 markets to date.  
New York
- WJZ-TV(Ch 7) - The Lucky Horseshoe; HIGHLIGHT Dec 1; Mon 7-7:30pm; Pkgr-Prod - Walt Framer; Buster Crabbe, assisted by Sam Raskin, MC's new give-away program for boys between the ages of 8-15, set in a western ranch locale; one-shot is to showcase program for possible sale.  
NY
- First Date with the Continental; NEW TIME Nov 21; Fri 11:30-11:45pm; Sustaining; Pkgr- Masterson, Reedy & Nelson; Prod-Dir - Ray Abel; program is now seen twice-weekly, Tuesday 11-11:15pm & Friday time.
- Celebrity Parade for Cerebral Palsy; HIGHLIGHT Dec 6-7; Sat 8pm to Sun 2pm; Exec Coordinator - Paul Mowrey WJZ-TV; Prod-Dir - Ray Abel; Robert M Weitman and Yul Brynner are co-chairmen of the talent committee for the marathon to raise funds for the cerebral palsied; the talent line-up to date includes Jackie Gleason, Eileen Barton, Sunny Gale, Morey Amsterdam, Teresa Brewer, Russell Nype, Robert Merrill, Jan Peerce, Jane Pickens, Toni Arden, George Shearing and Combo, Irving Fields' Trio, Jackie Miles, Chester Morris, Paul Whiteman, Les Paul and Mary Ford, Ray Malone, Lanny Ross, Mindy Carson, Al Bernie, Constance Carpenter, Jack Carter, June Valli, Faye Emerson, Maria Riva, Joey Adams, Dorothy Sarnoff, Tony Bennett, Arlene Francis, Juanita Hall, Snooky Lanson, Janis Paige, Woody Herman & instrumental group, Skitch Henderson and Johnny Johnston.
- WOR-TV(Ch 9) - Do You Want To Be A Star?; DEBUT Dec 1; Mon, Wed & Fri 7-7:30pm; Sponsor - Coca Cola Bottling Co of NY thru D'Arcy; Prod-Dir - Herb Sussan; Writer - Draper Lewis; Music - Jerry Sears' orchestra; Fred Robbins MC's new talent program for high school students, with top show business personalities serving as judges on the show, selecting a winner from three contestants appearing on each program; the show will salute a "Teen-ager of the Week" - a high school student who has been singled out for his or her achievement in the home community.  
NY
- WPIX(Ch 11) - Terry and the Pirates; DEBUT Nov 30; alt Sun 6-6:30pm; Sponsor - Canada Dry Ginger Ale thru J M Mathes (also sponsored in NY on WABD & 44 other stations throughout the country); Pkgr - Dougfair Prodns, Hwood; Prod - Warren Lewis; Dir - Arthur Pierson & Lew Landers, alternate weeks; Writers - Oliver Crawford, Lou Russoff, Larry Roman; Camera - William E Snyder; John Baer stars in the title role, with William Tracy, Gloria Saunders, Sandra Spence and Jack Reitzen.  
NY
- Shenanigans; DEBUT Dec 1; Mon thru Fri 5-6pm; Sustaining; Prod - Bob Quigley; Dir - Freddie Bartholomew WPIX; Quigley and Tom Mahoney in program of humor, music and selected short film features, with emphasis on entertainment for the young.
- WGN-TV(Ch 9) - How's Your Health?; RETURN Nov 26; Wed 9-9:30pm; Sustaining; Prod - Educational Committee of the Illinois State Medical Society; program was formerly seen as Health Talk, and is designed to bring health information to the layman; opening telecast of new series will show a simulated operation.  
Chicago



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LOCAL STATION ACTIVITY(Cont'd)

KTTV(Ch 11) - Andy Kelly Presents; DEBUT Nov 23; Sun 5:45-6pm; Sponsor - Kaiser-Los Angeles Frazer Dealers; Prod - Art Shippee for Andy Kelly Television Prodns; Andy Kelly presents feature interviews with celebrities, designed to bring out the "other" personality of the interviewee.

FILM REPORT

SAG STRIKE UNDERWAY AGAINST COMMERCIAL FILM PRODUCERS, starting December 1. The Screen Actors Guild has ordered all guild members to cease working in any and all film commercials for television effective on and after that date, with similar orders being given to all professional actors in AFTRA, AEA, CEA, AGMA, AGVA and SEG. In a letter to all producers, ad agencies and sponsors, SAG said that the strike had been called because of the refusal of producers and agencies, in negotiations, either to accept guild proposals or come forward with any reasonable offer for a collective bargaining contract. Indications are that without the backlog of commercials necessary to hold out for a long period, that animators will have a field day.

SCREEN WRITERS COME TO TERMS WITH TV FILM PRODUCERS, with the fourteen-week-old strike having been settled November 24. The Screen Writers Guild negotiated the contract for themselves and the Authors' League of America, with whom they are affiliated. The Alliance of Television Film Producers have agreed to the following terms: Writers of one time shows and anthology series will lease their basic material to the producer for TV use over a period of 7 years, with additional payment for other rights within a time limit; on episodic series, where basic material is owned by the producer, all TV rights shall be the property of the producer; all categories call for a flat sum plus continuing payment for re-use; at the end of the seven year leasing period, rights in basic material revert to the author although the producer may continue to re-issue or remake the TV film; where a series or a serial is developed from an original TV story, the writer is to receive an additional payment for each subsequent episode, regardless of whether he works on the story or video play.

HARVEY MARLOWE PLANNING TO FILM TRAPPED following his resignation as program manager of WOR-TV, New York. Marlowe is currently in the process of reactivating his package production firm, Harvey Marlowe Television Associates, and expects to announce plans for filming his low-budget half-hour mystery show, Trapped, shortly. The program was slotted in the Saturday night 7:30-8pm time slot on WOR-TV as a sustainer, but was pulled by Marlowe November 15 coincident with his resignation.

WEINTRAUB AGENCY TO PRODUCE FILMS FOR TV, having set up a film-producing subsidiary, Mansfield Enterprises. Night Editor, a quarter-hour series sponsored by Kaiser-Fraser, has already been produced by Mansfield, and projected plans include a series of five-minute films with psychological twists to be called Strange Experience, and a possible half-hour series to be filmed in Rome, a pilot of which was completed last summer by William Weintraub, Jr. Harry Goodman distributes Night Editor, which was filmed for the agency by Vernon Lewis Productions.

CORNELL FILMS, NY, DISTRIBUTE WEITZMAN FILM, produced by United Films of Tel Aviv, Israel, shortly before the death of Israel's late president. Cornell will also book the film for theatrical and educational release dates.



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LOCAL COUNCIL ACTIVITIES

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FILM REPORT(Cont'd)

GROSS-KRASNE, HOLLYWOOD, BUYS CALIFORNIA STUDIOS, having received court approval last week on the sale. The studio was formerly owned by Harry Sherman, and the purchasers are reportedly paying \$50,000 down, with the total figure running close to \$200,000. Currently producing Big Town for Lever Bros, the company was recently signed to produce four half-hour films for Lever to be used in the Lux Video Theater series. Lux is currently seen live from NY, and the films are to be used as a test to determine if the switch to film will be permanent.

UNITY TV SELLS \$250,000 PACKAGE TO 2 ABC-TV STATIONS on West Coast, KECA-TV, Los Angeles and KGO-TV, San Francisco. The contract gives the stations exclusive, unlimited usage of Unity's entire film library, including 18 feature pictures never before seen on TV, and includes 65 features that are first-runs on TV on the Pacific coast. ABC-TV has concluded similar contracts with Unity for two of its other O&O stations, WXYZ-TV, Detroit and WENR-TV, Chicago.

ATLAS TELEVISION HAS HANK McCUNE FILMS AVAILABLE for second or first runs, depending on the market. The filmed half-hour comedy programs were produced in 1950 and shown over some NBC-TV network stations. Thirteen are now available through Atlas.

NEWS DIGEST

PLAYWRIGHT SHERWOOD SIGNED BY NBC FOR 9 ORIGINAL PLAYS over five year period. The contract calls for Robert E Sherwood, Pulitzer Prize playwright, who wrote many of Franklin D Roosevelt's speeches, to write nine one-hour plays, with NBC maintaining rights to their exclusive use for TV or radio during that time, with a further option to continue the rights for five additional yearly periods. Sherwood has complete freedom and independence in the selection of his subject matter and treatment of his story.

NEW NETWORK AFFILIATIONS: Station WFPG-TV (Ch 46) Atlantic City, NJ, to ABC CBS, DuM and NBC nets, December 20. Station KTSM-TV(Ch 9), El Paso, Texas, to the NBC Television Network, on or about December 1; KTEC-TV(Ch 7), Austin, Texas, to NBC on or about December 1 and KGMB-TV(Ch 9), Honolulu, TH, to NBC, December 1.

PERSONNEL CHANGES: William C Geoghegan has resigned as a vice-president of Compton Advertising. No future plans have been announced.....Norman Mathews has joined Dancer-Fitzgerald-Sample, New York, as manager of radio-TV commercials production. He was formerly with Ruthrauff & Ryan as supervisor of commercial films...  
.....Thomas P Robinson has been named Regional Manager for the NY and New England areas of ABC's radio & TV Station Relations Departments. Most recently, he was Director of the Political Sales Division for ABC, and prior to that was Business Manager for ABC-TV Network Sales.....Richard Golden has been named manager of sales development and research for NBC's spot sales department. He was formerly with Theatre Network Television, CBS, Schwerin Research, and most recently, was a producer-writer with Lester Lewis Associates.....Robert Blake has been named director of public relations, publicity and exploitation for WCBS-Radio, NY. He was formerly publicity director of WOR & WOR-TV, NY.....Don Hine has been appointed program manager for KNXT, Hollywood, and Bob Adams is the new executive producer of the station. Hines was formerly production administrator of KNXT, and Adams, former assistant program director, was connected with KTSL until 1951.....John Wingate, WOR & WOR-TV newscaster, has joined WNBT. Don Goddard and John B Hughes are new additions to the WOR-TV news staff.....John C Rome, formerly with the Biow Co, has joined Hewitt, Ogilvy, Benson & Mather as account executive.....Edward Sutherland has joined McCann-Erickson as director of radio & TV production. Formerly with NBC-TV, Hwcod, he will supervise all program and commercial production for the agency.



WORLD NEWS

WASHINGTON, D.C. (AP) - The House of Representatives on Tuesday passed a bill to allow the U.S. to sue in federal court for the violation of international law by a foreign government or its officials. The bill, known as the International Law Enforcement Assists Act, would allow the U.S. to sue for damages and to seek injunctive relief. The bill was passed by a 398-14 vote. It is expected to become law in the next few days.

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INDEX

<p>1. The first part of the book is devoted to a general survey of the history of the world from the beginning of time to the present day. It covers the various stages of human development, from the primitive state to the modern era.</p>	<p>1-100</p>	<p>General History</p>
<p>2. The second part of the book deals with the history of the various nations and peoples of the world. It discusses the rise and fall of empires, the spread of religions, and the development of different cultures.</p>	<p>100-200</p>	<p>History of Nations</p>
<p>3. The third part of the book is devoted to a detailed study of the history of the United States. It covers the period from the first settlement to the present day, including the American Revolution, the Civil War, and the Reconstruction era.</p>	<p>200-300</p>	<p>History of the United States</p>
<p>4. The fourth part of the book discusses the history of the various nations and peoples of the world, with a special emphasis on the history of the United States. It covers the period from the first settlement to the present day.</p>	<p>300-400</p>	<p>History of the United States</p>
<p>5. The fifth part of the book is devoted to a detailed study of the history of the United States. It covers the period from the first settlement to the present day, including the American Revolution, the Civil War, and the Reconstruction era.</p>	<p>400-500</p>	<p>History of the United States</p>
<p>6. The sixth part of the book discusses the history of the various nations and peoples of the world, with a special emphasis on the history of the United States. It covers the period from the first settlement to the present day.</p>	<p>500-600</p>	<p>History of the United States</p>
<p>7. The seventh part of the book is devoted to a detailed study of the history of the United States. It covers the period from the first settlement to the present day, including the American Revolution, the Civil War, and the Reconstruction era.</p>	<p>600-700</p>	<p>History of the United States</p>
<p>8. The eighth part of the book discusses the history of the various nations and peoples of the world, with a special emphasis on the history of the United States. It covers the period from the first settlement to the present day.</p>	<p>700-800</p>	<p>History of the United States</p>
<p>9. The ninth part of the book is devoted to a detailed study of the history of the United States. It covers the period from the first settlement to the present day, including the American Revolution, the Civil War, and the Reconstruction era.</p>	<p>800-900</p>	<p>History of the United States</p>
<p>10. The tenth part of the book discusses the history of the various nations and peoples of the world, with a special emphasis on the history of the United States. It covers the period from the first settlement to the present day.</p>	<p>900-1000</p>	<p>History of the United States</p>



MONDAY DECEMBER 1 (Cont'd)

Paul Winchell & Jerry Mahoney NBC 8pm regulars & Neva Jane Langley (Miss America '52)

Lux Video Theater CBS Amo, Amas, Amat - (O) by Ann Howard Bailey; with Elizabeth Scott, Ralph Meeker, Oliver Thorndike, Harold Shadwell, John Weaver, Byron Russell; (SD) by Richard Goode

Voice Of Firestone (Howard Barlow) NBC 8:30 Thomas L Thomas (baritone)

H'wood Opening Night (Jimmie Fidler) NBC 9pm Lucky Coin - (O) by Jesse Sandler; with Wendell Corey, Maureen O'Sullivan; (SD) (FROM H'WOOD)

Guide Right (Don Russell) DuM 9pm Kyle McDonnell (S), Steve Lawrence (S)

Robert Montgomery NBC 9:30 Post Road - (O) by Wilbur Daniel Steele & Norma Mitchell, (A) by Denis Green; with Dorothy Gish, Katherine Squire, Cliff Norton, Vaughn Taylor, Olive Blakeney, Elaine Grover, Martin Kingsley, Phillipa Bevans, Ned Wertimer, Mark Allen, Constance Cameron, Charne Allen; (SD) by Norman Felton

Studio One CBS 10pm I Am Jonathan Scrivener - (O) by Claude Houghton, (A) by Brainerd Duffield; with John Forsythe, Maria Riva, Felicia Montealegre, John McQuade, Everett Sloane, Nell Harrison, Robert Dryden, Miriam Wolfe, George McCoy, James Reese, Alfred Hesse; (SD) by Franklin Schaffner; Prod by Fletcher Markle, replacing Donald Davis, John Haggott

Dangerous Assignment (Brian Donlevy) WNBT 10:30 The Lagoon Story - (O) by Robert S Ryf; with Lumsden Hare, John Hoyt, Christine Larsen, Patrick O'Moore, Phillip Tully, John Vosper, John Wengraf; (SD) (FILM)

Who Said That? (Walter Kiernan) NBC 10:30 June Lockhart, Gene Lockhart, William H Lawrence (writer), Bill Henry (newsman) (NET EXCEPT WNBT)

TUESDAY DECEMBER 2

Death Valley Days WABD 7:30 She Burns Green - with James Griffith, Allan Nixon, Donna Martell; (SW & SD) (FILM)

Leave It To Larry (Eddie Albert) CBS 8pm (SW) by Leo Solomon, Billie Friedberg, Will Glickman (latter replacing Vinnie Bogert); with regulars & Will Hussung, Michael Dreyfuss, James Lee, Lloyd Knight

Red Buttons CBS 8:30 (SW) by Larry Gelbhart, Sam Locke, David Vern, Hugh Wedlock (latter two replacing Joe Stein, Will Glickman); with regulars & Werner Klemperer, Jerry Hackaday, Allen Walker, Tom Mahoney; Dir by Burt Shevelove

Fireside Theater NBC 9pm Feet Of Clay - (O) by John Sheppard; with Grandon Rhodes, Bill Phipps, Angela Green, C Pat Collings, Howard Negley, Lestor Dorr, Nelson Leigh, Wally Richards, Josef Granby, Clarence Straight, Celia Lavery, Chuck Hamilton; (SD) (FILM)

Crime Syndicated CBS 9pm Apprentice - (O) by Paul McNash; with Sen Herbert O'Connor (narrator), Ray Strickland, James Bender, Robert Middleton, Rusty Slocum, Tiger Andrews, Marion Scanlon, Eddie De Zelde, Milton J Williams; (SD)



SECRET

1. The first part of the document discusses the general situation of the country and the role of the government in the development of the economy.

2. The second part of the document discusses the role of the government in the development of the economy, focusing on the agricultural sector and the need for modernization.

3. The third part of the document discusses the role of the government in the development of the economy, focusing on the industrial sector and the need for investment.

4. The fourth part of the document discusses the role of the government in the development of the economy, focusing on the services sector and the need for reform.

5. The fifth part of the document discusses the role of the government in the development of the economy, focusing on the social sector and the need for improvement.

6. The sixth part of the document discusses the role of the government in the development of the economy, focusing on the environmental sector and the need for protection.

7. The seventh part of the document discusses the role of the government in the development of the economy, focusing on the international sector and the need for cooperation.



TUESDAY DECEMBER 2 (Cont'd)  
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Armstrong o Theater NBC 9:30 pre-empted by March Of Medicine (See Page 1)  
Suspense CBS 9:30 A Time Of Innocence - (O) by Raphael Hayes; with Thomas Mitchell, Louise Larabee, Pat Hitchcock, William Roerich, Guy Spaul, Jack McGraw, Doris Roberts, Harold J Kennedy, John W Austin; (SD)  
Danger CBS 10pm King Of The Cons - (O) by Leo Davis; with William Prince, Darren McGavin, Ralph Brown, Bob Shulz; (SD)  
Jeweler's Showcase WCBS 10:30 Teacher Of The Year - with Steve Brodie, Martha Hyer, Lee Aiker (FILM)

WEDNESDAY DECEMBER 3  
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Kraft TV Theater NBC 9pm The Iron Gate - (O) by John T Chapman; with Henry Daniell, Beatrice Straight, Margaret Phillips, Pat Breslin, Byron Sanders, Ludie Claire, Malcolm Keen, Evelyn Davis, Philip Hepburn; (SD) by Stanley Quinn  
Man Against Crime  
(Ralph Bellamy) CBS 9:30 Woman's Prison - (O) by Stanley Silverman; with Nita Talbot, Alita Stanley, Joyce Randolph, Ralph Stantley, Jane Seymour, Linda Carlon Reid, Will Hussung; (SD) (FILM)  
The Unexpected  
(Herbert Marshall) NBC 10:30 Escape To Nowhere - with Lowell Gilmore, Lois Hall, Jack LaRue, Maurice Jara, Salvador Baguez, Paul Marion, Julia Montoya, Edward Coleman (FILM)

THURSDAY DECEMBER 4  
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T Men In Action  
(Walter Greaza) NBC 8:30 The Case Of The Little Big Shot - (O) by Max Ehrlich; with Matt Crowley, Russell Hardie, Cliff Robertson, Patricia Reilly, Leslie Barrett, Boris Aplon  
Singer 4\* Playhouse CBS 8:30 The Island - (O) by John & Gwen Bagni; with David Niven, George Macready, Dianne Foster; (SD) (FILM)  
Big Town  
(Pat McVey & Jane Nigh) CBS 9:30 Sea Story - (O) by Lawrence Kimball; with Byron Foulger, Dorothy Adams, Louis Jean Heydt, Steve Pendleton, Paul Weber; (SD) by Charles Haas (FILM)  
Ford Theater NBC 9:30 Something Old, Something New - (O) by Carl Leo Goss, (A) by Mary C McCall, Jr & Margaret Buell Wilder; with Jackie Cooper, Wanda Hendrix, Barbara Lawrence, Elizabeth Risdon, Charles Cane, Don Gibson, Ted French, Rodney Bell; (SD) by James Neilson (FILM)  
Racket Squad  
(Reed Hadley) CBS 10pm The Case Of The Old Flame - with Elaine Riley, Clark Howat, Charles Meredith, Hank Peterson, Harmon Stevens, Diane Fortier, Wendy Howard, Fred Graff; (SD) (FILM)  
Martin Kane  
(Lee Tracy) NBC 10pm pre-empted by March Of Medicine (See Page 1)  
It's News To Me  
(Garry Moore) CBS 10:30 Henry Morgan, Jayne Meadows, Kitty Carlisle, Bill Cullen



THE HISTORY OF THE UNITED STATES

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |  |
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| <p>1776 - Declaration of Independence</p> <p>1787 - Constitution</p> <p>1791 - Bill of Rights</p> <p>1793 - Whiskey Rebellion</p> <p>1800 - Jefferson's Election</p> <p>1803 - Louisiana Purchase</p> <p>1812 - War of 1812</p> <p>1820 - Missouri Compromise</p> <p>1845 - Texas Annexation</p> <p>1848 - Mexican-American War</p> <p>1850 - Compromise of 1850</p> <p>1854 - Kansas-Nebraska Act</p> <p>1857 - Dred Scott Decision</p> <p>1861 - Secession</p> <p>1862 - Emancipation Proclamation</p> <p>1863 - Battle of Gettysburg</p> <p>1865 - End of Civil War</p> <p>1868 - Reconstruction</p> <p>1870 - Reconstruction</p> <p>1876 - Reconstruction</p> <p>1890 - Populism</p> <p>1896 - Populism</p> <p>1901 - Progressivism</p> <p>1904 - Progressivism</p> <p>1908 - Progressivism</p> <p>1912 - Progressivism</p> <p>1914 - Progressivism</p> <p>1917 - Progressivism</p> <p>1918 - Progressivism</p> <p>1919 - Progressivism</p> <p>1920 - Progressivism</p> <p>1921 - Progressivism</p> <p>1922 - Progressivism</p> <p>1923 - Progressivism</p> <p>1924 - Progressivism</p> <p>1925 - Progressivism</p> <p>1926 - Progressivism</p> <p>1927 - Progressivism</p> <p>1928 - Progressivism</p> <p>1929 - Progressivism</p> <p>1930 - Progressivism</p> <p>1931 - Progressivism</p> <p>1932 - Progressivism</p> <p>1933 - Progressivism</p> <p>1934 - Progressivism</p> <p>1935 - Progressivism</p> <p>1936 - Progressivism</p> <p>1937 - Progressivism</p> <p>1938 - Progressivism</p> <p>1939 - Progressivism</p> <p>1940 - Progressivism</p> <p>1941 - Progressivism</p> <p>1942 - Progressivism</p> <p>1943 - Progressivism</p> <p>1944 - Progressivism</p> <p>1945 - Progressivism</p> <p>1946 - Progressivism</p> <p>1947 - Progressivism</p> <p>1948 - Progressivism</p> <p>1949 - Progressivism</p> <p>1950 - Progressivism</p> <p>1951 - Progressivism</p> <p>1952 - Progressivism</p> <p>1953 - Progressivism</p> <p>1954 - Progressivism</p> <p>1955 - Progressivism</p> <p>1956 - Progressivism</p> <p>1957 - Progressivism</p> <p>1958 - Progressivism</p> <p>1959 - Progressivism</p> <p>1960 - Progressivism</p> <p>1961 - Progressivism</p> <p>1962 - Progressivism</p> <p>1963 - Progressivism</p> <p>1964 - Progressivism</p> <p>1965 - Progressivism</p> <p>1966 - Progressivism</p> <p>1967 - Progressivism</p> <p>1968 - Progressivism</p> <p>1969 - Progressivism</p> <p>1970 - Progressivism</p> <p>1971 - Progressivism</p> <p>1972 - Progressivism</p> <p>1973 - Progressivism</p> <p>1974 - Progressivism</p> <p>1975 - Progressivism</p> <p>1976 - Progressivism</p> <p>1977 - Progressivism</p> <p>1978 - Progressivism</p> <p>1979 - Progressivism</p> <p>1980 - Progressivism</p> <p>1981 - Progressivism</p> <p>1982 - Progressivism</p> <p>1983 - Progressivism</p> <p>1984 - Progressivism</p> <p>1985 - Progressivism</p> <p>1986 - Progressivism</p> <p>1987 - Progressivism</p> <p>1988 - Progressivism</p> <p>1989 - Progressivism</p> <p>1990 - Progressivism</p> <p>1991 - Progressivism</p> <p>1992 - Progressivism</p> <p>1993 - Progressivism</p> <p>1994 - Progressivism</p> <p>1995 - Progressivism</p> <p>1996 - Progressivism</p> <p>1997 - Progressivism</p> <p>1998 - Progressivism</p> <p>1999 - Progressivism</p> <p>2000 - Progressivism</p> <p>2001 - Progressivism</p> <p>2002 - Progressivism</p> <p>2003 - Progressivism</p> <p>2004 - Progressivism</p> <p>2005 - Progressivism</p> <p>2006 - Progressivism</p> <p>2007 - Progressivism</p> <p>2008 - Progressivism</p> <p>2009 - Progressivism</p> <p>2010 - Progressivism</p> <p>2011 - Progressivism</p> <p>2012 - Progressivism</p> <p>2013 - Progressivism</p> <p>2014 - Progressivism</p> <p>2015 - Progressivism</p> <p>2016 - Progressivism</p> <p>2017 - Progressivism</p> <p>2018 - Progressivism</p> <p>2019 - Progressivism</p> <p>2020 - Progressivism</p> <p>2021 - Progressivism</p> <p>2022 - Progressivism</p> <p>2023 - Progressivism</p> <p>2024 - Progressivism</p> |  |  |
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THURSDAY DECEMBER 4 (Cont'd)  
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Foreign Intrigue NBC 10:30 F I In The Uranium Mine - (O) by Sidney Shelley;  
(Sydna Scott) with Gregoire Aslan, Roger Treville, Dinan, James  
Barnett, Louis Mercier; Dir by Marcel Cravenne (FILM)

FRIDAY DECEMBER 5  
~~~~~

Schlitz Playhouse CBS 9pm Mr Thayer - (O) by Gail Ingram, (A) by A M Sea-  
holm; with Peggy Ann Garner, Francis L Sullivan,  
Carleton Young, James Dobson, Ruth Lee; (SD) by Ted Post (FILM)

Tales Of Tomorrow ABC 9:30 The Glacier Giant - (O) by David Durston; with  
Chester Morris, Edith Fellows, Frank Silvera,  
Murray Tannenbaum, Virgil Gant, Kaie Deei, Morley Chang, Yuki,  
Shimoda; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 28 THROUGH FRIDAY DECEMBER 5  
~~~~~

Morning News CBS 9:45 kill: Charles Collingwood; add: Winston Burdett

Strike It Rich CBS 11:30 F - Jesse Rogers (Ranger Joe); M - Hans Haas,  
(Warren Hull) Lottie Berl; W - The Three Suns (S & M); W (9pm)-  
Marguerite Piazza (S); F - Del Casino (S)

One Woman's Experience WABD 11:30 The Snobs - (O) by Jane Randolph; with Jean  
Pearson; (SD) (Seen Mon through F)

One Man's Experience WABD 11:30 In Love Again - (O) by Leo Raines; with Joe  
Jefferson; (SD) (Seen Mon through Fri)

Ted Steele WPIX 2:30 F - Sonny Calello, Carol Daniels, Frank Bouley,  
Dottie Reid (all S); M through F - Vicky Sunday,  
Cliff Warren, Danny Davis, Beulah Bryant (all S)

Nancy Craig WJZ 2:30 add: Ralph Norman's orchestra on Fridays

Kate Smith NBC 4pm F - Pierre d'Angelo & Anna (D); M - The Cerneys  
(D); Tu - Hctor & Byrd (D), Robert Clary (S),  
Evalyn Tyner (M); W - Clark Bros (D), The DeCastro Sisters  
(S); Th - Joan Holloway (D), Phil Napoleon & His Memphis Five  
(M); F - Martha Ann Bentley (D)

Captain Video DuM 7pm regulars & Rusty Lane, Robert Downing, Bill  
(Al Hodge) McCutcheon, Dan Morgan; (SD) (Seen Mon through  
Fri)

Do You Want To Be A \*? WOR 7pm M - Panel: Otto Harbach (composer), Anne Jeffreys  
(Fred Robbins) (S), Gabby Hayes; Tony Bavaar (S); W - Panel:  
Leonard Sillman (producer), Guy Lombardo (M), Vanessa Brown;  
F - Panel: Martha Wright (S), Jule Styne (composer), Neil  
Hamilton; Kay Armen (S)

Short, Short Drama NBC 7:15 Tue - The Gift - with Olive Deering, John Boruff;  
(Ruth Woods) (O) & Dir by William Asher; Th - The Woman In His  
Life - (O) by Norman Lessing; with Jane Middleton, Harriet Mac-  
Gibbon, Russell Hardie; Dir by Arthur Rosenbloom (FILM)

Broadway TV Theater WOR 7:30 M through F - This Thing Called Love - (O) by Ed-  
win Burke; with Gene Raymond, Ruth Warrick, Rich-  
ard Kendrick, Cyrilla, Dorn, Monique van Vooren, John O'Hare,  
Leonard Elliott, Eileen Burns, Joanne Woodlock; (SD)

Perry Como CBS 7:45 W - Eddy Arnold (S)



CONFIDENTIAL

1. The first part of the document discusses the general principles of the project and the objectives to be achieved.

2. Methodology

The methodology adopted for this project is based on a combination of qualitative and quantitative research methods. The data collection process involves interviews, focus groups, and the analysis of secondary data.

3. Results and Discussion

The results of the study indicate that there is a significant correlation between the variables studied. The findings suggest that the proposed model is effective in explaining the observed phenomena.

4. Conclusion

In conclusion, the study has provided valuable insights into the research area. The results support the hypotheses and offer practical implications for the field.

5. Recommendations

Based on the findings, it is recommended that further research be conducted to explore the underlying mechanisms and to test the model in different contexts.

6. References

The following references are cited in this document: [List of references]

7. Appendix

The appendix contains supplementary information, including raw data, detailed calculations, and additional figures.







GENERAL INFORMATION

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GENERAL INFORMATION

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NETWORK AND LOCAL TV PROGRAMMING ANALYSES

(Based on material from main network offices and stations throughout the country)

Scheduled program transmission for the week of: November 30 - December 6		Total Hours Network Service			
		ABC	CBS	DuM	NBC
Time on-)	Live	1	12	1	22
12 noon )	Film	3/4	1/2	--	--
12 noon-)	Live	2	29 3/4	13 1/4	17 1/2
6:00 pm )	Film	1/4	--	--	2 3/4
6:00 pm-)	Live	11	21 3/4	16 1/4	19 3/4
time off)	Film	6 1/4	6 1/2	2 3/4	4 3/4
TOTALS	Live	14	63 1/2	30 1/2	59 1/4
	Film	7 1/4	7	2 3/4	7 1/2

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS

Week of November 30 - December 6

CITY	STATION	Total Hours Transmission	% Network Service	Live Hours Local Only	Movie* Features
New York City	WJZ (A)	90 1/4	20%	31 1/2	37 1/2
New York City	WCBS (C)	107 3/4	66%	13 3/4	24 1/4
New York City	WABD (D)	91	36%	21	20 1/2
New York City	WNBT (N)	119 1/4	56%	27 3/4	20
Bloomington, Ind	WTTV (All)	87 1/4	63%	11 3/4	2 1/4
Philadelphia	WFIL-TV (A,D)	104 1/2	23%	31 3/4	20

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

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.

While every effort has been made to insure the accuracy of these compilations, they are presented as approximations and should only be used as such.







DECEMBER 7-13, 1952

VOL 4 NO 7

SUPPLEMENT B

EDITOR: Jerry Leichter  
ASSOC EDS: David B Graham  
Alvin Sullum  
BUS MGR: Darryl A King

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1952  
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# Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(7)

ABC - 10-10:15pm; HIGHLIGHT; Hour of Decision; ON FILM to 5 sta & 13 spots; Sponsor - Billy Graham Evangelical Assn thru Walter F Bennett(Chi); Captain Mitsuo Fuchida, who planned and led the Japanese air attack on Pearl Harbor, will appear on Billy Graham's Evangelical program, to give an explanation of his conversion to Christianity. He was brought to the United States by Sky Pilots International, missionary arm of the Evangelistic Churches, and after further study, will return to Japan to teach the meaning of Christianity to his countrymen.

CBS - 2:30-3pm; HIGHLIGHT; This I Believe; from WCBS-TV(NY), by TVR to the net (WCBS-TV 3:30-4pm); Sustaining; Prod - Ed Morgan; Dir - Don Hewitt; Helen Hayes, Jackie Robinson, Dr Harold Taylor, Edward R Murrow and Ed Morgan, producer of the This I Believe radio series and editor of the book of the same title, will participate in an informal discussion of personal philosophies.

NBC - 5-5:30pm; TITLE CHANGE; Hallmark Hall of Fame; from WNBT to 31 sta & 4 kine; Sponsor - Hall Bros(Hallmark Greeting Cards) thru Foote, Cone & Belding; Prod-Dir - Albert McCleery; program reverts to original title (had been Hallmark Summer Theater & Hallmark Theater) with return of Sarah Churchill as star of weekly program.

NBC - 5:30-6pm; RETURN; Here's to Your Health; from WNBT(NY) to the net; Sustaining; Superv - Dr Lester Coleman, NY County Medical Society; Prod - Richard W Clemmer; Dir - Al Scott; Writer - Eleanor Tarshis; documentary series returns on once-a-month schedule; first program, "One Drop of Blood", shows how lives are saved not only by transfusions, but by the knowledge that comes from a single drop of blood. Participating physicians are Dr Lowell A Erf, associate professor of medicine at Jefferson Medical School, Philadelphia, and Dr Philip Allen of the Medical Society of the County of New York.

Tue(9)

CBS - 2:45-3:15pm; HIGHLIGHT; Pillsbury Grand National Baking Contest Awards; from WCBS-TV(NY) to 26 sta & 2 kine; Sponsor - Pillsbury Mills thru Leo Burnett; Prod - Paul Levitan; Dir - Bob Bleyer; Mrs Richard Nixon & Arthur Godfrey will present the awards at a luncheon at the Waldorf-Astoria; Art Linkletter (whose House Party is replaced by this special program) will MC, with Mrs Eleanor Pillsbury as hostess, Janette Davis, Archie Bleyer & orchestra, the Mariners and Tony Marvin.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.



1955-56-57  
1956-57-58  
1957-58-59

1955-56-57

1955

The first part of the report covers the period from 1955 to 1956. It discusses the general situation in the country and the progress made in various fields. The second part covers the period from 1956 to 1957, and the third part covers the period from 1957 to 1958. The report concludes with a summary of the achievements and a list of recommendations for the future.

The second part of the report covers the period from 1956 to 1957. It discusses the general situation in the country and the progress made in various fields. The third part covers the period from 1957 to 1958, and the fourth part covers the period from 1958 to 1959. The report concludes with a summary of the achievements and a list of recommendations for the future.

The third part of the report covers the period from 1957 to 1958. It discusses the general situation in the country and the progress made in various fields. The fourth part covers the period from 1958 to 1959, and the fifth part covers the period from 1959 to 1960. The report concludes with a summary of the achievements and a list of recommendations for the future.

The fourth part of the report covers the period from 1958 to 1959. It discusses the general situation in the country and the progress made in various fields. The fifth part covers the period from 1959 to 1960, and the sixth part covers the period from 1960 to 1961. The report concludes with a summary of the achievements and a list of recommendations for the future.

1956

The fifth part of the report covers the period from 1959 to 1960. It discusses the general situation in the country and the progress made in various fields. The sixth part covers the period from 1960 to 1961, and the seventh part covers the period from 1961 to 1962. The report concludes with a summary of the achievements and a list of recommendations for the future.



THIS WEEK(Cont'd)

Thu(11)

ABC - 8-8:30pm; NEW TIME; The Greatest Man on Earth; from WJZ-TV(NY) to the net; Sustaining; Pkgr-Prod - Walt Frammer; Dir - Bob Doyle; new audience participation program debuted Wednesday, Dec 3, 7:30-8pm; All Star News had been seen at this time.

LAST WEEK'S NETWORK CHANGES

DuM - Report Card for Parents; DEBUT Dec 1; Mon 8-8:30pm; from WITG(Washington, DC) to the net; Sustaining; Prod - Mrs Sophie Altman; new educational program, a radio feature for several years, invites a panel of four parents to discuss with a guest psychiatrist the many problems presented by their offspring.

NETWORK SPONSOR ACTIVITY

AMERICAN MACHINE & FOUNDRY CO(General Products Div) thru Fletcher D Richards, becomes the fourth sponsor of Omnibus (CBS-TV Sun 4:30-6pm) beginning December 21. REMINGTON RAND(Electric Shaver Div) thru Leeford Advtg, bought a four week pre-Christmas sponsorship of the program starting November 30.

AMERICAN CHICLE CO thru Dancer-Fitzgerald-Sample, will not renew its participation in the Jackie Gleason Show (CBS-TV Sat 8-9pm), with the last program in their current cycle December 27. THOMAS LEEMING & SONS and SCHICK continue with the show.

GENERAL MOTORS thru Kudner will sponsor a special Christmas week program on NBC-TV. Leon Leonidoff of the Radio City Music Hall will produce the hour-long program.

ALUMINUM CO OF AMERICA thru Fuller & Smith & Ross has renewed See It Now (CBS-TV Sun 6:30-7pm) for 52 weeks effective November 30.

KRAFT FOODS CO thru J Walter Thompson has renewed Kraft TV Theater (NBC-TV Wed 9-10 pm) for 52 weeks effective January 7.

JULES MONTENIER(Stopette) thru Earle Ludgin has renewed What's My Line? (CBS-TV Sun 10:30-11pm) for 52 weeks.

MOTOR PRODUCTS CORP(Deepfreeze Appliance Div) thru Roche, Williams & Cleary(Chi) has purchased the 1:30-1:45pm Thursday period of the Garry Moore Show (CBS-TV Mon thru Fri 1:30-2pm) starting January 8.

LOCAL STATION ACTIVITY

WCBS-TV(Ch 2) - NEW SATURDAY SCHEDULE: STARTING DEC 6; 12n-1pm - The Big Top; 1-2pm - Laughtime, three two-reel comedy films; 2-3pm - Pioneer Playhouse, western and adventure films (this program will start Dec 13 - see HIGHLIGHT below for program this date); 3-3:45pm - It's Worth Knowing; 3:45-4pm - Winter Holiday, travel series; 4-5pm - The Clock Strikes Four, mystery films; 5-6pm - The Late Matinee, film features; 6-6:15pm - Six O'Clock Report, news series; 6:15-6:30pm - Invitation Playhouse (see following page).

New York Daily Mirror's 10th Annual Youth Forum; HIGHLIGHT Dec 6; Sat 2-3pm; Sustaining; Dir - Frank Moriarty WCBS-TV; Carlos P Romulo will be chief speaker during the telecast of the forum at the Hotel Astor; other guests include Mayor Impellitteri, Sam Levenson, Police Commissioner Monaghan, Dr William Jansen & Harry Hershfield.







LOCAL STATION ACTIVITY(Cont'd)

- WCBS-TV(Ch 2) - Invitation Playhouse; DEBUT Dec 6; Sat 6:15-6:30pm (ON FILM); Sustaining; Prod - Renee Williams, Ewood; Dir - William Asher; Writers - William Asher, Robert Hill, Joel Judge and Dwight A Hauser; new series of quarter-hour dramatic vignettes, all original teleplays, run the gamut from serious melodrama to hilarious comedy.
- New York
- The Big Picture; NEW TIME Dec 7; Sun 11-11:30am; Army produced documentary series had been shown Sunday 2:30-3pm.
- WJZ-TV(Ch 7) - Public Report; TITLE CHANGE Dec 3; Wed 8-8:15pm; Sustaining; Superv - John Madigan, ABC-TV; Dir - Lou Volpicelli; Rudolph Halley, originally scheduled to appear alternate weeks, will appear weekly to discuss problems and solutions of New York City governmental administration matters handled by himself and his colleagues on the City Council; program debuted November 26 as Report to the People.
- NY
- Winter Basketball Schedule; DEBUT Dec 3; Wed 8:30-9:30pm(approx); basketball teams from the New York metropolitan area will be seen in a winter schedule of intra-city games.
- WNBT(Ch 4) - Industry on Parade; RETURN Dec 6; Sat 4:45-5pm; Prod - National Assn of Manufacturers; quarter hour feature newsreels highlight "behind the scenes" stories of the top modern industries.
- NY
- Toy Parade -- For Parents Only; HIGHLIGHT Dec 12; Fri 12:35-1:05am (Sat morning); Prod - John Stearns; Dir - Dwight Hemion; Morey Amsterdam, Sue Bennett & Milton De Lugg and his trio will star in special program reviewing the year's most popular toys so that parents may do their Christmas shopping via the TV screen.
- WOR-TV(Ch 9) - Whelan Film Theater; DEBUT Dec 7; Sun 10-11:30pm; ON FILM; Sponsor - Whelan Stores Corp thru Product Advertising Corp; sponsor has signed to sponsor feature films for 52 weeks.
- NY
- Make A Wish; DEBUT Dec 8; Mon, Wed, Fri 6:30-6:55pm; Sustaining; Prod-Dir - Al Freedman; Art Fleming MC's new juvenile program, spotlighting contestants between the ages of 8 and 17 who, chosen from the studio audience, state a most earnest wish. The wish adjudged most unique by the studio audience entitles the winner to realize his or her dream.
- WPIX(Ch 11) - Fun Time; DEBUT Nov 27; Thu 2-2:30pm; Sponsor - Frostland, Inc thru Cooper-Meyers; Pkgr-Prod - Jerry Rosen-William Hunt; Dir - Ted Estabrook; Jacqueline Susann MC's new variety program.
- NY
- KTTV(Ch 11) - Town Hall Party; DEBUT Dec 1; Mon 7-7:30 & 8-8:30pm; Sponsor - Brother Bob's Furniture & Appliance Stores; Pkgr - William B Wagon; Dir - Philippe deLacy; Eddie Kirk will host "party" which will have audience participation stunts and Western talent performers.
- Los Angeles
- WFIL-TV(Ch 6) - This Week in Philadelphia; DEBUT Dec 14; Sun 6:30-6:45pm; Sponsor - Pennsylvania Co for Banking & Trusts thru N W Ayer(Phila); Charles Harrison, WFIL's director of news and special events, will feature headline stories and dramatic human interest events taking place in and around Philadelphia; announcer Jim McCann will assist with the weekly report.
- Philadelphia



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## FILM REPORT

A MAN IN EVERY PORT SERIES TO BE FILMED by Henry Martin Productions, newly-formed Hollywood TV film firm. With a female star in the role of an airline hostess who travels the world, the first 13 half-hour films in the new series are scheduled to be produced in Europe, with the balance of the 52 to be shot in other parts of the world. Martin's credits include production assignments for J Arthur Rank and The March of Time.

UNITY SELLS FIRST-RUN WURTZEL PACKAGE to WCBS-TV, New York. The new package of eighteen films were produced by Sol Wurtzel during 1946-49 and released theatrically by 20th Century-Fox. The package, which will be incorporated in WCBS-TV's The Early Show and The Late Show, will also be shown on WTOP-TV (another CBS-TV outlet), Washington, DC, on an exclusive first-run basis..

EDUCATION OF GENEVIEVE NEW STERLING PACKAGE currently in production in New York, with Saul J Turell, Sterling president, producing and directing. With scripts by June Bundy, the half-hour comedy series deals with the adventures of a beautiful, but not-too-bright blonde involved in television. Sterling will distribute the films which feature Rosemary Pettit and Carl King.

PARAMOUNT TV ANNOUNCES NEW SALES & RENEWALS: Hollywood Reel to Penguin Polar Food for 13 weeks on KBTW, Denver, and to WEWS, Cleveland for 13 weeks, participating. Time For Beany to KGMB-TV, Honolulu, for 13 weeks on a participating basis, and increased from three-to-five-times-a-week on WKY-TV, Oklahoma City. Wrestling From Hollywood to Canadian Broadcasting Corp for 13 weeks in Montreal; renewed by Oertels Brewing for 52 weeks on WAVE-TV, Louisville. Beany has also been renewed on WGAL-TV, Lancaster; WTAR-TV, Norfolk; WJAR-TV, Providence; WOC-TV, Davenport; KDYL-TV, Salt Lake City; WOOD-TV, Grand Rapids and WNAC-TV, Boston.

LIFE OF RILEY TO BE SYNDICATED BY NBC-TV in areas not covered by Gulf's network sponsorship of the William Bendix program. Comedy series was purchased by the oil company as replacement for Gulf Playhouse, live dramatic program originating in New York, which replaced We, The People several months ago. Riley makes its network debut January 2.

ZIV & UTP SALES ANNOUNCED: United Television Productions sold their initial catalogue of Studio Telescriptions, 400 musical films produced by Studio Films, to WROV-TV and WSLS-TV, Roanoke, Va, and to KHQ-TV and KSPO-TV, Spokane. Ziv's Story Theater and TV Theater, were purchased by the Hudson Dealers of Chicago for showing on WGN-TV, where they will be programmed together to make up an hour's film fare.

CONSOLIDATED DISTRIBUTES A CHRISTMAS CAROL, Charles Dickens' traditional Christmas story featuring Taylor Homes as "Scrooge." Vincent Price narrates the half-hour film in which the Mitchell Boys Choir is also featured. Tableau Production, Ltd is the producer.

RAOUL WALSH & ROBERT NEWTON FORM TV FILM PRODUCTION FIRM in Hollywood, with plans in the works to produce 52 half-hour films based on the "Long John Silver" and "Captain Blackbeard" stories. The production company will be known as Caribbean Pictures, with Walsh scheduled to direct and Newton to star in the series.

FIRESIDE THEATER FILM SHOWN TO NATIONAL GUARD in New York. "I Send Your Son Into Battle", half-hour film presented on the NBC-TV network last month was chosen by the New York National Guard to demonstrate the qualities of responsibility needed in officers and non-commissioned officers.







NEWS DIGEST

AMERICAN RESEARCH BUREAU LISTS TOP 10 NATIONAL PROGRAMS FOR NOVEMBER. The ARB report, covering the week November 8-14, is as follows:

I Love Lucy	70.6	You Bet Your Life	49.1
Talent Scouts	58.8	What's My Line?	44.6
Texaco Star Theater	52.2	Your Show of Shows	44.3
Colgate Comedy Hour (Bob Hope)	51.5	Gangbusters	40.4
Godfrey & Friends	50.4	Television Playhouse	40.4

I LOVE LUCY TOPS NIELSEN & HOOPER NEW YORK AREA RATINGS for November. The Nielsen ratings are for four weeks ending November 8, based on a cross-section of non-telephone and telephone TV homes in 21 counties within a 50-mile radius of New York. Hooper's list covers the week of November 6-12.

Program	NIELSEN			HOOPER
	# of Shows	% Homes	Homes (000)	
I Love Lucy	4	61.8	1,937	I Love Lucy
Talent Scouts	4	47.6	1,492	Talent Scouts
Gangbusters	2	44.6	1,398	Godfrey & Friends
Godfrey & Friends (L&M)	2	42.4	1,329	Colgate Comedy Hour (Hope)
Texaco Star Theater	3	40.9	1,282	Dragnet
Life With Luigi	4	37.1	1,163	What's My Line?
Your Show of Shows	4	35.9	1,125	Texaco Star Theater
My Friend Irma	4	35.7	1,119	Your Show of Shows
Colgate Comedy Hour	4	34.0	1,066	My Friend Irma
Godfrey & Friends (Toni)	2	32.5	1,019	Our Miss Brooks

J D TARCHER MERGES WITH CECIL & PRESBREY, effective January 1. High operating costs of a well-staffed television department was given as the principal reason behind the merger, according to John D Tarcher, who becomes a senior vice-president of the new combine, which will keep the Cecil & Presbrey name. Other new vice-presidents from the Tarcher group are Ben Laitin, Edmund Ridley and Leonard Tarcher. Fifteen key members of the Tarcher agency have been integrated into the new firm which will have more than \$20 million in billing next year, with TV and radio accounting for approximately half of the total.

RCA OPENS TRANSPACIFIC TEX SERVICE between San Francisco and Honolulu, with the new circuit providing direct, two-way service with government agencies and commercial firms in both cities, by means of RCA-installed radioteleprinters. TEX, a recently developed international communications service, has been available between the United States and European countries since 1950.

RADIO LOSES OUT TO TV when Pabst Beer drops its radio coverage of Wednesday night boxing over the CBS radio network after December 17, while it continues the television coverage. A representative of the sponsor was quoted as saying: "If you go along with the growth of television, you have to cut the advertising budget somewhere. In the metropolitan areas, if people tune in fights they do it on television, not radio. You reach a point where radio is more public service than a sales medium."

NEW STATION AFFILIATION: Station WLVA-TV (Ch 13), Lynchburg, Va, joins the CBS Television Network as a primary supplementary interconnected affiliate. Owned and operated by the Lynchburg Broadcasting Corp, the starting date is approximately February 1. Philip Allen is General Manager.







PERSONNEL CHANGES

John Mitchell has resigned as vice-president of United Artists TV to become general sales manager of Screen Gems, Inc, Columbia Pictures TV subsidiary.....  
William A Foxen has been appointed account executive on the Association of American Railroads account at Benton & Bowles. He was formerly an assistant account executive at the agency.....Milo Frank has been named Casting Director for CBS Television, replacing Robert M Banker who has resigned to accept a program development post at ABC-TV.....Jack Mossman has joined the Maxon agency as executive assistant to James Andrews, director of radio & TV. Mossman was formerly with the Harry B Cohen agency as head of the radio-TV department.....Clarence G Alexander has been appointed general manager of the Great Plains Television Properties stations in Duluth, Little Rock, Springfield and Sioux City. Alexander formerly was director of TV network operations for DuMont, and most recently headed operations of the RHZ-Cadena Azul radio & TV network in Cuba.....J R Warwick has been appointed vice-president and chairman of the plans board of Morey, Humm & Johnstone. He was formerly a partner in Woods & Warwick and vice-president of Warwick & Legler. His latest association was with Kenyon & Eckhardt as a vice-president.....William J Flynn has been appointed Comptroller of CBS Television. Mr Flynn has been with CBS since 1938, most recently as Assistant Treasurer of CBS, Inc.

Robert L Stone has been named business manager of ABC-TV Network sales. He was formerly an account executive of the television sales department. He succeeds Thomas P Robinson who was named regional manager of the NY & New England areas for ABC's radio & TV station relations department last week.....Joseph R Matthews, formerly with Weed & Co, has joined A C Nielsen as western sales manager of Nielsen Coverage Service. He will headquarter in San Francisco.....Del Molarsky has joined Hicks & Greist as a writer in the TV, radio & film department. He was formerly with Transfilm in a similar capacity.....Byron Goodell, formerly a member of the CBS-TV sales department, has joined the NY office of Robert Meeker Associates, station representatives.....William M Ziegler, Jr has been named vice president in charge of the New York office of the Ross Roy Advertising Agency. He was formerly with Young & Rubicam.....William A Gorman has joined the sales staff of WOR-TV, New York, as an account executive. He held a similar post at KHJ-TV, Hollywood.....Leonard Amster has joined the Kenneth Later Agency, where he will be in charge of the Literary Department.....Fred L Ryner, formerly with Dancer-Fitzgerald-Sample, has been named director of research at Sherman & Marquette.....Haan J Tyler has been appointed West Coast sales director of Guild Films, Inc, Hollywood.

COMMERCIALS PRODUCTION

DEPICTO FILMS(NY) - 2 (20") completed for National Shoes thru Emil Mogul;for Program Spot use; Full animation.

BEN HARRISON(NY) - 1 (20") completed for Knomark Mfg(Esquire Boot Polish) thru Emil Mogul for Program use; Full animation.

HARTLEY PRODNS(NY) - 4 (40") & 4 (12") completed for General Electric (TV Sets & Clock-Radio sets); LA with LS & VO.

2 (20") completed for Brooklyn Varnish Mfg(Dreem Paint), direct, for Local Spot; LA with VO.

CODE: LA - Live Action; FA - Full Anima; SA - Semi Anima; SE - Special Effect  
OP - Optical; LS - Lip Synch; VO - Voice Over; DR - Direct Recording; M - Music















<u>American Inventory</u>	NBC 2pm	<u>The Librarian</u> - (O) by John Latham; with Helen Wagner, John O'Hare, Peggy Allenby, Harry Young, Stefan Olsen; (SD)
<u>Lamp Unto My Feet</u> (Lyman Bryson)	CBS 3pm	<u>The Upward Step</u> - (O) by Palmer Thompson; with Abby Lewis, Alan Devitt, David White; (SD)
<u>Omnibus</u> (Alistair Cooke)	CBS 4:30	<u>The Great Trial</u> - (O) by Maxwell Anderson; with June Lockhart, Alexander Scourby, John Williams, Frederic Worlock, Rex O'Malley, Coe Norton, Guy Spaul, Charles Lee Sarri; <u>The Dagger</u> (ballet film) - with Jean Babilee, Xenia Talley, Serge Perreault (all D); Prod & Dir by Jean Benoit-Levy; Rowland Emmett (cartoonist); Film on Sibelius Prod by Aho & Soldan
<u>Hllmrk Hall Of Fame</u> (Sarah Churchill)	NBC 5pm	<u>Joan Of Arc</u> - (O) by Harold Callen; with Sarah Churchill, Clifford Hall, E G Marshall, Eric Fleming, Don Briggs, Martin Brock, Don Kennedy, Leora Thatcher, Arthur Sterning; (SD)
<u>Super Circus</u> (Claude Kirchner)	ABC 5pm	Jack Gwynne (magician), Ullaine Malloy (acro), Jacques Gordon (unicyclist), The Sandys (trampoline), Bob Nelson's performing pigs
<u>Opera Cameos</u>	WPIX 7:30	Excerpts from <u>Il Trovatore</u> - by Verdi; with Salvatore Puma, Rina Telli; add: Claramae Turner (all S)
<u>This Is Show Business</u> (Clifton Fadiman)	CBS 7:30	Betty Furness, guest panelist; Ethel Waters (S), Hal LeRoy (D), George Gobel (C)
<u>Mr Peepers</u> (Wally Cox)	NBC 7:30	regulars & Anne Mary Tallon, Norma Jane Marlowe, Milton Parsons, Meg Wyllie, Marion Lorne; (SW & SD)
<u>Colgate Comedy Hour</u> (Bob Hope)	NBC 8pm	Frances Langford (S), Tony Martin (S); (SW) by Jack Douglas, Mel Diamond, Lester White, Johnny Rapp; Esquire finale staged by Nick Castle; Music by Jay Livingston & Ray Evans (composers), Conducted by Les Brown; Dir by Al Capstaff & George Habib (FROM HOLLYWOOD)
<u>Goodyear TV Playhouse</u>	NBC 9pm	<u>Search</u> - (O) by David Shaw; with Gene Lyons, Everett Chambers, Anthony Ross, Bill Smithers, Addison Powell, Charles Aidman, James Gregory, Allen Nourse, Frank Sutton, Garet Walberg, Ralph Longley, Robert McQueeney, Robert Baines, Kort Falkenberg, Andy Gerado; (SD) by Del Mann
<u>Rocky King</u> (Roscoe Karns)	DuM 9pm	<u>Prowler In The Night</u> - (O) by E M Davis; with regulars & Victor Thorley, Constance Clausen, John Boruff, Honey McKenzie; (SD)
<u>Plainclothes Man</u> (Ken Lynch)	DuM 9:30	<u>Jilted</u> - with Elaine Joyce, Paula Morgan, John Shay, Paul DeLeon, Will Hussung; (SW & SD)
<u>The Web</u>	CBS 10pm	<u>Backfire</u> - (O) A J Russell; with James Daly, Raimonda Orselli, William Sharon, Val Avery, Leslie Barrett, Arnie Freeman, James Lipton, Jay Barney, Tom Gorman, Gene DeSantis; (SD) by Lela Swift
<u>The Doctor</u> (Warner Anderson)	NBC 10pm	<u>Pile Of Rocks</u> - (O) by James P Cavanaugh; with Philip Faversham, Katherine Bard, Mary James, Robert Emhardt, Jean Adair, Edna Preston, Leora Thatcher, Frieda Altman, Charles Thompson; (SD) by Peter Godfrey (FILM)











GENERAL INFORMATION

1. Organization - This office is organized as follows:

2. Personnel - The following personnel are assigned to this office:

3. Functions - The functions of this office are:

4. Equipment - The following equipment is used in this office:

5. Records - The following records are maintained in this office:

6. Financial - The following financial information is available:

7. Other - Other information of interest:

APPENDIX

1. Organization - This office is organized as follows:

2. Personnel - The following personnel are assigned to this office:

3. Functions - The functions of this office are:

4. Equipment - The following equipment is used in this office:

5. Records - The following records are maintained in this office:

6. Financial - The following financial information is available:

7. Other - Other information of interest:



TUESDAY DECEMBER 9 (Cont'd)  
~~~~~

Crime Syndicated CBS 9pm Hi-Jack - (O) by William L Stuart; with Lawrence  
(Sen Herbert R O'Connor) Fletcher, Rod Steiger, Richard Garth, Somer Al-  
berg, Elizabeth Johnson, Patsy Flicker, Paul Ford, Jean Mann,  
George McCoy, Chris Hofer, Gene de Santis, Evelyn King, James  
Parsons, Enid Phillips; (SD)

Armstrong o Theater NBC 9:30 The Lights Are Bright - (O) by Bronson Dudley;  
with Andy Milligan, Walter Burke, James Little,  
Lee Remick, Abe Simon; (SD)

Suspense CBS 9:30 The Girl Who Saw Tomorrow - (O) by Leslie Gordon  
Barnard, (A) by James P Cavanagh; with Lois  
Wheeler, Naomi Riordan, Thomas Coley, Eugene Ruymen, Zolya Tal-  
ma, Henry Lincone, Henry Guettel, Nancy Pearson, Audrey Peters,  
Zel de Cyr, Sonny Adams, Katherine Gregg; (SD)

Danger CBS 10pm The Gunman - (O) by Robert Esson; with John Ba-  
ragrey, Irene Vernon, Henry Lascoe, John Boruff,  
Rick Jason; (SD)

Jeweler's Showcase WCBS 10:30 Dinner Party - with Virginia Grey, John Howard  
(FILM)

WEDNESDAY DECEMBER 10  
~~~~~

Cavalcade Of America NBC 8:30 No Greater Love - (O) by Tom Seller; with Mary  
Anderson, Arthur Franz, Reed Hadley, David Bond;  
Dir by William Thiele (FILM)

Kraft TV Theater NBC 9pm The Intimate Strangers - (O) by Booth Tarking-  
ton; with Nelson Olmsted, Peggy Conklin, Isabel  
Price, Edna Preston, Arthur Walsh, Jill Andre, Pat O'Malley;  
(SD) by Maury Holland

Man Against Crime CBS 9:30 Killer Cat - (O) by William L Stuart; with Frank  
(Ralph Bellamy) Morris, Calvin Thomas, Ed Kogan, Tony Rivers,  
Mary K Wells; (SD) (FILM)

The Unexpected NBC 10:30 Some Day They'll Give Us Guns - with Bobby Dris-  
(Herbert Marshall) coll, Henry Rowland, Kyle James, Dee Pollock, B  
J Norman, Anthony Eustrel, Lorna Thayer, Rudolph Anders,  
Michael Ballou, Peter Michael (FILM)

THURSDAY DECEMBER 11  
~~~~~

T Men In Action NBC 8:30 The Case Of The Uncleared Cargo - (O) by Paul R  
(Walter Greaza) Milton; with Frank Campanella, Ben Gazarra,  
Robert H Harris, Ray Walston, Wylie Hancock, Martin Kosleck,  
Eugene Ruymen, Val Avery, Ned Wertimer; (SD)

Chance Of A Lifetime ABC 8:30 Les Paul & Mary Ford (M & S)  
(Dennis James)

Ford Theater NBC 9:30 Crossed And Double-Crossed - (O) by Mortimer  
Bros; with Louis Hayward, Mercedes McCambridge,  
Walter Sande, Herbert Heyes, Will Wright, Eddy Waller, John  
Qualen, Kenneth MacDonald; Dir by Richard Quine (FILM)



THURSDAY EVENING (Continued)

9:55 pm The Girl Who Saw Tomorrow - (9) by William J. Bennett with Thomas  
Fletcher, Bob Wright, Richard Grant, and  
Henry, Elizabeth Johnson, Larry Wilson, Tom Wood,  
George Meyer, Chris Foley, Gene La Piere, John  
Parsons, Ruth Milligan; (20)

9:30 The Light and the Dark - (9) by Thomas  
with Tom, John, John, John, John, John,  
Lee Ketchik, Jim Brown; (20)

9:30 The Girl Who Saw Tomorrow - (9) by William J. Bennett  
with Tom, John, John, John, John, John,  
Wheeler, Naomi Kline, Tom Wood, John  
Henry, Henry, Henry, Henry, Henry, Henry,  
Lui de Cyr, Nancy Adams, Katherine Gregg; (20)

9:15 pm The Woman - (9) by Robert  
Henry, Henry, Henry, Henry, Henry,  
Bill Brown; (20)

10:30 Dinner Party - with Virginia Green, John  
(20)

FRIDAY EVENING

8:30 No Greater Love - (9) by Tom  
Arthur Stone, Bob Grant, Bob  
Mr. by William (20)

9:00 The Intimate Strangers - (9) by  
with Helen, Helen, Helen,  
Price, Anne, Anne, Anne, Anne,  
(20) by Mary (20)

9:30 Killer Car - (9) by William J. Bennett  
Henry, Henry, Henry, Henry,  
Mary E. (20) (20)

10:30 Some Day When I'm Old - with  
Henry, Henry, Henry, Henry,  
I. Henry, Andrew, Andrew,  
Michael, Peter, Michael (20)

SATURDAY EVENING

8:30 The Love of the Unloved - (9) by  
with Helen, Helen, Helen,  
Henry, Henry, Henry, Henry,  
Henry, Henry, Henry, Henry,  
The Love of the Unloved (20)

9:30 The Love of the Unloved - (9) by  
with Helen, Helen, Helen,  
Henry, Henry, Henry, Henry,  
Henry, Henry, Henry, Henry,  
The Love of the Unloved (20)



THURSDAY DECEMBER 11 (Cont'd)  
~~THURSDAY DECEMBER 11 (Cont'd)~~

Big Town CBS 9:30 Homestretch - (O) by E A DuPont & David Chantler; with Harry Shannon, George Nader, Paul Maxey, Mel Ford; (SD) by Charles Haas (FILM)

Racket Squad CBS 10pm The System - (O) by Rik Vollaerts; with William Ching, Lola Albright, Pierre Watkins, Keith Richards; (SD) (FILM)

Martin Kane NBC 10pm (O) by Alvin Boretz; with Henry Jones, Russell Hardie, Don Briggs, Mary Beth Hughes; (SD) by Edgar Kahn  
(Lee Tracy)

I've Got A Secret CBS 10:30 Dick Haymes (S) & regulars  
(Garry Moore)

Foreign Intrigue NBC 10:30 F I In Free Germany - (O) by George & Gertrude Fass; with Jacques Francois, Ivan Desny, Jo Dest, Pierre Gay, Richard Rosenbloom; Dir by Marcel Cravenne (FILM)  
(Jerome Thor & Sydna Scott)

FRIDAY DECEMBER 12  
~~FRIDAY DECEMBER 12~~

Schlitz Playhouse CBS 9pm The White Cream Pitcher - (O) by Cathrine Norgaard, (A) by A M Seaholm; with Walter Slezak, John Abbott, Frances Rafferty, Dolores M Mann, Marjorie Bennett, Hamil Petroff, Jean Harrison; (SD) by Roy Kellino (FILM)  
(Correct script credits on last wk's show, Mr Thayer, are: (O) by Jorgen Falk Ronne, (A) by A M Seaholm)

Big Story NBC 9pm Leo Sheridan, Johnstown, Pa. Democrat - (O) by Max Ehrlich; with Frank Overton, John McLiam, Richard Bishop, Helen Warnow, Maurice Manson, Norman MacKay, Jock MacGregor, Sam Laconte; (SD)  
(Robert Sloane)

Twenty Questions DuM 10pm Roddy MacDowell & regulars  
(Bill Slater)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 5 THROUGH FRIDAY DECEMBER 12  
~~MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 5 THROUGH FRIDAY DECEMBER 12~~

Strike It Rich CBS 11:30 F - Del Casino (S); M - Dick Dickson (theatre mgr); W (am) - Nick Kenny (columnist); W (9pm) - Perry Como (S); F - Cholly Knickerbocker (columnist)  
(Warren Hull)

One Woman's Experience WABD 11:30 Such A Nice Girl - (O) by Martha Thomas; with Yvonne Sherwood; (SD) (Mon through Fri)

One Man's Experience WABD 11:45 Mon through Fri - The Henpecked Millionaire - (O) by Jane Randolph; with Chris O'Brien; (SD)

Garry Moore CBS 1:30 M - George Gobel (C)

Everywhere I Go CBS 2pm Tu - Jeffrey & Ronald Marlowe (M)  
(Dan Seymour)

Ted Steele WPIX 2:30 M - Hamish Menzies (S & M), Sue Evans (S & M), Lennie Miller, Ricky Wayne (both S); M through F - Vicky Sunday, Cliff Warren, Danny Davis, Beulah Bryant (all S)

Kate Smith NBC 4pm F - Martha Ann Bentley; M - The Three Riffs (S & M), Romaine & Brent (skaters); Tu - The Dunhills (D); The Pieros (juggling), Evalyn Tyner (M); W - Hoctor & Byrd (D), Luboshutz & Nemenoff (M); Th - The Belmonts (D), Cy Coleman Trio (M); F - Robert Maxwell (M), Ryan & MacDonald (D)



|                                                                                                                                                                               |                                                              |                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|-----------------------------------------------------------------|
| <p>THE UNIVERSITY OF CHICAGO<br/>         Department of Chemistry<br/>         530 North Dearborn Street<br/>         Chicago, Illinois 60607<br/>         (773) 936-3100</p> | <p>1988-1989<br/>         CHEM 101<br/>         10/10/88</p> | <p>10/10/88<br/>         (10/10/88)<br/>         (10/10/88)</p> |
| <p>... ..<br/>         ... ..<br/>         ... ..</p>                                                                                                                         | <p>1988-1989<br/>         CHEM 101<br/>         10/10/88</p> | <p>10/10/88<br/>         (10/10/88)<br/>         (10/10/88)</p> |
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| <p>... ..<br/>         ... ..<br/>         ... ..</p>                                                                                                                         | <p>1988-1989<br/>         CHEM 101<br/>         10/10/88</p> | <p>10/10/88<br/>         (10/10/88)<br/>         (10/10/88)</p> |
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| <p>... ..<br/>         ... ..<br/>         ... ..</p>                                                                                                                         | <p>1988-1989<br/>         CHEM 101<br/>         10/10/88</p> | <p>10/10/88<br/>         (10/10/88)<br/>         (10/10/88)</p> |
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| <p>... ..<br/>         ... ..<br/>         ... ..</p>                                                                                                                         | <p>1988-1989<br/>         CHEM 101<br/>         10/10/88</p> | <p>10/10/88<br/>         (10/10/88)<br/>         (10/10/88)</p> |
| <p>... ..<br/>         ... ..<br/>         ... ..</p>                                                                                                                         | <p>1988-1989<br/>         CHEM 101<br/>         10/10/88</p> | <p>10/10/88<br/>         (10/10/88)<br/>         (10/10/88)</p> |



MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 5 THROUGH FRIDAY DECEMBER 12 (Ctd)

Captain Video DuM 7pm M through F - (O) by Walter M Miller, Jr; with  
(Al Hodge) regulars & Ernest Borgnine, Royal Beal, Douglas  
Watson, Lois Nettleton, John Raby, Butch Cavell; (SD)

Do You Want To Be A #? WOR 7pm W - Joey Walsh, Percy Faith (M), Nina Foch; F -  
(Fred Robbins) Viveca Lindfors

Short, Short Drama NBC 7:15 Tu - I Am Not Alone - (O) by Peter Barry; with  
(Ruth Woods) Joy Geffen, John Rodney, Somer Alberg, Eddie  
Hyans; Dir by Charles Skinner; Th - The Light Touch - (O) by  
William Asher; with Leo Penn, Gordon B Clarke, Joe Mantell,  
Henrietta Moore, Frank Baxter; Dir by Asher (FILM)

Broadway TV Theater WOR 7:30 M through F - One Sunday Afternoon - (O) by  
James Hagan, musical version (A) by Mervyn Nel-  
son; with Gloria McGhee, Mimi Kelly, Nina Varela, Jack Warden,  
Jessie Elliott, Jimmy Sheridan, Lee Krieger; Staged by Mervyn  
Nelson; Music arranged & conducted by Emerson Buckley

Perry Como CBS 7:45 M - Jimmy Boyd (S)

SATURDAY DECEMBER 13

The Big Top CBS 12N The Adnellaws (aerial), Karl Wallenda Troupe  
(Jack Sterling) (high-wire), The Great Norbert (chimp), The  
Karrells (balancing), A Robbins, Jr, (clown)

All Star Revue NBC 8pm Sophie Tucker (S)  
(Jimmy Durante)

Jackie Gleason CBS 8pm Peggy Lee (S), Georgie Tapps (D)

SUNDAY DECEMBER 14

Tootsie Hippodrome ABC 12:15 The Four Angels (hand balancing)  
(Whitey Carson)

Roy Rogers & NBC 6:30 Blind Justice - with James Kirkwood, Bill Tannen  
Dale Evans Terry Frost, Stan Blystone; (SD) (FILM)

This Is Show Business CBS 7:30 Jacqueline Susann, guest panelist; Larry Storch  
(Clifton Fadiman) (C); Johnny Johnston, Kathryn Lee (D)

The Doctor NBC 10pm Marti - (O) by Carey Wilber; with Ann Jackson,  
(Warner Anderson) Paul Langton, Margaret Hill, Jim Nolan, Allen  
Nourse; Dir by Robert Aldrich (FILM)

The Web CBS 10pm Night Alarm - (O) by Thomas Walsh, (A) by Kel-  
ley Roos; with Howard St John, Carol Wheeler,  
James Costigan, John Campbell; (SD) by Herb Hirschman

T A L E N T A V A I L A B I L I T I E S

NEW YORK

JEROME COWAN - now completing H'wood film- FRANCES FAYE - singer - Gen Artists,  
AGT: Bob Schultz, PL 3-7815 CI 7-7550

RAYMOND DUNCAN - appearing in Town Hall IRENE HERVEY - AGT: Jane Broder, MU 8-0960  
Wed, Dec 10, in own play ELINA LABOURDETTE - English-speaking ac-  
Love's Labour Won - PHONE: tress in Barrault Co - PRESS:  
MU 6-6000 Martin Feinstein, PL 9-6000



1. General  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

2. Background  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

3. Summary  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

4. Analysis  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

5. Conclusions  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

6. Recommendations  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

7. References  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

8. Appendix  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

9. Notes  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

10. Comments  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

11. Other  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

TOP SECRET - SECURITY INFORMATION

SECRET

12. Classification  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.

13. Dissemination  
The following information is being furnished to you for your information only. It is not to be disseminated outside your organization.



NETWORK AND LOCAL TV PROGRAMMING ANALYSES

(Based on material from main network offices and stations throughout the country)

| Scheduled program transmission for the week of: December 7 - 13 |      | Total Hours Network Service |        |        |        |
|-----------------------------------------------------------------|------|-----------------------------|--------|--------|--------|
|                                                                 |      | ABC                         | CBS    | DuM    | NBC    |
| Time on-)                                                       | Live | --                          | 12     | 1      | 22     |
| 12 noon )                                                       | Film | 3/4                         | 1/2    | --     | --     |
| 12 noon-)                                                       | Live | 2                           | 30 1/4 | 13 1/2 | 17 1/2 |
| 6:00 pm )                                                       | Film | 1/4                         | --     | --     | 2 3/4  |
| 6:00 pm-)                                                       | Live | 11 1/2                      | 21 3/4 | 16 1/4 | 19 3/4 |
| time off)                                                       | Film | 6 3/4                       | 6 1/2  | 2 3/4  | 4 3/4  |
| TOTALS                                                          | Live | 13 1/2                      | 64     | 30 3/4 | 59 1/4 |
|                                                                 | Film | 7 3/4                       | 7      | 2 3/4  | 7 1/2  |

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS

Week of December 7-13

| CITY            | STATION       | Total Hours Transmission | % Network Service | Live Hours Local Only | Movie* Features |
|-----------------|---------------|--------------------------|-------------------|-----------------------|-----------------|
| New York City   | WJZ (A)       | 88 3/4                   | 23%               | 28 1/2                | 41 1/2          |
| New York City   | WCBS (C)      | 107 3/4                  | 65%               | 12 3/4                | 25 1/4          |
| New York City   | WABD (D)      | 94 1/2                   | 36%               | 20 1/2                | 27 1/2          |
| New York City   | WNBT (N)      | 117 1/4                  | 57%               | 29                    | 18 3/4          |
| New York City   | WOR (I)       | 74 1/4                   | --                | 21 1/2                | 40 1/2          |
| Binghamton, NY  | WNBF-TV (All) | 83 1/4                   | 69%               | 11 1/4                | none            |
| Schenectady, NY | WRGB (All)    | 115                      | 60%               | 19 1/4                | 4 1/2           |

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

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.

While every effort has been made to insure the accuracy of these compilations, they are presented as approximations and should only be used as such.



TABLE 1. - SUMMARY OF DATA FOR THE YEAR 1954

The following table shows the number of birds of each species which were banded during the year 1954. The birds were banded at the following locations: (1) at the banding station, (2) at the banding station, and (3) at the banding station.

| Species                | Bandings at Station 1 | Bandings at Station 2 | Bandings at Station 3 | Total Bandings |
|------------------------|-----------------------|-----------------------|-----------------------|----------------|
| Red-winged Blackbird   | 10                    | 15                    | 20                    | 45             |
| Yellow-rumped Cuckoo   | 5                     | 10                    | 15                    | 30             |
| Blue Jay               | 12                    | 18                    | 22                    | 52             |
| White-throated Sparrow | 8                     | 12                    | 16                    | 36             |
| Starling               | 6                     | 9                     | 12                    | 27             |
| Robin                  | 4                     | 6                     | 8                     | 18             |
| Chipping Sparrow       | 3                     | 4                     | 5                     | 12             |
| Tree Sparrow           | 2                     | 3                     | 4                     | 9              |
| House Sparrow          | 1                     | 2                     | 3                     | 6              |

The following table shows the number of birds of each species which were banded during the year 1954. The birds were banded at the following locations: (1) at the banding station, (2) at the banding station, and (3) at the banding station.

TABLE 2. - SUMMARY OF DATA FOR THE YEAR 1955

TABLE 2. - SUMMARY OF DATA FOR THE YEAR 1955

| Species                | Bandings at Station 1 | Bandings at Station 2 | Bandings at Station 3 | Total Bandings |
|------------------------|-----------------------|-----------------------|-----------------------|----------------|
| Red-winged Blackbird   | 15                    | 20                    | 25                    | 60             |
| Yellow-rumped Cuckoo   | 10                    | 15                    | 20                    | 45             |
| Blue Jay               | 18                    | 22                    | 28                    | 68             |
| White-throated Sparrow | 12                    | 16                    | 20                    | 48             |
| Starling               | 9                     | 12                    | 15                    | 36             |
| Robin                  | 6                     | 8                     | 10                    | 24             |
| Chipping Sparrow       | 4                     | 5                     | 6                     | 15             |
| Tree Sparrow           | 3                     | 4                     | 5                     | 12             |
| House Sparrow          | 2                     | 3                     | 4                     | 9              |

The following table shows the number of birds of each species which were banded during the year 1955. The birds were banded at the following locations: (1) at the banding station, (2) at the banding station, and (3) at the banding station.

TABLE 3. - SUMMARY OF DATA FOR THE YEAR 1956



DECEMBER 14-20, 1952

VOL 4 NO 7

SUPPLEMENT C

EDITOR: Jerry Leichter  
ASSOC EDS: David B. Graham  
Alvin Sullum  
BUS.MGR: Darryl A. King

# Ross Reports

## ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

### THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

#### Sun(14)

ABC - 10:30-11pm; LAST SHOW; Anywhere, U.S.A.; from WJZ-TV(ON FILM) to the net; public affairs films debuted November 9 with Robert Preston and Eddie Dowling starring in dramatic episodes of Americans' progress toward better health. Prod - Victor Weingarten; Dir - John F. Becker.

NBC - 5:30-6pm alt weeks; LAST SHOW; Meet The Masters; from WNBT(ON FILM) to 8 sta & 7 spots; Sponsor - Lees Carpet Co thru D'Arcy; musical films were produced for TV by World Artists, Hollywood, shows artists as they are both on and off the stage.

#### Mon(15)

DuM - 9-9:30pm; DEBUT; The Big Idea; from WABD(NY) to the net; Sustaining; Pkgr-Prod - Donn Bennett; Bennett will MC program which will present four inventors each week, together with four panelists; inventors will demonstrate latest inventions for home and industry and will state his or her purpose for being on the telecast (that they seek financing, a partner, merchandising help or outright sale.) Ray Wood, director of the South Jersey Manufacturers Association, will be a permanent panelist.

#### Tue(16)

DuM - 9:30-10pm; DEBUT; Wisdom of the Ages; from WABD(NY) to the net; Sustaining; Pkgr-Prod - Barry and Enright Productions; Dir - David Lowe; Jack Barry will moderate new panel show covering the thinking and reactions of five different generations; one panelist will be under 20, one between 20 and 40; 40 to 60; 60 to 80; and over 80; in providing solutions to problems sent in by viewers, the panelists will delineate the changing mental processes as one grows older. The Serutan Company thru Ed Kletter Associates picks up sponsorship of the program on January 6 for fifty-two weeks.

#### Sat(20)

NBC - 2:30-5:30pm(approx); HIGHLIGHT; Poinsettia Bowl Football Game; from KFMB-TV(San Diego) to the net (except WNBT, NY); Sustaining; first half-hour of coverage will include the Poinsettia Parade in San Diego, followed by the game for the military service championship of the United States between the Bolling Air Force Base team, Eastern champions, against San Diego Naval Training Center, the West Coast champions.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.



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NETWORK SPONSOR ACTIVITY

AMERICAN CHICLE(Clorets) thru Dancer-Fitzgerald-Sample & BAUER & BLACK(Curity Brand Bandages) thru Leo Burnett will co-sponsor Twenty Questions (DuM Fri 10-10:30pm) effective January 2. LUDEX'S COUGH DROPS thru J.M. Mathes has been alternate week sponsor (thru December 26).

FLORIDA CITRUS COMMISSION thru J. Walter Thompson, has renewed Happy's Party (DuM Sat 11-11:30am) effective January 3 for thirteen weeks.

FAITH FOR TODAY(formerly Voice of Prophecy) thru Rockhill, has renewed its half-hour religious program, Faith For Today (ABC-TV Sun 12:30-1pm) for 52 weeks effective January 4, 1953.

VITAMIN CORP OF AMER DIV OF V.C.A. LABS (Rybutol) thru Kastor, Farrell, Chesley & Clifford, drops sponsorship of the Billy Daniels Show (ABC-TV Sun 6:30-6:45pm) after December 28.

TONI COMPANY, following Foote, Cone & Belding's resignation of \$4 million of its billings effective March 1, has announced the following reassignments of its account: Weiss & Geller, currently handling Prom & a new product currently in the laboratory stages, will handle Toni and Tonette Permanents; Leo Burnett gets the Prom account, while losing Bobbi Home Permanent to Tatham Laird, which firm also retains White Rain Shampoo and Toni Creme Rinse, plus the new product formerly held by Weiss & Geller. Price, Robinson & Frank, currently handling another undisclosed new product, retains that, and adds Toni Creme Shampoo.

JACOB SCHMIDT BREWING CO (Schmidt's City Club Beer), currently handled by Ruthrauff & Ryan, moves to EBD&O effective January 1.

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LOCAL STATION ACTIVITY

WJZ-TV(Ch 7) - The Maggi McNellis Show; LAST SHOW Dec 4; Thu 9:30-10pm; Sponsor - New York Piccadilly Tobacco(Piccadilly Cigarettes) thru Hilton & Riggio; Prod - Norman Baer; Dir - Paul Burggraf; Miss McNellis was hostess on interview show. Valentino, which debuted Oct 20 as a Mon & Thu local show (11-11:15pm), now moves to this time slot Thursday (9:30-10pm) and becomes network show December 18.

The Joyful Hour; HIGHLIGHT Dec 20; Sat 6-6:30pm; Sustaining; Father Patrick Peyton's film produced for the Family Rosary Crusade, intersperses dramatic playlets from the Bible to highlight the dramatic progression of Hollywood stars reciting the Family Rosary.

WNBT(Ch 4) - A Christmas Gift; HIGHLIGHT Dec 14; Sun 12:15-12:30pm; Sponsor - NY Kidder-Peabody thru Doremus; special holiday program features Christmas carols.

WOR-TV(Ch 9) - Sports With Harry Wismer; DEBUT Dec 15; Mon thru Fri 9:15-9:30pm; NY Sustaining; Wismer picks up new weekly schedule in addition to his appearances on TV Dinner Date. Tempest Tossed, formerly seen Monday 9:15-9:30pm, moves to Sun 9:15-9:30pm.

WFIL-TV(Ch 6) - The TastyKake Christmas Hour; HIGHLIGHT Dec 18; Thu 9-10pm; Sponsor - Philadelphia Tasty Baking Co thru Parkside Advtg; Milton Cross will be narrator with the Philadelphia Orchestra, conducted by Eugene Ormandy, Eleanor Steber, Vera Zorina, Temple University Choir & St Peter's Boys Choir; WAAM, Baltimore, will also carry the telecast.



TOP SECRET - FRODO BAGGINS

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KGMB-TV(Ch 9) - Time For Beany; DEBUT Dec 1; Mon thru Fri; Sponsor - Participating; Honolulu, T.H. Prod-Dir - Bob Clampett; children's program is syndicated by Paramount TV Productions.

WAAM(Ch 13) - Baltimore Symphony Orchestra Concert; HIGHLIGHT Dec 17; Wed 8:30-10:30pm(approx); Dir - Paul Kane WAAM; Joel Chaseman will be the commentator when the regular Wednesday evening concert program of the Baltimore Symphony is televised direct from the Lyric Theater in Baltimore; the concert is in line with the Symphony's current drive for funds, with viewers able to call in their donations or subscriptions to membership; this is believed to be the first time that a complete symphony concert, other than those prepared especially for television, will be televised.

WNHC-TV(Ch 6) - The Ben Hawthorne Electric Show; DEBUT Dec 1; Mon 12:45-1:30pm; New Haven Sponsor - Participations (Electric companies in area); Ben Hawthorne will MC program, with Dorothy Baker, former Home Service Director of The Connecticut Light & Power Co, on cooking-interview show.

FILM REPORT

GROSS-KRASNE & UTP SET TO MERGE in largest single production-distribution set-up yet announced. Jack J. Gross and Philip N. Krasne, who formed Gross-Krasne Productions last year to produce the Big Town film series, have recently been signed by Lever Bros to produce four films for Lux Video Theater, which will determine if that program, too, will switch to film. The production firm was granted permission last week to take over the California Studios from the Harry Sherman estate. Wilson Tuttle and Marshall Grant, both of whom were with Ruthrauff & Ryan, and were instrumental in Lever's switch to film for Big Town, are expected to have important posts with the new combine. Studio Productions, a Cleveland firm which recently purchased a large portion of the Snader product, has been in the process of merging with United TV Programs.

3 INDEPENDENTS SIGN FOR OFFICIAL FILMS DISTRIBUTION: Hollywood Close-Ups, quarter-hour programs featuring snapshot sequences of Hollywood stars, produced by Gene Lester, was the first of the new series announced last week for distribution by Herman Rush, in charge of Syndicated Sales for Official. In addition, arrangements were made for distribution of Tel-Ra Productions' Ideas On Parade, each of thirteen films now available featuring new inventions and gadgets; and eighteen shorts dealing with sports and animal adventures, produced by Jerry Courneya.

JOHN CAMERON SWAYZE & FAMILY TO STAR IN TRAVEL FILMS, Vacationland, America, to be produced for the Fram Corporation (oil filters for automobiles) by Robert Lawrence Productions, New York. The advertising agency for Fram, who will sponsor the quarter-hour films on NBC-TV early next year, is Vansant, Dugdale Co., Inc., Baltimore. Swayze's family group will include his wife, and their children, John Jr., 19, and Suzanne, 15, all of whom will appear in the travel programs with him.

NEWS DIGEST

DUMONT STARTS MOVE TO NEW TV CENTER, having trucked the major portion of its office and production set-up to the remodeled East 67th Street location over the weekend. Transmission of programs from the new site is scheduled to begin on or about January 15th. Meanwhile, DuMont is currently retaining the Ambassador and Adelphi Theaters, which it owns.



1. The first part of the paper is devoted to the study of the properties of the function  $f(x)$  in the case of a certain class of functions. It is shown that the function  $f(x)$  is continuous and differentiable in the interior of the interval  $(a, b)$  and that it attains its maximum and minimum values at the endpoints of the interval.

2. In the second part of the paper, we consider the problem of the existence and uniqueness of the solution of the boundary value problem for the Laplace equation in a circular domain. It is shown that the problem has a unique solution if the boundary data are continuous and satisfy certain compatibility conditions.

3. The third part of the paper is devoted to the study of the asymptotic behavior of the solutions of the differential equation  $y'' + p(x)y' + q(x)y = 0$  as  $x \rightarrow \infty$ . It is shown that the solutions exhibit oscillatory behavior if the coefficients  $p(x)$  and  $q(x)$  satisfy certain conditions.

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APPENDIX

1. The following table shows the values of the function  $f(x)$  for various values of  $x$ . It is seen that the function is increasing and concave down in the interval  $(0, 1)$  and that it attains its maximum value at  $x = 1$ .



NEWS DIGEST(Cont'd)

NIELSEN, TRENDEX & VIDEODEX RATINGS RELEASED, with Nielsen also making a special report for Election Night TV viewing, as follows:

A. C. NIELSEN COMPANY

Homes Reached (000) by Half Hour

|         |        |            |        |        |       |
|---------|--------|------------|--------|--------|-------|
| 9:00pm  | 13,977 | 11:00pm    | 12,029 | 1:00am | 6,206 |
| 9:30pm  | 13,900 | 11:30pm    | 11,113 | 1:30am | 5,308 |
| 10:00pm | 13,652 | 12:00midrt | 9,318  | 2:00am | 4,793 |
| 10:30pm | 13,576 | 12:30am    | 7,638  | 2:30am | 1,967 |

Top Ten Programs - two weeks ending November 8, 1952 - National

|                                 | <u>Homes (000)</u> |                                  | <u>% Homes</u> |
|---------------------------------|--------------------|----------------------------------|----------------|
| I Love Lucy                     | 12,576             | I Love Lucy                      | 67.7           |
| Texaco Star Theater             | 9,740              | Buick Circus Hour                | 60.6           |
| Colgate Comedy Hour             | 9,502              | Talent Scouts                    | 57.9           |
| Buick Circus Hour               | 9,280              | Texaco Star Theater              | 56.1           |
| Godfrey & Friends (Ch'sterfld)  | 9,050              | Colgate Comedy Hour              | 51.4           |
| You Bet Your Life               | 8,433              | Godfrey & Friends (Chesterfield) | 50.8           |
| All Star Revue                  | 8,259              | Dragnet                          | 50.4           |
| Television Playhouse (Philco)   | 8,130              | Gangbusters                      | 47.7           |
| Television Playhouse (Goodyear) | 7,736              | Television Playhouse (Philco)    | 45.7           |
| Godfrey & Friends (Toni)        | 7,544              | You Bet Your Life                | 44.9           |

TRENDEX, INC.

Top evening network sponsored programs for week Dec 1-7

|                                |      |                        |      |
|--------------------------------|------|------------------------|------|
| I Love Lucy                    | 63.1 | Buick Circus Hour      | 35.0 |
| Talent Scouts                  | 48.0 | You Bet Your Life      | 33.7 |
| Godfrey & Friends              | 40.7 | Racket Squad           | 33.0 |
| Dragnet                        | 39.1 | Treasury Men in Action | 32.4 |
| Colgate Comedy Hour (Bob Hope) | 35.5 | What's My Line?        | 29.9 |

VIDEODEX REPORTS

November report

|                     | <u>#Cities</u> | <u>%Homes</u> |                               | <u>#Cities</u> | <u>#Homes (000)</u> |
|---------------------|----------------|---------------|-------------------------------|----------------|---------------------|
| I Love Lucy         | 54             | 63.0          | I Love Lucy                   | 54             | 10,539              |
| Talent Scouts       | 19             | 46.7          | You Bet Your Life             | 59             | 7,720               |
| Godfrey & Friends   | 54             | 42.5          | Godfrey & Friends             | 54             | 7,519               |
| You Bet Your Life   | 59             | 42.3          | Your Show of Shows            | 54             | 7,154               |
| Jack Benny          | 37             | 41.9          | Colgate Comedy Hour           | 58             | 6,985               |
| Dragnet             | 33             | 41.6          | Buick Circus Hour             | 45             | 6,315               |
| Buick Circus Hour   | 45             | 41.3          | Jack Benny                    | 37             | 6,272               |
| Your Show of Shows  | 54             | 39.9          | Toast of the Town             | 40             | 6,076               |
| Toast of the Town   | 40             | 38.6          | Dragnet                       | 33             | 5,915               |
| Colgate Comedy Hour | 58             | 38.1          | Television Playhouse (Philco) | 51             | 5,909               |

TV SETS IN UNITED STATES NEAR 20 MILLION, according to NBC's Television Network Data Chart for November 1, 1952. Sets in use in the U.S. as of that date totaled 19,751,200, according to the estimate by Hugh M. Beville, Jr., director of Research and Planning for NBC. That total represents a gain of 626,300 installations during October, the largest monthly increase since December, 1950, when 725,200 sets were sold in one month.

NBC ANNOUNCES NEW PLAN FOR TODAY SPONSORSHIP, beginning February 1. Since the program's premiere last January 14th, NBC's policy has been to sell the program in 5, 7 and one-half, 10 and 15 minute segments. Ninety-two percent of the sales of the show, however, have been on a 5-minute basis; consequently, the new sales (cont'd).



UNITED STATES DEPARTMENT OF AGRICULTURE

ANNUAL REPORT OF THE COMMISSIONER OF THE GENERAL LAND OFFICE FOR THE YEAR 1902

LANDS ACQUIRED BY THE UNITED STATES

FOR THE YEAR 1902

| CLASS OF LAND | ACQUIRED BY | AMOUNT | DATE | REMARKS |
|---------------|-------------|--------|------|---------|
| 1             | ...         | ...    | ...  | ...     |
| 2             | ...         | ...    | ...  | ...     |
| 3             | ...         | ...    | ...  | ...     |
| 4             | ...         | ...    | ...  | ...     |
| 5             | ...         | ...    | ...  | ...     |

LANDS ACQUIRED BY THE UNITED STATES - THE YEAR 1902

| CLASS OF LAND | ACQUIRED BY | AMOUNT | DATE | REMARKS |
|---------------|-------------|--------|------|---------|
| 1             | ...         | ...    | ...  | ...     |
| 2             | ...         | ...    | ...  | ...     |
| 3             | ...         | ...    | ...  | ...     |
| 4             | ...         | ...    | ...  | ...     |
| 5             | ...         | ...    | ...  | ...     |
| 6             | ...         | ...    | ...  | ...     |
| 7             | ...         | ...    | ...  | ...     |
| 8             | ...         | ...    | ...  | ...     |
| 9             | ...         | ...    | ...  | ...     |
| 10            | ...         | ...    | ...  | ...     |

LANDS ACQUIRED BY THE UNITED STATES

FOR THE YEAR 1902

| CLASS OF LAND | ACQUIRED BY | AMOUNT | DATE | REMARKS |
|---------------|-------------|--------|------|---------|
| 1             | ...         | ...    | ...  | ...     |
| 2             | ...         | ...    | ...  | ...     |
| 3             | ...         | ...    | ...  | ...     |
| 4             | ...         | ...    | ...  | ...     |
| 5             | ...         | ...    | ...  | ...     |

LANDS ACQUIRED BY THE UNITED STATES

FOR THE YEAR 1902

| CLASS OF LAND | ACQUIRED BY | AMOUNT | DATE | REMARKS |
|---------------|-------------|--------|------|---------|
| 1             | ...         | ...    | ...  | ...     |
| 2             | ...         | ...    | ...  | ...     |
| 3             | ...         | ...    | ...  | ...     |
| 4             | ...         | ...    | ...  | ...     |
| 5             | ...         | ...    | ...  | ...     |
| 6             | ...         | ...    | ...  | ...     |
| 7             | ...         | ...    | ...  | ...     |
| 8             | ...         | ...    | ...  | ...     |
| 9             | ...         | ...    | ...  | ...     |
| 10            | ...         | ...    | ...  | ...     |

The following table shows the amount of land acquired by the United States during the year 1902, classified according to the character of the land and the source from which it was acquired. The total amount of land acquired during the year was 1,000,000 acres, valued at \$10,000,000.

The following table shows the amount of land acquired by the United States during the year 1902, classified according to the character of the land and the source from which it was acquired. The total amount of land acquired during the year was 1,000,000 acres, valued at \$10,000,000.



TODAY SPONSORSHIP PLAN(Cont'd) plan has been conceived. The new plan permits four sponsors to occupy each 25 minute portion of the program, each sponsor receiving one minute of commercial time. Stations will continue to have five minutes of every half-hour for local sale, plus chainbreaks midway in each of the 25 minute periods. The unit of time purchased by the advertiser will be one-fourth of the 30-minute rate, or 15% of the class "C" rate. This results in a gross time charge which is 12 and one-half percent higher than the existing charge for a 5-minute segment. Also effective February 1, there will be a \$15 per 5-minute increase in the program charge.

NEW NETWORK AFFILIATES: KHQ-TV(Ch 6), Spokane, Washington, becomes an ABC-TV network affiliate December 15; WAFB-TV(Ch 28), Baton Rouge, La., to ABC-TV February 1. WGBI-TV(Ch 22), Scranton, Pa., to CBS-TV as a primary supplementary non-interconnected affiliate on approximately April 1, 1953. Six new DuMont affiliates are: WNOW-TV(Ch 49), York, Pa., approximately April, 1953; WNOK-TV(Ch 67), Columbia, S.C., approximately May 1, 1953; WJTV(Ch 25), Jackson, Miss., January, 1953; WFPG-TV(Ch 46), Atlantic City, N.J., December 20, 1952; KOLN-TV(Ch 12), Lincoln, Nebraska, March, 1953 and WTVE(Ch 24), Elmira, N.Y., March, 1953.

VICTORY AT SEA WINS TOP SYLVANIA AWARD; LOCAL STATIONS HONORED by the Committee of Judges of the Sylvania Television Awards. Accepting the United States Navy's award for Victory at Sea was Secretary of the Navy Dan A. Kimball; other awards for the documentary program, chosen as the greatest program on television from January 1-October 31, 1952, were to the National Broadcasting Company, Henry Salomon, Jr., Richard Rodgers and Robert W. Sarnoff; Certificates of Merit went to M. Clay Adams, Robert Russell Bennett, Leonard Graves, Richard F. Hanser, Capt. Walter Karig, USN, and Isaac Kleinerman.

For the finest Special Events telecasts, awards and certificates went to the four networks, and the three sponsors and their agencies, for the telecasting of the Republican and Democratic Conventions.

For Public Service, an award to Theodore Granik and NBC for Youth Wants To Know, with certificates to directors Donald S. Hillman and Joseph Browne.

Toast of the Town was chosen for its contributions to Variety Shows, with awards to Ed Sullivan, Marlo Lewis, CBS and the Ford Motor Co., and certificates to Ray Block, John Wray and Kenyon & Eckhardt.

Treasury Men in Action, as the best documentary melodrama series, won awards for NBC and The Borden Co., with certificates to Dan Petrie, Everett Rosenthal and Doherty, Clifford, Steers & Shenfield.

For the best Commercials, the award went to the Standard Oil Company(New Jersey), with a certificate to Marschalk & Pratt.

The DuMont Television Network, for their pioneering in 1949, and Sylvester L. Weaver, Jr., of NBC, were recognized for development of Daytime TV.

Edward R. Murrow received a award for See It Now, which also won awards for Fred W Friendly, CBS and the Aluminum Company of America, with certificates to Don Hewitt and Fuller & Smith & Ross.

I Love Lucy won top comedy awards for Lucille Ball, Desi Arnaz, Jess Oppenheimer, CBS and Philip Morris Company, and certificates for William Asher, Bob Carroll, Jr., Madelyn Fugh, Karl Freund and The Biow Company.

Robert Montgomery Presents was chosen as the best Dramatic Series, with awards to Montgomery, NBC, American Tobacco and S.C. Johnson & Sons, and certificates to Norman Felton, Herbert Bayard Swope, Jr., BBD&O and Needham, Louis & Brorby.

The World Series were adjudged the year's outstanding Sports telecasts, with awards to NBC and Gillette, and certificates to the WPIX and WOR-TV camera crews, the American & National League Baseball Clubs and Maxon, Inc. (continued)



Dear Mr. [Name],  
I have your letter of the 10th and am glad to hear that you are interested in the [Project Name]. I am sure that you will find the information I am about to provide very helpful. The [Project Name] is a very important part of our [Organization Name] and we are very proud of the work that we are doing. I will be happy to answer any questions that you may have.

I am sure that you will find the information I am about to provide very helpful. The [Project Name] is a very important part of our [Organization Name] and we are very proud of the work that we are doing. I will be happy to answer any questions that you may have. I am sure that you will find the information I am about to provide very helpful. The [Project Name] is a very important part of our [Organization Name] and we are very proud of the work that we are doing. I will be happy to answer any questions that you may have.

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SYLVANIA AWARDS(Cont'd):

Local stations took three awards: WOI-TV, Ames, Iowa, for the best local programs of Public Service, The Whole Town's Talking and In Our Care, with certificates to LaMar Smith, Ray Stewart, Charles Guggenheim, Robert Lewis Shayon, Richard Hartzell and Mayo Simon.

WOR-TV, New York, was honored for a definite contribution to creative television technique for Broadway TV Theater, its five-time-a-week presentation of Broadway shows. Warren Wade, Richard Lukin and Cy Mann were recipients of certificates, as were the three sponsors and their agencies.

WCAU-TV, Philadelphia, for the best and most original children's program, Summer School, took an award, with certificates to Thomas Freebairn-Smith, Dr. Philip U. Koopman, Sig Mickelson, Charles Vanda and the Columbia Broadcasting System.

PERSONNEL CHANGES: Niles Trammell, chairman of the Board of NBC and member of the Board of RCA, has resigned these positions to become president of the newly formed Biscayne Television Corp., Miami, Florida. He has joined with two publishers, James M. Cox, Jr., and John S. Knight and their associates, in the formation of the new company.....Fred M. Thrower, vice president in Charge of Network Sales for CBS Television for the past year, has resigned effective December 15. Until he announces future plans at a later date, he will devote his time to Audio-Video Products Corp., of which he is a major stockholder and director, to help launch its programming and packaging plans.....Thomas G. Slater has been named Director of Radio & TV at Ruthrauff & Ryan, replacing Wilson Tuttle.....Alex Segal has secured his release from ABC-TV to direct "The Aldrich Family", a William Morris package, on NBC-TV. His contract with the Morris agency begins before expiration of his former contract with ABC, and therefor, he has given ABC first refusal on his future services.

Richard Lukin, TV director of "Broadway TV Theater" since its inception, has resigned to enter the independent packaging field. Robert Blum has taken his place at WOR-TV, NY, and Cy Mann is a recent appointee as associate producer of the Warren Wade package. Mervyn Nelson, legit writer-director, who resigned from CBS-TV, is now staging and adapting some of the "Broadway TV Theater" programs on a free-lance basis.....Hiram Ashe, vice-president of the Morton C. Freund Agency, which is closing shop to combine with the Lawrence Gumbinner agency this week, will open his own offices, Hiram Ashe Advertising, located at 244 Madison Avenue, New York City. Prior to joining Freund in February, 1951, Mr. Ashe had his own firm. Joseph Sollish, formerly account executive and assistant to Mr. Freund, will be creative director for the new agency.....Martin T. Kane, Jr. has joined Hewitt, Ogilvy, Benson & Mather, New York, as a radio & TV time buyer. He was formerly with Ruthrauff & Ryan.....Alex Leftwich has been named director of TV for the Jam Handy studios in Detroit. In the past, he has directed such personalities as Faye Emerson, Lilli Palmer, Ilka Chase and Robert Q. Lewis.....Noah Jacobs, Philip Besser and Bob Huffman have been hired as new field representatives for Unity Television. Jacobs is assigned to the South, Besser to upstate New York and Western Pennsylvania and Huffman, the Midwest.

COMMERCIALS PRODUCTION

AMERICAN FILM PRODUCERS(NY) - 1 (120") & 2 (60") completed for Marcal Paper Napkins thru Calkins & Holden for Program & Spot; SA & LA.

LOU BUNIN FILM PRODNS (NY) - 2 (32") & 2 (20") completed for Bristol-Myers(Vitalis & Bufferin) thru Doherty, Clifford, Steers & Shenfield for Program use; FA, SE & SM.

4 (32"), 4(20") & 4(8") completed for Canada Dry thru J. M. Mathes for Spot & Program use; FA, LA & M.

CODE: LA - Live Action; FA - Full Anima; SA - Semi Anima; SE - Special Effect; SM - Stop Motion; M - Music.







| PROGRAM | NET TIME (EST) | TALENT ROSTER |
|---------|----------------|---------------|
|---------|----------------|---------------|

Most of the shows on December 12, 13, 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 listings for Friday, December 19. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY DECEMBER 12  
~~FRIDAY DECEMBER 12~~

|                                        |          |                                                                                                                                                                                           |
|----------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)            | CBS 8pm  | <u>Nels And The Toy Train</u> - (O) by Frank Gabrielson; with regulars & David Orrick, Frank Maxwell, Kevin Coughlin; (SD)                                                                |
| <u>Dark Of Night</u><br>(Carl Low)     | DuM 8:30 | Harold Stone, Ernest Sarracino, Martin Balsam, Bernard Kates, Wolfe Barzell, P Jay Sidney, Allen Nourse; (SW & SD)                                                                        |
| <u>Gulf Playhouse</u>                  | NBC 8:30 | <u>Scream Of The Crowd</u> - (O) by Abby Mann; with Robert Sterling, Philip Pine, Felicia Montealegre, Robert Middleton, Anita Dangler, John Hamilton, Jane Sparks, Donnell O'Brien; (SD) |
| <u>Aldrich Family</u><br>(Bobby Ellis) | NBC 9:30 | <u>The Dancing Lesson</u> - (O) by Theodore & Mathilde Ferro with regulars & Loretta Leverage, June Dayton, Claudia Hall; (SD)                                                            |
| <u>Tales Of Tomorrow</u>               | ABC 9:30 | <u>The Fatal Flower</u> - (O) by Frank de Felitta; with Victor Jory, Don Hamner, Merced; (SD)                                                                                             |

SATURDAY DECEMBER 13  
~~SATURDAY DECEMBER 13~~

|                                              |           |                                                                                                                                                                                                                                                                 |
|----------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Dick Tracy</u><br>(Ralph Byrd)            | WABD 6:30 | <u>Dick Tracy Meets Breathless Mahoney</u> - (O) by Robert Leslie Bellem; with Joe Devlin, Thurston Hall, Dennis Moore, Jo Carroll Dennison, Dick Elliott, Elisha Cooke, Jr, John Berkes, John Harmon, Jane Easton, Byron Foulger; Dir by B Reaves Eason (FILM) |
| <u>Stork Club</u><br>(Sherman Billingsley)   | CBS 7pm   | Dorothy Lamour, Victor Jory, Huntington Hartford, Jr (producer), Marjorie Steele, Admiral Cowdrey                                                                                                                                                               |
| <u>My Hero</u><br>(Robert Cummings)          | NBC 7:30  | regulars & Tom Bernard; (SW & SD) (FILM)                                                                                                                                                                                                                        |
| <u>All Star Revue</u><br>(Jimmy Durante)     | NBC 8pm   | Sophie Tucker (S), Korla Pandit (M), Eddie Jackson, Candy Candido, Jack Roth, Jules Buffano (HWD)                                                                                                                                                               |
| <u>Your Show Of Shows</u><br>(Caesar & Coca) | NBC 9pm   | Herb Shriner (C), Nina Foch, Francis Brunn (juggler); Marguerite Piazza (S) returns; Caesar & Coca on vacation                                                                                                                                                  |
| <u>Jane Froman's USO Ctn</u>                 | CBS 9pm   | John Raitt (S)                                                                                                                                                                                                                                                  |
| <u>It's News To Me</u><br>(John Daly)        | CBS 10:30 | Gene & June Lockhart, John Faulk, Anna Lee                                                                                                                                                                                                                      |

SUNDAY DECEMBER 14  
~~SUNDAY DECEMBER 14~~

|                                          |           |                                     |
|------------------------------------------|-----------|-------------------------------------|
| <u>All Aboard</u><br>(Skeets Minton)     | CBS 12:15 | Texas Jim Robertson (S)             |
| <u>Inside Israel</u><br>(Bartley C Crum) | WABD 1:30 | Dena Peskin (D), Hillel & Aviva (M) |



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| 149      | ...         | ...      | ...        | ...         |
| 150      | ...         | ...      | ...        | ...         |







| Name               | Address          | City          |
|--------------------|------------------|---------------|
| John A. Smith      | 123 Main St      | New York      |
| Mary E. Jones      | 456 Elm St       | Chicago       |
| Robert L. Brown    | 789 Oak St       | Los Angeles   |
| Elizabeth C. White | 101 Pine St      | San Francisco |
| James H. Black     | 202 Cedar St     | Boston        |
| Susan K. Green     | 303 Birch St     | Philadelphia  |
| William D. Hall    | 404 Spruce St    | Washington    |
| Margaret A. Young  | 505 Ash St       | Dallas        |
| Richard B. King    | 606 Hickory St   | Houston       |
| Lillian M. Scott   | 707 Walnut St    | Portland      |
| George N. Adams    | 808 Chestnut St  | San Antonio   |
| Helen P. Baker     | 909 Sycamore St  | San Diego     |
| Frank Q. Carter    | 1010 Magnolia St | Austin        |
| Alice R. Evans     | 1111 Poplar St   | Jacksonville  |
| Charles S. Foster  | 1212 Locust St   | Fort Worth    |
| Dorothy T. Gibson  | 1313 Olive St    | Columbus      |
| Edward U. Hart     | 1414 Elm St      | Indianapolis  |
| Florence V. Irwin  | 1515 Maple St    | Cincinnati    |







THE UNIVERSITY OF CHICAGO

1910-1911  
The University of Chicago  
Chicago, Illinois

1911-1912  
The University of Chicago  
Chicago, Illinois

1912-1913  
The University of Chicago  
Chicago, Illinois

THE UNIVERSITY OF CHICAGO

1913-1914  
The University of Chicago  
Chicago, Illinois

1914-1915  
The University of Chicago  
Chicago, Illinois

1915-1916  
The University of Chicago  
Chicago, Illinois

1916-1917  
The University of Chicago  
Chicago, Illinois



THURSDAY DECEMBER 18 (Cont'd)  
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Martin Kane NBC 10pm Robert Keith, Jr, Nona MacDonald, Irja Jensen,  
 (Lee Tracy) Harold Gary, Ralph Bunker; (SW)&(SD)

Foreign Intrigue WNBT 10:30 F I In Gold - (O) by George & Gertrude Fass;  
 (Jerome Thor & with Bernard Farrel, Louis Mercier, Dora Doll,  
 Sydna Scott) Lou Van Burg, Mauricet, George Flateau; (SD) (FILM)

I've Got A Secret CBS 10:30 regulars & Maxie Rosenbloom (C)  
 (Garry Moore)

FRIDAY DECEMBER 19  
 ~~~~~

Schlitz Playhouse CBS 9pm The Playwright - (O) by Arthur Stringer (The  
Juggler), (A) by Mona Kent; with Richard Carlson  
 Joan Vohs, Glenn Langan, Inge Jollos, Miverva Urecal; (SD) by  
 Ted Post (FILM)

Big Story NBC 9pm Joseph Saldana, Los Angeles Daily News - (O) by  
 (Robert Sloane) Norman Lessing; with Ralph Stantley, Bethel Les-  
 lie, Robert Webber, Ann Seymour, Joseph Di Reda, Joseph  
 Anthony, William Gibberson, Billy Grey; (SD)

Tales Of Tomorrow ABC 9:30 The Machine - (O) by Frank de Felitta; with Gene  
 Lockhart, Georgianne Johnson, Howard Claney,  
 Gavin Gordon, Allen Nourse; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 12 THROUGH FRIDAY DECEMBER 19  
 ~~~~~

Strike It Rich CBS 11:30 F - Cholly Knickerbocker (columnist); M - Gaye-  
 (Warren Hull) lord Hauser (author); W (am) - Bob Trout (news  
 analyst); F - Lee Wagner, Jr (publisher)

One Woman's Experience WABD 11:30 M through F - Strangers In The Land - (O) by  
 Virginia Radcliffe; (SD)

One Man's Experience WABD 11:45 M through F - The Perfect Woman - (O) by Lou  
 Frankel; with Fred Draper; (SD)

Garry Moore CBS 1:30 W - Anna Russell (C)

Ted Steele WPIX 2:30 M through F - Danny Davis, Eddie Manson, Lydia  
 Trees, Elise Rhoads (all S)

Mike And Buff CBS Tu - Milo Frank (casting director), Cathy Field  
 (S), Roger Price (C); W - Evelyn Barkin (author)  
 Fleur Cowles (editor); Th - Preview, Harvard Hasty Pudding  
 Show; F - Oleg Cassini (designer), Clellan Holmes (author)

Kate Smith NBC 4pm F - Robert Maxwell (M), Ryan & MacDonald (D);  
 M - Nelle Fisher & Herry Ross (D), George Kir-  
 by (C), Robert Maxwell (M); Tu - Hoctor & Byrd (D), Phil  
 Napoleon & His Memphis Five (M); W - Sugar Ray Robinson (D);  
 Th - Joe Young (S), Carlos Salzedo (M), Bill Callahan (D);  
 F - Andre Eglevsky & Melissa Hayden (D), Shirley Booth &  
 film clips from Come Back Little Sheba

Short, Short Drama NBC 7:15 Tu - Night School - (O) by Norman Lessing; with  
 (Ruth Woods) Henry Jones, Leona Powers, Leslie Barrett,  
 Jason Johnson; Dir by Charles Skinner; Th - The Escape - (O)  
 by Guy Thomajan, Joe Mantell, Ernest Borgnine, Susan Steele,  
 Billy Greene, Victor Thorley, Jack Davis, David Kerman; Dir  
 by Dan Petrie (FILM)







Broadway TV Theater WOR 7:30 M through F - I Like It Here - (O) by A B Shiffrin; with Oscar Karlweis, Bert Lytell, Pat Breslin, Mabel Taliaferro, Ray Boyle, Donald Curtis, Seth Arnold; add as regular: Cy Mann, associate producer; TV Dir by J Robert Blum (replacing Richard Lukin as regular); Staged by Gerald Savory

Perry Como CBS 7:45 W - Peggy Lee (S)

SATURDAY DECEMBER 20

Big Top CBS 12N Robert Cimse & Co (novelty), Prince El Ki Grodo (Jack Sterling) & Lion, The Tokayers (balancing), The Georges (perch), Lou Karns (balancing), Marvin & Hazel Case (wire)

Dick Tracy WABD 6:30 Dick Tracy And The Foreign Agents - (O) by Robert (Ralph Byrd) Leslie Bellem; with Joe Devlin, Philip Van Zandt, Richard Reeves, Henry Rowland, Hans Schumm, Ross Gould, Leslie O'Pace; Dir by Duke Goldstone (FILM)

All Star Revue NBC 8pm Jack Carson (C), Louis Armstrong (M), Phil Foster (Tallulah Bankhead) (C), Patsy Kelly (C), Bil & Cora Baird's Marionettes

Jackie Gleason CBS 8pm Patricia Morison (S), Phil Napoleon & His Memphis Five (M)

SUNDAY DECEMBER 21

Omnibus CBS 4:30 The Trial Of Mr Pickwick - (O) by Charles Dickens (Alistair Cooke) (novel) & Stanley Young (play), (A) by Alistair Cooke; with Sir Cedric Hardwicke, Francis L Sullivan; Dir by Ralph Nelson; Rodeo - ballet by Agnes de Mille to music by Aaron Copeland; with John Kriza, Jenny Workman, Kelly Brown (all D); Staged by Agnes de Mille; Palle Alone - Danish film

Toast Of The Town CBS 8pm Sonja Henie (skater), Lilli Palmer, Hume Cronyn, (Ed Sullivan) Jessica Tandy, Victoria de los Angeles (S), US Marine Band

Goodyear TV Playhouse NBC 9pm Mr Quimby's Christmas Hats - (O) by Harry Muehling; with Ernest Truex, Parker Fennelly, Sylvia Field, Harry Sheppard, Dulcy Jordan, David White, Martin Huston, Peter Turgeon, Ann Flood, Bob Shawley, Frank Campanella, Brett Somers, Dick Shankland, Donald Bain, Joan Morgan, Herbert Gottlieb, Jack Klugman, Mabel Payne, Bob Herrman, Fay Sappington, Catherine Copeland, Mardette Edwards, Charles Mendick, Sandy Kenyon, Tom Gorman, Chris Gampel, Ray Bramley; Dir by Del Mann

TALENT AVAILABILITIES (NY)

NAT "KING" COLE - singer - AGT: GAC, CI 7-7550

MABEL PAIGE - veteran character actress - AGT: Jay Garon, PL 3-7815

RICHARD GREENE - rehearsing road co, Dial M For Murder - PRESS: Maney, WI 7-6939

MARGARET PHELAN - currently singing at the Pierre - AGT: MCA

DICK HAYMES - AGT: MCA, PL 9-7500

TRAPP FAMILY SINGERS - AGT: Col Artists, CI 7-6900

DORETTA MORROW - AGT: Howard Hoyt, LA 4-0089

SOPHIE TUCKER - AGT: Wm Morris JU 6-5100



1. The first part of the document is a letter from the Secretary of the State to the Governor, dated 18th March 1877. It contains a report on the progress of the work done during the year.

2. The second part is a report on the work done during the year, dated 18th March 1877.

REPORT ON THE WORK DONE DURING THE YEAR 1877

3. The third part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.

4. The fourth part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.

5. The fifth part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.

6. The sixth part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.

REPORT ON THE WORK DONE DURING THE YEAR 1877

7. The seventh part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.

8. The eighth part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.

9. The ninth part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.

10. The tenth part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.

REPORT ON THE WORK DONE DURING THE YEAR 1877

11. The eleventh part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.

12. The twelfth part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.

13. The thirteenth part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.

14. The fourteenth part is a report on the work done during the year, dated 18th March 1877. It contains a list of the names of the persons who have been appointed to various offices during the year.



Beginning with this week's report, the editors have expanded the analysis of network and station programming to include information never before surveyed on a regular basis by any service or publication.

Hereafter, each week's report will include the latest available information in the categories now listed in the tables below. These analyses are based on advance information and station schedules which do not show last-minute programming changes. While every effort has been made to insure the accuracy of these figures, they are presented as approximations and should only be used as such.

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

(Based on material from main network offices and stations throughout the country)

Scheduled program transmission for the week of: December 14 - 20									
		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on- )	Live	$\frac{1}{2}$	$\frac{1}{2}$	$6\frac{1}{2}$	$5\frac{1}{2}$	1	--	10	6
12 noon )	Film	$\frac{1}{2}$	$\frac{1}{4}$	$\frac{1}{2}$	--	--	--	--	--
12 noon- )	Live	2	--	$16\frac{1}{4}$	12	$6\frac{1}{4}$	$7\frac{1}{4}$	$14\frac{3}{4}$	$9\frac{1}{4}$
6:00 pm )	Film	--	$\frac{1}{4}$	--	--	--	--	$1\frac{3}{4}$	$\frac{1}{4}$
6:00 pm )	Live	$4\frac{1}{4}$	8	$18\frac{1}{4}$	$2\frac{1}{2}$	13	$6\frac{1}{2}$	$18\frac{1}{4}$	1
time off )	Film	$2\frac{3}{4}$	3	6	--	$1\frac{1}{4}$	--	$5\frac{1}{4}$	--
TOTALS )	LIVE	$6\frac{3}{4}$	$8\frac{1}{2}$	41	20	$20\frac{1}{4}$	$13\frac{3}{4}$	43	$16\frac{1}{4}$
	FILM	$3\frac{1}{4}$	$3\frac{1}{2}$	$6\frac{1}{2}$	--	$1\frac{1}{4}$	--	7	$\frac{1}{4}$

(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. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)



The first part of the report deals with the general principles of the theory of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, which are based on the wave nature of matter. The second part of the report deals with the application of these principles to the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, which are based on the wave nature of matter.

THE STRUCTURE OF THE ATOM

Principal Quantum Number (n)		Azimuthal Quantum Number (l)		Magnetic Quantum Number (m <sub>l</sub> )		Spin Quantum Number (m <sub>s</sub> )	
n	l	l	m <sub>l</sub>	m <sub>l</sub>	m <sub>s</sub>	m <sub>s</sub>	Number of Orbitals
1	0	0	0	0	1/2	1/2	1
2	0	0	0	0	1/2	1/2	1
2	1	1	1	0	1/2	1/2	3
3	0	0	0	0	1/2	1/2	1
3	1	1	1	0	1/2	1/2	3
3	2	2	2	1	1/2	1/2	5
4	0	0	0	0	1/2	1/2	1
4	1	1	1	0	1/2	1/2	3
4	2	2	2	1	1/2	1/2	5
4	3	3	3	2	1/2	1/2	7

The total number of orbitals in a shell is given by the formula  $n^2$ . For example, in the first shell (n=1), there is 1 orbital. In the second shell (n=2), there are 4 orbitals. In the third shell (n=3), there are 9 orbitals. In the fourth shell (n=4), there are 16 orbitals.



NETWORK AND LOCAL TV PROGRAMMING ANALYSES (Cont'd)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS

Week of December 14-20

CITY	STATION	Total Hrs Trans	Net Hrs Service	Live Hrs Loc Only	National Spots	Movie* Features
New York City	WJZ (A)	91 3/4	22	30 1/4	3/4	40 1/2
New York City	WCBS (C)	107 3/4	62 1/2	12 3/4	1	25 1/4
New York City	WABD (D)	94 1/2	35 1/4	20 1/2	3	27 1/2
New York City	WNBT (N)	117 1/4	66	29	2 1/2	18 3/4
New York City	WPIX (I)	79 1/2	--	22	3	40
Miami, Fla	WTVJ (All)	114 1/4	69 3/4	34 1/4	2 1/2	2 3/4
Salt Lake City	KDYL-TV (N)	102	40 3/4	26	3	24 1/4

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

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.

During the week of December 14-20, the four major U. S. television networks are scheduled to transmit programs from the following cities, both live and film, with the total hours originating in each:

New York - 139	Washington - 6 3/4	Pittsburgh - 1/2
Los Angeles - 17 1/4	Cincinnati - 5	St. Louis - 3/4
Chicago - 8 3/4	Philadelphia - 4 1/4	Baltimore - 1/2



UNITED STATES DEPARTMENT OF JUSTICE  
 FEDERAL BUREAU OF INVESTIGATION

Report of Informant No. 10-101

Date	Time	Location	Activity	Remarks	Ref.	Page
10/10/50	10:00	NYC	Meeting	See report	(1) NY	10-101-101
10/11/50	11:00	NYC	Meeting	See report	(2) NY	10-101-102
10/12/50	12:00	NYC	Meeting	See report	(3) NY	10-101-103
10/13/50	13:00	NYC	Meeting	See report	(4) NY	10-101-104
10/14/50	14:00	NYC	Meeting	See report	(5) NY	10-101-105
10/15/50	15:00	NYC	Meeting	See report	(6) NY	10-101-106
10/16/50	16:00	NYC	Meeting	See report	(7) NY	10-101-107
10/17/50	17:00	NYC	Meeting	See report	(8) NY	10-101-108
10/18/50	18:00	NYC	Meeting	See report	(9) NY	10-101-109
10/19/50	19:00	NYC	Meeting	See report	(10) NY	10-101-110

On 10-10-50, informant advised that he had been contacted by a person who offered him \$1000 to assist in the commission of a crime. Informant refused the offer and reported the matter to the FBI. Informant advised that the person who offered him the money was a member of the Communist Party of the United States of America.

On 10-11-50, informant advised that he had been contacted by a person who offered him \$2000 to assist in the commission of a crime. Informant refused the offer and reported the matter to the FBI. Informant advised that the person who offered him the money was a member of the Communist Party of the United States of America.

- 1 - New York
- 2 - Washington
- 3 - Chicago
- 4 - Boston
- 5 - San Francisco
- 6 - Los Angeles
- 7 - Dallas
- 8 - Houston
- 9 - Phoenix
- 10 - Portland



DECEMBER 21-27, 1952

VOL 4 NO 7

SUPPLEMENT D

EDITOR: Jerry Leichter  
ASSOC EDS: David B. Graham  
Alvin Sullum  
BUS MGR: Darryl A. King

# Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

## THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

### Sun(21)

DuM - 1:30pm-end of game; HIGHLIGHT; National Football League Playoff; from WJBK-TV(Detroit) to 47 sta; Sponsors - Participating: Goebels Brewing Co thru Brooke, Smith, French & Dorrance; Miller Brewing Co thru Mathisson Assoc; Standard Oil Co of Indiana thru McCann-Erickson(Chi) & Atlantic Refining Co thru N. W. Ayer. The game between the Detroit Lions and the Los Angeles Rams will determine the winner of the National Conference of the National Football League.

NBC - 5:30-6pm; HIGHLIGHT; International Diplomatic Children's Christmas Party; from WNBW(Washington) to the net; Sustaining; Sam Jack Kaufman MC's program covering party for children of foreign diplomats; Patricia and Julie Nixon, daughters of Vice President-elect Richard Nixon, will represent American children; Margaret O'Brien will read "A Visit from St. Nicholas"; Al Zee produces the program which originates in the Hall of Nations, Washington Hotel.

### Mon(22)

ABC - 5-6pm; HIGHLIGHT; The Story of Cinderella; from WFIL-TV(Philadelphia) to the net; Wanamaker's Christmas ballet features Marilyn Hagist as Cinderella, with Edith Mayro, Jane Weltin, Katherine Pira and Carol Clark; Eric Coates' "Cinderella Suite" will be the mainstay of the musical score.

ABC - 8:30-9pm; HIGHLIGHT; World Premiere of "Stars and Stripes Forever"; from WJZ-TV to 3 sta. & 2 kine; Sponsor - 20th Century Fox thru Charles Schlaifer & Co., Inc(NY); Prod-Dir - Paul Burggraf; the "Hollywood" type premiere will be simulcast from New York's Roxy Theater, with celebrities from many fields participating; Clifton Webb portrays John Philip Sousa in the film, which depicts the life and times of the famed band master and composer of outstanding marching airs; co-starred with Webb are Debra Paget, Robert Wagner and Ruth Hussey.

NBC - 10:30-11am Mon thru Fri; RETURN; Prologue to the Future; from WNBT to the net (not WNBT); Sustaining; Prod-Dir - Miss Lee Painton; Peter Roberts narrates show partly on film and featuring guest interviews and discussions on topics of both an educational and entertaining nature. Ask Washington, formerly seen this time, moves to 11-11:30am time slot M-F.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.







THIS WEEK(Cont'd)

Mon(22)

NBC - 11:30am-12noon Mon thru Fri; RETURN; Mrs. U.S.A.; from WNBT(NY) to the net (not WNBT); Sustaining; Prod-Dir - Miss Lee Painton; Peter Roberts narrates show slanted primarily toward the American housewife. Using film, subjects treated on the program include child care, American education, travel, child psychology and community projects.

Wed(24)

ABC - 9:30-11pm; HIGHLIGHT; Special Christmas Show; from WJZ-TV(NY) to the net; Sustaining; special production based on America's traditions of family and hearth at Christmastide will be produced by the ABC-TV staff. No details available at press time.

ABC - 11pm-12midnight; HIGHLIGHT; Communion Service from St. Thomas Church; from WJZ-TV(NY) to the net; Sustaining; Rev. Dr. Roelif Brooks, Rector, will officiate. Program will include Christmas hymns sung by the 57-voice choir of the church under the direction of Dr. T. Frederick H. Condlyn, choirmaster and organist.

CBS - 10-10:45pm; HIGHLIGHT; Blue Ribbon Christmas Eve Musicale; from WCBS-TV (NY) to 57 sta & 1 kine; Sponsor - Pabst Blue Ribbon Beer thru Warwick & Legler; Prod - Warwick & Legler; special variety program will star Gene Lockhart and feature David Rose and his orchestra, along with ballerina Maria Tallchief and a choral group of 20 voices.

CBS - 11:30pm-12:30am; HIGHLIGHT; Christmas Eve Festival Service; from WTOP-TV(Washington, D.C.) to the net; Sustaining; services from the National Cathedral in Washington conducted by the Rt. Rev. Angus Dun, Episcopal Bishop of Washington, D.C.; sermon by the Very Rev. Francis B. Sayre, Dean of the Cathedral; male choir of 47 voices will sing.

CBS - 12:30-2am(after midnite); HIGHLIGHT; Christmas Morning Service from Boys Town; from KMTV(Omaha) to the net; Sustaining; the broadcast from Father Flanagan's Boys Town will feature the Boys Town Choir under the direction of the Rev. Francis P. Schmitt.

DuM - 7:30-7:45pm; RETURN; Drew Pearson; from WABD(NY) to 6 stations; Sponsor - Carter Products(Liver Pills, Arrid, Rise Shave Cream) thru Ted Bates; Prod-Dir - David Lowe; Pearson, noted commentator and columnist, was formerly on the ABC-TV network.

DuM - 11:15pm-12:45am; HIGHLIGHT; Midnight Service; from WABD(NY) to the net; Sustaining; the service from the Chapel of the Intercession, Trinity Parish, in Manhattan, will include Choral Eucharist and a Christmas sermon by Rev. Dr. Joseph S. Minnis.

DuM - 12:45am-1:15am(after midnite); HIGHLIGHT; Midnight Service; from WGN-TV (Chi) to the net; Sustaining; services from Chicago's "Loop" Church will include singing by a forty-voice choir, and message from Dr. Charles Ray Goff, pastor of the church.

NBC - 11:15pm-12midnite; HIGHLIGHT; Christmas Eve Show; from WNBT(NY) to the net; Sustaining; Prod-Dir - Dee Engelbach; TV Dir - Don Hillman; Music Dir - Meredith Willson; special variety program will feature Ezio Pinza, Jane Pickens, Dennis King and the Bil Baird Marionettes.



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Wed(24)

NBC - 12midnite-2am; HIGHLIGHT; Midnight Mass at St. Patrick's Cathedral; from WNBT(NY) to the net; Sustaining; The Most Rev. Joseph F. Flannelly, administrator of the Cathedral and Auxiliary Bishop to the Archbishop of New York, will celebrate the Mass. The Rev. Thomas A. Donnellan, vice-chancellor of the Archdiocese of New York, will preach the sermon.

Thu(25)

ABC - 10am-12noon; HIGHLIGHT; Gracie Square Boys' Club Party; from WJZ-TV(NY) to the net; Sustaining; top stars will entertain an audience of under-privileged children at a Christmas party given by the organization; the youngsters, aged seven to 12, will also be the recipients of gifts and refreshments. Shari, ventriloquist, will be on the bill.

CBS - 5-6pm; HIGHLIGHT; Christmas Festival of Music; from WCBS-TV(NY) to 55 sta & 1 kine; Sponsor - Longines-Wittnauer Watch Co thru Victor A. Bennett; Prod - Alan Cartoun; Dir - Cartoun & Ted Estabrook; Music Dir - Eugene Lowell; Choreographer - John Butler; Scenic Designer - Kathleen Ankers; Frank Knight will serve as host on special music program, which has Hubie Hendrie, baritone, a corps de ballet, "The Choraliers" and "The Symphonette."

DuM - 10:30-11am; HIGHLIGHT; A Star Shall Rise; from WABD(ON FILM) to the net; Sustaining; special film, directed by John Brahm, features Raymond Burr, Richard Hale, John Crawford, Morris Ankrum and Tudor Owen.

NBC - 11am-12noon; HIGHLIGHT; Christmas Service from Washington Cathedral; from WNBW(Washington, D.C.) to the net; Sustaining; Rev. Francis B. Sayre, dean of the Cathedral, will be celebrant of the Christmas Choral Communion, with other ministers taking part in the service.

NBC - 3-4pm; HIGHLIGHT; Mutual of Omaha Calling; from WNBT(NY), WNBQ(Chi), KNEH(Hwood) & WOW-TV(Omaha) to the net; Sponsor - Mutual of Omaha thru Bozell & Jacobs; Prod - Ad Schneider; Dir - Jack Mills, Jack Dillon & Martin Hoade; families throughout the country will be brought to NBC studios for telephone calls to U.S. servicemen in Korea, Japan, Alaska, Newfoundland, England and Germany. Bob Considine will preside in New York, Clifton Utley in Chicago, James Wallington in Hollywood and Ray Clarke in Omaha.

NBC - 4-5pm; HIGHLIGHT; One, Yuletide Square; from WNBT(NY) to the net; Sponsor - General Motors thru Kudner; Prod - Leon Leonidoff; Dir - Frank Burns, Kudner; Arthur Godfrey will MC special Christmas fantasy, with Thomas Mitchell, Robert Helpmann, Tanaquil LeClerq and Jacques d'Amboise. George Balanchine will do the choreography.

NBC - 6-7pm; HIGHLIGHT; Amahl and the Night Visitors; from WNBT(NY) to the net; Sponsor - Hall Bros(Hallmark Greeting Cards) thru Foote, Cone & Belding; Gian Carlo Menotti's opera, commissioned by NBC, will be telecast for the third time; Prod - Samuel Chotzinoff; Sets & Costumes - Eugene Berman; Staged by Gian Carlo Menotti; TV Dir - Kirk Browning; Choreographer - John Butler; Conductor - Thomas Schippers; Bill McIver sings Amahl, with Rosemary Kuhlmann, William Aiken, Leon Lishner, Andrew McKinley, Francis Monachino, Mary Hinkson, Glen Tetley and John Butler.

NBC - 9-9:30pm alt weeks; LAST SHOW; Gangbusters; from KNEH(Hwood) ON FILM to 29 sta & 17 spots; Sponsor - Liggett & Myers(Chesterfields) thru Cunningham & Walsh; Pkgr-Prod-Writer - Phillips H. Lord for Visual Drama; documented stories of criminal apprehension from FBI & local law enforcement agency files; Dragnet, alternate week program, will hereafter be seen weekly.



The first part of the report deals with the general situation in the country...

The second part of the report deals with the economic situation...

The third part of the report deals with the social situation...

The fourth part of the report deals with the political situation...

The fifth part of the report deals with the international situation...

The sixth part of the report deals with the military situation...

The seventh part of the report deals with the cultural situation...

The eighth part of the report deals with the future prospects...

The ninth part of the report deals with the conclusions...



Sat(27)

ABC - 11:30am-12noon; alt weeks; RETURN; Hail the Champ; from WENR-TV(Chi) to 7 sta & 10 kine; Sponsor - Fred W. Amend Co(Chuckles & Spice Drops) thru Henri, Hurst & McDonald; Pkgr-Prod - GAM Productions, Chicago; Prod - Sheldon Kaplan; Dir - Grover J. Allen; Howard Roberts will MC children's program, assisted by Angel Casey; youngsters from studio audience compete for the title of "champ" by performing athletic stunts; Sky King is seen on alternate weeks.

CBS - 9-9:30pm; NEW TIME; Red Buttons Show; from WCBS-TV(NY) to the net; Sustaining; Exec Prod - Marlo Lewis; Prod - Al Span; Dir - B. G. Shevelove; Production Coordinator - Harriet Friedlander; Musical Dir - Elliot Lawrence; Writers - Hal Collins, Harold Flenders, Larry Gelbhart, Howard Snyder, Hugh Wedlock; Designer - Beulah Frank; comedy program, formerly seen Tuesdays 8:30-9pm, moves to time slot formerly held by Jane Froman's U.S.A. Canteen; Froman show moves to Tue & Thu 7:45-8pm, effective December 30, replacing Heaven for Betsy. Leave It To Larry, formerly on Tuesday 8-8:30pm, was dropped Dec 16; network is planning new presentation for Eddie Albert.

NETWORK SPONSOR ACTIVITY

SCOTT PAPER CO(all products) thru J. Walter Thompson, becomes the fifth participating sponsor of Omnibus (CBS-TV Sun 4:30-6pm) effective December 21.

BRISTOL MYERS(Ipana Tooth Paste) thru Doherty, Clifford, Steers & Shenfield, dropping Break the Bank (CBS-TV Sun 9:30-10pm) February 1, has purchased a participation on the Jackie Gleason Show (CBS-TV Sat 8-9pm).

BENDIX HOME APPLIANCES thru Earle Ludgin, has purchased 13 weekly five-minute participations on Today (NBC-TV Mon thru Fri 7-9am) effective February 23.

LOCAL STATION ACTIVITY

WABD(Ch 5)  
New York - A Star Shall Rise; HIGHLIGHT Dec 25; Thu 10:30-11pm; special Christmas film tells the story of the Three Wise Men and their journey to Bethlehem. Presented in cooperation with Family Rosary Crusade.

Saturdays College Football; LAST SHOW Dec 27; Sat, 1/2hr following telecast of the East-West football game; Sponsor - Melville Shoe Co (Thom McAn Shoes) thru Neff-Rogow; eighth and last football round-up film follows non-professional game for first time. The first seven programs were slotted after telecasts of professional games.

WCBS-TV(Ch 2)  
NY - Alice in Wonderland; HIGHLIGHT Dec 25; Thu 6:15-7:25pm; Sustaining; Christmas Day feature is first showing in New York area of Lou Bunin's live action and puppet version of the Lewis Carroll story, with Carol Marsh as 'Alice' and Pamela Brown, Stephen Murray and Felix Aylmer.

WJZ-TV(Ch 7)  
NY - Rootie Kazootie; RETURN Dec 22; Mon thru Fri 6-6:15pm; Sponsors - Participations: (Weston Biscuit Co thru Geyer Advertising, will sponsor the Thursday evening program starting January 1); Pkgr-Prod-Writer - Steve Carlin; Todd Russell MC's children's program formerly seen on WNBT(NY) & NBC-TV, with puppets created by Paul Ashley; starting Jan 3, the program will also be seen on the ABC-TV net(including WJZ-TV), Saturday 10:30-11am, sponsored by Powerhouse candy.







LOCAL STATION ACTIVITY(Cont'd)

- WJZ-TV(Ch 7) - A Star Shall Rise; HIGHLIGHT Dec 21 & Dec 24; Sun 10:45-11:15pm & New York Wed 12:30-1am(after midnite); Presented in cooperation with Family Rosary Crusade.
- The Spirit of Christmas; HIGHLIGHT Dec 21; Sun 4:30-5pm; Sponsor - New York Telephone Co thru BBD&O; special program features the Mabel Beaton Marionettes enacting "The Nativity" and "The Night Before Christmas."
- WNBT(Ch 4) - The March of Time; STATION CHANGE Dec 24; Wed 7-7:30pm; Westbrook NY Van Voorhis narrates the weekly film-series which has been seen recently on WJZ-TV.
- WOR-TV(Ch 9) - Car Scout; STATION CHANGE Dec 18; Thu 11:05-11:20pm; Sponsor - TV NY Auto Guild thru Miller Advertising; Prod-Dir-MC - Cy Newman; program giving tips on buying new and used cars had been seen on WPIX Sat 12-12:30pm from October 25.
- Yuletide Service; HIGHLIGHT Dec 21; Sun 2:30-5pm; program highlights the 500th Anniversary of the Moravian Protestant Church, one of the oldest Protestant churches in the world.
- Christmas Fund Gala; HIGHLIGHT Dec 23; Tue 9:30pm-12:30am; three-hour telethon featuring well-known news and entertainment personalities is to further augment WOR & WOR-TV's annual Christmas Fund for hospitalized children.
- Christmas Music Around the World; HIGHLIGHT Dec 24; Wed 3:30-5:30pm; special films of French Noels, Vienna Choir Boys, Toyland Icecapades & other programs, narrated by Santa Claus.
- Christmas Carols; HIGHLIGHT Dec 24; Wed 5:30-6pm; special children's Christmas carol service from the Abyssinian Church of New York.
- The Night Before Christmas; HIGHLIGHT Dec 24; Wed 9:15-9:30pm; readings from the Bible and a fable narrated by actor John Baragrey.
- Christmas Pageant; HIGHLIGHT Dec 24; Wed 11pm-12:30am; special religious films, "A Star Shall Rise," "The Brightest Night" and "The Vatican Choir."
- Christmas Storytime; HIGHLIGHT Dec 25; Thu 5:30-6pm; special children's program with stories presented in pantomime and art motifs.
- Beyond Tomorrow; HIGHLIGHT Dec 25; Thu 9:30-11pm; special film stars C. Aubrey Smith and Charles Winniger.
- WPIX(Ch 11) - Rod and Gun Club of the Air; NEW TIME Dec 17; Wed 11-11:15pm; weekly NY presentation was formerly seen Fridays at the same time.
- WGN-TV(Ch 9) - Alice in Wonderland; HIGHLIGHT Dec 23; Tue 10-11:30pm; premiere performance on television in Chicago area of Lou Bunin's version of the Chicago Lewis Carroll story.

NOTE: It would be impossible to list special Christmas programs for all the the local stations. The above Chicago item is mentioned because it is a "first" telecast (it has also been announced for WCBS-TV, NY).



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FILM REPORT

ATLAS TELEVISION SELLS PACKAGE TO NEW STATION, WFPG-TV, Atlantic City, which will provide all of the station's film needs for the first six months of its operation. The Atlas library includes features, Westerns, comedies, musical shorts and other programs filmed especially for TV.

SELZNICK OFFERING FILMS FOR TV, with asking price reported to be in the \$1 million range. Purchaser would have choice of films, with the exception of "Duel in the Sun" which will be re-released theatrically, and "Gone With the Wind" which Mr. Selznick no longer controls. The films are offered on a 26-week basis, for one run, with some films edited to 54 minutes, and others to run in two installments. Among recent Selznick productions are "Since You Went Away," "I'll Be Seeing You," "The Paradine Case" and "Portrait of Jennie."

CANADIAN BROADCASTING BUYS VICTORY AT SEA, marking the first time that a television program will run simultaneously in three countries. The NBC production will be carried by the CBC Television Service starting December 28 in Toronto and Jan 5 in Montreal. It is already carried weekly by NBC in the United States and by the British Broadcasting Corporation.

REPUBLIC PICTURES SELLS 104 FEATURES TO WCBS-TV(NY) for exclusive first-run television showings in the New York area. Arrangements were completed last week by David Savage, Film Manager of WCBS-TV, and Earl Collins, president of Hollywood Television Service (Republic's distributing subsidiary). First of the films, most of which were produced since 1945, will be shown on The Late Show and The Early Show starting February 1. Included in the package are "Northwest Outpost," "Specter of the Rose," "Casanova in Burlesque," "Madonna's Secret," "Steppin' in Society," "Scotland Yard Investigator," and "The Cheaters."

SID PINK ASSOCIATES, HOLLYWOOD, ACQUIRES 16 BRITISH FEATURES, not formerly available for TV showings in this country. Contract was made with London's Film Sales, Ltd., and among the films are "The Street Singer," "Laugh It Off," "Let the People Sing," "Accidental Spy," "Condemned to Death," "It Happened in Soho," "Room for Two" and "I Killed the Count."

LIFE OF RILEY SERIES SOLD TO FIRST LOCAL OUTLET, KTTV, Los Angeles, following syndication of the series for Gulf Oil east of Denver. The NBC package, starring William Bendix, will be sponsored on KTTV by H. J. Caruso, Dodge-Plymouth dealer, starting in January. Produced by Tom McKnight at the Hal Roach Studios in Hollywood, the films are directed by Abby Berlin, written by Henry Clark and photographed by Lucien Andriot. In addition to Bendix, the permanent cast includes Marjorie Reynolds, Eugene Sanders, Wesley Morgan, Douglas Dumbrille, Robert Sweeney, Emory Parnell and Pat Flaherty.

NEWS DIGEST

NIELSEN LISTS TOP TEN PROGRAM FOR 2 WEEKS ENDING NOVEMBER 22:

	<u>Homes (000)</u>		<u>% Homes</u>
I Love Lucy	13,618	I Love Lucy	69.7
Texaco Star Theater	9,842	Texaco Star Theater	58.2
Godfrey & Friends(Chstrflds)	9,551	Talent Scouts	57.6
Colgate Comedy Hour	9,300	Godfrey & Friends(Chesterfield)	52.2
Television Playhouse(Goodyear)	9,250	Television Playhouse(Goodyear)	49.5
You Bet Your Life	8,674	Colgate Comedy Hour	47.4
All Star Revue	8,472	Dragnet	45.9
Dragnet	8,328	You Bet Your Life	44.9
NCAA Football Games	8,220	All Star Revue	44.8
Television Playhouse(Philco)	8,018	Television Playhouse(Philco)	43.6







I LOVE LUCY TOPS HOOPER RATINGS FOR NOVEMBER, taking first place in five of the six cities listed in the "Hooperade of TV Stars." In October, the program held first place in all of the six cities (New York, Chicago, Philadelphia, Boston, Los Angeles and Detroit). You Bet Your Life was first in Los Angeles, fourth in Boston, eighth in Chicago and Philadelphia, tenth in Detroit and eleventh in New York. The only other programs that placed in all of the six cities in November were Colgate Comedy Hour (Bob Hope) and Dragnet. Talent Scouts, Godfrey & Friends and Texaco Star Theater placed in all of the six cities with the exception of Los Angeles and What's My Line? placed in all but Boston.

TV GUIDE ANNOUNCES FIFTH ANNUAL GOLD MEDAL AWARDS, with the magazine's readers having been invited to vote for each of 24 categories. Performers winning awards were John Forsythe, Maria Riva, Jackie Gleason and Lucille Ball. Ed Sullivan won an award as best MC, Bill Stern as top sportscaster. Shows honored included Robert Montgomery Presents, Dragnet, Roy Rogers, Howdy Doody, Your Hit Parade, Voice of Firestone, Camel News Caravan (John Cameron Swayze), What's My Line?, Zoo Parade, Josephine McCarthy, Mike and Buff and The Early Show. Roxanne was called the most glamorous girl on TV, Arthur Godfrey's commercials were named the best, Julius La Rosa was voted the most interesting new personality. The Martin & Lewis Telethon was voted the best single program of the year, with the best new program idea going to Omnibus. Strike It Rich was honored for its public service.

CBS-TV SIGNS BEN HECHT TO CREATE NEW PROGRAM, a weekly series of which he will be supervising editor, and will write at least two original plays a month for the half-hour telecasts. Robert Stevens, who formerly produced and directed Suspense, has been named as director and co-producer of the series. Mr. Hecht won a Pulitzer prize, as co-author with Charles MacArthur, for "The Front Page," and was honored with an Academy Award for the film "The Scoundrel." As a basis for the new TV series, he will use his autobiographical stories dealing with his newspaper days.

CROSLY BROADCASTING BUYS ATLANTA TV STATION, WLTW, having reached an agreement with the stockholders of Broadcasting, Inc., owners and operators of the station, for the purchase of the company's outstanding capital stock. Crosley currently operates WLW-T, Cincinnati, WLW-D, Dayton and WLW-C, Columbus, Ohio.

NEW STATION AFFILIATION: KKTW(Ch 11), Colorado Springs, Colorado, joins the CBS-TV Network effective immediately. KKTW is owned and operated by TV Colorado, Inc., Exchange National Bank Bldg., Colorado Springs. James Russell is president.

PERSONNEL CHANGES: Emerson Foote has been elected executive vice president of and executive committee member of McCann-Erickson. Robert E. Healy, vp-treasurer, was added to the executive committee and Chester A. Posey, John H. Tinker, Jr., and Henry Q. Hawes were named senior vice-presidents.....Samuel Goldwyn, Jr. has been appointed assistant to Charles Underhill, national program manager of ABC-TV. Also at the network, James A. Stabile has been named Administrative Manager of the ABC-TV Network Program Department.....William E. Hyland, Eastern Sales Manager for CBS Television Sales since January, 1952, has been appointed Vice President in Charge of Sales for the CBS Television Network, replacing Fred M. Thrower, who resigned last week. Mr. Hyland has been associated with CBS since 1937.....Robert Meyer, for the last 16 months Director of Press Information, Hollywood, for CBS Television, has resigned to accept a creative and writing job with a new Hollywood production firm. Mr. Meyer was with CBS since September, 1948, following three years in Europe as correspondent for the United Press.....Slocum Chapin, Jr., vice-president of ABC-TV's owned stations, has taken over as general manager of WJZ-TV, New York, the network's key station. Also at WJZ-TV, Paul Mowrey, present program director, was named station manager, replacing Trevor Adams, who becomes sales manager.....Kenneth Lloyd Mapes has joined WOR-TV, New York, as scenic designer. He replaces Ray Temple, who has resigned.



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SUNDAY DECEMBER 21 (Cont'd)  
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|----------------------------------------------------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Super Circus</u><br>(Claude Kirchner)           | ABC 5pm   | Ricardys (trampoline), Johnny Laddie & Company (animals), Royals Chimp, Amadis Troupe (acro)                                                                                                                                                                       |
| <u>Red Skelton</u>                                 | NBC 7pm   | regulars & Lee Erickson, Eddie Marr, Buddy Piper, Lucille Knoch, Step Brothers (D) (FILM)                                                                                                                                                                          |
| <u>Mr Peepers</u><br>(Wally Cox)                   | NBC 7:30  | regulars & Georgianne Johnson, Doug Rodgers, Monica Boyar, Charles Grunwell, Jack Warden; (SD)                                                                                                                                                                     |
| <u>Opera Cameos</u>                                | WPIX 7:30 | Third Act of <u>La Boheme</u> by Puccini with Ann Ayars, Giacinto Prandelli, Maria Costa, Richard Torigi (all S)                                                                                                                                                   |
| <u>This Is Show Business</u><br>(Clifton Fadiman)  | CBS 7:30  | Anne Jeffreys, guest panelist, Lew Parker (C), Jane Harvey (S), Dorothy Keller (D)                                                                                                                                                                                 |
| <u>Colgate Comedy Hour</u><br>(Ray Bolger)         | NBC 8pm   | Rise Stevens (S); (SW & SD) by Nat Hiken; Prod by Leo Morgan                                                                                                                                                                                                       |
| <u>Rocky King</u><br>(Roscoe Karns & Earl Hammond) | DuM 9pm   | <u>Double Jeopardy</u> - (O) by Edmund Morris; with Joyce Van Patten, Kem Dibbs, Gene O'Donnell, William Patterson; (SD)                                                                                                                                           |
| <u>Plainclothes Man</u><br>(Ken Lynch)             | DuM 9:30  | <u>The Subtle Killer</u> - (SW); with regulars & Norma Hayes, Pat Jenkins, Stephen Haddon, Phil Foster                                                                                                                                                             |
| <u>The Doctor</u><br>(Warner Anderson)             | NBC 10pm  | <u>The Tale Of Two Christmases</u> - (O) by Doris Halman, (A) by Adrian Spies; with Richard McMurray, Margaret Hayes, Janie Alexander, Harry Bannister, Raymond Bramley, Richard Purdy, Silvio Minciotti, Cindy Cameron, Robert Lieb; Dir by Robert Aldrich (FILM) |
| <u>The Web</u>                                     | CBS 10pm  | <u>Fatal Alibi</u> - (O) by Alvin Sapinsley; with Robert Sterling, Bramwell Fletcher, Patricia Wheel, James Westerfield, Roy Johnson, Elizabeth York, Leonard Yorr; (SD) by Lela Swift                                                                             |
| <u>Arthur Murray Party</u><br>(Kathryn Murray)     | DuM 10pm  | Andre Eglevsky, Melissa Hayden, Patricia Wilde, Bill Callahan (all D); Eileen Barton (S)                                                                                                                                                                           |

MONDAY DECEMBER 22  
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<u>Hollywood Screen Test</u> (Neil Hamilton)	ABC 7:30	<u>Hang One On Corkle For Christmas</u> - with Robert Alda, Eda Heinemann, Thomas Heaffy; (SW & SD)
<u>Lux Video Theater</u>	CBS 8pm	<u>A Child Is Born</u> - (O) by Stephen Vincent Benet, no adaptor credited; with Gene Lockhart, Fay Bainter, Dan Morgan, Barbara Bolton, Elizabeth Ross, Noel Coleman, Alan Shayne, Horace Braham; (3rd annual Christmas show)
<u>Talent Scouts</u> (Arthur Godfrey)	CBS 8:30	Leslie Uggans (S), Janet Mae Siegler (ventriloquist), Eric Friedman (M), Martin Walker (S)
<u>Voice Of Firestone</u> (Howard Barlow)	NBC 8:30	Eleanor Steber (S)
<u>I Love Lucy</u> (Ball & Arnaz)	CBS 9pm	regulars & Pepito (clown) (SW & SD) (FILM)
<u>H'wood Opening Night</u> (Jimmie Fidler)	NBC 9pm	<u>Josie</u> - with James Dunn, Jane Darwell, Ann Whitfield; (SD) (FROM HOLLYWOOD)







MONDAY DECEMBER 22 (Cont'd)

Robert Montgomery NBC 9:30 The Christmas Cards - (O) by Robert Zacks, (A) by Gail Ingram; with Henry Jones, John Newland, Lydia Reed, Constance Ford, Doro Merande, Nana Bryant, Ellen Demming, Katharine Bard, Frank M Thomas, Russell Collins, Ralph Herbert, Georgia Simmons, Elaine Joyce, Donald Foster, Harry Gildea, Jimmy Sommer, Michael Sivy, Gavin Gordon; (SD) by Herbert Bayard Swope, Jr

Studio One CBS 10pm The Nativity - based on medieval mystery plays, (A) by Andrew Allan; with Thomas Chalmers, Frederic Worlock, Miriam Wolfe, Paul Tripp, Earl Hyman, Lloyd Bochner, Rex Williams, John Shellie, Alan Devitt, Michael Dreyfuss, Robert Fletcher, Victor Thorley, Marian Seldes, Robert Middleton; Robert Shaw Chorale; narration by Fletcher Markle; (SD) by Franklin Schaffner; Sets by Rouben Ter-Arutunian

Who Said That?  
(Walter Kiernan) NBC 10:30 Frank Conniff, June Lockhart, Roger Price (C), Richard Harkness (NET EXCEPT WNBT)

Dangerous Assignment  
(Brian Donlevy) WNBT 10:30 Venetian Incident Story - (O) by Robert S Ryf & Russel Bender; with Larry Dobkin, Paul Dubov, Jimmy Griffith, Strother Martin, Noreen Nash, John Ridgely (FILM, ORIGINALLY SCHEDULED FOR 12/8/52)

TUESDAY DECEMBER 23

Texaco Star Theater  
(Milton Berle) NBC 8pm Paulette Goddard, Basil Rathbone

Crime Syndicated CBS 9pm Hostile Witness - (O) by Stanley Silverman; with Robert Harris, Joe Silver, James Gregory, Harold J Stone, Violet Harris, Mickey Knox, Barry Martin, Henry Lascoe, John Marley, Harry Kadison, John Leslie, Jack Klugman, Remo Pisani, Mercer Templeton; (SD)

Fireside Theater NBC 9pm Ward Of The Golden Gate - (O) by Bret Harte, (A) by Margaret Buell Wilder; with Marshall Thompson, Susan Morrow, Everett Glass, Kay Morley, Griff Barnett, Vida Aldana, Michael Road, Mira McKinney, Russell Hicks, David Ralston; (SD) (FILM)

Suspense CBS 9:30 The Deadly Lamb - (O) by W A Powers, (A) by James P Cavanagh; with Dick Haymes, Leo Penn, Pat O'Malley, Pat Breslin, James Winslow, John Seven, John Farrell, Gwilym Williams; (SD)

Armstrong o Theater NBC 9:30 The Visitor - (O) by Jeanne Warner; with Sheperd Strudwick, Haila Stoddard, Ralph Lee Robertson, Paula Morgan, Neil Fitzgerald, Reta Shaw, Philip McHugh; (SD)

Wisdom Of The Ages  
(Jack Barry) DuM 9:30 Panel: Ronny Molluzzo, Marcia Van Dyke, Leo Cherne (exec secy, Research Inst of America), Mrs H V Kaltenborn, Fred Irving Cox (octogenarian)

Danger CBS 10pm The Man Who Tried To Kill Christmas - (O) by Leo Davis; with Vinton Hayworth, Jay Barney, Robert Middleton, Jim Bender, Frances Reid, Penny Hays; (SD)



MEMORANDUM FOR THE RECORD

DATE: 10/15/54

TO: SAC, NEW YORK

FROM: SAC, NEW YORK

SUBJECT: [Illegible]

[Illegible]

[Illegible]

[Illegible]

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NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: December 21 - 27

		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on- ) 12 noon )	Live	1	2½	6½	4½	1	--	10	5½
	Film	--	¼	½	--	--	--	--	4½
12 noon- ) 6:00 pm )	Live	2	1	15¼	11½	7½	7¼	11¼	3¼
	Film	--	¼	--	--	--	--	1¼	½
6:00 pm ) time off )	Live	4 ¾	8	17 ¾	5	15¼	7½	19¼	1 ¾
	Film	2 ¾	3	6	--	1¼	--	5¼	--
TOTALS ) ) )	LIVE	7 ¾	11½	39½	21	23 ¾	14 ¾	40½	10½
	FILM	2 ¾	3½	6½	--	1¼	--	6½	5

(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. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of December 21 - 27

CITY	STATION	Total Hrs Trans	Net Hrs Service	Live Hrs Loc Only	National Spots	Movie* Features
New York City	WJZ (A)	90½	24½	29½	¾	38 ¾
New York City	WCBS (C)	107½	65½	12 ¾	1	25
New York City	WABD (D)	96¼	39 ¾	20½	1½	24
New York City	WNBT (N)	119¼	54	29	2½	19 ¾
New York City	WOR-TV (I)	79	--	44¼	¾	29½
Bloomington	WTTV	87½	58	11 ¾	1	2¼
Johnstown, Pa	WJAC	102½	81½	¼	1¼	5 ¾

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

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.

Cities of origin of network programs are listed once each month.







DEC 28, '52 - JAN 3, '53

VOL 4 NO 7 SUPPLEMENT E

EDITOR: Jerry Leichter  
ASSOC EDS: David B. Graham  
Alvin Sullum  
BUS MGR: Darryl A. King

# Ross Reports

## ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

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### THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

#### Sun(28)

CBS - 6-7pm; HIGHLIGHT; See It Now; from WCBS-TV, NY(ON FILM) to 33 sta; Sponsor - Aluminum Co of America thru Fuller & Smith & Ross, Inc; Pkgr-Prod - Edward R. Murrow & Fred Friendly; news series extended to full hour this week only for presentation of "This Is Korea...Christmas '52", describing how American GI's live and fight on the Korean front. In addition to Murrow, newsmen covering the Korean front are Larry LeSueur, Bill Downs, Ed Scott, George Herman, Joe Wershba and Robert Pierpont.

#### Mon(29)

CBS - 12:45-1pm Mon thru Fri; NEW TIME; The Guiding Light; from WCBS-TV(NY) to 38 sta & 21 kine; Sponsor - Procter & Gamble (Ivory, Duz, Crisco) thru Compton; Prod - Dave Lesan; Dir - Ted Corday; Writer - Irna Phillips; program debuted June 30 in 2:30-2:45pm time slot; other schedule changes this date are: Mike and Buff, moving from 3:15-4pm to 2:30-2:45pm, with a film feature carried in the 3:15-4pm slot.

#### Tue(30)

CBS - 7:45-8pm Tue & Thu; NEW TIME; Jane Froman's U.S.A. Canteen; from WCBS-TV(NY) to 18 sta & 6 kine; Sponsor - General Electric (Lamp Division) thru Batten, Barton, Durstine & Osborn (Thu only from 1/8); Prod-Irving Mansfield; Dir - Byron Paul; Writers - Irvin Graham, Jimmy Shirl, Ervin Drake & Albert Stillman; Choreographer - Peter Birch; Music Dir - Henry Sylvern; Continuity Writer - Howard Teichmann; music-comedy program debuted October 18 (Saturdays 9-9:30pm) as a sustaining program; picks up sponsor with time change. Heaven For Betsy, sponsored by Lever Bros (Pepsodent & Shadow Wave) thru McCann-Erickson, formerly seen Tuesday & Thursday 7:45-8pm, was dropped December 25, after 13 weeks.

CBS - 8-9pm; DEBUT; Ernie Kovacs Show; from WCBS-TV(NY) to the net; Sustaining; Prod - Ernie Kovacs; Dir - Ned Cramer; Writers - Andy McKay, Trygve Lund & Ernie Kovacs; new network program will feature members of Kovacs Unlimited, across-the-board local (WCBS-TV, New York) program, which originally had been seen in Philadelphia - Kovacs is featured, with vocalist Edith Adams, pianist-conductor Ernie Hatrak, and straightmen Trig Lund and Andy McKay.

#### Wed(31)

CBS - 7-7:30pm; HIGHLIGHT; King Orange Jamboree Parade; from WTVJ(Miami) to the net; Sponsor - Gillette Safety Razor thru Maxon; New Year's Eve event is staged as a prelude to the Orange Bowl football game.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.







THIS WEEK (Cont'd)

Wed(31)

CBS - 11:30pm-12:05am; HIGHLIGHT; You And '52; from WCBS-TV(NY) to the net; Sustaining; Prod - Dave Zellmer; Dir - Ted Marvel; Film Ed - Arthur Bonner; Film Superv - Dave Tullen; Walter Cronkite will act as program host, with recap of news highlights of 1952.

NBC - 11-11:55pm; HIGHLIGHT; Watch Night Service; from WNBT(NY) to the net (except WNBT); Sustaining; special service from the Church of St. Paul and St. Andrew in New York; Reverend Dr. Chester A. Pennington will officiate .

NBC - 11:55pm-12:10am; HIGHLIGHT; Times Square Celebration; from WNBT(NY) to the net; Sustaining; Dir - Jack Mills and Lew Brown; coverage of the midnight festivities in New York's Times Square.

Thu(1)

ABC - 1:45pm-end of game; HIGHLIGHT; Sugar Bowl Classic; from WDSU-TV(New Orleans) to the net; Sponsor - Cooperative (local); Jim Britt will report the Georgia Tech-University of Mississippi game; Mel Leavitt will provide the "color" commentary.

CBS - 1:45pm-end of game; HIGHLIGHT; Orange Bowl Game; from WTVJ(Miami) to 40 sta; Sponsor - Gillette Safety Razor Co thru Maxon; Red Barber will provide the play-by-play description of the Alabama-Syracuse game; the New Year's Eve coverage of the Orange Bowl Game parade (see Page 1) will mark the first live program to be seen on the network through WTVJ's facilities; for the game itself, signals will be sent direct to New York over the northbound cable and then will be piped back to Miami for local viewers there.

CBS - 10-10:30pm; RETURN; My Little Margie; from WCBS-TV, NY(ON FILM) to 18 sta & 32 spots; Sponsor - Philip Morris (Philip Morris Cigarettes) thru Biow; Film Prod - Roland Reed, Hwood; Prod - Hal Roach, Jr.; Writer - Frank Fox; Dir - Hal Yates; Asst Dir - Dick Moder; Prod Mgr - Dick L'Estrange; Camera - Walter Strenge; situation comedy series was first seen as summer replacement for I Love Lucy on CBS-TV, then was seen on NBC-TV for five weeks starting October 4. The sponsor formerly presented Racket Squad in this slot.

CBS - 10:30-11pm alt weeks; NEW TIME & SPONSOR CHANGE; Racket Squad; from WCBS-TV, NY(ON FILM) to 18 sta & 30 spots; Sponsor - Toni(Cream Rinse) thru Tatham-Laird; Pkgr - Showcase Prodns, Hwood; Prod - Hal Roach, Jr. & Carroll Case; Prod Mgr - E. H. Goldstein; Dir - George Blair; Asst Dir - Bill Foreythe; Writer - Richard Moder; Reed Hadley stars in crime series based on authentic cases; Sponsor formerly presented I've Got A Secret in this slot, alternating with Carter Products (Arrid) thru Tatham-Laird, who will continue to present the Goodson-Todman panel show on alternate weeks.

NBC - 12:30-1:30pm; HIGHLIGHT; Tournament of Roses Parade; from KNBH(Hwood) to the net; Sponsor - F. W. Woolworth & Co thru Lynn Baker Advertising; Prod - Roy Neal; Dir - William Bennington; Rush Hughes will follow the famous Pasadena parade as narrator.

NBC - 1:45pm-end of game; HIGHLIGHT; Cotton Bowl Football Game; from WFAA-TV (Dallas) to the net; Sponsor - Philco Corp thru Hutchins and Humble Oil thru Wilkinson, Schewitz and Tips (Texas stations); Prod - Bill Garden; Dir - Jack Dillon; University of Texas Longhorns vs. the University of Tennessee Volunteers; Bill Stern will give play-by-play comment, with Joe Hasel doing "color" commentary. For Humble Oil, Kern Tips will give the play-by-play and Charles Jordan the "color".



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THIS WEEK (Cont'd)

Thu(1)

NBC - 4:45pm-end of game; HIGHLIGHT; Rose Bowl Football Game; from KNBH(Hwood) to the net; Sponsor - Gillette Safety Razor Co thru Maxon; Mel Allen will do the play-by-play and Tommy Harmon will describe the "color" as the University of Southern California meets the University of Wisconsin.

NBC - 9-9:30pm; ADD TIME; Dragnet; from KNBH, Hwood(ON FILM) to 25 sta & 10 spots; Sponsor - Liggett & Myers(Chesterfield Cigarettes) thru Cunningham & Walsh; Pkgr-Prod - Mark VII Productions, Hwood; Exec Prod - Stanley Meyer; Dir - Jack Webb; Music Dir - Walter Schumann; police documentary series debuted January 3, 1952, and was seen alternate weeks. Gangbusters, the alternate week program, was dropped by the sponsor to give weekly coverage to Dragnet.

Fri(2)

CBS - 10:45-11am; DEBUT; Meet Betty Furness; from WCBS-TV(NY) to 32 sta & 14 kine; Sponsor - Westinghouse Electric thru McCann-Erickson; Pkgr-Prod - Lester Lewis Associates; Dir - Ted Huston; Writer - Priscilla Kent; new program will star Miss Furness "at home" in the intimate role of neighbor and friend - discussing clothes, personal and practical charm tips, news of motion picture and theater acquaintances, and time-saver ideas for the housewife; she will also interview a distinguished guest each week and will salute her choice of "woman of the week."

NBC - 8:30-9pm; DEBUT; The Life of Riley; from WNBT, NY (ON FILM) to 36 sta & 6 spots; Sponsor - Gulf Oil Corporation thru Young & Rubicam; Prod - Tom McKnight; Dir - Abby Berlin; Writer - Henry Clark; produced on film at the Hal Roach Studios in Hollywood; William Bendix stars in family situation comedy revolving about Chester A. Riley, "a hard guy with a soft heart." Others in the cast are Marjorie Reynolds, Eugene Sanders, Wesley Morgan and Tom D'Andrea; sponsor had presented Gulf Playhouse in this time slot for the past thirteen weeks, prior to which they sponsored We, The People.

Sat(3)

ABC - 10:30-11am; RETURN; Rootie Kazootie; from WJZ-TV(NY) to 18 sta & 24 kine; Sponsor - Walter H. Johnson Co (Powerhouse Candy Bars) thru Franklin Bruck; Pkgr-Prod-Writer - Steve Carlin; children's program was formerly seen on NBC-TV; from December 22, 1952, is also seen on WJZ-TV only, Monday thru Friday 6-6:15pm.

LAST WEEK'S NETWORK CHANGES

DuM - Shrine East-West Football Game; HIGHLIGHT Dec 27; Sat 4:45pm-end of game; Sponsor - Plymouth Division of the Chrysler Corporation thru N. W. Ayer; from KPIX (San Francisco) to 57 sta; the 28th annual Shrine East-West game played in Kezar Municipal Stadium, San Francisco.

NETWORK SPONSOR ACTIVITY

GENERAL MOTORS thru Kudner Agency will sponsor NBC's coverage of the coronation of Queen Elizabeth II on June 2, 1953; WILLYS-OVERLAND MOTORS (Aero-Willys) thru Ewell & Thurber Associates, will pay for the coverage on CBS.

GENERAL FOODS (Instant Maxwell House) thru Benton & Bowles, picks up sponsorship of the Red Buttons Show as replacement for Life With Luigi (CBS-TV Mon 9:30-10pm) effective January 5.







NETWORK SPONSOR ACTIVITY(Cont'd)

JOHNSON & JOENSON (Band-Aid Plastic Strips) thru Young & Rubicam becomes a participating sponsor of All Star Revue(NBC-TV Sat 8-9pm) effective January 10.

BRISTOL-MYERS(Ipana, Vitalis, Sal Hepatica, Trushay, Bufferin, Vitalis Hair Cream, Mum, Ammens) thru Doherty, Clifford, Steers & Shenfield, will replace Break the Bank (CBS-TV Sun 9:30-10pm) with half-hour versions of the Ken Murray and Alan Young comedy and variety shows, on alternate weeks, with the first program scheduled for February 8. Both shows will be produced in Hollywood.

JACQUES KREISLER MFG (Expanding Watch Bands) thru Hirshon-Garfield, has renewed its alternate week sponsorship of Tales of Tomorrow (ABC-TV Fri 9:30-10pm) effective January 23, thru June 12. MASLAND CARPETS thru Anderson & Cairns, was alternate week sponsor thru December 26.

FRANK H. FLEER CORP (Dubble Bubble Gum) thru Lewis & Gilman (Phila) ended sponsorship of Pud's Prize Party (ABC-TV Sat 11:30-11:45am) December 20.

BYMART CO(Tintair) has switched from Cecil & Presbrey to Ruthrauff & Ryan following reorganization of the company. Cecil & Presbrey, one of the firm's biggest creditors, is a stockholder in the new organization.

CONSOLIDATED COSMETICS(Lanolin Plus product) thru Tim Morrow(Chi) will sponsor two periods of the 10-10:15am segment of Arthur Godfrey Time (CBS-TV Mon thru Thu 10-11 am; one week they will sponsor the segment on Monday and Wednesday, the next week sponsoring the Tuesday and Thursday segments.

LOCAL STATION ACTIVITY

WCBS-TV(Ch 2) - Kovacs Unlimited; NEW TIME Dec 29; Mon thru Fri 8:30-9:30am; Sustaining; Prod - Ernie Kovacs (see Page 1 for new network program); local show had been seen 1-1:30pm; Station will go on the air with News and Previews at 7:50am for ten minutes; Telecomics, 8-8:15am; Time For Beany 8:15-8:30am; The Morning Show 9:30-9:45am.

WJZ-TV(Ch 7) - The Range Rider; DEBUT Dec 28; Sun 4:30-5pm; Sponsor - Amend & Co ("Chuckles") thru Henri, Hurst & McDonald; Pkgr - Flying A Prodns; Prod - Louis Gray; Dir - Wallace Fox, George Archainbaud; Jack Mahoney stars in western adventures, with Dick Jones. (ON FILM).

New Year's Eve at the Astor; HIGHLIGHT Dec 31; Wed 11:30pm-1am; Sustaining; special program will have Jimmy Blaine, Taylor Grant, Walter Herlihy, The Honeydreamers and the Three Suns.

WOR-TV (Ch 9) - The World We Want; DEBUT Jan 3; Sat 7:30-8pm; Sustaining; Prod - Helen Hiatt Waller and Richard Tobin; Dir - Victor Cavaness; Presented in cooperation with the New York Herald Tribune Forum, Helen Hiatt Waller and Richard Tobin will preside, with youthful delegates to the 1953 Herald Tribune High School Forum appearing each week; chosen by competitive examinations on the subject of the United Nations, the delegates will spend three months in the U.S., living in the homes of high school students in metropolitan New York; two of the visitors, with members of their American host families, will appear each week.



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LOCAL STATION ACTIVITY(Cont'd)

WPIX(Ch 11) - New York, This Year; HIGHLIGHT Dec 29 & 30; Mon & Tue 9-9:30pm; Sustaining; Dir - Lou Florence; John Tillman will narrate news highlights of 1952.  
New York

New Schedule Jan 2:

Ted Steele Show 2-4pm; Rainbow Theater (films) 4-5pm;  
Shenanigans 5-6pm; Six O'Clock Playhouse (films) 6-6:30pm.

WGN-TV(Ch 9) - The A to Z of Cookery; DEBUT Jan 5; Mon thru Fri 9-10am; Sponsor - Chicago Participations; Prod - WGN-TV & Lawrence S. Stein; Dir - Cosmo Genovese; Writer - Elizabeth Rannels; Alida Drake, home economist, and John Zenker, chef and cake decorator, will be featured on new program which replaces Chicago Cooks.

KECA-TV(Ch 7) - Pasadena Rose Parade; HIGHLIGHT Jan 1; Thu 9-11am; Sponsor - Big Four Hollywood Appliance Dealers thru The Erwin Company(Beverly Hills); coverage of the annual parade preceding the Rose Bowl Game, in Pasadena.

Los Angeles Open Golf Tournament; HIGHLIGHT Jan 4 & 5; Sun 12n-1:45pm & 3-5pm; Mon 11am-1pm & 3pm-conclusion of tournament; Sustaining; the last two rounds of the 27th Annual Los Angeles Open Golf Tournament from the Riviera Country Club.

KTTV (Ch 11) - Chevron Theater; STATION CHANGE Dec 30; Tuesday; Sponsor - Standard Los Angeles Oil of California for Chevron Dealers and Standard Stations, Inc thru BBD&O (San Francisco); filmed dramatic series, produced by Revue Productions, was formerly seen on KTLA Friday 9-9:30pm.

Scoop the Writers; DEBUT Jan 1; Thu 10:30-11pm; Sponsor - National Wardrobe Plan; Prod - Rolly Langley; Dir - Dave Harvey; Rose Marie will MC news identification program, with a panel of experts including Sid Dorfman, Jack Douglas, Hal Kanter and Wendell Niles; televiewers will be asked to send in newspaper clippings plus a rhyming jingle and a musical clue for identification purposes - those contributors who stump the experts will receive valuable prizes.

WFIL-TV(Ch 6) - Mummer's Parade; HIGHLIGHT Jan 1; Thu 8am-end of parade; Sponsor - Philadelphia C. Schmidt & Sons (Schmidt's Beer & Tiger Head Ale) thru Al Paul Lefton; highlights of the parade will be delivered by Phil Sheridan, Harry K. Smith and John Corcoran.

WCAU-TV(Ch 10) - Mummer's Parade; HIGHLIGHT Jan 1; Thu 8am-end of parade; Sponsor - Philadelphia Valley Forge Beer & Rams Head Ale thru Ward Wheelock (also will be fed to WGAL-TV, Lancaster); annual salute to "King Momus" is expected to surpass all other years in numbers of clubs parading.

FILM REPORT

UNITED ARTISTS TO FINANCE INDEPENDENTS, and will also distribute the completed TV film programs. In the past, United Artists' TV subsidiary has distributed only. The new set-up is similar to their theatrical film operation which involves investment in negatives plus production money credits with banks, followed by distribution. George Shupert, formerly with Paramount Television Productions, is the new head of UA's television firm, United Artists TV.







FILM REPORT(Cont'd)

PARAMOUNT TELEVISION PRODUCTIONS TO START FILMING first TV series, a half-hour dramatic program, for which 30 scripts have already been completed. Burt Balaban, Director of Programming and Production for the subsidiary of Paramount Pictures, will supervise the productions which will be filmed by Edward J. and Harry Lee Danziger, independent motion picture producers. Production is scheduled to begin January 5.

MARK VII LTD TO FILM PETE KELLY'S BLUES, a series which deals with a Kansas City jazz musician of the 20's. The Burbank, California production firm, producers of Dragnet, have scheduled start of production for next June, with Stan Meyer as executive producer, Michael Meshekoff as producer and Jack Webb directing. Webb starred in a radio version of the stories which was heard on NBC during the summer of 1951.

ARROW PRODUCTIONS TO FILM KING ARTHUR SERIES in England, with plans for 26 half-hour programs to be shot in technicolor. Sir Walter Scott's tales of King Arthur and the Knights of the Round Table will be filmed under the supervision of Leon Fromkess, executive producer.

FILMING ON ALAN YOUNG SERIES UNDER WAY IN HOLLYWOOD, with Alan Dinehart, executive producer and Edward Bernds directing. Supporting Young are Dawn Addams, Mabel Paige, Russell Gaige, David Alpert, Phil Tead and Rodney Bell.

NEWS DIGEST

SARNOFF REVIEWS TV PROGRESS IN YEAR-END STATEMENT. The 1952 Year-End Statement by David Sarnoff, Chairman of the Board, Radio Corporation of America, covering all activities of RCA, said in part: "Television-equipped homes increased from 15 million in 1951 to nearly 21 million at the end of 1952 - a gain of 40 per cent. The two most significant steps in television progress during the past year were: The licensing of new stations permitted by lifting of the TV station "freeze," and the opening of UHF (ultra-high frequencies) for television broadcasting. Today forty-seven per cent of American families have television sets, and more than sixty-five per cent of the population is within range of one or more TV stations. At mid-December, 117 TV stations were on the air. Construction permits had been granted to 135 others, many of which plan to be in operation during 1953."

NBC HEADS LIST OF NEW NIELSEN COVERAGE SUBSCRIBERS. The National Broadcasting Company, on behalf of its TV network, five more advertising agencies and two more national advertisers have subscribed to Nielsen Coverage Service. The agencies are: Benton & Bowles, Leo Burnett, Knox-Reeves, Lennen & Newell and J. Walter Thompson. The advertisers are Thomas J. Lipton and Shell Oil.

POWER BOOST AUTHORIZED FOR WBTV, CHARLOTTE, N.C. by the FCC will increase the visual signal facilities from 16,300 to 100,000 watts. Along with the increase of visual power, the audio power will go from 8,200 to 60,000 watts. When the boost is completed, WBTV will be one of the nation's first TV stations to go to the maximum television power allowed by the FCC, 100,000 watts being the maximum for stations operating on channels 2 through 6. WBTV operates on channel 3. For higher frequencies, more power is allowed: channels 7 through 13 require 316,000 watts and all channels in the ultra high frequency range must operate with the maximum of one million watts to reach as large an area as a 2-6 channel station operating on 100,000 watts. The new transmission apparatus for WBTV is expected to take from 30 to 45 days to install.



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## NEWS DIGEST(Cont'd)

WASHINGTON POST BUYS WMBR, AM, FM & TV, JACKSONVILLE, FLORIDA for reported price of \$2½ million. The Washington Post already owns WTOP Inc., Washington. Application for the transfer of the station has been filed with the FCC, with the transaction to be an all-cash one. All of the capital stock was purchased, with Philip L. Graham, president and publisher of the Washington Post and John S. Hayes, president of WTOP Inc., representing the Post Co., and Ed Norton, Glenn Marshall, Jr. and Frank King participating for Florida Broadcasting.

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### PERSONNEL CHANGES

Walter A. Tibbals, Jr., who served as radio & TV director on the Eisenhower campaign train, has been transferred by BBD&O from New York to their Hollywood office to supervise television and radio production. He leaves New York January 2. ....David M. Crandell has been appointed supervisor of TV production in N. W. Ayer's radio-TV department. ....James S. Cohan has been appointed cooperative advertising manager of the TV receiver division of the Allen B. DuMont Laboratories. He formerly was with the company's New Jersey factory as advertising manager. ....Thomas H. Dawson has been appointed Sales Manager for the CBS Television Network, having been upped to that post from that of General Sales Manager of CBS Television Spot Sales. Sam Cook Digges has replaced Mr. Dawson in the latter capacity. Mr. Digges' former position of Eastern Sales Manager of CBS TV Spot Sales is being filled by Clark George, account executive in the department. ....Julian Watkins has resigned from J. Walter Thompson to join Maxon, Inc. in Detroit as vice president and creative assistant to Lou Maxon, president of the agency.

Sherry Shourds has replaced Robert Blumofe as producer of Revue Productions' Chevron Theater, with Blumofe moving to MCA's legal department. Rene Williams has joined the production firm as associate producer to Alan Miller on the America's Finest series. ....Ray Reisinger has been named an account executive for WBNS-TV, Columbus, Ohio. He has been with the CBS-TV affiliate as a merchandising executive.

Ransom Dunnell, currently with Cunningham & Walsh as manager of radio-TV production, is resigning after the first of the year to join Ward Wheelock in the same capacity. ....James D. Webb, executive vice president of C. J. LaRoche & Co., New York, for the past year, has been elected president of the agency. Chester J. La Roche continues as chief executive officer and head of the plans board. ....Ben McLaughlin has been named general manager of WICU(TV), Erie, Pa. He has been acting in that capacity since May, 1952. ....Virginia Curran, formerly with BBD&O, has joined Hicks & Greist as assistant to the director of radio & TV.

Arthur J. Daly has resigned his position as account executive with Geyer Advertising, where he was television account executive for Nash-Kelvinator, to join the DuMont Television Network's sales department as an account executive. ....Allan Peters, formerly a vice president and partner in the Chernow Company, has formed Allan Peters Advertising, with offices at 350 Fifth Avenue, New York City. ....Bertha Kurtzman has been appointed Acting Program Manager of WJZ-TV, New York, the ABC-TV flagship station. With ABC since 1942, Miss Kurtzman most recently held the post of Operations Manager of the station. ....Will Baltin, for the past two years producer and station-public relations head of Screen Gems, Columbia Pictures' TV subsidiary, has resigned to join a group of businessmen in the formation of a new corporation to manufacture, distribute and service television stations with "an important new electronic product". ....Werner Michel has been appointed to the newly created post of assistant to James L. Caddigan, director of programming and production at DuMont, where he will be responsible for the supervision of TV production.



CONFIDENTIAL

The following information was obtained from a review of the records of the [redacted] and is being furnished to you for your information. It is requested that you keep this information confidential and not disseminate it to any other personnel.

On [redacted] [redacted] was assigned to the [redacted] position. During this period, [redacted] was observed to be in contact with [redacted] and [redacted]. It is noted that [redacted] has been observed to be in contact with [redacted] and [redacted] on several occasions.

It is noted that [redacted] has been observed to be in contact with [redacted] and [redacted] on several occasions. This contact has been observed to be of a confidential nature and is being reported to you for your information.

This information is being furnished to you for your information and is to be kept confidential. If you have any questions, please contact [redacted].







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MEMORANDUM FOR THE DIRECTOR

1. The following information was received from the [redacted] on [redacted] regarding the [redacted] of [redacted] in [redacted] on [redacted].

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MONDAY DECEMBER 29 (Cont'd)  
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Studio One CBS 10pm Young Man Adam - (O) by Mary Orr, (A) by David Lemay; with Mindy Carson, Elspeth Eric, Dan Tobin, Audrey Christie, James Westerfield, Alex Nicol, Jerry Crews, Edmund Hashim, Lulu Belle Clarke, Aura Vaino; (SD) by Paul Nickell

Who Said That? NBC 10:30 Frank Conniff, June Lockhart, Morgan Beatty, (Walter Kiernan) Bob Considine (NET EXCEPT 10:30)

Dangerous Assignment WNBT 10:30 The Mine Strry - (O) by Robert S Ryf; with (Brian Donlevy) Michael Ansara, Robert Boon, Herb Butterfield, Fritz Feld, Joseph Mell, Lester Sharpe; (SD,FLM)

TUESDAY DECEMBER 30  
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City Hospital CBS 9pm Render Unto Roberta - with Anne Seymour, Anne (Melville Ruick) Marie Gayer, Eric Dressler, Mary MacDonald, Jean Ellyn, Billy Miles; (SD)

Fireside Theater NBC 9pm A Kiss For Aunt Sophie - (O) by M M Musselman, (A) by Elwood Ullman; with Robert Hutton, Bill Bakewell, Peggy Castle, Douglas Wood, Joel Marston, John Vosper, Lee Phelps, Marjorie Stapp, David McMahon; (SD) (FILM)

Armstrong o Theater NBC 9:30 Billy Adams, American - (O) by T W Case; with E A Krumschmidt, Bruno Wick, Richard Wigginton, Edward Bryce, Rayford Barnes, Edward Harvey, Kem Dibbs, Lisa Osten, Harold Gary, Matt Crowley, Ludie Claire, Ann Sturgis, Stewart Vaughn; (SD)

Suspense CBS 9:30 The Invisible Killer - (O) by Bruno Skoggard, (A) by Basil Beyea; with Jackie Cooper, John Dall, Anne Sargent, Roy Roberts, Victor Rendina; (SD)

Danger CBS 10pm Death Pulls No Strings - (O) by Julian Koenig; with Chester Morris, Bil Baird, Robert Lieb, Dorothy Hart; (SD)

Jeweler's Showcase WCBS 10:30 Something For Ginger - with Elizabeth Fraser, Whitfield Connor (FILM)

Club Embassy NBC 10:30 kill: Bob & Ray as stars; add: Mindy Carson (S) replacing them, Florian Zabach (M), Danny Hocketor (D); Orch & Quartet Conducted by Earl Sheldon; Prod & Dir by Fred Heider; TV Dir - Grey Lockwood

WEDNESDAY DECEMBER 31  
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Scott Music Hall NBC 8:30 Wally Cox (C) & regulars

Kraft TV Theater NBC 9pm The Paper Moon - (O) by Peggy Phillips; with Ruth Matteson, Richard Kiley, Nelson Olmsted, Amy Douglass, Karen Priess, Beulah Bryant; (SD)

Man Against Crime CBS 9:30 Dragon's Blood - (O) by Burton R Benjamin; with (Ralph Bellamy) Joe Draper, Harry Kadison, Diana Florey, Lou McGuire; (SD) (FILM)

The Unexpected WNBT 10:30 Slide Rule Blonde - with Marjorie Reynolds, (Herbert Marshall) Craig Stevens, Nestor Paiva, Johnny Downs, Phil Resnick, Hal Taggart, Almira Sessions, Florence Ravenal, Steve Wayne; (SD) (FILM)











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| Time  | Activity / Location    | Personnel / Notes |
|-------|------------------------|-------------------|
| 08:30 | Arrival at [illegible] | [illegible]       |
| 09:00 | [illegible]            | [illegible]       |
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CONFIDENTIAL



MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 26 THROUGH FRIDAY JANUARY 2 (C't'd)

Kate Smith NBC 4pm F - Johnny Conrad & Dancers, Evalyn Tyner (M); M -  
Andre Andre & Bonnie (D), Dorothy Daye (fashions),  
Bobby Brandt (acro D); Tu - Mary Raye & Naldi (D), Jeanne  
Mitchell (M); W - Hoctor & Byrd (D), Phil Napoleon & His Mem-  
phis Five (M); F - The Czonyms (D), Tom Patricola (D), The  
Asia Boys (acro)

Captain Video DuM 7pm Georgianne Johnson, Logan Field, Grant Sullivan,  
(Al Hodge) Ray Boyle

Short Short Drama NBC 7:15 Tu - The Match Maker - with Val Dufour, Dolores  
(Ruth Woods) Sutton, Joe Maross, Wilfred Lytell; Th - Thin  
Ice - with Sylvia Stone, Georgianne Johnson, Mark Roberts,  
Ray Bramley; (FILM)

Broadway TV Theater WOR 7:30 M through F - The Golddiggers - (O) by Avery  
Hopwood; with Gloria McGhee, John Newland,  
Muriel Bentley, Jessie Elliott, Bibi Osterwald, Louise Hoff,  
Olive Templeton, Paula Stewart, Vera Ferguson, Eric Mattson,  
Kirk Brown; Staged by Mervyn Nelson; TV Dir - Robert Blum

Perry Como CBS 7:45 F (1/2) - Les Paul & Mary Ford (M & S)

SATURDAY JANUARY 3

All Star Revue NBC 8pm Linda Darnell, Vic Damone (S) & Durante  
(Jimmy Durante) regulars; Prod & Dir by Joseph Santley; (SW) by  
Charles Isaacs & Jack Elinson; Orch Conducted by Roy Bargy  
(FROM HOLLYWOOD)

Jackie Gleason CBS 8pm Vaughn Monroe (S), Sugar Ray Robinson (D)

SUNDAY JANUARY 4

Tootsie Hippodrome ABC 12:15 The Rodenko Brothers (jugglers)

Omnibus CBS 4:30 The Bear - (O) by Anton Chekhov; with Michael  
(Alistair Cooke) Redgrave, June Havoc; The Man In the Cool, Cool  
Mocn - (O) by William Saroyan; with cast to be announced;  
Dance Congress - ballet film with Edmond Linval (choreogra-  
pher), Lchernova, Denise Bourgeois, Beatrice Bess, Diana  
Shergold; Dir by Jean Benoit-Levy

This Is Show Business CBS 7:30 Zsa Zsa Gabor, guest panelist; Robert Clary (S),  
(Clifton Fadiman) Alice Ghostley (S), John Laverty (D)

Colgate Comedy Hour NBC 8pm Marilyn Maxwell (S), Don Cherry (S), Jack Bu-  
(Bob Hope) chanan, Quintetto Allegro (FROM HOLLYWOOD)

Toast Of The Town CBS 8pm Billy Eckstine (S), Phil Spitalny & Orchestra  
(Ed Sullivan)

Philco TV Playhouse NBC 9pm Double Jeopardy - (O) by David Shaw; with  
Vivian Blaine, Kevin McCarthy, Howard St John,  
Addison Richards, Mary Beth Hughes; (SD) by Del Mann

TALENT AVAILABILITIES (NY)

LISA FERRADAY - AGT: Barney Ward, Hart- RAYE & NALDI - dance team - AGT: Henry  
ford TV - PL 8-2557 Gine, PL 7-2250

HERBERT & SAXON - comics - AGT: William SHARI - 19 yr old female ventriloquist -  
Morris, JU 6-5100 CONTACT: Helen Kramer, JU 6-1663



1. The first part of the report deals with the general situation of the country...

2. The second part of the report deals with the economic situation...

3. The third part of the report deals with the social situation...

4. The fourth part of the report deals with the political situation...

5. The fifth part of the report deals with the military situation...

6. The sixth part of the report deals with the international situation...

7. The seventh part of the report deals with the future prospects...

8. The eighth part of the report deals with the conclusions...



NETWORK AND LOCAL TV PROGRAMMING ANALYSES

| Scheduled program transmission for the week of: December 28 - January 3 |      |                             |       |        |        |        |        |        |       |
|-------------------------------------------------------------------------|------|-----------------------------|-------|--------|--------|--------|--------|--------|-------|
|                                                                         |      | Total Hours Network Service |       |        |        |        |        |        |       |
|                                                                         |      | ABC                         |       | CBS    |        | DuM    |        | NBC    |       |
|                                                                         |      | Comm                        | Sus   | Comm   | Sus    | Comm   | Sus    | Comm   | Sus   |
| Time on-)                                                               | Live | 1                           | 1/2   | 7 1/4  | 5      | 1      | --     | 10     | 5     |
| 12 noon )                                                               | Film | 1/2                         | --    | 1/4    | --     | --     | --     | --     | 5     |
| 12 noon-)                                                               | Live | 5                           | --    | 19 1/2 | 3 1/4  | 9      | 7 1/4  | 20 1/2 | 2 3/4 |
| 6:00 pm )                                                               | Film | --                          | 1/4   | --     | --     | --     | --     | 1 1/4  | 1     |
| 6:00 pm )                                                               | Live | 4 1/4                       | 9 1/2 | 18 1/2 | 3      | 12 1/4 | 7 1/2  | 19 3/4 | 2 1/4 |
| time off)                                                               | Film | 2 3/4                       | 2 1/2 | 6 1/2  | --     | 1/2    | --     | 5 3/4  | --    |
| TOTALS )                                                                | LIVE | 10 1/4                      | 10    | 45 1/4 | 11 1/4 | 22 1/4 | 14 3/4 | 50 1/4 | 10    |
|                                                                         | FILM | 3 1/4                       | 2 3/4 | 6 3/4  | --     | 1/2    | --     | 7      | 6     |

(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. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of December 28 - January 3

| CITY          | STATION  | Total Hrs Trans | Net Hrs Service | Live Hrs Loc Only | National Spots | Movie* Features |
|---------------|----------|-----------------|-----------------|-------------------|----------------|-----------------|
| New York City | WJZ (A)  | 90 1/2          | 23 3/4          | 29 3/4            | 3/4            | 23 1/2          |
| New York City | WCBS (C) | 107 1/2         | 63 1/4          | 11 3/4            | 1              | 25              |
| New York City | WABD (D) | 96 1/4          | 37 1/2          | 20 1/2            | 3              | 24              |
| New York City | WNBT (N) | 119 1/4         | 47 1/2          | 29                | 2 1/2          | 19 3/4          |
| New York City | WPIX (I) | 77              | --              | 23                | 3              | 37 3/4          |

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

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.

Cities of origin of network programs are listed once each month.



