

Few cheers for new shows

NBC has lead in Niensens, Arbitrons; networks deny wholesale shuffling plans

Ad agencies and networks had seen enough early season audience reports last week to start fixing opinions about the 1966-67 season and two conclusions were that movies are better than ever while new series are generally disappointing.

Reports of planned new-show replacements, always rife at this point in new TV seasons, came on strong last week but were uniformly denied by the networks.

The only network-acknowledged re-

placement plan through last week had been the ABC-TV *Dating Game* for *Tammy Grimes* (Thursday 8:30 p.m.), a move revealed a week earlier (CLOSED CIRCUIT, Sept. 26).

Three-week Arbitron averages covering the Sept. 8 to 28 period indicated NBC-TV was in first place with its prime-time schedule achieving a 16.4. CBS-TV held second position at 15.8 and ABC-TV was third at 15.5 according to the same Arbitron reports, which were disclosed by NBC-TV.

NBC also held first place in the last 30-market Nielsen report (Sept. 12-18) with an 18.2 rating average against 17.5 for ABC and 17.1 for CBS.

If the national Nielsen report covering the two-week period ending Sept. 11, average prime-time rating had NBC at 15.7, ABC with 15.3 and CBS with 14.6. This period included ABC's early premiere week.

ABC-TV, which said its order for the 26-city overnight Trendex reports had ceased as of Sunday (Sept. 25), released Trendex information for Sept. 23-25.

The reports:

* New shows

† Continuing shows in new time periods.

Friday, Sept. 23

	Trendex	
	Rating	Share
7:30-8		
ABC Green Hornet*	15.6	37.2
CBS Wild West	10.9	25.9
NBC Tarzan*	12.5	29.8
8-8:30		
ABC Time Tunnel*	14.7	35.0
CBS Wild West	12.3	29.4
NBC Tarzan*	10.2	24.3
8:30-9		
ABC Time Tunnel*	14.8	31.5
CBS Hogan's Heroes	14.6	31.1
NBC Man from U.N.C.L.E.†	13.0	27.7
9-9:30		
ABC Milton Berle*	11.8	24.4
CBS Friday Movie*	13.9	28.6
NBC Man from U.N.C.L.E.†	18.3	37.7
9:30-10		
ABC Milton Berle*	15.6	32.6
CBS Movie*	16.6	34.2
NBC T.H.E. Cat*	12.3	25.6
10-10:30		
ABC 12 O'Clock High	10.5	23.5
CBS Movie*	20.0	45.1
NBC Laredo†	9.1	20.4
10:30-11		
ABC 12 O'Clock High	8.4	19.7
CBS Movie*	18.3	43.4
NBC Laredo†	11.1	26.4

Saturday, Sept. 24

7:30-8		
ABC Shane*	6.4	14.4
CBS Jackie Gleason	20.0	45.1
NBC Flipper	12.3	27.8
8-8:30		
ABC Shane*	9.8	21.8
CBS Jackie Gleason	24.7	54.0
NBC Daisies†	9.7	21.3
8:30-9		
ABC Lawrence Welk	18.2	35.4
CBS Pistols/Petticoats*	14.8	28.8
NBC Get Smart	16.6	32.2

Trendex
Rating Share

9-9:30		
ABC Lawrence Welk	18.6	34.5
CBS Mission: Impossible*	11.0	20.3
NBC Saturday Movie	23.1	42.7
9:30-10		
ABC Hollywood Palace	16.1	32.1
CBS Mission*	12.4	24.7
NBC Movie	19.2	38.3
10-10:30		
ABC Hollywood Palace	12.3	26.3
CBS Gunsmoke	13.2	28.2
NBC Movie	18.4	39.5
10:30-11		
ABC Local	8.4	18.8
CBS Gunsmoke	16.6	37.3
NBC Movie	17.4	39.0
Sunday, Sept. 25		
7:30-8		
ABC Voyage to Bottom of Sea	15.3	33.7
CBS It's About Time*	13.7	30.1
NBC Walt Disney	9.3	20.3
8-8:30		
ABC Movie (Kwai)	37.2	61.9
CBS Ed Sullivan	14.5	24.2
NBC Walt Disney	7.0	11.7
8:30-9		
ABC Movie	41.4	68.2
CBS Ed Sullivan	15.1	24.8
NBC Hey, Landlord*	5.5	9.1
9-9:30		
ABC Movie	40.2	63.8
CBS Garry Moore*	9.9	15.6
NBC Bonanza	14.2	22.4
9:30-10		
ABC Movie	37.1	63.5
CBS Garry Moore*	8.3	14.1
NBC Bonanza	14.1	23.9
10-10:30		
ABC Movie	38.4	63.5
CBS Candid Camera	9.8	16.2
NBC Andy Williams†	13.3	22.0
10:30-11		
ABC Movie	37.8	71.9
CBS Whats My Line?	8.3	15.7
NBC Andy Williams	7.7	14.4

ABC-TV gives walking papers to 'Tammy Grimes'

The first casualty of the new season was officially posted last week by ABC-TV: The network cancelled *The Tammy Grimes Show* (CLOSED CIRCUIT, Sept. 26). Though 20th Century Fox-TV and William Dozier's Greenway Productions, producers of the half-hour comedy, had a commitment for 17 shows in the series, a settlement of the contract has been worked out. The producers had filmed 10 segments of the series when the cancellation notice came through.

A nighttime color version of ABC-TV's daytime program *The Dating Game*, will move into the Thursday, 8:30-9 p.m. time slot occupied by the departing series. The game show will continue to be shown Monday through Friday at 11:30 a.m. Jim Lange, host of the daytime version, also will be master of ceremonies of the nighttime program.

The Dating Game, is produced for

Trendex top-40 programs

Based on Trendex rating estimates for the week of Sept. 19-25, 1966

Rank	Program	Rating
1	Bridge on Kwai (ABC)	38.7
2	Peyton Place II (ABC)	23.7
3	Jackie Gleason (CBS)	22.4
	Peyton Place I (ABC)	22.4
5	Tuesday Night Movie (NBC)	21.4
6	Thursday Night Movie (CBS)	21.3
7	*Occasional Wife (NBC)	20.3
8	*Rat Patrol (ABC)	20.2
9	Batman II (ABC)	19.5
	Saturday Night Movie (NBC)	19.5
11	Andy Griffith (CBS)	19.3
	*Felony Squad (ABC)	19.3
	I Spy (NBC)	19.3
	Lucy Show (CBS)	19.3
15	Green Acres (CBS)	19.2
16	*Love on Rooftop (ABC)	18.8
17	Fugitive (ABC)	18.6
	*Pruitts (ABC)	18.6
19	My Three Sons (CBS)	18.5
20	Lawrence Welk (ABC)	18.4
21	Run for Your Life (NBC)	18.3
22	*Girl from UNCLE (NBC)	18.2
23	Gomer Pyle (CBS)	17.8
24	Dean Martin (NBC)	17.2
	Fri. Night Movie (CBS)	17.2
26	Red Skelton (CBS)	17.1
27	Bewitched (ABC)	17.0
28	Batman I (ABC)	16.7
	*That Girl (ABC)	16.7
	Virginian (NBC)	16.7
31	Get Smart (NBC)	16.6
32	*Family Affair (CBS)	16.5
33	Beverly Hillbillies (CBS)	16.2
	*Man Who Never Was (ABC)	16.2
	Voyage to Bottom (ABC)	16.2
36	Dream of Jeannie (NBC)	16.1
37	Man from UNCLE (NBC)	15.7
38	*Green Hornet (ABC)	15.6
	Lost In Space (CBS)	15.6
	*Star Trek (NBC)	15.6

*Indicates new show