

NBC's New Season Will Begin Sept. 10

By FRANK WEIRICH
While the other two television networks bump heads and open their 1967-68 seasons Sept. 5, the National Broadcasting Company (WATE-TV, channel 6 here) will sit back and watch them knock each other off.

NBC is planning that week to throw in a series of unused pilot films of programs planned for the past or future years which are not included on this coming season's schedule.

Don Burgin, NBC network president, said: "We are particularly interested in the audience reaction to these unseen shows for guidance in our continuing program development and production for 1968 and 1969."

ONE SHOW DROPPED

What he didn't say, naturally, was that NBC didn't want to share the competition when it opens its new season. Although getting hold of the viewer early is important NBC is banking on the quality of its programs to woo the customer in for "NBC Week" which starts Sunday, Sept. 10.

John Reese, WATE-TV program director, says the local NBC outlet will carry everything the network offers except "I Dream of Jeannie" Tuesday from 7 to 8 p.m.

Instead, WATE-TV will insert, starting at 7 p.m., reruns of the very popular in East Tennessee show, "Rawhide," which stars the late Eric Fleming as the trail boss.

Another popular show of Western vintage, "Lawman," has been inserted in the 7 p.m. Monday slot.

New programming at WATE-TV also includes "Star Trek" (8:30 p.m. Friday) which the station didn't carry during the past season.

VOLES ON SUNDAY

In addition to the brand new network shows, WATE-TV once again will replay all of Tennessee's football games starting Sunday, Sept. 24, from 1 to 2 p.m. during the collegiate season. They will precede the regular American Football League professional games that will come on at 2 p.m. each Sunday.

The great success of WATE-TV's big gamble of a year ago, the afternoon "Mike Douglas Show" has been renewed for another season. The before-dinner variety and conversation program has gained national attention and now rivals Johnny Carson, Joey Bishop and Merv Griffin in popularity.

SEVERAL NEW SHOWS

NBC (WATE-TV) will have at least seven new shows to entice watchers this season and briefly they are:

SUNDAY: 8:30 p.m.—"Mothers in Law," starring Eve ("Our Miss Brooks") Arden; 10 p.m.—"High Chaparral," a Western of the "Bonanza" class, starring Leif Erickson.

MONDAY: 9 p.m.—"The Danny Thomas Hour," featuring Danny as host for a series of dramatic presentations.

TUESDAY: 8 p.m.—"Jerry Lewis Variety Hour."

WEDNESDAY: 9 p.m.—A new series of "Kraft Music Hall" presentations, not ex-

actly a new show but new programs.

THURSDAY: 8:30 p.m.—"Ironside," starring Raymond Burr as a police chief in a wheel chair.

FRIDAY: 8:30 p.m.—"Star Trek," not new on network but to Knoxville; 9:30 p.m.—"Accidental Family," another try by Jerry Van Dyke for prime-time acceptance.

SATURDAY: 7:30 p.m.—"Maya," a television series from the film of the same name, starring Jay ("Dennis the Menace") North. Filmed entirely in India.

45 HOURS OF NEWS

News Specials will total 45 hours (minimum) with at least 26 hours in prime time alternating with "The Telephone Hour" Friday nights—10-11. A "Frontier" series will involve frontiers in medicine, the learning process, outer space and the sea. Some will run more than an hour, the exact length to be determined by the subject matter.

Other specials will treat the subjects of Foreign aid, Poverty, The Middle East, The State of American Justice, The Breakdown of Our Cities, The Anatomy of a Strike, The Dead Sea Scrolls, The Big Business of Country Music, Spain, Sicily, Republican and Democratic Primaries, Disappearing Wildlife, Canada and The National Gallery of Art.

A series of eight programs will be "American Profile" hours in which six NBC News production units are involved. "The Forgotten Peninsula" will be telecast Dec. 8. It has been inspired by naturalist Joseph Wood Krutch's book of the same title. "America and Americans" based on John Steinbeck's book will be colorcast Dec. 3.

STAGE PLAY SCHEDULED

Other specials already set for the season include "Flesh and Blood" which will be presented as a two-hour special. The William Hanley play, originally slated for Broadway is the first stage property which will be presented on television prior to theatrical production. E. G. Marshall, Edmond O'Brien and Kim Stanley will star.

An original 90-minute musical version of "The Legend of Robin Hood" with music and lyrics composed by Sammy Cahn and Jimmy Van Heusen, will also be scheduled along with "Radio City Music Hall at Christmas Time," "Rowan and Martin's Put On," "The Fabulous Funnies" with Carl Reiner, "Shipsteads and Johnson Ice Follies" with Ed Ames, and Richard Rodgers' musical version of "Androcles And The Lion" which will star Noel Coward, Ed Ames, John Collum, Kurt Kosbarn, Inga Swenson and others.

The Schedule

Here is a complete rundown on WATE-TV's prime-time schedule for the week during the 1967-68 season:

Sunday
7:30 p.m.—Walt Disney; 8:30—Mothers-in-Law; 9—Bonanza; 10—The High Chaparral.

Monday
7 p.m.—Lawman; 7:30—The Monkees; 8—The Man From U.N.C.L.E.; 9—Danny Thomas Hour; 10—I Spy.

Tuesday
7 p.m.—Rawhide; 8—Jerry Lewis Hour; 9—Tuesday Night at the Movies.

Wednesday
7:30—The Virginian; 9—Kraft Music Hall; 10—Run for Your Life.

Thursday
7:30 p.m.—Daniel Boone; 8:30—Ironsides; 9:30—Dragnet; 10—Dean Martin.

Friday
7:30 p.m.—Tarzan; 8:30—Star Trek; 9:30—Accidental Family; 10—NBC News, Bell Telephone Specials, alternate.

Saturday
7:30 p.m.—Maya; 8:30—Get Smart; 9—Saturday Night at the Movies.



WESTERN STAR—Leif Erickson stars as the father in NBC's "The High Chaparral" series which premieres on channel 6 Sunday, Sept. 10.



IN SEARCH OF FATHER—Jay North, right, questions an Indian maharaja (film star Jai Raj) about the disappearance of his father on the premiere episode of "Maya" Saturday, Sept. 16. This is a new NBC adventure series based on the movie of the same name and will be shown in Knoxville on WATE-TV, channel 6.

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CHILD ACTOR—Teddy Quinn is the eight-year-old featured player on the new NBC series, "Accidental Family" which will be seen Fridays at 9:30 p. m. this season on WATE-TV.

NEW ROLE—Raymond Burr is cast as a police chief confined to a wheel chair in "Ironside" which will occupy the Thursday 8:30-9:30 p. m. time slot on NBC this coming season, WATE-TV.

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