

Mixed reviews pour in on '69 season

'Room 222' looks like first winner,
'Cosby' gets generally warm notices

Two networks, NBC-TV and ABC-TV, presented the first of their new 1969-70 season shows last week, drawing occasional praise from the critics. Generally the reviews were unenthusiastic although two of the shows inspired applause. CBS-TV will unveil its first new show tomorrow night (Tuesday Sept. 23).

The nearest thing to acclaim was registered by ABC-TV's *Room 222* (Wednesday 8:30-9 p.m.) a public-school theme reminiscent of *Mr. Novak*. Several of the professional gadflies found it the best, so far, of the new shows.

Opening the week were NBC's *Bill Cosby Show* (Sunday 8:30-9 p.m.) and *The Bold Ones* (Sunday 10-11 p.m.). The evaluation of *Cosby's* curtain-raiser varied from "beautiful and brilliant" to "going nowhere" but was generally warm. The new medical drama, *The Bold Ones*, got a less charitable greeting

but some praise for the effort.

NBC's *My World and Welcome to It* (Monday 7:30-8 p.m.) is planned as a bit of Thurberesque whimsy. The print critics were mixed in their views of how well it succeeded. Most liked it, found it delightful, warm, witty, funny and original, but there were some reservations that it might appeal more to critics than to the TV public.

Here's Debbie, with Debbie Reynolds, (NBC-TV Tuesday 8-8:30 p.m.) was generally compared with *I Love Lucy*. The barbs were sharp and frequent.

The prophets of doom were several among the reviewers on ABC's *Courtship of Eddie's Father* (Wednesday 8-8:30 p.m.) but at least one found it fun.

Then Came Bronson (NBC-TV, Wednesday 10-11 p.m.) was found promising by some, confusing by others. It was called a rarity, an achievement

with an emotional impact.

NBC aired the new *Bracken's World* Friday (10-11 p.m.) and *The Andy Williams Show* Saturday (7:30-8:30). Two of ABC's new shows *The Survivors* and *Love American Style* will start Monday Sept. 29 (9-10 and 10-11 p.m. respectively). The rest of the ABC schedule runs this week including the new shows: *The Music Scene* (7:30-8:15) and *The New People* (8:15-9) tonight (Monday); *Movie of the Week* (8:30-10 p.m.) and *Marcus Welby, M.D.* (10-11 p.m.) on Tuesday; *The Brady Bunch* (8-8:30 p.m.), *Mr. Deeds* (8:30-9 p.m.) and *Jimmy Durante Presents the Lennon Sisters* (10-11 p.m.), all on Friday.

CBS's schedule includes these new shows: *The Governor and J.J.* (Tuesday 9:30-10 p.m.), *Medical Center* (Wednesday 9-10 p.m.), *Jim Nabors* (Thursday 8-9 p.m.), *Get Smart* (Friday 7:30-8 p.m.) and *When in Rome*

New crop stirs up same old claims

Who's on top is favorite guessing game
in New York after first Nielsens are in

The season has barely started—NBC-TV launched all of its new programs last week and ABC-TV introduced eight of its new shows—and the networks already have conflicting claims on who came out on top in the New York ratings. Nationals weren't available.

On Sunday, Sept. 14, CBS-TV programmed two specials, *Archie and His Pals* (7:30-8 p.m.) and *Make Room for Granddaddy* (8-9 p.m.) against NBC's new episode of *Walt Disney* (7:30-8:30) and the new *Bill Cosby Show* (8:30-9) and ABC's *Land of the Giants* repeat, (7:30-8), and *FBI* new programming (8-9).

New York Arbitrons put CBS's *Archie* ahead with a 16.6 to NBC's 5.9 and ABC's 9.7 for that half-hour, while *Make Room For Granddaddy* won its hour with a 20.4 to NBC's 17.2 and ABC's 12.9.

New York Nielsens put *Archie* and *Granddaddy* in the lead, until 8:30, but then NBC's *Cosby* inched ahead of *Granddaddy* by about one rating point. For the rest of the evening, NBC's *Bonanza* and a new show, *The Bold Ones*, scored highly over ABC's movie, "The Endless Summer," and a CBS broadcast of a preseason professional football game.

Monday and Tuesday nights went as could be expected—NBC's new programming, playing opposite reruns on the other two networks, was attracting the early samplers. New shows included *My World and Welcome to It*, Monday (7:30-8), and *The Debbie Reynolds Show*, (Tuesday, 8-8:30). *Laugh-in* opened its new season with a rating comparable to those it received all last year—33.5, with a 51 share.

Wednesday night ABC pulled a

good number of the New York viewers to *The Flying Nun* (7:30-8) and two new shows, *The Courtship of Eddie's Father* (8-8:30) and *Room 222*, which was the highest-rated program all evening with a 27.3, 41 share. NBC took the lead at 9 p.m. with a *Kraft Music Hall* special, although ABC's movie, "Who's Got the Action", was not far behind for the first hour. NBC's new program, *Then Came Bronson* widened the lead at 10 p.m.

Here is how the New York Nielsens looked through last Wednesday night:

Sunday, Sept. 14

7:30-8 p.m.	Rating	Share
ABC— <i>Land of the Giants</i>	6.4	11
CBS— <i>Archie</i>	15.9	31
NBC— <i>Disney</i>	15.7	31
8-8:30 p.m.		
ABC— <i>The FBI</i>	11.3	18