



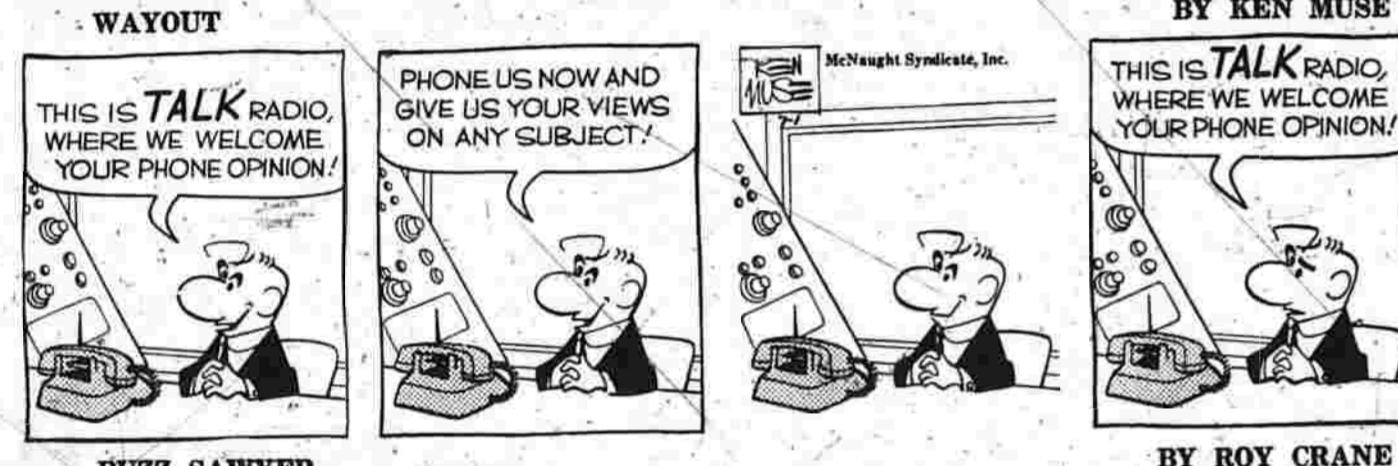
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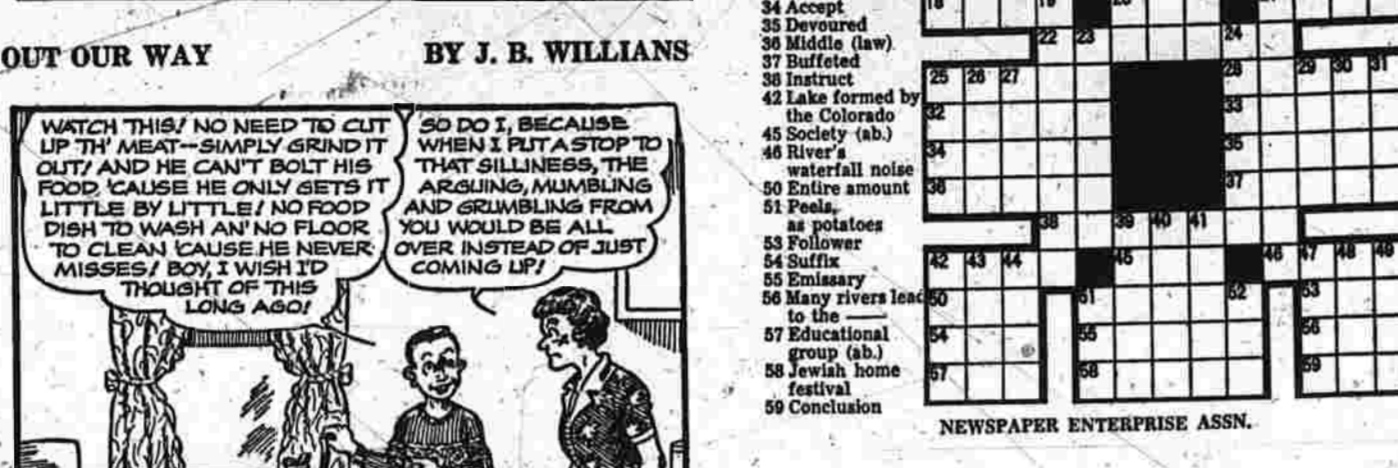
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Help Wanted-Female 35 advertisement

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Series On Way Out?

HOLLYWOOD (AP) — Are TV series on the way out?

Might we, some day, have to manage without "Gilligan's Island," "Peyton Place" and "The Beverly Hillbillies"?

Dan Blocker, 275-pound Hoss Cartwright of the "Bonanza" clan, told Daily Variety: "We are seeing the last breath of TV series as we have known them. The trend is to specials, two-hour films and anthology."

"The bulk of dramatic fare will be in the two-hour vehicles. It will take three-four years to happen, but it is evidenced already."

"The audience is sophisticated today and won't accept series any more. It wants a more sophisticated presentation."

The new fall schedule does indeed suggest at least a slight swing to shows of greater length.

The three networks will have a combined total of 31, half-hour programs—six fewer than last fall.

One-hour shows will increase from 40 to 42.

But whether half-hour or longer, network program chiefs tell me, series are here to stay.

Herbert Schlosser of NBC predicts: "The future will bring a tremendous increase in the number of specials that will interrupt regular series. And there will be longer shows that offer a chance to say more."

"But there still will be series. People like the Bonanza boys, Lucy, 'I Spy' and Gleason-Carney."

Perry Lafferty, CBS: "I think there will always be series, like the Perry Mason books and the Andy Hardy movies."

"On the three networks there are 75 hours of prime time a week. Anyone should know you can't come up with enough specials and movies to fill a week."

The fall figures, he said, don't yet indicate a trend.

"Our schedule was made up on the basis of what we thought was good, not because it was shorter or longer than something before it."

Emmy-winning writer Sam Denoff says: "People identify with actors in a series." Writer-producer Sam Rolfe, creator of "Have Gun, Will Travel" and "The Man from U.N.C.L.E.," reasons: "People feel relaxed with a continuing character."

NBC's Schlosser added: "The time might come in 10 or 15 years when we'd have no regular series. But I can't see it in the foreseeable future."



Two summer series take over while the regular tenants are on vacation. Above, from left, Jack Burns, Carol Schreiber in "Our Burnett and Avery Place," replacing the Smothers Brothers Sunday 9-10 p.m. on CBS. Right, Phil Silvers on clarinet on "Spotlight," replacing Red Skelton Tuesday 8:30-9:30 p.m., also on CBS.



Reaction: UN No, Bozo Si

By GENE HANDSAKER
HOLLYWOOD (AP) — Sorry, fellow viewers, but our unflattering composite picture emerges like this: Six or eight hours' solid television coverage of the United Nations, as during the recent middle east crisis, gives us the fidgets. We — or a vocal lot of us — would rather be watching our

favorite programs. By phone we deluge the station with yelps like, "Where is Bozo?" or "Give us Beaver!" Across the country the mass-audience portrait was the same in interviews with ABC station executives assembled last week in annual meeting. Sid Ted Tostlebe, Des Moines: "The mass of people don't know what they really want, but they know what they don't want. They're not stupid; they're selective."

"They don't want to sit for hours to be informed what's happening. Rather than solid Middle East coverage, say, they'd rather have 5 or 10 minutes every half hour." Tom Waller, WLVA-TV Lynchburg-Roanoke, Va.: "They want to be informed, but they don't want to be bored." Joe Windsor, WTVM, Columbus, Ga.: "Our people buy a set to be entertained. If you mess around with entertainment, they complain. Specials don't do too well. They'd rather see "Bonanza," "Peyton place," "Big Valley" — action shows." Reeve R. Owen, WTVC, Chattanooga: "Basically, a Western

gram." E. Berry Smith, WTVW, Evansville, said the U.N. interruption brought "hundreds of complaining calls." Bill Sawyers, KJEO, Fresno: "If wrestling is interrupted for the U.N., we really hear it from the viewers." Don Ferris, WEWS, Cleveland. (See Page Three)

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THURSDAY TV PROGRAM



Capt. Joseph B. Anderson in a study of young Americans at war Tuesday, 10 to 11 p.m., on CBS.

1:00 (3) Best Seller Part IV "No Time for Sergeants" '58. (20) Film (22) At Home with Kitty (30) Gypsy (40) The Fugitive	1:30 (3) As the World Turns (C) (20-22-30) Let's Make a Deal (C) (8) Dating Game (20-22-30) News (C) (3) Password (C) (20-22-30) Days of Our Lives (C) (8-40) Newlywed Game (3) House Party (C) Guest: Dave Barry, comedian. (20-22-30) The Doctors (C) (8-40) Dream Girl of '67 (40) News (C) (3) To Tell the Truth (C) (20-22-30) Another World (C) (8-40) General Hospital (3) News (C) (3) Dick Van Dyke Show (20-22-30) You Don't Say (C) (8) Mr. Geobert (C) (40) Dark Shadows (3) Ranger Andy Show (C) (20-22-30) Match Game (C) (18) Superheroes (40) The Mighty Thor (40) Swabby Show (C) (20-22-30) News (C) (3) Big 3 Theatre Tarzan Triumphs '43. Tarzan overcomes great odds to bring peace and tranquility to jungle. Johnny Weissmuller, Frances Gifford. (8-22) Mike Douglas Show (C) (18) You Asked for It (20) Rough Riders (30) The Flintstones (C) (40) McHale's Navy (40) Highway Patrol (20) This is the Life	(30) Riverboat (40) Woody Woodpecker-Yogi Bear (C) 5:30 (20) U.S. Navy Film (40) Peter Jennings News (C) 6:00 (8-40) News, Sports, Weather (C) (18) Merv Griffin Show (20) Film (22) Highlights (30) McHale's Navy 6:05 (3) Sports—News and Weather (C) 6:10 (40) Bronco 6:25 (8) Stein Erikson Show (C) 6:30 (3) News with Walter Cronkite (C) (8) Peter Jennings News (C) (20) British Calendar (22-30) Huntley-Brinkley Report (C) 6:45 (20) Local News 7:00 (3) Daktari (C) (20) Huntley-Brinkley Report (C) (8) Twilight Zone (22-30-40) Local News and Weather 7:15 (40) You Asked for It 7:30 (20-22-30) Daniel Boone (C) E (8-40) Batman (C) E (18) X Plus X 8:00 (3) Branded (C) (8-40) F Troop (C) E 8:30 (3) My Three Sons (C) E (20-22-30) Star Trek (C) E (8-40) Bewitched (C) E (18) Subscription TV "Warning Shot" 9:00 (3) Thursday Night at the Movies "The Long Ships" Richard Widmark, Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino and Oscar Homolka. An adventure drama of a conflict between Vikings and Moors over a long lost treasure. (C) E (8-40) That Girl (C) E (20-22-30) Dragnet '67 (C) E (8-40) Love on a Rooftop (C) E 10:00 (20-22-30) Dean Martin Summer Show (C) Host Vic Damone (8-40) Summer Focus (C) "Southern Accents: Northern Ghettos" News special. Peter Jennings, host. A close-up look at migration of Negroes from the South who come North looking for better jobs and end up in ghettos. Program focuses on one family in Chicago's West Side showing their daily routine. 10:30 (18) Subscription TV "Triple Cross" 11:00 (3-8-22-30-40) News, Sports and Weather (C) (20) Honey, West (3) Thursday Starlight 11:20 "Many Rivers to Cross" '55. In 18th century, Kentucky, backwoods tomboy forces frontiersman to marry her. Robert Taylor, Eleanor Parker, Victor McLaglen. (C) "Reason of Passion" '61. Ernest Borgnine, Anne Baxter, Angela Lansbury, John Mills. 11:30 (20-22-30) Tonight Show (C) Starring Johnny Carson (8-40) Joey Bishop Show (C) 1:00 (8) News—Moments of Comfort—Guidposts (30) One O'Clock Report—Sign Off (40) U.S. Air Force Religious Film and Sign Off (C) (3) News and Weather—Moment of Meditation—Sign Off
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Fast Fact-Finder Knows His Indians

HOLLYWOOD (AP) — The professional nit-picker who finds telephones in Kellam deForest's office rang busily. "Gunsmoke" wanted to know: Could an Indian testify at a court trial in Kansas in 1875? He could.

"I Spy" asked: How is milk delivered to hotels in Morocco? Answer: in big cans, as in America.

DeForest, 40, wiry and intense, a distant cousin of the late inventor Dr. Lee deForest, is a fast fact-finder to the television industry. He is also a

A "Star Trek" scenario discovered a planet without variations in surface temperature. In a seven-page analysis finding 52 points technical-minded viewers might challenge in this script alone, deForest reported: "A planet without variations in surface temperature is impossible."

With two woman assistants, deForest, a former Yale history major, operates in what used to be the RKO Studio library, now part of the Desilu TV empire.

Five thousand reference books range from "Games and Songs of American Children" to "Executions—Legal Ways of Death Throughout the World." Table and shelves are piled high with magazines, 80 file drawers contain photos of almost anything imaginable, and the 1910 Encyclopedia Britannica gets more use than the current edition.

"I wanted to get into show business but found you can't get anywhere in this town without something to sell," says deForest, whose only competitors are the major movie studios' libraries. "With the rise of television, I could see there was going to be a need for this service."

Since 1951 he has served 38 TV series, the present dozen including "Get Smart," "Wild, Wild West," "Hogan's Heroes," "Big Valley" and "Lucy." Charges are on a per-show or hourly basis.

The phones ring. Which college graduated the most U.S. presidents? Answer: Harvard—5. Who won the Kentucky Derby in 1916? George Smith. Who wrote "Rigoletto"? "Verdi, in 1851," replied Mrs. Joan Pearce, one of deForest's assistants. The producer hummed a tune over the phone and asked her to identify it. "La Donna e Mobile," she said.

Part of deForest Research's service is ascertaining that characters in scripts don't bear real people's names, to forestall suits or simple embarrassment.

A character in the Navy-oriented "Star Trek" was to be "Adm. Westervillet." Said Mrs. Pearce: "We recommended a change because in the Navy today there is a Capt. Westervillet. We try to protect people who might get ribbed about it."

FRIDAY TV PROGRAM

1:00 (3) Best Seller Part V "No Time for Sergeants" Andy Griffith. (20) Film (30) Gypsy (40) The Fugitive	1:30 (3) As the World Turns (C) (20-22-30) Let's Make a Deal (C) (8) Dating Game (20-22-30) News (C) (3) Password (C) (20-22-30) Days of Our Lives (C) (8-40) Newlywed Game (3) House Party (C) Guest: Bill Sandoa, ex-convict-author and Chris Crosby singer. (20-22-30) The Doctors (C) (8-40) Dream Girl of '67 (40) News (C) (3) To Tell the Truth (C) (20-22-30) Another World (C) (8-40) General Hospital (3) News (C) (3) Dick Van Dyke Show (20-22-30) You Don't Say (C) (8) Mr. Geobert (C) (40) Dark Shadows (3) Ranger Andy Show (C) (20-22-30) Match Game (C) (18) Superheroes (40) Iron Man (40) Swabby's Cartoon Festival 4:25 (20-22-30) News (C) 4:34 (3) Big 3 Theatre "Dimples" Little girl sings in streets to earn money for her grandfather. Shirley Temple, Frank Morgan.	(8-22) Mike Douglas Show (C) (18) You Asked for It (20) Corliss Archer (30) The Flintstones (C) (40) McHale's Navy 5:00 (18) Highway Patrol (20) Faith for Today (30) Riverboat (40) The Munsters 5:30 (40) Peter Jennings News (C) 6:00 (8-22-40) News, Sports and Weather (C) (18) Merv Griffin Show (20) Al Westro Sports (40) McHale's Navy 6:05 (3) Sports—News and Weather (C) 6:10 (40) Bronco 6:15 (20) Miami Undercover 6:25 (8) Stein Erikson Show (C) 6:30 (3) News with Walter Cronkite (C) (8) Peter Jennings Show (C) (22-30) Huntley-Brinkley Show (C) 6:45 (20) Local News 7:00 (3) Death Valley Days (C) (20) Huntley-Brinkley Report (C) (8) Twilight Zone (22-30-40) Weather and News 7:15 (40) You Asked for It 7:30 (20-22-30) Tarzan (C) E (8) Front Row Friday Night "Bedelia" Ian Hunter and Margaret Lockwood. Disturbing account of beautiful murderous who marries gentlemen with large insurance policies and then poisons them in leisurely fashion, moving on to	next victim. (18) Checkmate "The Murder Game" (40) Green Hornet (C) 8:00 (40) Time Tunnel 8:30 (3) Hogan's Heroes (C) E (20-22-30) Man from U.N.C.L.E. (C) E (18) Subscription TV "Caprice" 9:00 (3) Friday Night Movies "By Love Possessed" Lana Turner, Efrim Zimballat Jr. and Jason Robards and George Hamilton. (40) Range (C) 9:30 (20-22-30) T.H.E. Cat (C) E (8-40) Phyllis Diller Show (C) (20-30) Laredo (C) E (8-40) The Avengers (C) E "The Winged Avenger" Patrick Macnee and Diana Rigg. Steed and Mrs. Peel investigate the murders apparently committed by a giant bird. 10:30 (18) Subscription TV "Blow Up" (3-8-22-30-40) News, Sports and Weather (C) (20) Richard Diamond (3) Friday Spectacular "Battle Hymn" '57 True story of WW II pilot who goes back into Air Force during Korean War after becoming a minister. Rock Hudson, Martha Hyer. (C) "Day of the Outlaw" '59-Robert Ryan, Tina Louise, Burl Ives. 11:30 (20-22-30) Tonight Show (C) Starring Johnny Carson (8-40) Joey Bishop Show (C) 1:00 (8) News—Moments of Comfort—Guidposts (30) One O'Clock Report—Sign Off (40) U.S. Air Force Religious Film and Sign Off (C) 3:10 (3) News and Weather—Moment of Meditation—Sign Off
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Notes

Khrushchev On TV Film

HOLLYWOOD (AP) — NBC-TV will air Nikita S. Khrushchev's recently recorded reminiscences July 11. Films, photos and tapes from private sources will show his life in retirement. He talks about Stalin, Eisenhower, Kennedy, Mao and the Cuban missile crisis.

Elsewhere in television land—ABC is filming a fall police series, "N.Y.P.D.," in New York. The first episode was written by ex-cab driver Edward Adler; Jacqueline Kennedy's sister-in-law Lee Bouvier-Princess Lee Radziwill—now in her stage debut in Chicago, makes her television bow starring in "Voice of the Turtle," for ABC next season.

Sicklist: George Macready returned to the "Peyton Place" cameras, recovered sooner than expected from lung congestion. Wilfrid Hyde-White subbed four weeks as crusty old Martin Peyton.

Bud Collyer, ill since May 25, returns July 10 to "To Tell the Truth." An emergency appendectomy removed Patricia Breslin temporarily from "General Hospital." Jan Shepard, with no rehearsal, replaced her

as nurse Meg Baldwin from today through July 19.

NBC expected about 65 people a day on the new paid tours of its Burbank studios. The first three days brought 470.

Los Angeles station KHJ-TV's weekly filmed Mexican bullfights end Saturday night, four installments after they started. "Reaction was heavy, by both mail and phone," a spokesman says. Approval outweighed opposition, however, he adds.

Highlights

Richard Widmark and Sidney Poitier star in the movie, "The Long Ships," Thursday 9-11 p.m. on CBS. "By Love Possessed," with Lana Turner and Efrim Zimballat Jr. will be repeated Friday 9-11 p.m. on CBS. Film director Federico Fellini is shown at work on "Juliet of the Spirits," Friday at 8:30 p.m. on Channel 24. Several ballets corps, including the Bolshoi Ballet of Moscow, perform excerpts from ballet works Friday at 9 p.m. also on Channel 24.

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