

NBC 19.2; CBS 19.0; ABC 16.8

That's how TV networks fared in third national Niensens; CBS grabs honors on four nights; new shows making small inroads on holdover

NBC-TV last week edged CBS-TV by a fraction in the A. C. Nielsen Co.'s third national program ratings report of the 1965-66 season. ABC-TV, in third position, slipped a fraction from the average rating level it maintained in the first two reports.

In the same week, ABC confirmed the cancellation of two more shows in its nighttime schedule—*O. K. Crackerby!* a new entry this season on Thursday, 8:30-9 p.m., and *The King Family* in the Saturday, 8-8:30 p.m. period. Both programs had low ratings in all three reports.

NBC had an average rating of 19.2, CBS 19.0 and ABC 16.8 in the report, covering the 7:30-11 p.m. EDT periods from Oct. 11 through Oct. 24, indicating a continuing contest of NBC and CBS for the lead spot. NBC and CBS had been tied for the lead in the report for Sept. 27 through Oct. 10 and NBC had an 18.7 to CBS's 17.9 in the first report for the two-week period from the opening of the season on Sept. 13.

In nightly averages in the report out last week, CBS continued ahead of its competition four nights of the week (NBC two, ABC one), and also placed 18 shows in the top 40, 11 in the top

20 and seven in the top 10 (see list). NBC had 16 in the top 40, eight in the top 20, three in the top 10, while ABC had seven in the top 40, one in the top 20 and none in the top 10.

Holdovers Still Dominate ■ According to the ratings, the total of new programs making the top 40 list is continuing to drop—albeit at a very slight rate. In all, nine programs moved out of the top 40 in the third report to be replaced by nine other shows. In this interchange, one fewer new show appears in the third report's top 40 as compared to the second report's.

Only one new show (NBC's *Get Smart*) was in the top 10, and only one other new program (CBS's *Hogan's Heroes*) was in the top 20. There seemed little doubt on the basis of the first three reports that the trend of latent strength persists in shows carried over from the past season.

With two new program cancellations announced last week, the casualty list of network shows for the season totaled nine shows. These represent seven hours weekly or the equivalent of nearly three full nights of prime-time scheduling on any one network.

To effect the cancellations of *O. K.*

Crackerby on Jan. 13 and *The King Family* on Jan. 15, ABC-TV will program *Blue Light*, a new World War II suspense drama starring Robert Goulet, and *The Double Life of Henry Phyfe*, a comedy series starring Red Buttons in a James Bond spoof. Both new shows will be in color.

In the ABC-TV juggling, *Blue Light* will replace *Gidget*, which will move from its Wednesday 8:30-9 p.m. slot to the *O. K. Crackerby* period, and *Phyfe* will replace *The Donna Reed Show* in the Thursday, 8-8:30 p.m. position. The *Reed* show now will occupy the *King* period on Saturday.

More Color Coming ■ Net effect of ABC's reshuffling (for earlier recap see BROADCASTING, Nov. 8) is a total of 2½ hours of new color programming scheduled on the network by mid-January. (The previously announced new series are *Batman* in two episodes weekly, 7:30-8 p.m. on Wednesday and on Thursday, and *The Baron* on Thursday, 10-11 p.m.) Effect of the 2½ hours of color weekly will make ABC's nighttime schedule 50% color.

Blue Light will be produced for ABC-TV by 20th Century-Fox TV and *Henry Phyfe* is being produced for the network by Filmways, Inc. with David Levy (former NBC program executive and a producer for the past several years) as its executive producer.

NIELSEN TOP 40 – OCT. 11-24

Rank	Program	Rating	Rank	Program	Rating
1	Bonanza (NBC)	32.2	21	Green Acres (CBS)	22.2
2	Beverly Hillbillies (CBS)	26.9	22	Gilligan's Island (CBS)	22.0
	Gomer Pyle, U. S. M. C. (CBS)	26.9		F Troop (ABC)	22.0
4	Lucy Show (CBS)	25.9	24	Lost in Space (CBS)	21.4
5	Red Skelton Hour (CBS)	25.7	25	Bob Hope (NBC)	21.3
6	Andy Griffith Show (CBS)	24.8		Branded (NBC)	21.3
7	Get Smart (NBC)	24.7		I Dream of Jeannie (NBC)	21.3
8	Saturday Night Movie (NBC)	24.0	28	Andy Williams (NBC)	21.1
9	Ed Sullivan Show (CBS)	23.6		Chrysler Theatre (NBC)	21.0
	Petticoat Junction (CBS)	23.6		Wild Wild West (CBS)	21.0
11	CBS Thursday Night Movie (CBS)	23.5	31	McHales Navy (ABC)	20.9
	Hogan's Heroes (CBS)	23.5	32	Fugitive (ABC)	20.8
13	My Three Sons (CBS)	23.3	33	Lawrence Welk (ABC)	20.7
	The Virginian (NBC)	23.3	34	The Munsters (CBS)	20.5
15	Bewitched (ABC)	23.1		Combat (ABC)	20.5
16	Walt Disney (NBC)	23.0	36	Peyton Place I (ABC)	20.1
17	Daniel Boone (NBC)	22.7		Laredo (NBC)	20.1
18	Man From Uncle (NBC)	22.6		My Favorite Martian (CBS)	20.1
19	Dick Van Dyke (CBS)	22.3	39	I Spy (NBC)	19.8
	Flipper (NBC)	22.3	40	Candid Camera (CBS)	19.6
				Run for Your Life (NBC)	19.6

Audience gap narrows in latest Nielsen

Television audiences in the two-week period covered by last week's Nielsen national rating report (see above) continued to lag slightly behind those for the comparable period a year ago, but were almost 7% higher than the highest previous comparable figure.

The average-minute prime-time audience for the two weeks ended Oct. 24 was placed at 31,470,000 homes (after adjustments made to account for changes in the system of counting homes). The figure for the same period a year ago was 31,820,000. Before