

Universal, 20th Century tie for program producer lead

The scramble among TV program producers for prime-time network slots in 1965-66 has finished in a tie for first place by Universal TV and the fast-stepping 20th Century-Fox TV. The following compilation shows the programs and number of weekly hours for each of the following companies and compares the hourly totals with those for the fall of 1964 (feature films and irregular programs are not included):

20th Century-Fox TV: *The Legend of Jesse James, The Long Hot Summer, Peyton Place, Voyage to the Bottom of the Sea, 12 O'Clock High*, on ABC-TV; *Lost in Space, The Loner*, on CBS-TV; *Daniel Boone*, on NBC-TV. Total: seven and one-half hours. Up three and one-half hours.

Universal TV: *The Virginian, Mr. and Misses, Run for Your Life, Bob Hope-Chrysler Theater, Streets of Laredo*, on NBC-TV; *The Munsters*, CBS-TV; *McHale's Navy, Tammy*, on ABC-TV. Total: seven and one-half hours. Down one and one-half hours from last year.

Screen Gems Inc.: *Wackiest Ship in the Army, Camp Runamuck, I Dream of Jeannie*, on NBC-TV; *Hazel*, on CBS-TV; *Bewitched, Gidget, Farmers Daughter, Donna*

Reed Show, The Flintstones, on ABC-TV. Total: Four and one-half hours. Up one and one-half hours.

MGM-TV: *Dr. Kildare, Please Don't Eat the Daisies, Man From U.N.C.L.E., Flipper*, on NBC-TV; *Man Called Shenandoah*, on ABC-TV. Total: three and one-half hours. Down one-half hour.

United Artists TV: *My Mother the Car, Mona McCluskey*, on NBC-TV; *The Fugitive, Okay Crackerby!, Patty Duke*, on ABC-TV; *Gilligan's Island*, on CBS-TV. Total: three and one-half hours. Up one-half hour.

Filmways: *The Addams Family*, on ABC-TV; *Beverly Hillbillies, Country Cousins, O'Brien, Petticoat Junction*, on CBS-TV. Total: three hours. Up one and one-half hours.

Four Star Television: *Smothers Brothers*, on CBS-TV; *The Big Valley, Amos Burke—Secret Agent, Honey West*, on ABC-TV. Total: three hours. Up one hour.

Warner Brothers: *Hank, Mr. Roberts*, on NBC-TV; *The F.B.I. Story, F Troop*, on ABC-TV. Total: two and one-half hours. Up one and one-half hours.

Bing Crosby: *Hogan's Heroes, Slatery's People*, on CBS-TV and *Ben Casey*, on ABC-TV. Total: two and one-half hours. Same as last

year.

Danny Thomas Enterprises: *The Andy Griffith Show, Gomer Pyle, USMC*, on CBS-TV; *I Spy*, on NBC-TV. Total: two hours. Down one-half hour.

Bob Banner Associates: *The Jimmy Dean Show*, on ABC-TV; *Candid Camera*, on CBS-TV. Total: one and one-half hours. Down one hour.

Richelieu Productions: None. Down two hours from last year.

Plautus Productions: None. Down two hours.

Goodson-Todman: *Branded*, on NBC-TV; *What's My Line, To Tell the Truth*, CBS-TV. Total: one and one-half hours. Same as last year.

Jack Chertok: *My Favorite Martian*, CBS-TV. Total: half-hour. Down one-half hour.

Desilu: *The Lucy Show*, CBS-TV. Total: one-half hour. Same as last year.

In addition, the following programs are owned or produced by the networks themselves:

CBS-TV: *Guns, Smoke, Rawhide, Wild West*. Total: three hours. Down one and one-half hour.

Selmur Productions (owned by ABC): *Combat, Shindig I, Shindig II*. Total: two hours. Up one-half hour over last year.

plier of network shows, reached its peak in 1962-63 with six hours of prime time, fell to three hours during the present season, but has rebounded to four and a half-hours for 1965-66.

Warner Brothers, which had been a substantial program producer in the later 1950's with its cycle of westerns on ABC-TV, has declined in influence in the past three years, down to one hour for 1964-65. It bounces back for next season with four new programs for a total of two and a half hours.

MGM-TV must still be rated as a formidable network supply house, though its hours of programing have fallen gradually from its perch of five and a half hours in 1963-64. MGM-TV slipped to four hours for this season and slides to three and a half hours for next fall.

Four Star is on the move upward. It gains a notch for 1965-66, providing three hours of weekly programing to the networks, as compared with two hours for the present season.

Similarly, United Artists television edges up slightly over the 1964-65 mark, adding a half-hour to present

schedules for a total of three and a half hours.

Desilu Productions, despite an ambitious pilot program push, was unable to add to its single series—*The Lucy Show* on CBS-TV—for the new season.

A rerun by any other name is still a rerun

NBC-TV announced last week that two program series, *Moment of Fear* and *Cloak of Mystery*, consisting of selected episodes of past dramatic series shown on the network, are scheduled as summer replacements.

Cloak of Mystery replaces *That Was The Week That Was*, (Tuesdays, 9:30-10 p.m.) which will end its network run May 4. On May 25 *Cloak* will expand to occupy the second half of the one-hour *Hullabaloo* series (9-9:30 p.m.). The other half hour of *Hullabaloo* (8:30-9 p.m.) will be filled, also starting May 25, with *Moment of Fear*.

Both *Moment* and *Cloak* will run on the network until Aug. 10. NBC has

not disclosed plans for programing from that date to the start of the new season.

Hullabaloo reruns will be used to replace *Bell Telephone Hour* starting with the June 15 program (Tuesdays, 10-11 p.m. EDT).

CBS-TV sets 5½ hour Sat. morning schedule

CBS-TV's Saturday daytime schedule for the 1965-66 season, announced last week lists two programs new to the lineup, *Tom & Jerry* and *Lassie*.

The changes give the network a five-and-one-half hour block of children's programing between 8 a.m. and 1:30 p.m.

The fall Saturday lineup: *Mister Mayor*, 8-9; *Alvin*, 9-9:30; *Tennessee Tuxedo*, 9:30-10; *Mighty Mouse Playhouse*, 10-10:30; *Linus the Lionhearted*, 10:30-11; *Tom & Jerry*, 11-11:30; *Quick Draw McGraw*, 11:30-noon; *Sky King*, noon-12:30 p.m.; *Lassie*, 12:30-1 and *My Friend Flicka*, 1-1:30.