

Assignment TV

By **TERRENCE O'FLAHERTY**

NBC has announced the return next season of "Flipper, the adventures of a lovable dolphin." Which reminds me that nearly 100 network shows are now definitely scheduled for the fall—all of them extremely lovable by network standards.

Approximately 60 of them will be returning loved ones such as "Peyton Place," the story of a lovable town and Perry Mason, the lovable lawyer who will practice, come September, opposite "Bonanza" the story of a family of lovable oats.

"12 O'Clock High" will star a lovable young major instead of a 39-year-old (and therefore unlovable) general.

ABC will finally make an honest woman of its "Farmer's Daughter." She will marry her lovable Congressman.

COMEDY WILL continue to be the big category with 25 per cent of the network prime time to be devoted to pleasing the lovable laughter machine. The laughs will be found in the same familiar places: the Army, the Navy, and a new TV armed service category, the prisoner of war camp (10 series); domestic problems (7); rural America (5); talking livestock (1) and the supernatural (6) which includes a pregnant witch and

a mother reincarnated as an automobile.

The next big category is variety (17 per cent) which includes lovable oldtimers like Andy Williams, Hullabaloo and The King Family plus newcomers like Dean Martin and Steve Lawrence, all seeking your affection.

Adventure mysteries are the third group (13 per cent) including five new shows. The return of the lovable Western hero is a new trend with 11 separate sheriffs (mostly lovable), 11 deputies (all lovable), 11 Western saloons and enough dance hall hostesses to populate Salinas, California. Dramas come next with approximately 10 per cent or more depending on whether you consider "Peyton Place" as dramatic anthology or domestic comedy.

THE TIME allotted to feature film has increased to 8 hours per week with Saturday, Sunday, Tuesday and

Thursday "Nights at the Movies." On the other three days of the week we'll just have to look elsewhere for John Wayne and Debra Paget.

Another trend worth noting is the wandering or falsely accused misfit based on the success of "The Fugitive." Three lovable new ones join it and "Branded" in this field including a cowboy amnesia victim. The secret agent is another Hollywood discovery of last season and several more are to appear in September.

Physical violence and other uncivil acts will be on the upswing but they will enjoy nothing like the popularity they had, say, six years ago when a total of 2850 actors were shot, 1268 were stabbed, 167 lynchings occurred and an estimated 78 actresses were raped either with or without encouragement on the part of the ladies.

THE 35 NEW shows are

waiting for your love. Of the returning 60, their sponsors sincerely hope you will love them in September as you did in May.

"Captain Kangaroo" will continue on CBS next season despite the network's announcement that it would be replaced by "Mister Mayor," a new show with the same star, Bob Keeshan. The decision to reinstate the show followed an announcement by Keeshan that he had reached an agreement with the agency which owns the

"Captain Kangaroo" idea.

COLOR SET owners will get an added bonus with the news that the ABC network will be 50 per cent color in September 1966. This fall's ABC color will be doubled during the nighttime hours with "Volare to the Bottom of the Sea" and two new shows "Gidget" and "Big Valley" presented in color. For 1966, ABC is considering "The Hollywood Palace," Lawrence Welk, Jimmy Dean and the next Motion Picture Academy Awards.

Conference Scheduled

An educational conference on real estate office administration is scheduled for July 22 and 23 at the Fairmont Hotel in San Francisco.

Faculty members have been selected from leading realtors, educators, and other professional people. They will cover such fields as budgeting the brokerage office, communications between broker and salesman, listing control, newspaper publicity, advertising and sales training programs.

Don Roberts, conference chairman, said a textbook based on materials presented at the conference is being prepared and will be given to those attending.

Sponsored by the California Real Estate Association for the seventh year, the conference fee is \$50.

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