

Assignment TV

By **TERRENCE O'FLAHERTY**

Down in Hollywood the top executives from the 200 or more CBS affiliated TV stations gathered recently for the network's annual rites of spring, which consist largely of promises for the fall.

The most interesting of these is the planned increase in the use of color. Until recently CBS has stood for Color Blind System, but this fall 28 per cent of its prime-time night shows will be in color, including Danny Kaye, Red Skelton, Thursday Night Movies, Lucy, Lassie, My Favorite Martian, Beverly Hillbillies, Gilligan's Island, and a new show called "Hogan's Heroes," plus some news documentaries and a number of remote sports broadcasts.

By the fall of 1966 every network program in prime time will be in color. The NBC and ABC networks had their affiliates meetings in March. A sizable part of the humor at the NBC confab was based on the firing of CBS president James Aubrey, an incident which provoked more richly varied versions than any single event since Anatole Litvak kissed Hedy Lamarr under the table at Ciro's in 1940.

NEEDLESS to say there probably was little such humor at the CBS meeting, although there was cause for happiness in the reading of the latest Nielsen audience ratings which bestowed virtually equal public popularity upon each of the three nets, but gave CBS five shows in the top ten.

The hallowed ten which achieved a low enough common denominator to reach the mass audience included "Bonanza," "Gomer Pyle," "Bewitched," Dick Van Dyke, "Fugitive," Andy Griffith, "Beverly Hillbillies," "Peyton Place" (Thursday night) and "Gunsmoke."

Dr. Frank Stanton, personally the most stylish and sophisticated of the broadcast executives, is president of the whole CBS empire. The new TV network president replacing Aubrey is John A. Schneider.

STANTON CITED recent CBS programming which included "My Name is Barbra," "The Town Meeting of the World," via Early Bird, and "1945" as a measure of things to come on his network. Schneider announced that the coming fall schedule will include nine new series and two moving to CBS from other networks ("Hazel" and "My Three Sons" from NBC and ABC respectively). The new shows are:

"Lost in Space," an adventure series about an average American family marooned on a distant planet—a sort of "Swiss Family Robinson" of outer space with June ("Lassie") Lockhart and Guy ("Zorro") Williams.

"The Wild Wild West," which is described as "a James Bond approach to a Western series."

"Mogan's Heroes," a story of an allied prisoner of war camp in World War II with L.A. radio personality Bob Crane. Described to me as "part 'Great Escape,' part 'Stalag 17'."

"The Smothers Brothers," wherein brother Tom plays a bumbling ghost who complicates the life of his living brother, an industry executive.

"The Trials of O'Brien," a drama "with comic overtones," starring Peter Falk as an unconventional renegade lawyer whose divorced wife still loves him, but loves her alimony more.

"The Loner," starring Lloyd Bridges as a former Union cavalry officer moving West seeking what CBS calls "new weekly adventures."

Others are "The Steve Lawrence Show" and "The Eddie Albert Show," which could indicate anything. Also listed as a new show is something that sounds very old indeed: "The CBS Thursday Night Movies."

SPEAKER

Mrs. Marian V. Peterson of Torrance will speak on "The Future of Foster Family Care" during the current meeting of the National Conference on Social Welfare in Atlantic City. Mrs. Peterson is the assistant director of the Los Angeles County Child Welfare Services.

Garden Checklist

1. If you've been passing up azaleas because you can't give them shade, ask your nurseryman about the sun azaleas, or Southern Indicas, that actually prefer a good amount of sun.
2. Lily of the Nile (agapanthus) can be planted now in sun, except in warm inland sections where part shade is necessary. It likes loamy soil, but will grow in heavy soils under poor conditions and still produce its free-blooming tall clusters of blue or white flowers. If you want a small form of this showy summer bulb, ask for the variety, "Peter Pan." Clusters of deep blue flowers only 8" to 10" high. Terrific in rock gardens or borders.
3. Set out citrus this month in a well drained sunny location that's protected from wind. The very popular dwarfs make excellent container plants. Both dwarf and tall kinds can be trained as espaliers.
4. Don't depend on April showers to do your watering for you. Instead, pay close attention to deep, regular watering as temperatures increase. Plants need constant moisture to support soft, young growth.
5. Set out trees and shrubs from containers now. For an excellent, low ground cover, ask your nurseryman about the new "Blue Carpet" Juniper. It's an intense, silvery, blue-green color and grows no higher than 10 to 12 inches. Highly drought resistant.

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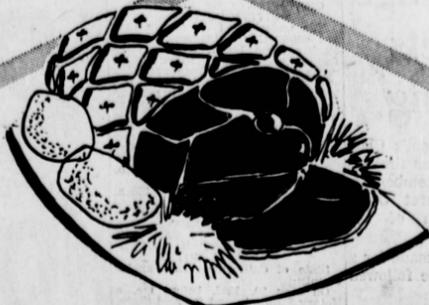


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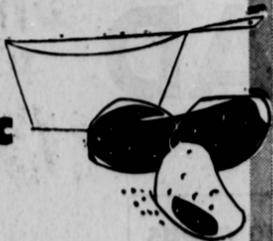
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