

Mayberry R.F.D.

US TV series : 1968-70 : dir. : CBS / Paramount / RFD : 78 x 25 min
prod: Richard O Link & Andy Griffith : scr: : dir.ph.:

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Ken Berry; George Lindsay; Arlene Golonka; Paul Hartman; Jack Dodson

Ref:	Pages	Sources	Stills	Words	Ω □ ∅ Z ∞	Copy on VHS	Last Viewed
5431	1½	2	1	479	- - - - -	No	unseen



Ken Berry chews the fat with an unidentified cub scout

Source: *History of Television*

Halliwell's Television Companion review:

"Doings of a small town and its councillors.
Small beer. Creator: Bob Ross."

The History of Television notes:

"After Andy Griffith made a guest appearance in the late 1950s on "**The Danny Thomas Show**" as a rural sheriff, he was cast as Andy Taylor, sheriff of Mayberry, North Carolina, in "**The Andy Griffith Show**". The unpretentious rural comedy of manners grew to be a remarkable chapter in television; the programme ran for eight years, spawned spinoff series, and inspired a great number of

memorable character actors... Ken Berry eventually starred in the series' next generation spinoff when Griffith retired – "**Mayberry R.F.D.**"

"The decade of the 1970s opened with the "hick purge". Many shows that appealed to rural and older audiences were cancelled. 12 top-rated programmes in 1970 and 1971 alone. CBS led the pogrom (the network had become identified with these types of shows, even though they were top-rated) and axed "**The Beverley Hillbillies**"; "**Hee Haw**"; "**Mayberry R.F.D.**"; "**Gomer Pyle**"; "**Hogan's Heroes**"; "**The Wild Wild West**"; "**Petticoat Junction**", "**Green Acres**"; and even "**The Ed Sullivan Show**". The corporate pronouncements stated that CBS, the most prosperous and sophisticated of the networks, was concerned about its image. But the real reason was in the footnotes... When the A.C. Nielsen and Abitron companies delivered ratings numbers for shows and time slots, there was now a profile of viewership – and the rural and older

viewers weren't the buyers. Already the seeds of an 1980s stereotype were being planted: it was the young, urban professional viewer – and purchaser – about whom the advertisers concerned themselves with reaching and influencing."

Caption to still overleaf:

"Ken Berry played farmer-city councilman Sam Jones in "**Mayberry R.F.D.**", a spinoff from "**The Andy Griffith Show**". Here he discusses the state of the world with a Cub Scout. The show lasted two years on CBS and then went into syndication."

[no listing in "Television's Greatest Hits" or "25 Years of ITV - 1955-1980"]

No further information currently available. It may have little substantive interest to the archive, but it sprang from a series which clearly did, and no doubt the affairs of the junior citizens of Mayberry had their occasional outings in the series. Shows of this kind provided exposure for many aspiring American child actors, before the first film break came along.

See "**The Andy Griffith Show**", and subject index under **SITCOMS & SOAPS** and **SPINOFFS**.