

# VIEWPOINT '62

# VIEWPOINT

The worth of any single television program is, in the final analysis, a matter of personal viewpoint. There are, however, other standards for evaluating a network's total programming service.

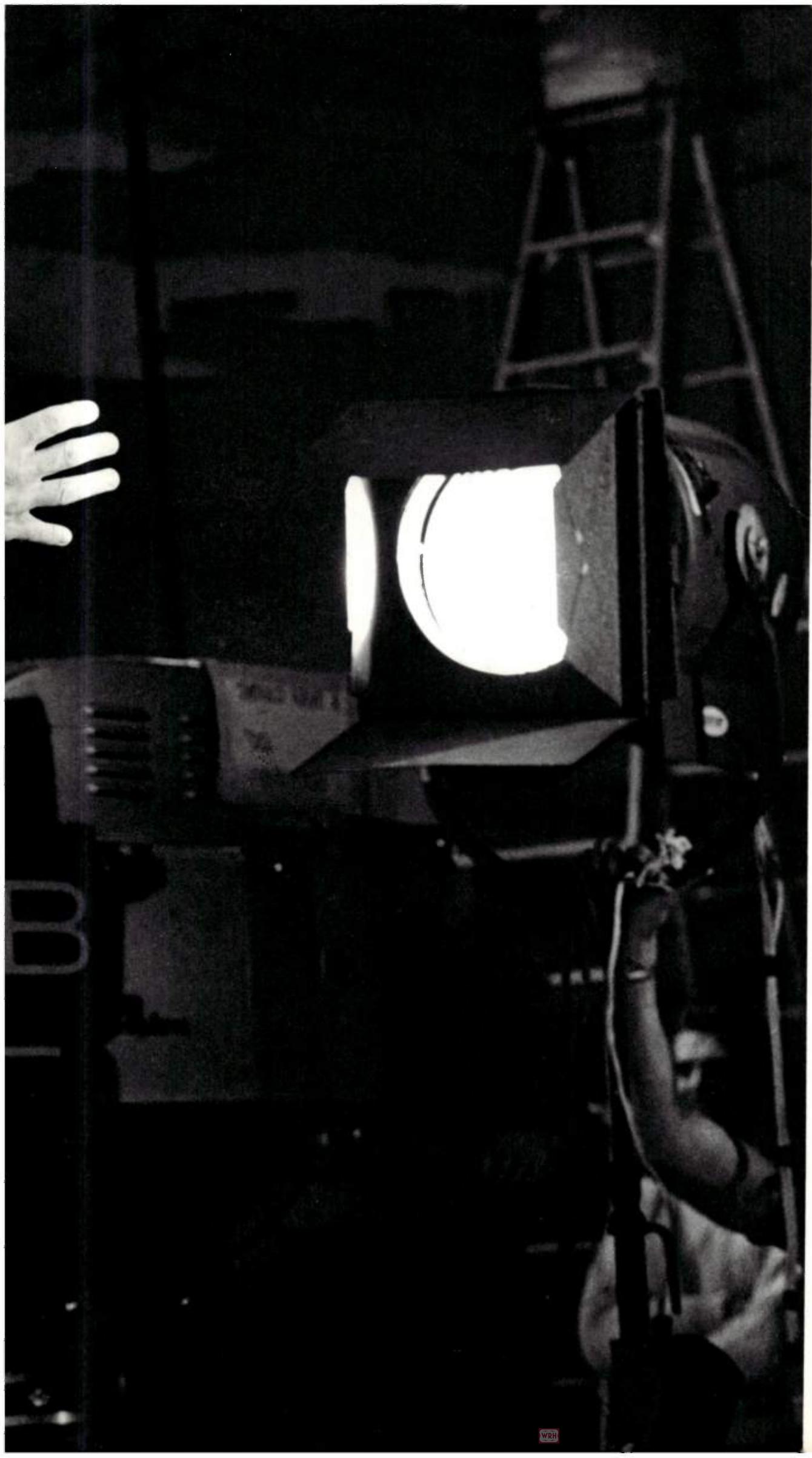
A television network that seeks the best possible programming for all the nation's viewers must provide more than just fresh, rewarding entertainment. It must rise to television's opportunities and obligations as the swiftest, most far-reaching medium of information ever devised — whether in transmitting news events as they happen or analyzing them; whether in cultivating discussion or debate of public issues, spreading knowledge of science, or opening the world of the arts and humanities to millions.

It must provide more than 48 million families with a full range of entertainment and actuality programming that appeals variously to the whole family, to different age groups and to different levels of sophistication and taste.

This broad viewpoint is basic to the philosophy of the NBC Television Network, and is again reflected in NBC's program schedule for the coming 1961-62 season. Our energies have been directed toward building a schedule that has a place for both Hallmark and The Price is Right; Huntley-Brinkley and Mitch Miller; Bob Newhart and Continental Classroom; Lerner and Loewe and the NBC Opera; the World Series and Wisdom; National Velvet and a new teenage news program, Update; 20th Century-Fox films and the Bell Science series; Wagon Train and 40 NBC News Actuality Specials which will explore conditions affecting America's position in a changing world.

And these are only a few of the highlights in a balanced spectrum of drama, news, music, public affairs, comedy, sports and religion. The following pages preview NBC's entire 1961-62 evening schedule and the many other programs which constitute a full and diversified network service that has the power of balance...





**SING ALONG WITH MITCH  
(IN COLOR)**

This program proved so successful in the spring that Mitch has returned as a regular weekly feature.



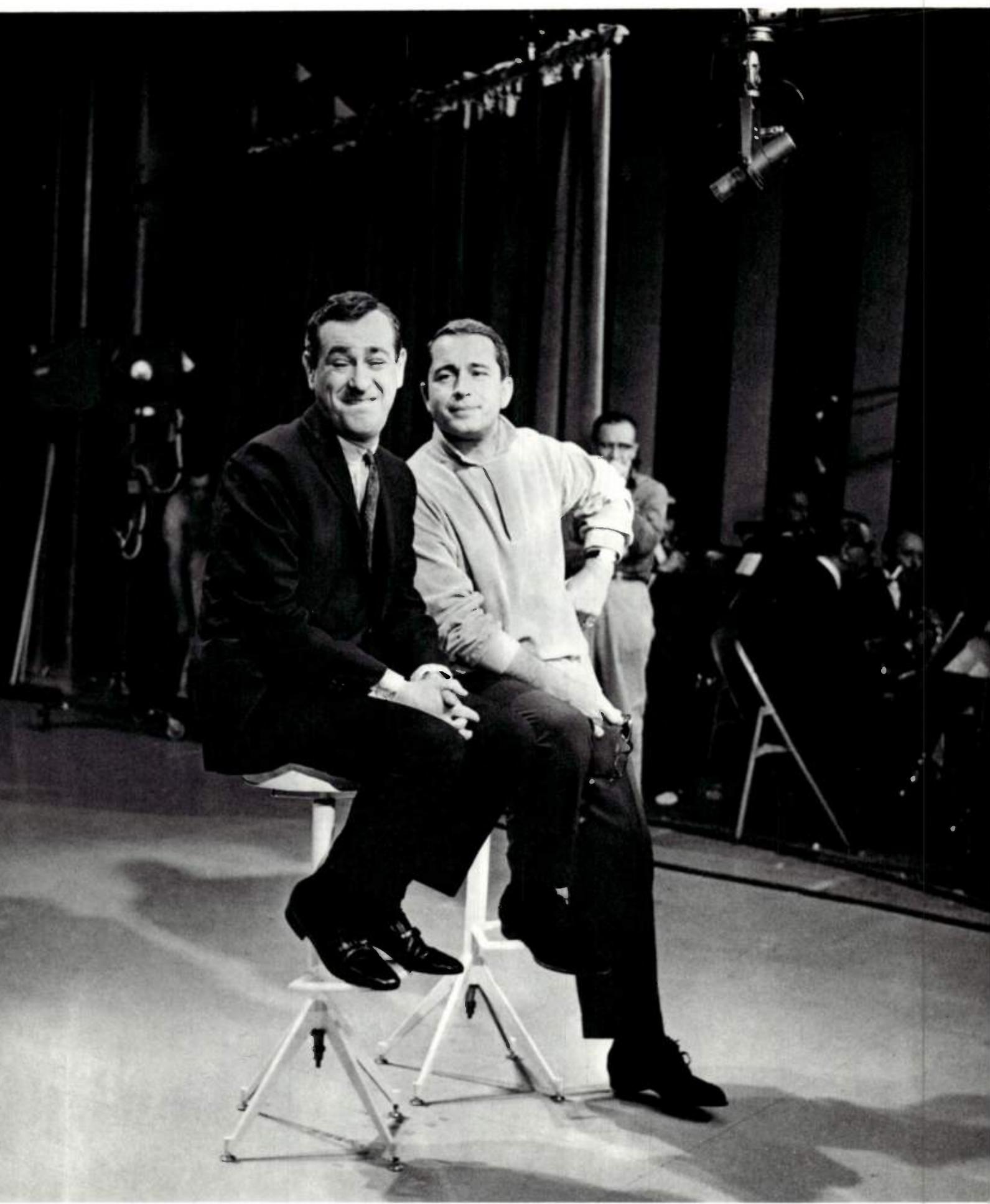


**MEET THE PRESS (IN COLOR)**

Television's foremost press conference; consistent generator of more page-one headline news than any other program in history.

**J.F.K. REPORTS**

NBC News continues its series of Special reports on important developments in the Kennedy administration.



PERRY COMO'S KRAFT MUSIC HALL (IN COLOR)

The highest standard of music/variety entertainment.

THE JOEY BISHOP SHOW

A comedian of many talents  
plays an all-too-human press agent  
in a new series by the creator of  
The Danny Thomas Show.



### OUTLAWS

Chief U. S. Marshal Will Foreman  
enforces the law  
in the Oklahoma Territory.



### HAZEL

The inimitable Shirley Booth stars  
in a new comedy series  
based on Ted Key's famous  
Saturday Evening Post cartoons.





**PUREX SPECIALS FOR WOMEN**

Six new programs in the award-winning series of daytime Specials which explore subjects of vital interest to women.



## THRILLER

Stories of intrigue and the supernatural, hosted by the man whose name is a synonym for suspense, Boris Karloff.



**INTERNATIONAL  
SHOWTIME**

World famous Circuses,  
Ice Shows, Magic Shows  
and Aquashows in actual  
performances taped on  
location in Europe  
and featuring top  
international talent.

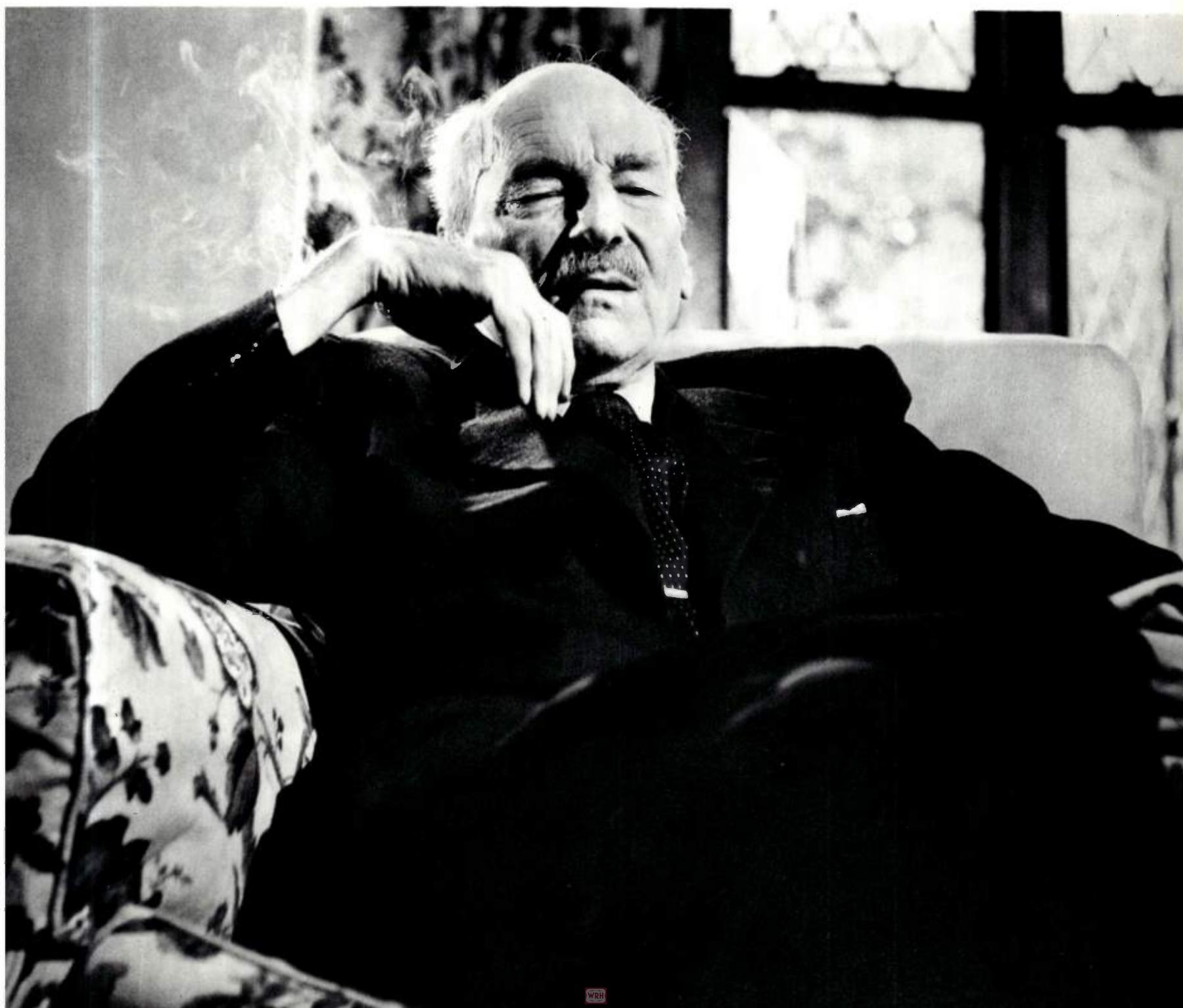


**BELL TELEPHONE HOUR (IN COLOR)**

The sounds of music in all its variety, featuring such outstanding artists as Harry Belafonte, Benny Goodman, Jan Peerce and Rosemary Clooney.

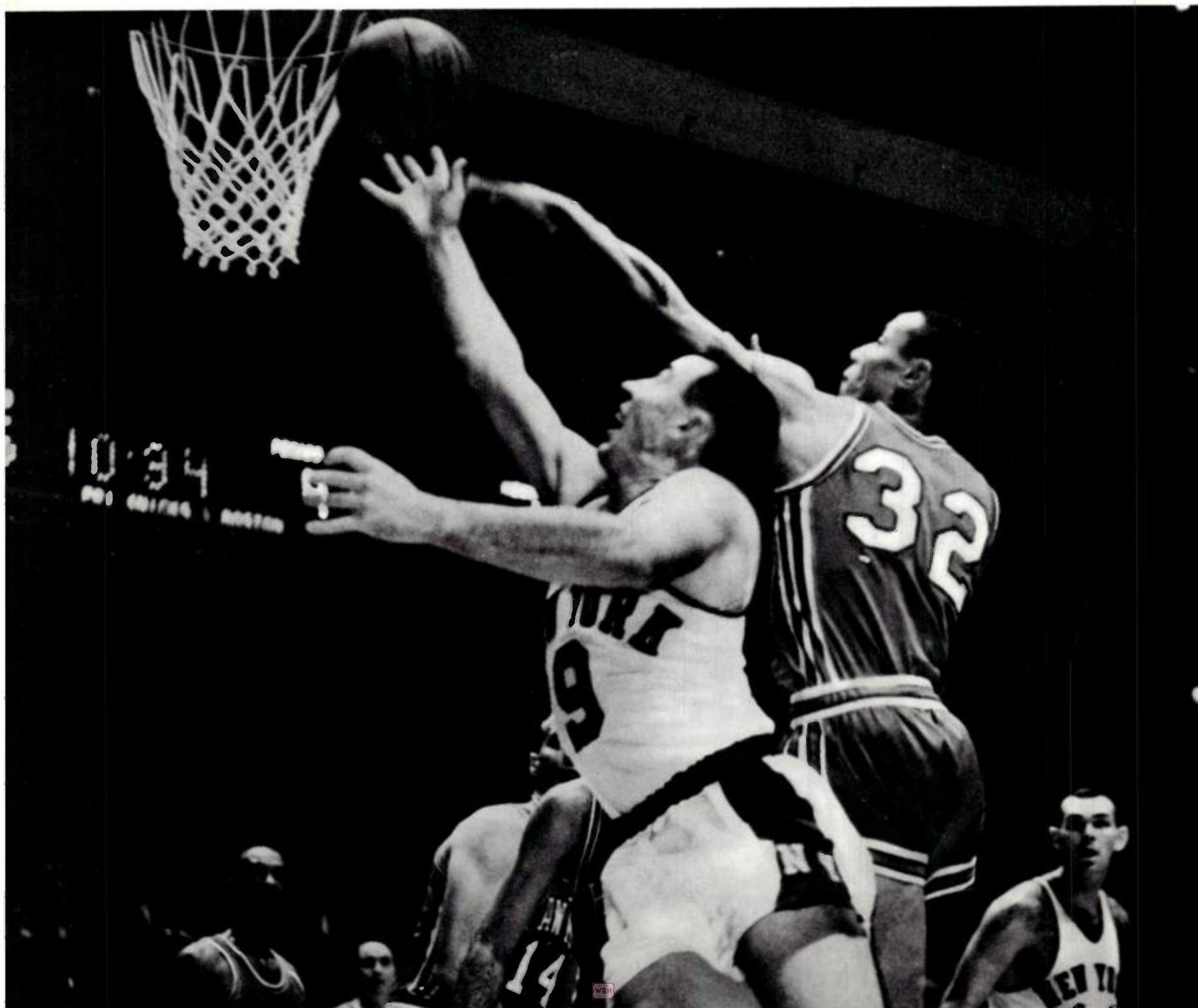
WISDOM

Conversations with the great men and women of our time—their  
own thoughts and words about the substance of living.



ALL-STAR GOLF  
(IN COLOR)

A weekly contest between two of the leading Pro golfers under tournament circuit rules and hosted by Jimmy Demaret. NBC also has the National Open Championship and the Tournament of Champions.





#### CHAMPIONSHIP BASKETBALL

Top games of the National Basketball Association including the championship play-offs.

Also finals of the college National Invitational Tournament from Madison Square Garden.

#### ROSE BOWL FOOTBALL

(IN COLOR)

NBC carries the major football events, including the Rose Bowl, Sugar Bowl, East-West game, Pro Bowl, Pro Championship game and a regular schedule of NFL Pro Football.



SATURDAY NIGHT AT THE MOVIES

Announcing the first network prime time series of important  
post-1950 motion pictures such as *The Snows of Kilimanjaro* starring  
Ava Gardner, Susan Hayward and Gregory Peck.





DUPONT SHOW OF THE WEEK

(MANY IN COLOR)

A weekly series of full-hour actuality programs, including the story of Ernest Hemingway with dramatizations of excerpts from his most celebrated works.



**HE IS RISEN**

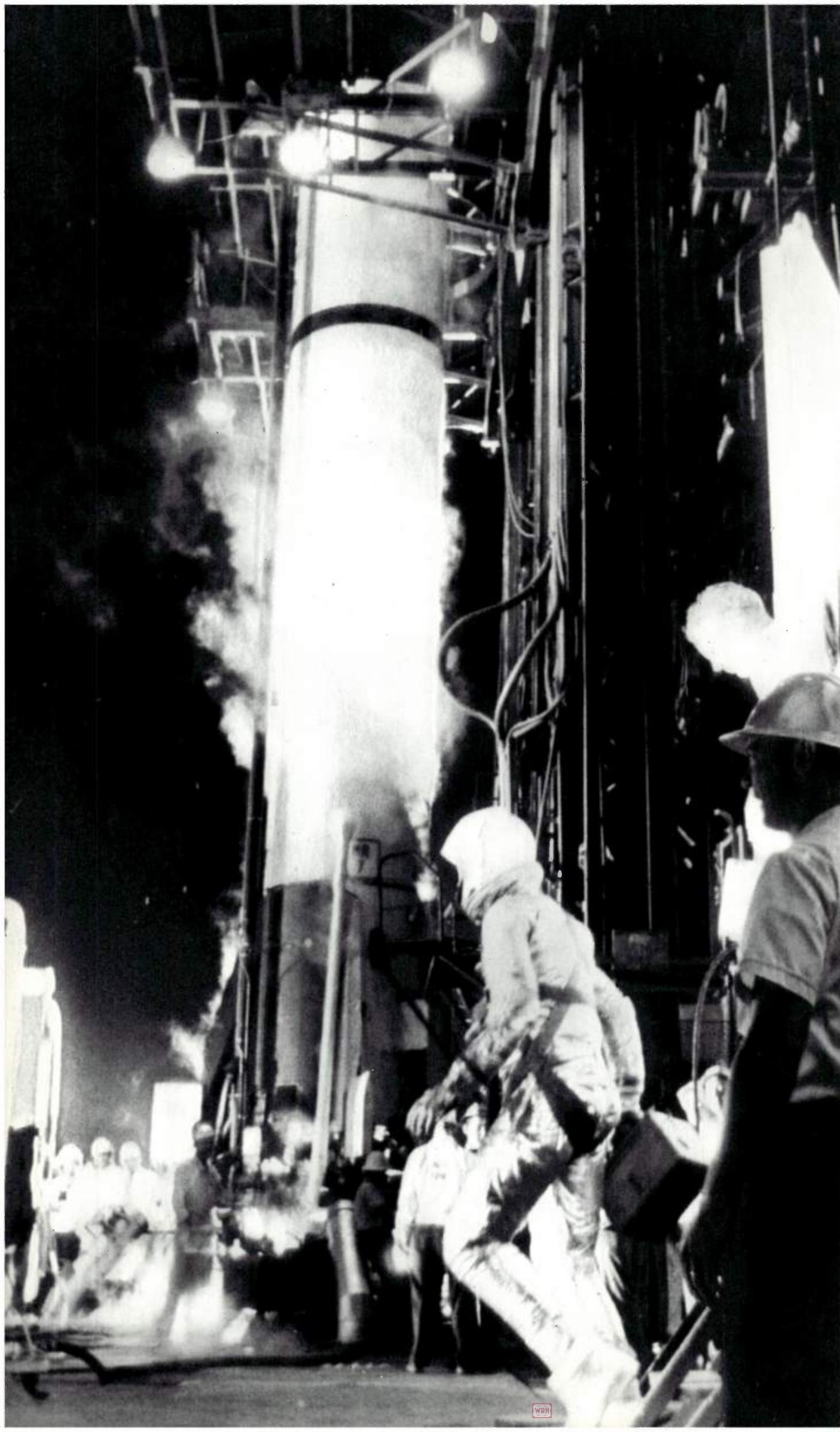
(IN COLOR)

A sequel to the Coming of Christ, this Project 20 telecast utilizes art masterpieces to tell the glorious story of Easter. The Coming of Christ will be repeated immediately prior to Christmas.

THEATER '62  
(IN COLOR)

Live dramatizations of  
celebrated David O. Selznick screen  
classics . . . The Spiral Staircase,  
Intermezzo, Rebecca, Spellbound,  
Notorious, The Paradine Case and  
The Farmer's Daughter . . .  
produced by Fred Coe.





## THRESHOLD

A three-part series exploring America's scientific plans, objectives and accomplishments in the space age, produced by NBC News.

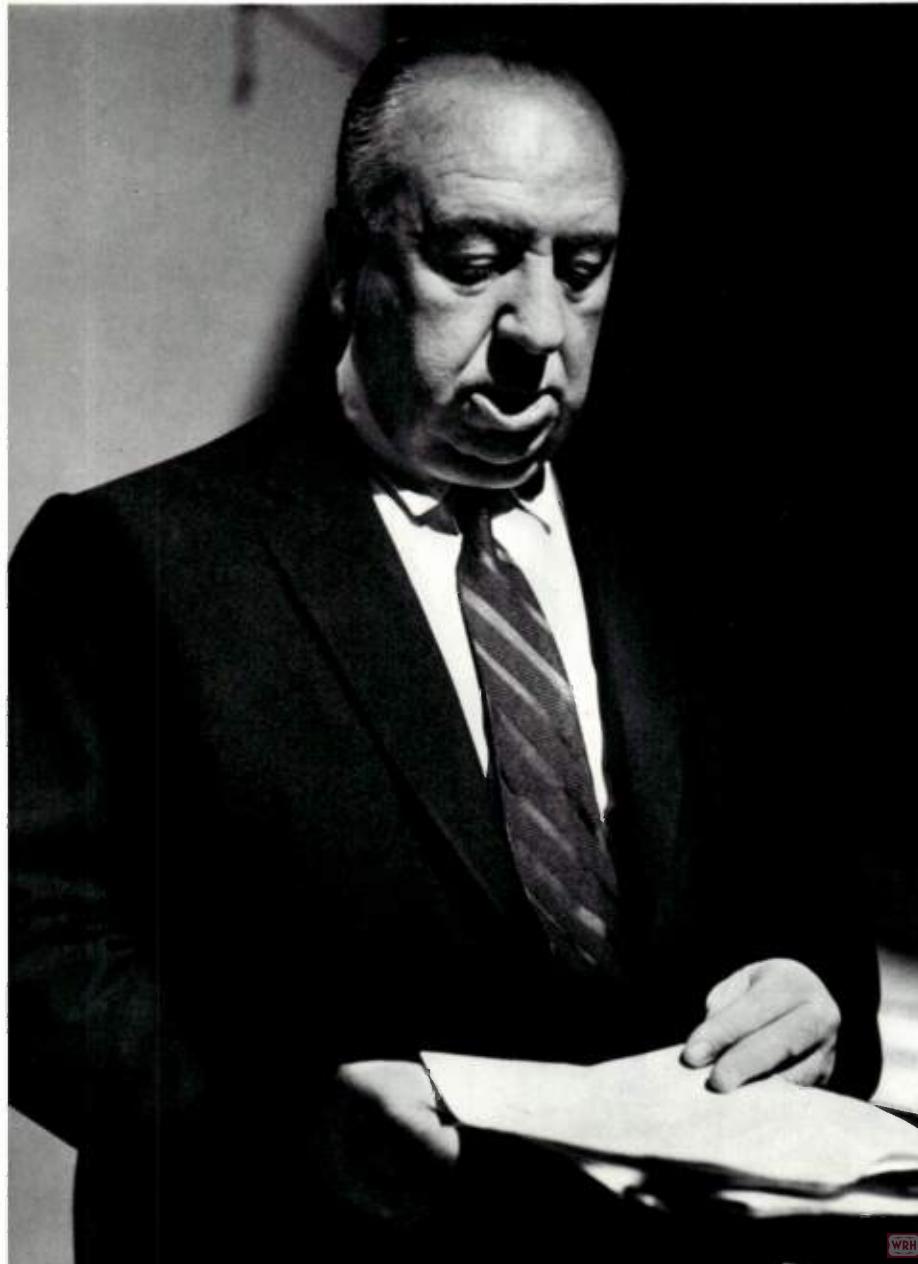


**WATCH MR. WIZARD**

Using simplified experiments,  
Don Herbert shows young  
people the magic and  
mystery of science  
in everyday living.

**THE PRICE IS RIGHT**  
(IN COLOR)

Studio contestants and home  
viewers both have a chance to play  
on this Bill Cullen emceed show.



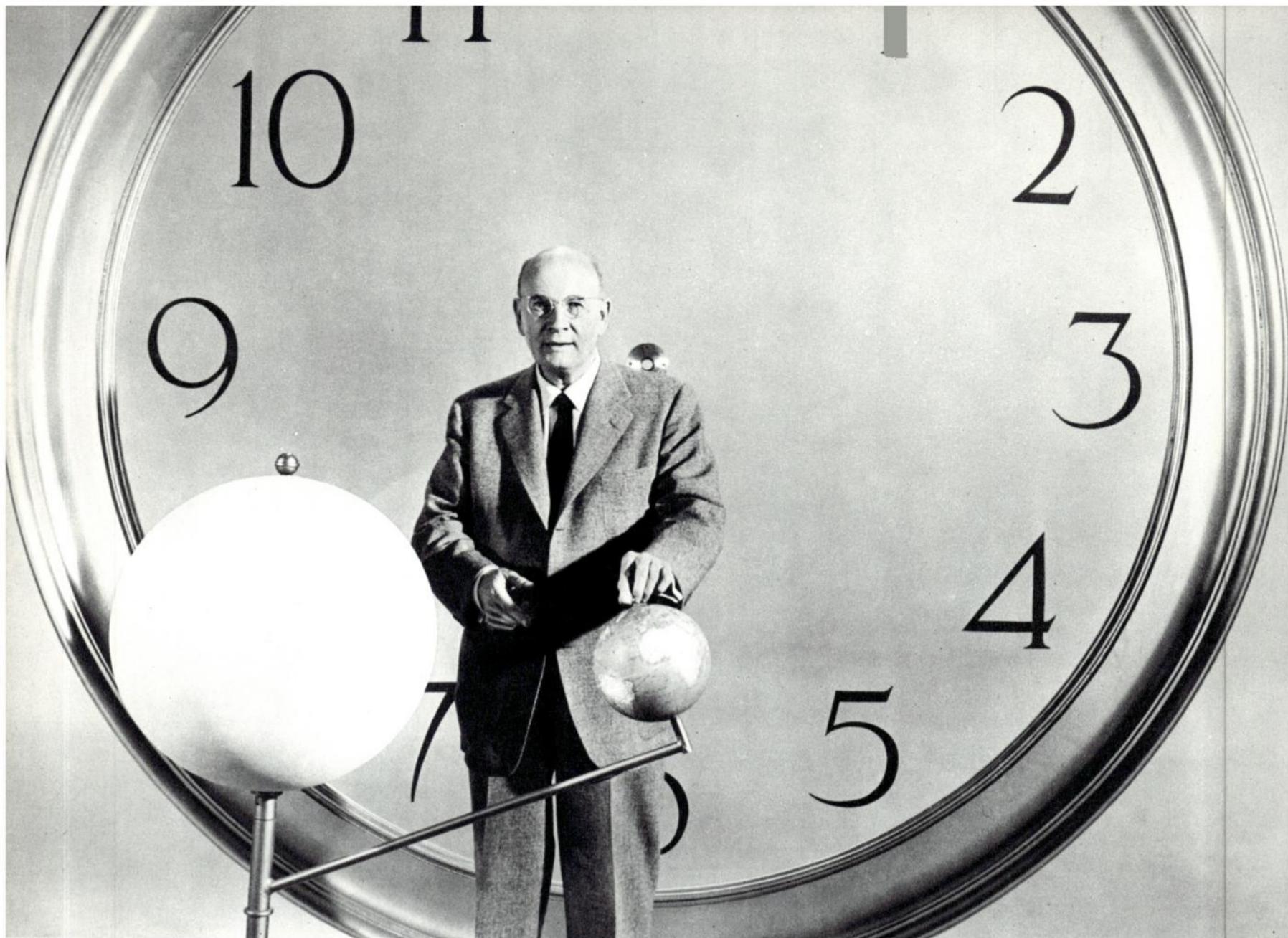
**ALFRED HITCHCOCK PRESENTS**

Tales of suspense, eerie and off-beat,  
all with the unmistakable  
trade-mark of Alfred Hitchcock.

**WAGON TRAIN**

Consistently at the top of  
the rating lists and voted television's  
"best western series"  
in the *Fame Magazine* poll of  
TV critics and columnists.





#### ABOUT TIME

A Special program in the Bell System Science Series, this show will explore the subject of time from the beginning of time.

#### PLAY YOUR HUNCH

(IN COLOR)

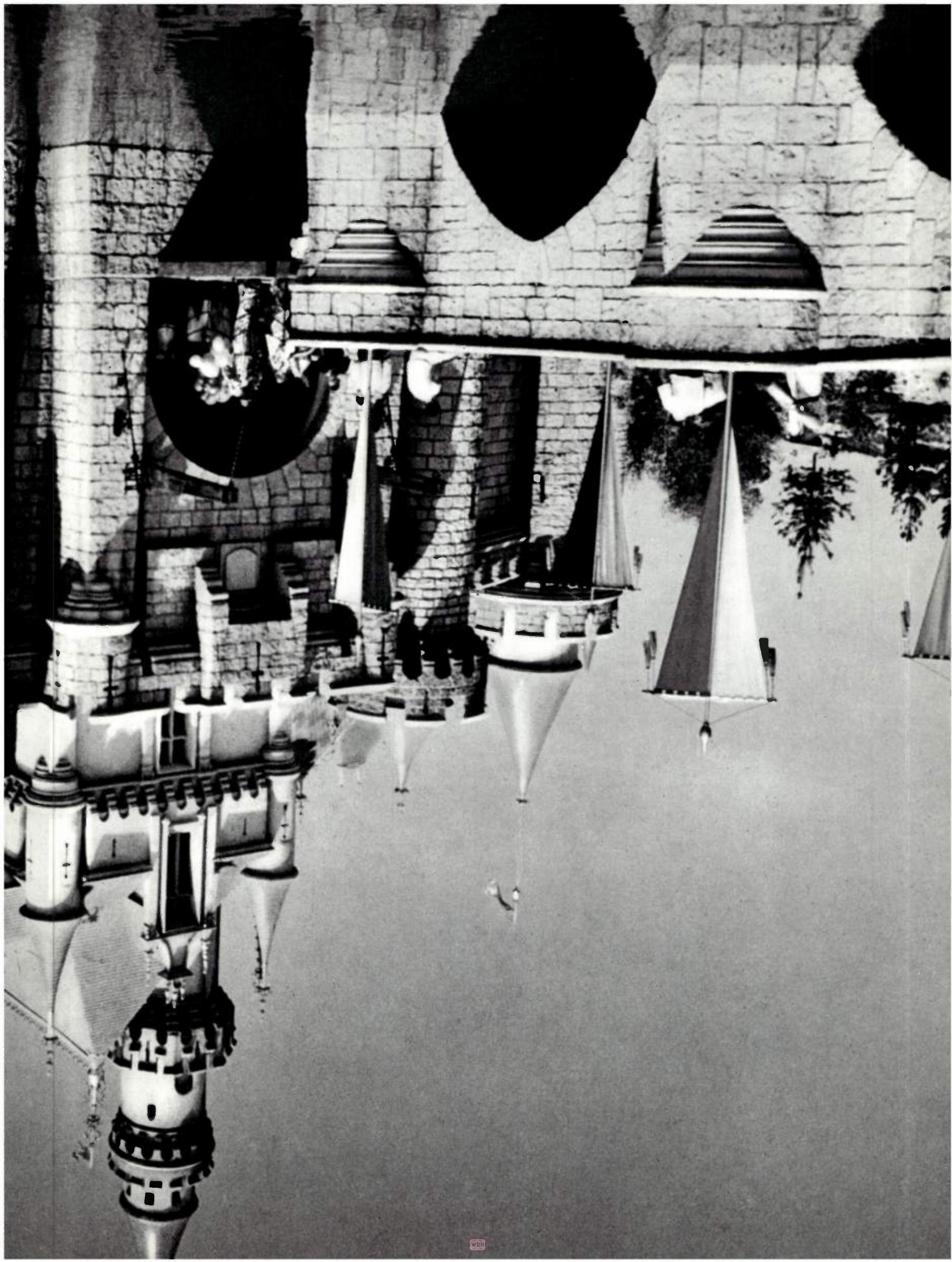
This popular game show starring Merv Griffin is part of a varied NBC Daytime Monday-Friday schedule which includes Audience Participation, Drama and Family Comedy.

#### THE SHARI LEWIS SHOW

(IN COLOR)

This Peabody Award-winner for "television's outstanding series for children" is a highlight of NBC's two-hour block of Saturday morning children's programming.





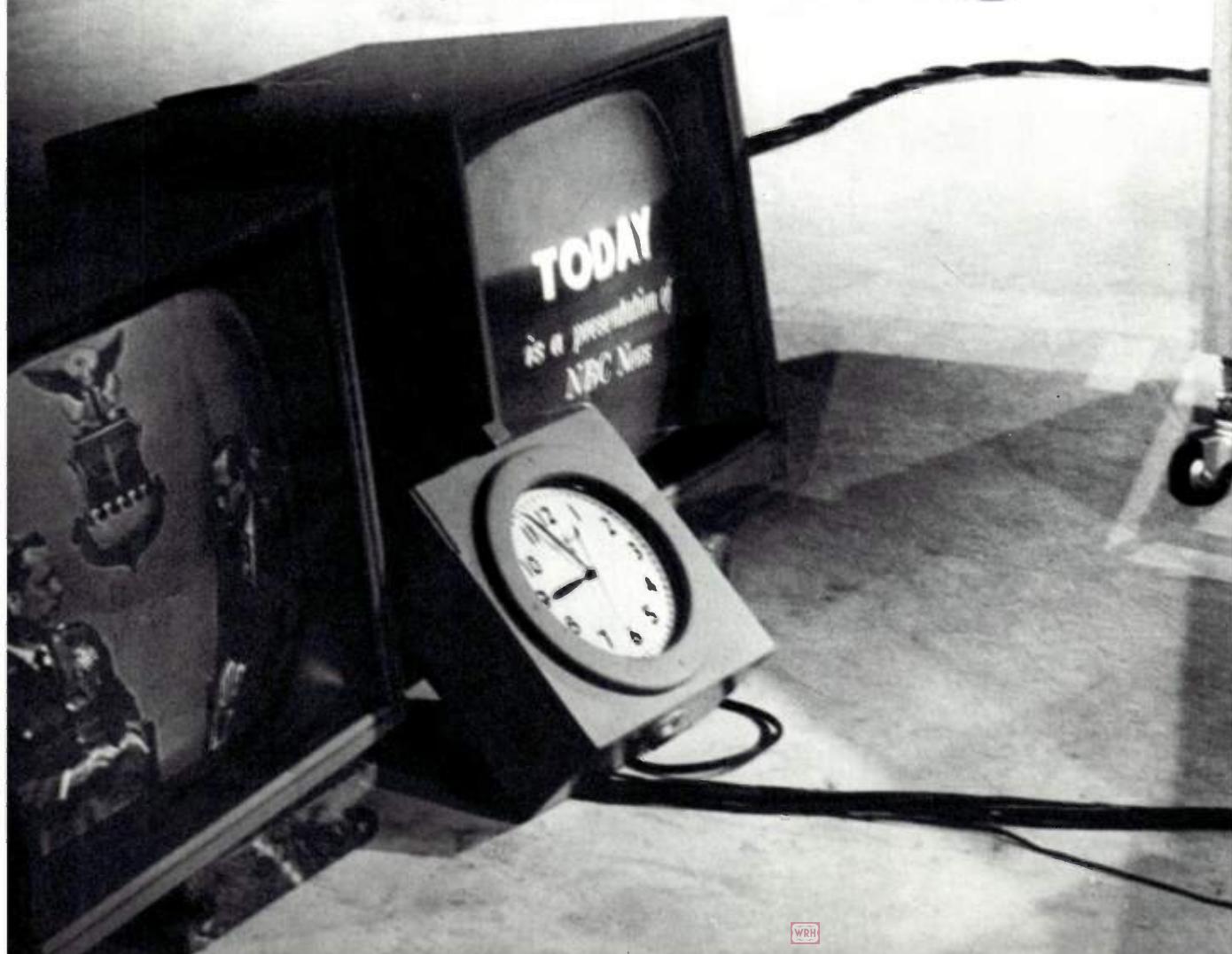
WALT DISNEY'S  
WONDERFUL WORLD OF COLOR  
(IN COLOR)

The pioneer of color entertainment  
presents his new colorful  
version of the best in  
programming for the entire family.



THE TODAY SHOW

John Chancellor takes the controls of this one-of-a-kind early morning Monday-Friday program now entering its second decade on NBC Television.



CHET HUNTLEY REPORTING

The Sunday news program that either treats a single subject or supplies immediate, meaningful coverage of major week-end news breaks.



DAVID BRINKLEY'S JOURNAL (IN COLOR)

A prime time news column in which David Brinkley registers his personal reactions to the week's events.



**LARAMIE (IN COLOR)**

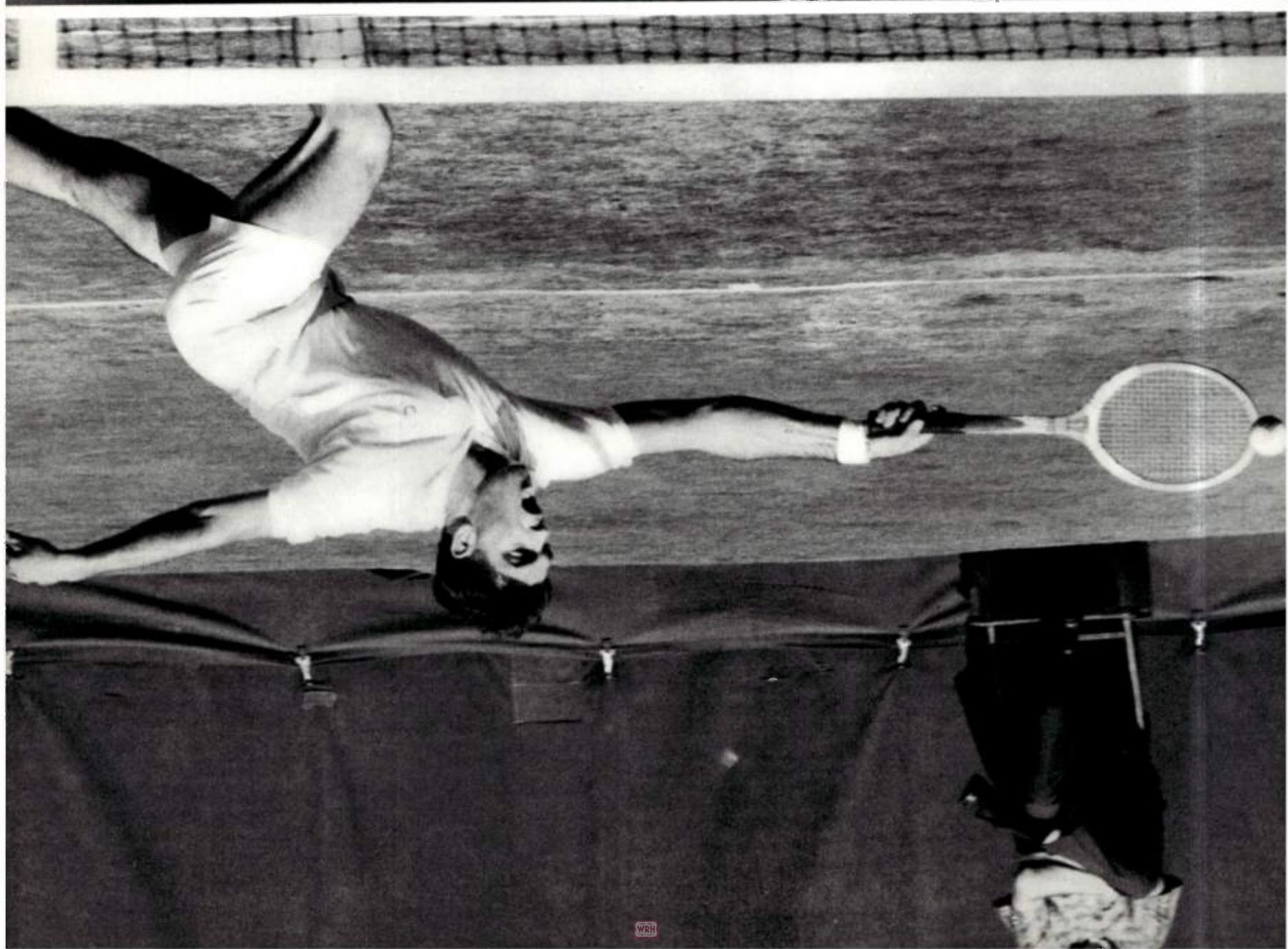
Now in its third year, Laramie adds to its cast Spring Byington and for the first time is in color.

**NATIONAL SINGLES TENNIS  
(IN COLOR)**

The final rounds of the 81st annual championships at the West Side Tennis Club in Forest Hills, N. Y.

**ROBERT TAYLOR'S  
DETECTIVES**

Noted for its authentic depiction of law officers at work in a large city, Detectives will be expanded to a full hour this fall.







**CAR 54, WHERE ARE YOU?**

A new cops-without-robbers comedy filmed on the streets of New York City, produced by the creator of the Phil Silvers/Sgt. Bilko series.

**BOB HOPE SPECIALS**

Hope's popularity record on NBC Television has no parallel in broadcast history, with ratings typically in the Top Ten.



**THE WORLD OF . . .**

Six NBC Special Projects programs going behind the public image of famous personalities such as Bob Hope and Billy Graham . . . and looking at the world in which they live.

GULF INSTANT NEWS SPECIALS

Many headline stories give no warning,  
so NBC News interrupts the regular  
network schedule to tell the story  
while it is happening.



#### FRONTIERS OF FAITH

NBC religious programming includes The Catholic Hour, The Eternal Light (Jewish) and Frontiers of Faith (Protestant and Eastern Orthodox).





**DR. KILDARE**

Raymond Massey stars in tense dramas about life at Blair General Hospital.

THE JACK PAAR SHOW (IN COLOR)

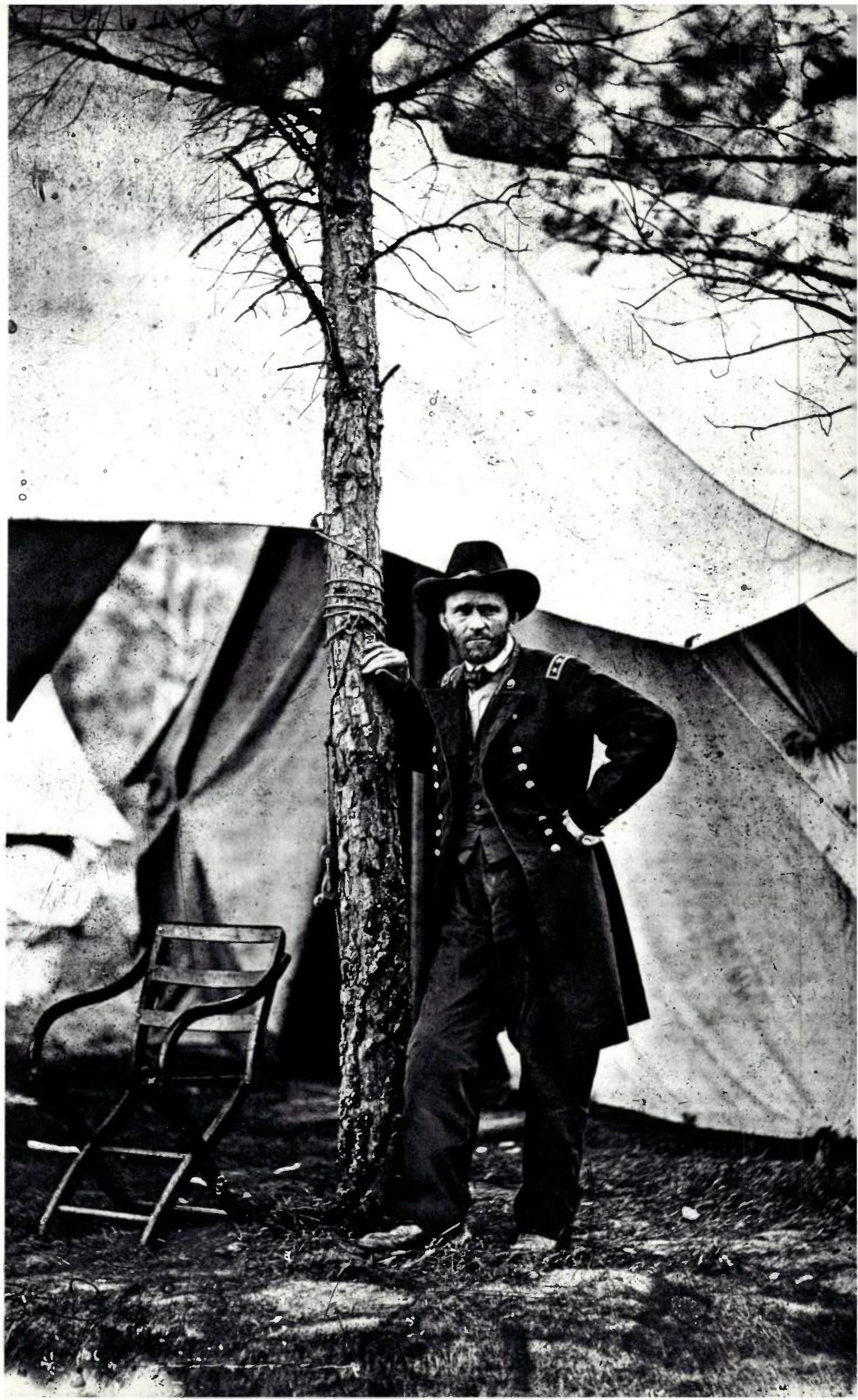
Live, late evening fun, Monday-Friday, guaranteed  
to serve up the unexpected.





THE DINAH SHORE SHOW (IN COLOR)

Effervescent, sweet singing Dinah will be on live and in color from Hollywood approximately once a month.





#### HOLLYWOOD:THE GOLDEN YEARS

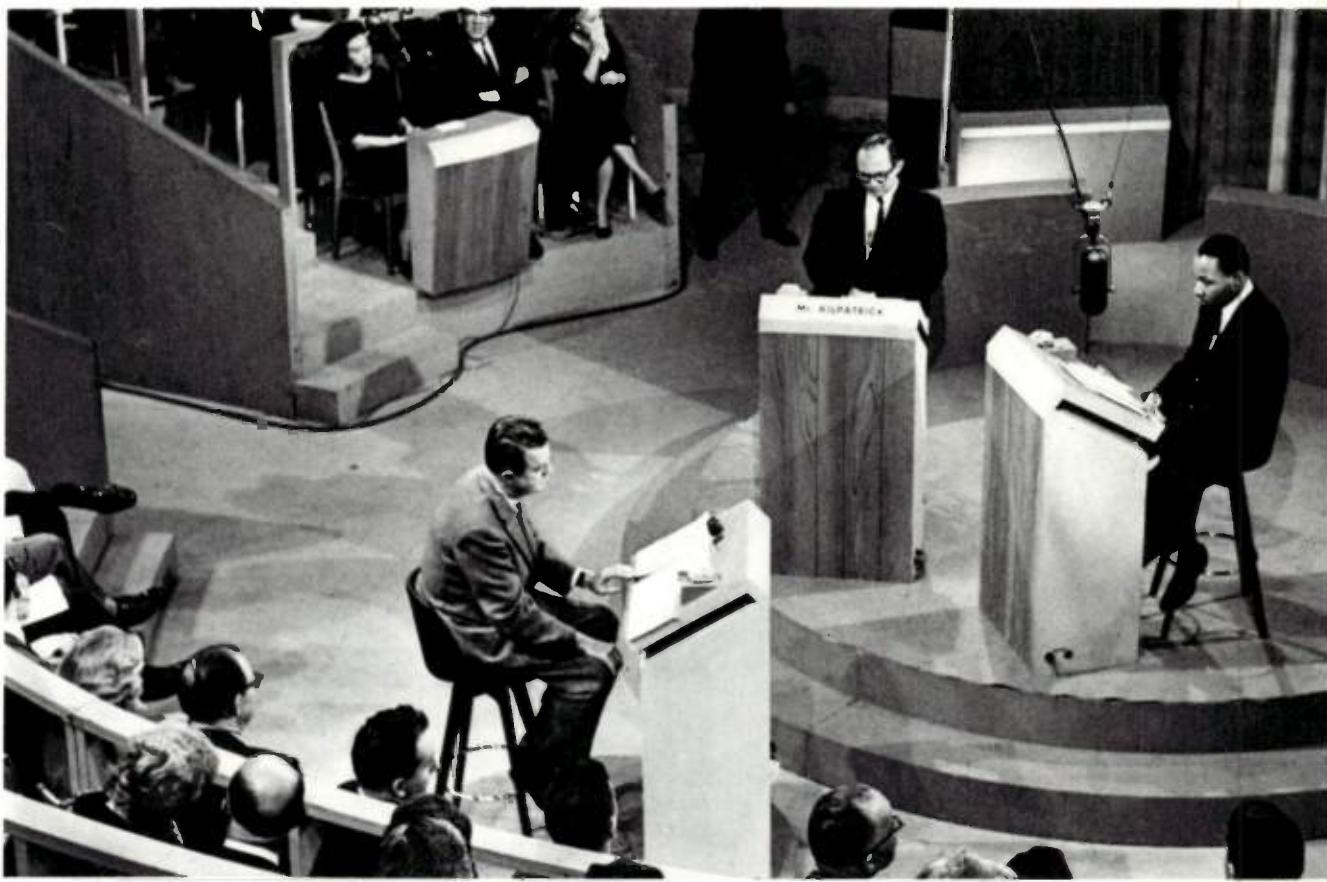
Gene Kelly is host in an entertaining and informative look at Hollywood's fascinating silent era.

#### GRANT AND LEE SPECIALS

Two Project 20 biographies telecast during the Civil War Centennial and done in the still-pictures-in-motion technique of Meet Mr. Lincoln, winner of many major television awards.

#### THE NATION'S FUTURE

On-the-air debates between two nationally known public figures on subjects of paramount importance.



#### CONTINENTAL CLASSROOM

(IN COLOR)

Dr. Peter H. Odegard, Professor of Political Science at the University of California, will teach a two-semester college-level course dealing with the structure and function of the U. S. Government.





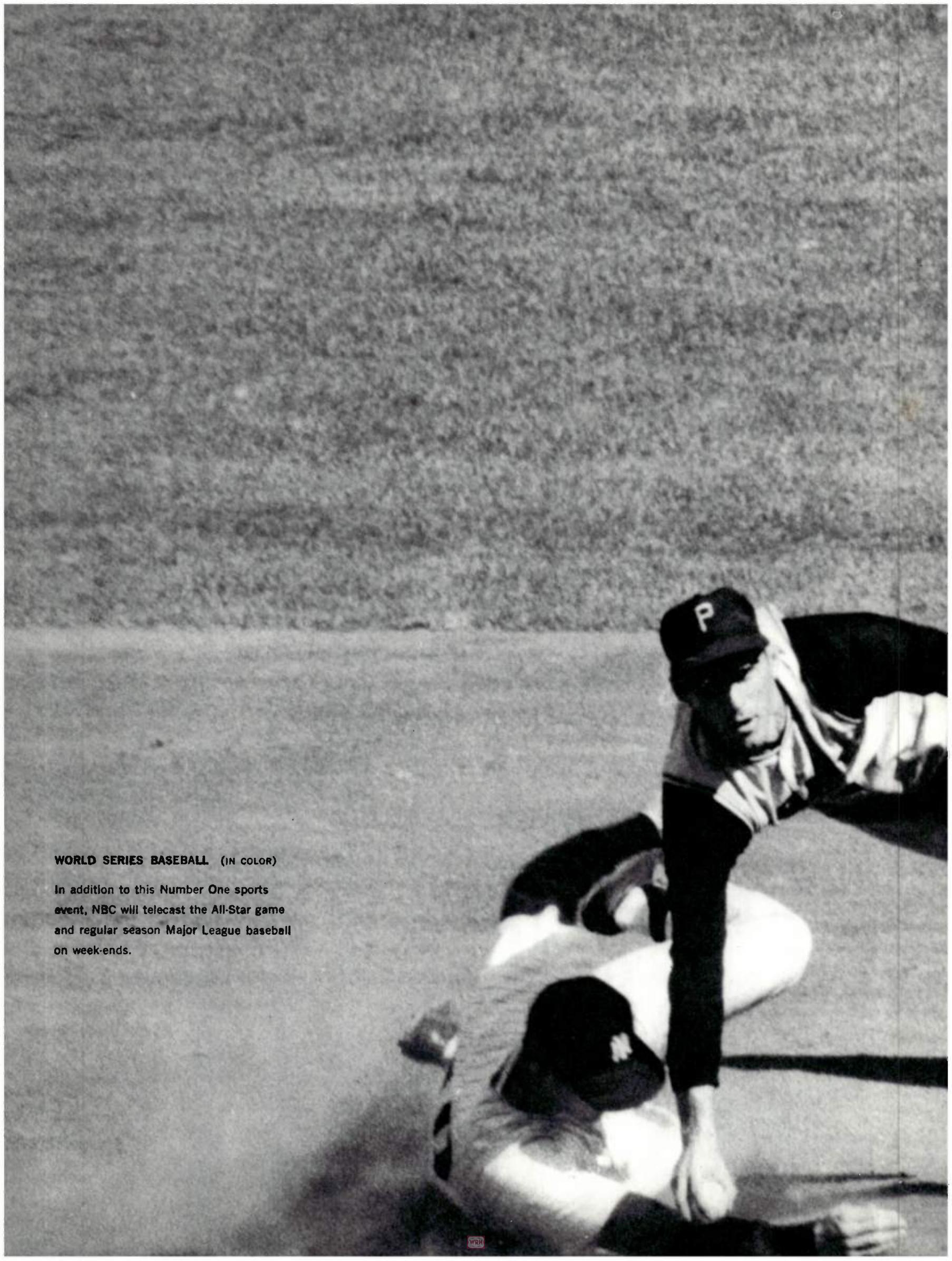
#### THE TALL MAN

Barry Sullivan as Sheriff Pat Garrett frequently joins forces and just as often tangles with his boyhood friend, Billy the Kid, played by Clu Gulager.



#### CAIN'S HUNDRED

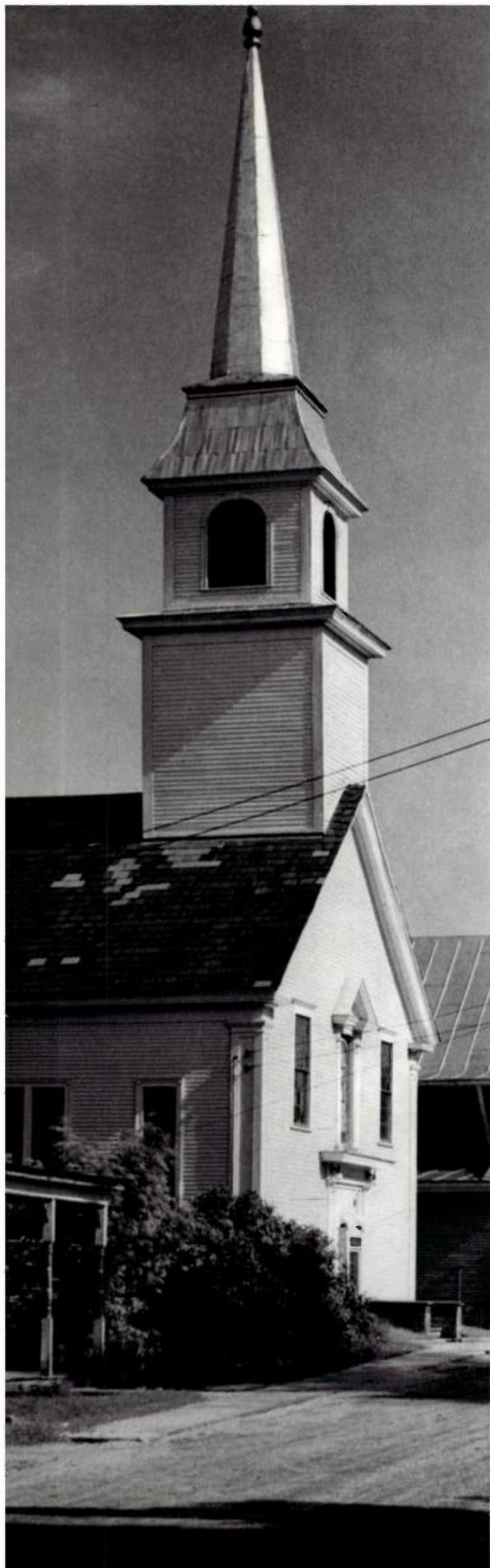
A dramatic series based on the threat posed by organized crime today as it hides behind the cloak of legitimate business.



**WORLD SERIES BASEBALL (IN COLOR)**

In addition to this Number One sports event, NBC will telecast the All-Star game and regular season Major League baseball on week-ends.





**THE SOUND OF  
THE SIXTIES**

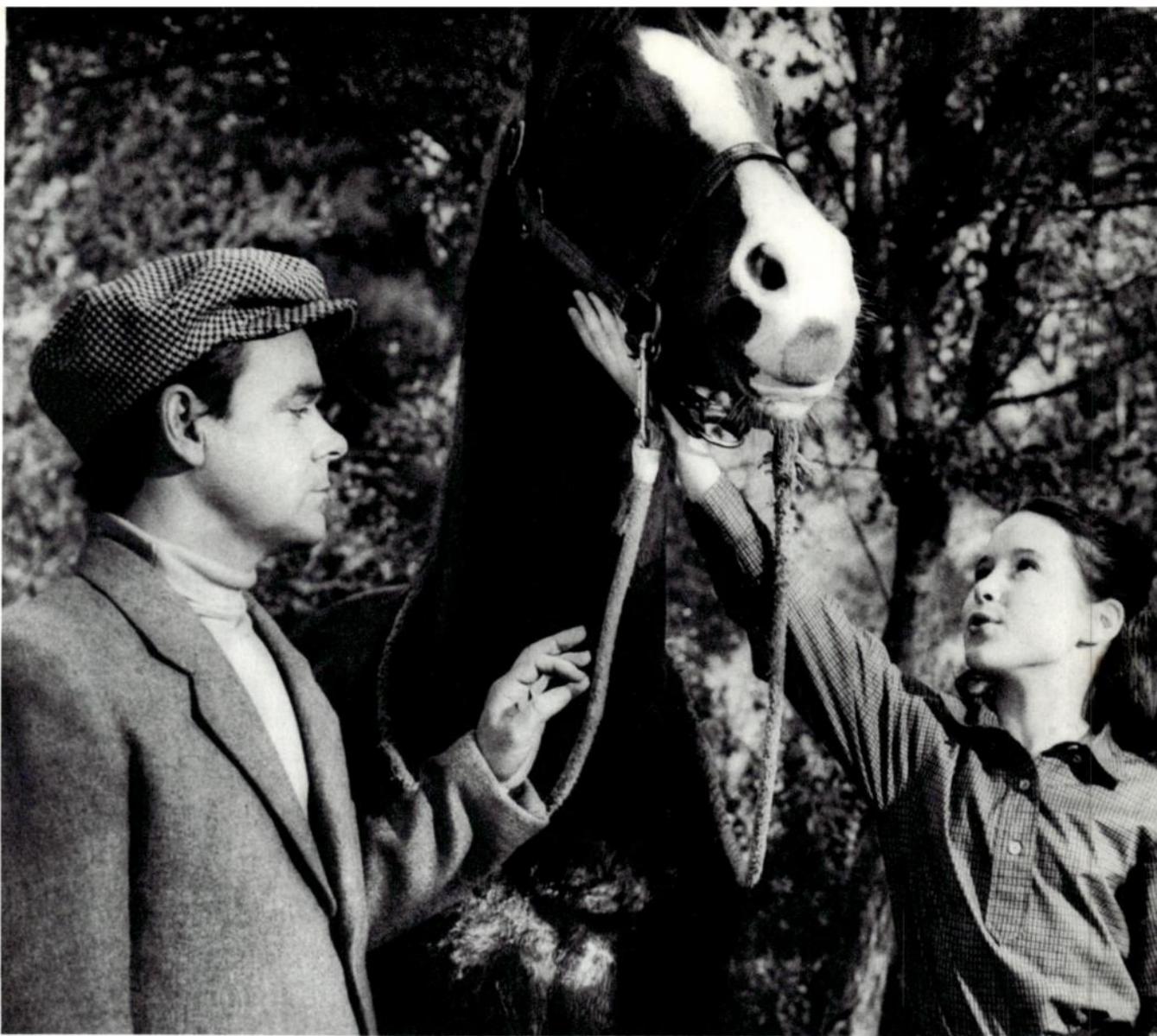
One of four Westinghouse Specials on NBC, this program, written and produced by Dore Schary, will touch the areas in which man strives to improve the human condition.

NBC WHITE PAPER

Actuality reports on  
explosive issues  
confronting America at the  
crossroads, narrated  
by Chet Huntley.

**NOTE:** The NBC News  
Actuality Specials pictured in  
this booklet, such as JFK  
Reports, Threshold and NBC  
White Paper, represent just  
a few of the 40 Special programs  
to be produced by NBC News  
in the 1961-62 season.





**NATIONAL VELVET**

An all-family series based on the best-seller  
and the famous motion picture.



**THE BULLWINKLE SHOW**

(IN COLOR)

An animated cartoon series offering comedy  
situations for the younger set  
and sophisticated humor for adults.

**TALES OF WELLS FARGO**

**(IN COLOR)**

Dale Robertson stars as special agent  
Jim Hardie in a new 60-minute version  
of the popular half-hour series.





#### UPDATE

Bob Abernethy, NBC News' Washington correspondent, brings world affairs into sharp focus for students of pre-college age.

**1, 2, 3, — GO!**

By means of an electronic "magic carpet," an adventurous 10-year old boy explores the wonder and excitement of the universe. His adult guide is Jack Lescoulie.





#### THE DICK POWELL SHOW

A new series of dramas in the tradition of such Hollywood films as *The Maltese Falcon* and *The Treasure of Sierra Madre*. Each week a different story with name stars.

#### FRANK MCGEE'S HERE AND NOW

An ace newsman edits a weekly prime time news magazine-of-the-air with stories on the latest developments in science, sports, business, entertainment and the arts.

#### NBC OPERA COMPANY

(MANY IN COLOR)

Now in its 13th consecutive season  
NBC Opera will present *Cavalleria Rusticana*, *Don Giovanni*, *Amahl and the Night Visitors* and the television premiere of *Love of Three Kings* by Italo Montemezzi.







**NBC NEWS DAY REPORTS**

Latest developments reported Monday-Friday by Ray Scherer  
at 12:55 PM (NYT) and Sander Vanocur at 4:55 PM (NYT).

**87th PRECINCT**

The story of scientific police methods,  
as practiced by the detectives of the 87th Precinct,  
based on the best-selling novels of Ed McBain.

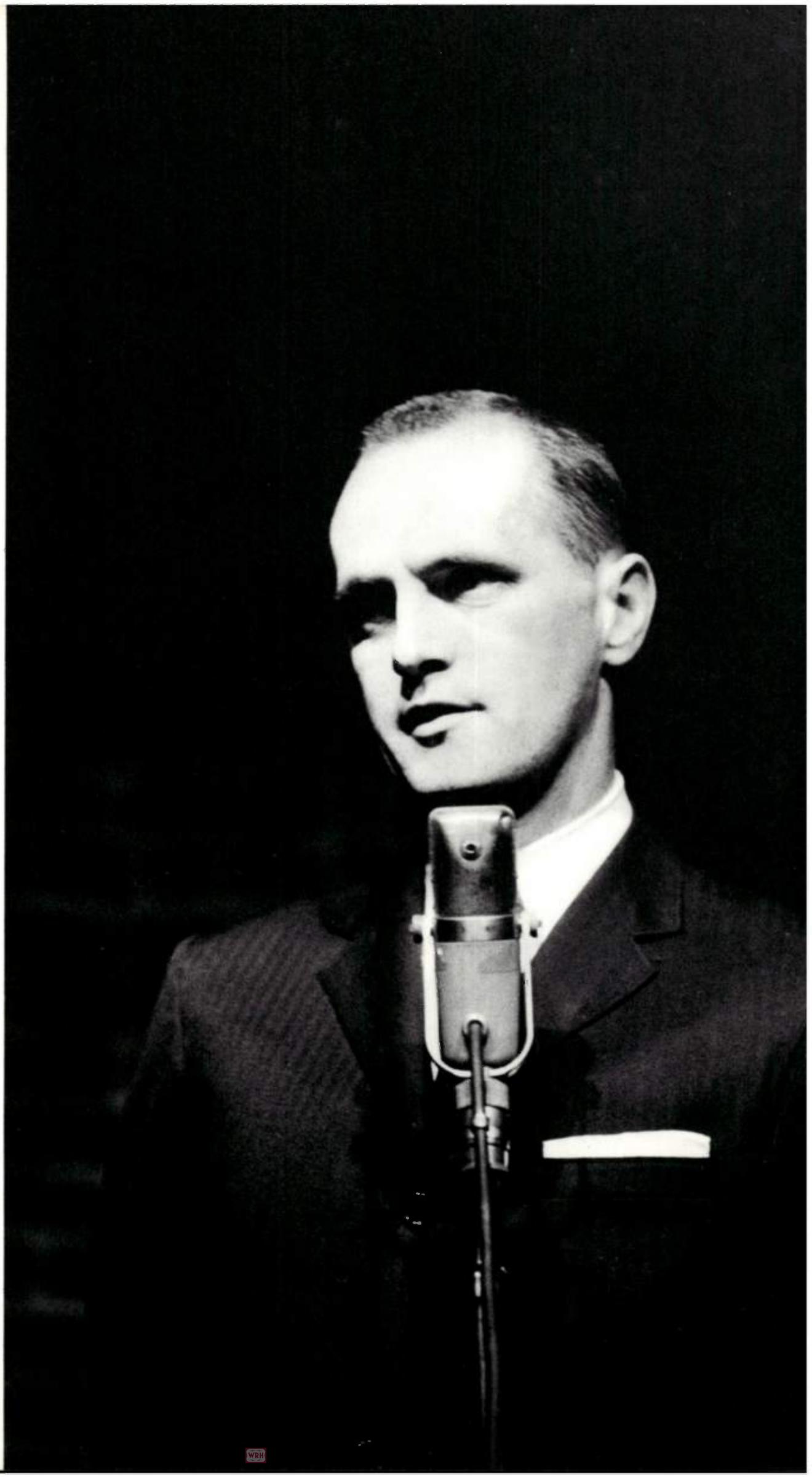


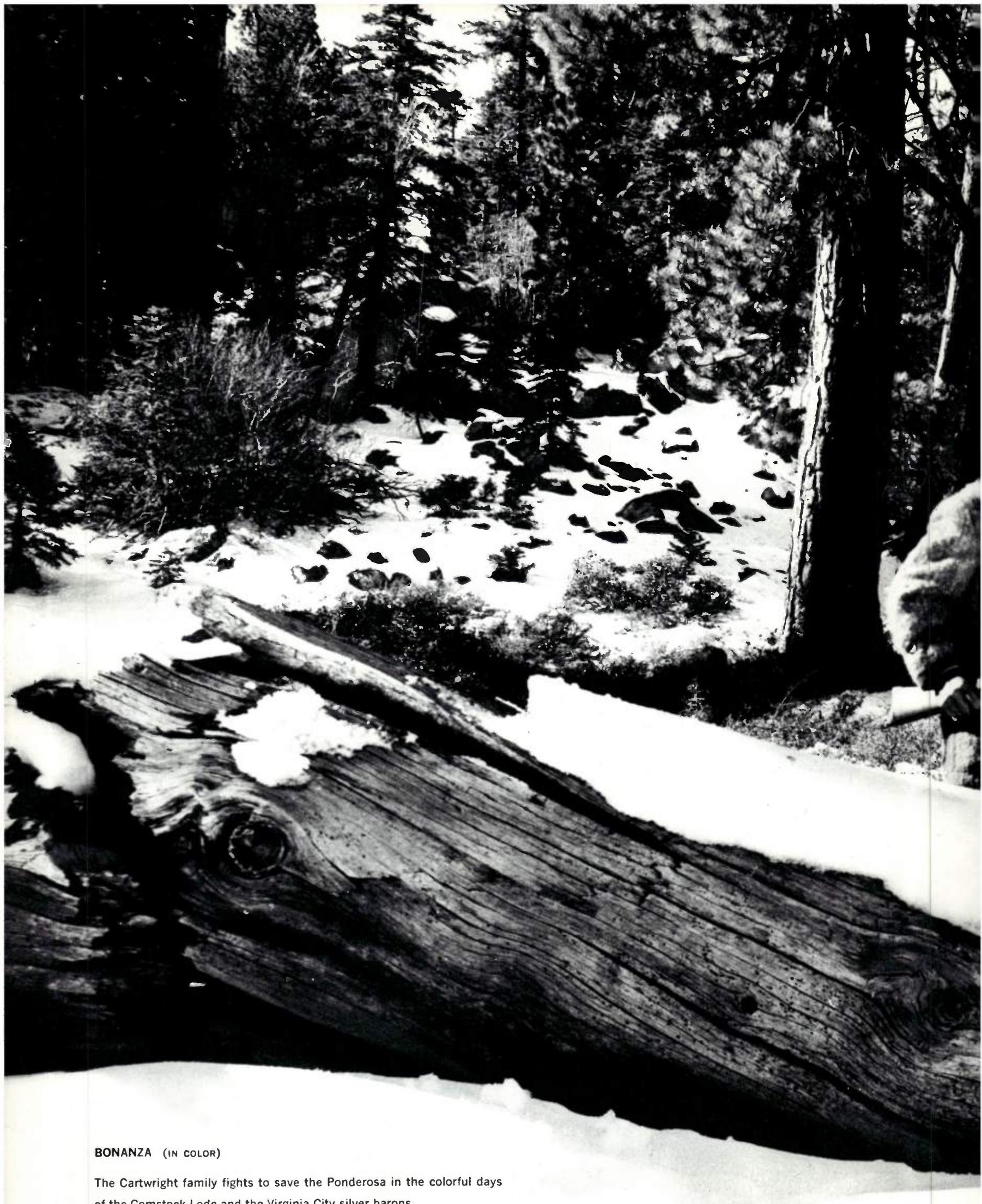
LERNER AND LOEWE SKETCHBOOK

A Special program featuring the music of the composers of *My Fair Lady* and *Camelot*  
and starring performers who have appeared in the original Broadway shows.

**BOB NEWHART SHOW**  
(IN COLOR)

The stand-up comedian who  
writes his own topical  
routines will give viewers a  
glimpse into the  
button-down mind.





**BONANZA (IN COLOR)**

The Cartwright family fights to save the Ponderosa in the colorful days  
of the Comstock Lode and the Virginia City silver barons.





HUNTLEY-BRINKLEY REPORT

Winner of every award for distinguished  
achievement in television journalism.

EMMY AND TV GUIDE AWARDS

The two biggest television award shows  
will again be seen on NBC.

HALLMARK HALL OF FAME

(IN COLOR)

Recent winner of a record number of awards,  
Macbeth, starring Judith Anderson and  
Maurice Evans, will be repeated as the  
opening program in the 11th Hallmark season.



