

Few Good Shows Left Before Start of 'Re-Run' Summer

Producers, Sponsors Underestimate Public Excellent TV Movie Fare

By JOHN BARRY
Press TV Editor

In just a few weeks the television picture will be telling us who, and what, won the motion picture Academy Awards. A wee bit later the living room industry will make it's own Emmy presentations. And before you or I realize it the gosh-awful summer season will be upon us.

If your budget is as limited as the majority of entertainment seekers is you'll be forced to rely on the tube for your escape from reality. We'll be asked by the penny-pitching networks and local stations to watch re-runs of shows we disliked when they were first aired. What's worse—most TV logs will bill the programs in such a way as to lead you to believe that it's a first run. "Half-way through you'll probably remark, to your spouse, that "I've seen this damn show before."

Producers and sponsors, in a better-than-average ratio, believe the viewer stupid. They insult the intelligence of the masses of families that watch their programs. They believe that everyone in the United States takes a summer long vacation like the Madison Ave., New York element they represent. At best, the wage earner and TV viewer gets two weeks off with pay a year. During this period he gets away from the home monster. But like regular toilet habits he returns to resume his daily routine.

Like other critics, we are not asking the impossible. By this we infer that westerns, who-done-its, and teen-age detective agencies (S u r f i d e 'sick') are passable fare. The objection is that we shouldn't be subjected to these programs a second time around.

When you pan it's not kosher to just hit and run. You must offer a suggestion or two to remedy a situation that exists. Instead of repetition why not feature medium-priced musicals even if they are old movies. The summer months have been long considered as light and fantasy-filled days of the year. With windows opened wide and patios a daily habitat the viewer doesn't have to have his eyes focused on the picture. He or she can just relax and listen to old or new tunes meshing with the musical renderings of the birds and bees.

How do you feel about present summer programming? Are you with me or do you like the "entertainment" you get in the summer? If you agree with the frustrated viewer writing this piece take a minute or two from your shores of the day and get a letter off to me. I'll see that it gets to the planners of summer TV.

One of the quickest ways to get a program off the air is to stay away from purchasing

the sponsors product. So buy an unadvertised ware and before you know it you'll realize that you, the viewer, are the boss.



FRENCH MAESTRO Andre Cluytens will conduct the Chicago Symphony Orchestra in "Great Music from Chicago" Monday, March 27, 9 p.m., Channel Eleven.



FRED ASTAIRE in scene from "Easter Parade," springtime special being shown on KTTV, Channel Eleven, Tuesday, March 28, 8 p.m.



GRETA GARBO in scene from "Grand Hotel," debut show on "Films to Remember" today, March 26, 7:30 p.m., Channel Eleven. Francis X. Bushman will host.



77 SUNSET STRIP—Richard Long as Rex Randolph is hired as a body guard to an old outlaw in "Old Cardsharps Never Die," to be seen Friday at 9 p.m. on ABC-TV, Channel 7.

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