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Tele-Visions Arthritis Telethon on Today

THE PRESS

HOW COME? Why don't we see anything new and different on TV? As a disgruntled viewer who has asked that question about twice a week for the past five or six years, we were forced to accept a flat answer last week. That answer is in the three-month ratings published by all the national rating services.

"Candid Camera" is the hit of the season, with ratings hovering around the 35% mark for nearly every show. Another newcomer that has gone over the top is "The Andy Griffith Show." We mean no discredit to these showsboth are excellent entertainment.

What is significant is that "Candid Camera" is one of the first shows ever seen on TV and dates back to the carliest days of the industry. "The Andy Griffith Show" has not been on before, but it is a familiar kind of show in the pattern of "The Real McCoys."

Other top-rated shows were "Gunsmoke," "The Un-touchables," "Ed Sullivan," "Danny Thomas" and so forth.

Among the new ventures this year, "Family Classics" is to be cancelled, Jackie Gleason leaves the air in May. "Show of the Month" will not be renewed next year, and "Peter Loves Mary" and "My Sister Eileen" are considered to be the outstanding flops of the season.

It's painfully evident why producers are notoriously adverse to new shows. Only die-hards like ourselves can continue to hope for better and more varied shows. It's not impossible for a new show to be a hit; all of us remember when "The Untouchables" started.

In viewing the ratings, we have become convinced that the problem of new shows stems from an inability to distinguish what is new and good from what is merely new.

. A bad show wil not survive more than one or two viewings before it is rejected. But, neither will a good new show fail to prove itself, granted that it is given enough time. New ideas in television will be welcomed. They must be real ideas, though, and not the uninspired trivia that has marked this year's series.

* * *

WELL WHADDYA KNOW-TV5s Gardner McKay is set for his movie debut in "The Right Approach"-let's hope this one is. . . . Desi Arnaz is planning a series based on Jack London stories. . . . Nick Adams is 'adam'ant about doing a movie during his three-month TV layoff. He's seen those profits rise for some of his fellow-oater-stars. . . . "National Velvet's" big sister, Carole Wells, is a chirper. She'll lend her soprano talents to the March 12 March of Dimes show. . . . Reed Morgan of "The Deputy" will shed his eye patch in the upcoming episode, "Cherchez La Femme." With a title like that, he'll need both eyes open. .. Newest format out is on a show titled "Portofino." It's all about a young widow who operates a Mediterranean hotel-aided by three buddies of her late husband. How was that you said he died, fellows? . . . Richard Burton has finally been snagged for a series. He'll host a show based on the movie "Grand Deception." . . . John Ericson will star in 20th Century-Fox's new "13 Rue Riviera." . . . NBC plans a Feb. 28 hour-long special titled "JFK: Report No. 1." Ah, come on, guys, he's not really young enough for report cards. . . . "The Insiders," new David Janssen vehicle, has already roped a sponsor. . . . Next week Ralph Taeger and James Coburn strip off "Klondike" klothes to don bathing trunks for "Acapulco." Don't know about you, but we've caught cold just hearing about it. . . . "Aquanauts' changes its name to "Malibu Run" this week. Now all they'll need to change is the story, the stars and the production and they've got a hit. . . . Weird and wonderful department: CBS will re-run the first "Gunslinger" show on March 9! . . . KTLA's "Pat Buttram Show" comes

then some.



RAY ANTHONY and His Bookends, Diane Hall (left) and Annita Ray, will appear on the

"Stop Arthritis Telethon" Sunday, Feb. 19, 7 a.m. to 5 p.m., on Channel Eleven.



Adlai E. Stevenson, the PST;) under the sponsorship new U.S. Representative to of the Purex Corporation. the United Nations, will par- NBC News will bring three Jr. Rocky Graziano, Walter

Raymond Massey, disting- ticipate in "Africa: Five Min- of its foreign correspondents Lantz, Barbara Hale. up with some real witty wisecracks; it's worth viewing and guished actor who has become utes to Twelve," a special pro- to New York to report on Bill Williams, The Little perhaps the world's foremost gram examining basic prob-portrayer of Abraham Lin-

Hope, Sullivan to Appear

The largest list of stars Slate, Big Tiny Little & Jose- liams, Alan Douglas, Duffield ever scheduled for a telethon phine, Clint Eastwood, Rob- Hamilton Holmes, Jim Hawwill be on hand Sunday, Feb- ert Horton, Bob Newhart, thorne, Jack LaLanne. ruary 19, at KTTV when the Mickey Rooney, Joey Forman, station screens its 10-hour Stubby Kaye, Art Linkletter, "Stop Arthritis Telethon" Coleen Gray, Tab Hunter, from 7 a.m. to 5 p.m. on Chan- Walter Brennan, Jesse White, Jack Pardee, Tom Fears, Bill nel Eleven.

Eleven newscaster, and John- Mike Minor, Ronnie Brown McKeever twins, Dallas Long, ny Grant, KMPC disc jockey, Trio. Ginny Tiu, David Janssen,

will be co-emcees for the gigantic, charitable, fund- rais- Louis Nye, Dolores Hart, Coning event.

Scores of the biggest per-sonalities in show buisiness today have offered buistness and buistness weaker to be a straight to today have offered their time and services to help put the drive for funds over the top and help stamp out arthritis, the patien's number one series berry Hound. the nation's number-one crip-

pler. Realizing that many of the tion: stars who would want to ap-Lynn, Victor Borge, Johnny pear currently are starring in Las Vegas, KTTV sent a crew Ray, Jerry Colonna, Duke Elto Las Vegas last weekend and pretaped the perform-ances of these entering to be a set of the perform-Georgie Vegas Billy Gray, The ances of these entertainers. A special children's section fessor Backwards (Jimmy Ed-

of the telethon will feature all miston), Frank Gorshin, their favorities, too, including Sarah Vaughan, Dakota Staton.

Yogi Bear, Huckleberry Hound and Quick Draw Mc-Graw. And, as an added appeal to young viewers, they have been encouraged to tune in early because between 7 and 9 a.m., 10 lucky viewers will win a day's fun at Disneyland. They'll learn how when they tune in Channel Eleven.

Bob Heistand is producing the telethon for KTTV. Stars include:

Ed Sullivan, Bob Hope, George Shearing, The Hi-Los, Connie Stevens, Jeri Southern, Dodie Stevens, June Lockhart, George Nader, Poncie Ponce, Sheb Wooley, Leticia Roman, Barry Sullivan, Ricardo Montalban, John Vivyan, Jayne Mansfield, Stella Stevens, Hope Holiday, Danny Welton, Doodles Weaver, Lucille Norman, Don Lamond & the Three Stooges. Vic Dana, Kenny Miller, Beatrice Kay, Della Reese, Julie London, Cameo Children's Playhouse, Walker Edminston, Engineer Bill Stulla, Ginny Jackson, Kay Starr, Carol Heiss, Michael Callin, Tom Hatton, Efrem Zimbalist

mond, Sheriff John, Bill Welsh, Mel Jass, Vince Wil-

And such sports figures as: Les Richter, Bob Kelly, Don Collier, Bill Mims, The Jobko, Rocky Bridges, Jim George Putnam, Channel Kings Four, The Sportsmen, McAnany, Johnny McKay,

Sunday, February 19, 1961

George Putnam, Don La-

Parry O'Brien. Sunday - Monday

Paul Newman in **#FROM THE**

TERRACE"

(Color) Also

Shirley Jones in "BOBBIKINS"

Lauren Bacall in "FLAME OVER

nie Haines, Helen O'Connell, Tuesday - Wednesday Las Vegas Telethon Delega-Bobby Darin, Roberta

INDIA" (Color) Also John Lupton in "BLOOD AND STEEL" * * * DRIVE-IN THEATER Redondo Beach Bivd. DA 4-2664



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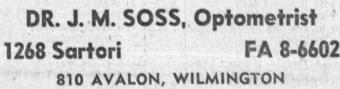
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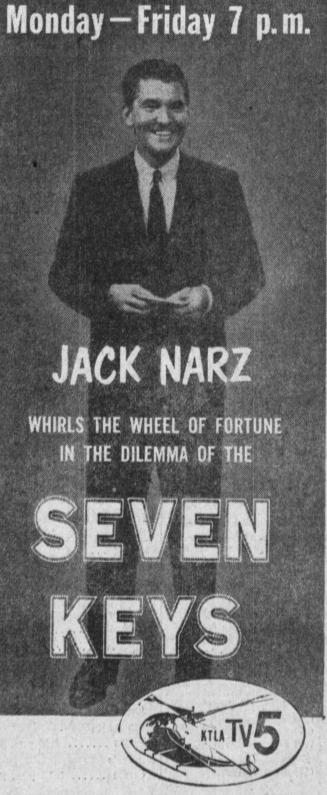


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portrayer of Abraham Lin- on the NBC-TV Network ments in the Congo last year; coln, has been signed by pro- Tuesday, Feb. 21 at 10 p.m. Edwin Newman, who has ducer Mildred Freed Alberg The program will be spon- covered events in many of the to star in a dramatization of sored by the Gulf Oil Corpora- newly independent African events leading up to and in- tion as another in the series nations, and George Clay, who cluding Lincoln's Gettysburg of "NBC Special News Re- reports from the Union of address—on "The Equitable's ports." It replaces "Cry Ven-Heritage" Saturday, A p ril 1 (NBC-TV Network, 9:30-10 sented Tuesday, April 25 gan, who will co-produce the (NBC-TV Network, 10-11 p.m. program, described it as a p.m.



'television primer." They said that it would focus on fundamental problems in the Congo, North Africa, the Union of South Africa, the 15 new African nations admitted to the UN, and such areas as Portuguese Angola and Ruanda-Urundi, which are undergoing revoluntionary changes. The program will feature Frank McGee as anchorman. The Western attitudes toward Africa will be examined by Joseph C. Harsch, NBC News senior European correspondent and Frank Bourholtzer, NBC News' State Department correspondent.

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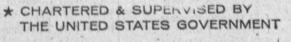


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