

ter: J. Walter Thompson, a major network billing agency, indicated it was "just about" starting its talks with networks about programming efforts but had no commitments. Nearly every other major agency reported much the same: few commitments, even fewer pilots seen (apparently there are fewer pilots to be seen this year).

As described by one agency official: This is the time for gathering "intelligence" on what networks are offering (or would offer) and which agencies are interested in buying which shows, while evaluating the effect of potential buys.

**Programming** ■ As drawn up from numerous sources last week, this would appear to be the networks' program thinking:

■ A continuation of the hour-long show trend. Most new hour series will be of action-adventure and include such shows as MGM-TV's *Cain's 100*, *87th Precinct*, *Portofino* (on international police) on NBC-TV; *Defenders* on CBS-TV, *The Corrupters*, *Safari*, *Nevada Police* on ABC-TV. CBS-TV would appear to be following the pattern already set by ABC-TV and NBC-TV in slotting hour shows throughout the week, and in fact has called a moratorium on any additional half-hour pilot production from "outside" producers, having enough already in the works for the next season.

■ Trend to action-adventure. The action-adventure trend, including imitators of the highly-popular *The Untouchables* and *77 Sunset Strip* as well as the "police file" type program would appear to lead "popular" programming next season.

Agencies feel there'll be more animation shows (among ABC-TV's animations plans: return of *The Flintstones*, *Bugs Bunny* and possible addition of *Top Cat* and *Calvin and the Colonel*); NBC-TV will have at least two different Disney presentations.

They see fewer total comedy shows (this already is evident in the initial programming proposals offered by the

## Shulton's salvage

The pilot of a film series that doesn't get regular airing isn't always wasted. Last fall Shulton Inc. examined more than 100 pilots, bought five it considered the best and placed them on the air in 85 markets as special holiday programming between Thanksgiving and New Year's. Last week Shulton named Flamingo Films Inc. to distribute the five half-hour shows for syndication. Flamingo initially will offer the five pilots to stations carrying the company's *Screen Director's Playhouse* anthology series and then to other outlets. The pilot films include: "The Wonderful World of Little Julius," with Eddie Hodges and Sam Levene "The Ring of Steel," with Margaret O'Brien; "Underwater Counterspy," starring Reed Hadley; "The Priest and the Parolee," with Lloyd Nolan, and "Invasion by Three," with Chuck Connors.

networks). Variety and public service programming probably will not change significantly.

■ An extension of the "proven" show. For example, CBS-TV is prepared to make new *Gunsmoke* series, expanding it from a half hour to an hour (while repeating the half-hours), there's talk of possibly making *Tennessee Ernie Ford*, an hour rather than a half-hour long, on NBC-TV, while ABC-TV is considering repeats of *Maverick* 6:30-7:30 p.m.

■ Probable return of feature film showing. NBC-TV is proposing this for its Saturday evening lineup starting at 9 p.m. (ABC-TV in the past has shown some features on Sundays as *Film Festival*.)

**Titles** ■ Titles of possible new shows (with the network designated) have been piling up. A sample:

ABC-TV—*The Corrupters*, *Nevada Police*, new drama show *Studio 61*, *Dr. Kate*, *Bus Stop*, *Kilimanjaro* or *Safari*, *The Lawyer*, *The New Breed*, *The Force*, *The Impatient Ones*, *The Circus* (series of specials), all hour-long shows; *Top Cat*, *Small Town D.A.*, *The Hathaways* or *The Chimps* (with Peggy Cass) and *Room For One More*, all half-hour programs.

CBS-TV—*Everglades*, *Defenders* a new drama hour as yet not named, *The Freshman*, a new Bob Cummings vehicle.

NBC-TV — *Big Tent*, *Portofino*, *Women in The Case*, new *Disney's Wonderful World of Color* (RCA reportedly has signed for half, via J. Walter Thompson), *duPont Theatre*, *Dick Powell Show*, *Cain's 100*, *87th Precinct*, all of these a full hour.

**Highpoints** ■ Taking the highpoints in schedules by each evening and each network:

Sunday: ABC-TV's big change is to peddle reruns of *Maverick* before 7:30 p.m. The network is in doubt as to whether it will continue at 7:30 with a new *Maverick* series or program something else, (*Safari*, for example). Hour-long *Bus Stop* and *Asphalt Jungle*, which are back to back, and run through 11 p.m., are new, the former goes in next season, *Asphalt* is starting at the tail end of this season.

CBS-TV thus far is firm Sunday, the lineup remaining the same. NBC-TV shuffle spotlights a new *Disney* hour, an open period at 8:30 p.m. unless *Dinah Shore* is cut to a half hour and moved back to 8:30. This would open the way for another hour show that would butt up against the new "duPont Show."

Monday: There will be action on ABC-TV and a few minor changes on CBS-TV unless *To Tell the Truth* and *Pete & Gladys* are yanked for a full hour action program; and full revision for NBC-TV (including retention only of this season's *Americans*).

Tuesday: Assuming ABC-TV keeps *Rifleman* at 8 p.m., that night would begin to look different at 8:30 with animated *Top Cat* followed by hour-long *Nevada Police* and *The Corrupters*. CBS-TV starts with *Gunsmoke* reruns, has a probable opening at 8-8:30, will retain most of the other schedule, though the *Tom Ewell Show* may be shaky. NBC-TV would juggle time periods, drop its slot that had programmed specials, add the new *87th Precinct* or a similar type show.

Wednesday: It's not certain whether *Hong Kong* will fill the hour with which ABC-TV starts Wednesday night, and the 8:30-9 p.m. period is still open. But *Hawaiian Eye* and *Naked City* hours are slated to continue. CBS-TV is coming in with an action hour followed by another hour show, possibly a dramatic hour. NBC-TV with its

## ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Jan. 26-Feb. 1 as rated by the multi-city Arbitron instant ratings of

the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Jan. 26	Untouchables (9:30 p.m.)	ABC-TV	33.1
Fri., Jan. 27	Twilight Zone (10 p.m.)	CBS-TV	23.3
Sat., Jan. 28	Gunsmoke (10 p.m.)	CBS-TV	33.5
Sun., Jan. 29	Candid Camera (10 p.m.)	CBS-TV	33.6
Mon., Jan. 30	Danny Thomas (9 p.m.)	CBS-TV	28.3
Tue., Jan. 31	Bobby Darin (9 p.m.)	NBC-TV	29.1
Wed., Feb. 1	Naked City (10 p.m.)	ABC-TV	25.4

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