

The Weather





News for Senior Citizens By wile forti



fur
He operates a successful business of his own.
$\mathrm{H}_{\text {ere }}$ is a boy-he may live next-door to to $\begin{aligned} & \text { lects, keeps records, gets along with people } \\ & \text { deos a ait of sellin, }\end{aligned}$
This boy has a newspaper route. - of his money (many newspaperboys save This boy has a newspaper route.
He delivers your copy of this newspa- $\quad \begin{aligned} & \text { of his money (many newspaperboys } \\ & \text { good part of their college expenses). }\end{aligned}$ per to you when you want it, on time, at In short, he learns, with back-up from your door, every single day of issue. the people at the newspaper who are
trained to work with boys; the practical trained to work with boys, th
basics of business management
Think about it. There is almost no-
where else today that a boy can gain this where else today that a boy can gain this
kind of valuable experience for life ahead. a merchant, and a successful one at that He buys his newspapers from us, and re
tails them to customers like you. He col

It's his day! International Newspaperboy Day, Saturday, October 10



tadium Favors the Hitters
Baltimore's Golden Gloves Adjust to Reds' Green Rug




ABAEAstern's Door Open For Likes of Colonels, Nets



McLain Back in Baseball Fold, Traded to Washington Senators



Gates Lowers Mark To Amazing 15:01.2


 Fred Parent Only Survivor Of Baseball's First Series



Home Grid Games For East, Indians
 Arkansas Has Chance To Lead Conference




## Bonanza: A New Veteran

## Writers Keep Old Shows Alive

## By CXNTHIA LOWEY

NEWW YORK (AP) - Fichard Boone, weary and bored atter several succeasful, seasons playing in "Have Gum, wim Travel," asperted
that no television sertes ahould be allowed to continue beyond two seasonns.
He changed hin mind atter the ahort Hfe of hils ambitious "Richard Boone Show" a ahort after a few seasonas do start looking a bit ahopworn and the actora go through their paceas in a perfunctory way. The blg diffleulty, however, is to keep the scripts freash. Motion picturea may be a director's medium, but in television, now more than ever, the key people are the writera.
"Bonanxa," the strong central block of NBC"s sunday night lineup, is now starting its 12 th season an one of the most popular programs on the afr with almost no elgne of flagging. The mix of characters in the thiree members of the Cartright familly and the OId West background give it flavor, flexabllity and atablity, but the
secret of "Bonamza's" nuccens really is that each week a pretty good story is offered.
The most recent epinode was a good example ot aheer entertainment. It turned an assortment of ahcer entertainment. It turned an assoriment of atock Western characters into a nice uatie
actior drama. A criminal was belng transported to a territorial prison and escaped. He linocked out Hose Cartright and escaped with his horse and sadale. The lawman in charge of the prison van found the unconscious Hoesa and rather than admitt loaing a prisoner, aesigned him the the trip.
The rest of the hour was full of escapee and ahooting, with Hoses tonesing in fuart a thy ittle moral lesson at the end. But the good guys prevailed and the bod guys were put
out of business. And if Lorne Greene, Milke Landon and Den Blocker can keep on riding. the series should be good for another 12 years.
"Adam 12, a Saturday night RBC entry, if the only "realistic" pollice atory left on the
networks now that "Dragnet" has been ahelved. It purports to follow a team of Loa Angele patrol car offlicers through a tour of duty, and sometimea they cope with as many as str incidenth ranging
in a half hour.

The program last weekend got away from the formst, since the action was all pegged on one hoatile young criminal who kept the officers buny. They finally caught him trying to mug an old lady-a decoy-and it ended up with a tragic confrontation between the hysterical boy and his father.
' It also ended up in a Hithe oblique lecturethe boy was bad beoause he was rejected by his busy father. Parentis, it seems, are getting are empharixing seasothtul allenation and disIlluaion. It is hard to preach effectively in an entertalnment ahow, and unless handiled adrolt1y, these over-aimple explanation easy, pat and-nowadays-banal.


Medical Staff Feels Nielsen Pulse
Broderick Crawford, seated, stars as dynamic medical supervisor of large hospital staffed by young doctors, Sandra Smith, seated, Stephen Brooks, left, standing, Hal Frederick and Christopher Stone on "The Interns," over CBS television on Friday evenings at 7:30.

## .. Of Pills and Pastry

By BOB CARBOLS

## TV Ealtor

Those ads on television. Where do they an come from? And are there more of them? Or less?
The answer is no.
It you think you're getting more plll and pastry ads this aeason, you're wrong. At least tell us. Not more than last year anyway.
Television broadcestern in thls area adhere to the televiaion code of the National Associarof ada, and their length, to meet code upecifications.
During prime time (usually 8 to 11 p.m.) the stations are allowed no more than 10 minutes second commercials, that's 20 ads.
Then there are those public aervice ada (Boy Scouts, smoling scares. road satety) These a few of these go a long way for the viewer.

In a way, you are helping pay for your favorite ahow fust by altting through a commerclal. But you don't have to like ft. And moet of us don't.

The advertiser puts up the money for your show in exchange for a moment of your time. He ian't overbearing. It jurt seems that way.

Nqw back to the TV Code. Advertisers increasingly are calling for the 30 -second spots. Moot brondcasters also sell 20 -second spots, 10 -second, 60 -second and $120-$ necond ad time.

Having bored ourselves through the primetimc hours, let's take up the non-prime hours. There are 21 of them. During any hour of this time, broedcasters may une up 16 minutes for ad spota. That's why the late show in on so late.
The 16 minutes an hour ad time also aggs into the no-called soap operas, or what we preter to describe as an affront to the working man who is aninoyed during his Ty watching hours with a succession of women-oriented programs.
The art of TV advertining can be stoutly defended. But the viewer will never belleve the ads are not getting longer, more froquent and more boring.
The time Hmits for ads was net up in September 1899 and has not been changed.
One broadcaster challenged us to put a stop we have no stopwateh and we nap during we have no

SATURDAY JU PROGRAM Educational


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| - SUPER Sports |
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| HONDA |

Radio for the Week
(These are the baste Histings, and include only those nows
broadcasts of 10 or 15 minutes in length. Some stations carry broadcasts of 10 or 15 minutes in length. Some atations carry
other short newscasts. Daily sports information can be found
on the sports pages.) on the sports pages.)

## THURSDAY JU PROGRAM




WRCH - 910

Same an Monday- Saturdny lipting.
(Randay) 8:00 Relligious programs
$11: 00$ Qulet Hours

WPOP - 1410



 6:00 Religion (8and
8:00 Tomp Jones
1:0 Mine Greme
6:00 Chip Hobart

## TV Notes

## Seldom do even the fiction <br> Seldom do even the fictional

 desperados of "Gunsmoke" have the temerity to try what somereal-life rustlers did recently
during filming for the CRS Tele. during filming for the CaBs Tele-
vision Network series in the desert near Palmdale, Calit. lon's horse! novement, Herschel Bernardi star of "Arnle" Saturdays on CBS, says he can't understand why some women want to earn how to change a tire. Glamour girl Dorothy Laamous in a series of "Road" pletures with Bob Hope and Bing Crosby, has been signed
for a guest appearance, with Mickey Rooney, on " Tim Conway Comedy Hour:"

Comedion shecky Greene Dionne Warwick, Bill Medley as guest stars on "The Gle cam.


Merv Griffin and Bob Murphy associate producer of "The
Merv Gritfin Show", weeknights on CBs, were sixth grade cla
mates in Sein Mateo, Callf.

Jacke De Shannon, night club aigned for a gueat star appear--
ance this season on CRs.
$\qquad$ Dinah Shore jests that one vision was that deappite to telle-
vil vision was that despite all of
the free time to play her favorite game, tennis, she wasn't improving her racquet work. Robin Strasser, who plays th villainous Rachel on NBC-TV's Another World-Bay City," bulld a house on the Caribbean actor huaband Larry Luckinbill.

Rose Marie, appearing on NBCTV's "The Hollywood Squares," was asked: "Who
makes the better lover-the nice "A nice guy with a Cad"

Wink Martindale, host of NBC.
V's new TV's new daytime game show, singer and husic," is also a Cards" earned him gold record a few years ago.

BEAUTIFUL SELECTION OF CARPETS END OF ROLLS SPEOIALS ALL SIZES
Acrylics - Pohyester - Wool - Nylon Installed Wall to Wall
DAIGLE GARPET GOVERING, INE.



## FRIDAY JU PROGRAM



## Our SPEEDY Specialty TRULY DELICOUS CHICKEN

## Brown in 6 Minutes

The wortd's "Aneat eatin"
chicken", with tneomparabte
taste.- call in ormex
CALL IN ORDEAR
Plok Up 10 Minutes Later
DECI'S DRIVE-IN
462 OENTER ST-CSS-2800


