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On The Air

By BOB WILLIAMS

Lucille Ball, the undisputed queen of the Nielsen TV ratings, sold her "Lucy Show" reruns to CBS for close to \$8,000,000, it develops. She'll be back for a sixth—and presumably last—series fling in September, under a new \$12,000,000 deal which ties her exclusively to CBS through August of 1970. The Lucy-take on the "Lucy" half-hours next fall will run around \$16,000 per episode.

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It's the time of year when the TV baseball fans take the TV baseball telecasters to task. For instance, Jerry Hart of Brooklyn says he caught Jerry Coleman, during a Ch. 11 Yankee-cast, saying that Kansas City and Washington were "still in a scoreless tie." Coleman happened, according to writer Hart, to be reporting a first-inning score. . . . Reader Irving Friedman of Brooklyn was inspired to rhyme his wrath over Ch. 9 Met-caster Bob Murphy's insistence on saying "no play," after foul balls.

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Dean Martin and helpers smartly grabbed James Stewart for his first TV variety-show fling for fall premiere purposes . . . Mrs. Moshe Dayan, wife of the Israeli defense minister, has a Tuesday night date on the Ch. 4 "Tonight show . . . Robert (Man from Uncle) Vaughan has a weekend date to tape a verbal session with William F. Buckley, to be aired a few weeks hence on Ch. 9 . . . The word is that British actor John Mills won't so much as get on a horse for the new frontier Western lawyer series, "Dundee and the Culhane," due in September on CBS Wednesday nights at 10. One Hollywood series horse no doubt is breathing a sigh of relief.

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District Attorney Jim Garrison of New Orleans will appear on NBC-TV next Saturday night at 8 in a reply to a recent network documentary criticizing the conduct of his investigation of the slaying of President Kennedy.

NBC said Garrison would appear alone on the program, to be video-taped in the studios of its New Orleans affiliate, WSDU-TV. Garrison, who originally had sought an hour of "equal time," rejected network proposals that he face a mutually-acceptable panel of questioners. The documentary, telecast June 19, charged that two key witnesses in Garrison's conspiracy case against wealthy New Orleans businessman Clay Shaw had failed lie-detector tests. The program also introduced a steam bath operator who said he'd been offered money to testify against Shaw.

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NBC denied a story in the West German magazine Stern reporting that Soviet authorities, for supposed propaganda purposes, had cleared material for next Tuesday's 10 p.m. special, "Khrushchev in Exile—His Opinions and Revelations."

The Stern story reported that Moscow correspondent Victor Louis had filmed interviews with the former Soviet premier and sold the material to NBC with prior Soviet approval. NBC sources branded the Stern article "completely inaccurate."

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NBC hasn't identified the source of its Khrushchev interview film, but has leaked some of the Khrushchev comments, including a claim of victory in the Cuban missile crisis, on the ground that socialite Castro Cuba wouldn't be here today had it not been for the installation of the Russian weapons. The Stern story suggested that the Khrushchev claim might help restore Arab confidence in the Kremlin during the Middle East crisis. NBC's Edwin Newman wrote the bulk of the hour-long script and will serve as narrator.