

PROGRAM DEATH RATE OFF

Tv network schedules are more stable this year as CBS, NBC drop but two each, ABC drops none

The number of "failure" marks on the television networks may be down this year when the 13-week nighttime report cards come in next month. Re-scheduling is going on at about the same rate as last year, but it looks as if the hour total of casualties may be a bit improved. The score so far:

Four shows scrubbed, for a total of three hours re-programmed. The changes are all on Monday, Thursday and Friday. This time a year ago there were half a dozen marked for banishment and four hours of re-programming.

Gone from the schedules will be *Person to Person* and *The Garlund Touch* from CBS-TV, *Riverboat* and *Dan Raven* from NBC. ABC's entire class will move into the new semester intact, although *Asphalt Jungle* will go in later for *The Islanders* at the 26-week point in April.

Switches by CBS ■ In a general Thursday night shakeup by CBS, *Person to Person* this week (Dec. 22) will wind up a seven-year run after languishing all fall in the 10 p.m. half-hour with partial and short-term sponsorship. *The Du Pont Show with June Allyson* will move Jan. 2 from 10:30 to Monday at the same hour, opening the Thursday 10-11 period for an alternate bill of *CBS Reports* and *Face the Nation*. The latter will return to stations the 10:30-11 final half every other edition for local public service programming. Philip Morris' *CBS Reports* has been on a special basis heretofore. *Face the Nation* (Esquire and Schick) has been slotted in the Monday night 10:30 half-hour.

With *The Witness* now moved to 9-10 (BROADCASTING, Dec. 12), CBS hopes this show will recover from a tentative beginning, although it will end the 13 weeks only a quarter sponsored. While the network has faith in *The Witness*, still, if all else fails, there is an hour western, *The Gunslinger*, ready to go before CBS cameras, but there's nothing on celluloid yet.

On Friday, Liggett & Myers and Plymouth are holding onto the CBS 9:30-10 period but substituting the new Jackie Gleason panel show, *You're in the Picture*, Jan. 20 for *The Garlund Touch*.

And on NBC ■ The opening hour of Monday and much of Friday will have a new look on NBC, although one of the new half-hours was scheduled at the start of the season and a new

alternate-week hour represents found money in a catch-as-catch-can special slot.

The anchor-hour casualties are *Riverboat* on Monday and *Dan Raven* Friday. *The Americans*, Civil War drama about brothers in opposing armies, is the *Riverboat* replacement, sold so far to Dow, Pepsi-Cola, Pan American Coffee Bureau, Block Drug and *Reader's Digest*. This is being filmed for the network at MGM studios in Hollywood. Continuation of another Monday show, the 9-9:30 *Klondike*, two-thirds sponsored by R. J. Reynolds (the rest is co-op with affiliates), has been a subject of outside speculation, but NBC has not acknowledged the talk.

Two half-hours go into the 7:30-8:30 period Friday beginning Jan. 13. They are respectively *Happy*, a Roncom filmed situation about a talking baby seen on NBC last summer (Brown & Williamson is the first to sign for *Happy*) and a new Goodson-Todman series, *One Happy Family*, which bases its comedy on a three-generation situation (it still is being shown to prospective sponsors).

The Westerner, being displaced in the Friday 8:30-9 time by *Westinghouse Playhouse Starring Nanette Fabray and Wendell Corey*, cannot fairly be called a casualty, since the Westinghouse deal was made long ago with a Jan. 6 starting date.

The 9 p.m. Friday time alternating with *Bell Telephone Hour* has been programmed with specials, but now there's a "verbal order" (not quite official) for a regular *Sing Along with Mitch* beginning Jan. 27. This has been sold in the East to P. Ballantine & Sons and the rest of the alternate-week lineup was being offered last week to other prospects. The new hour grows out of a Mitch Miller *Ford Startime* special program that was telecast on the network last season.

MGM-TV sets two more series under NBC deal

MGM-TV has raised its tv production sights two program notches higher. The firm has announced a co-production arrangement with NBC-TV for the series, each of hour length for fall, 1961 season. Programs are *Cain's 100* (conceived and created by Paul Monash) and *Women in the Case* (also



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Station B 14.7*

Consult Harrington, Righter & Parsons. They'll work out a schedule that's just PAT.

*Share of audience
March ARB 1960
Sunday through Saturday
6:00 to 10:00 PM

