

TPA Plans Campaign For 'Star Showcase'

Sillerman reports many regional sales, but stresses drive for local ones. Firm plans to market \$5 million in tv film syndication products in '54.

PLANS for launching a national sales campaign on behalf of *Your Star Showcase* featuring Edward Arnold as host and commentator, were discussed at a four-day account executive clinic of Television Programs of America in New York last week.

Michael M. Sillerman, executive vice president, told the meeting that the series has been signed for use in many major regional markets but said the campaign will stress sales at the local level. Included in *Your Star Showcase* series are 20 comedies, 20 adventure dramas and 12 suspense films, which were produced at a total cost of about \$2 million, TPA spokesmen said.

Presiding at the clinic was Milton Gordon, president of TPA. He said the company during 1954 has committed itself to the marketing of six new tv film syndication properties involving an estimated \$5-million investment.

New TPA account executives, introduced at the clinic and bringing the sales force up to 25, were Alton Whitehouse, formerly an account executive with the Frederic W. Ziv Co.; Edwin H. Kasper, previously advertising manager for a publication in Boston; Norman Land, recently an account executive with Ziv, and Herbert L. Miller, formerly an account executive with United Television Programs.

CBS-TV Film Services Offers Reference Reels

CBS-TV Film Services Dept. has prepared reference viewing reels of excerpts from its specially-photographed "rear projection library" as a guide for producers, directors, sponsors and advertising agencies. Prints of the reference reels are being made available at laboratory cost or on a rental basis.

The reference reels are made of 10-foot clips from each full-length scene in the library. Fixed position backgrounds and traveling backgrounds are on separate reels. Though the original scenes are shot on 35mm, the reference reels are on 16mm. H. Grant Theis, manager of the Film Services Dept., said many of the CBS-TV rear projection film clips were shot for specific shows, and that additional scenes will continue to be shot as needed. The "RP" scenes available run from two to seven minutes, and include such varied shots as drifting clouds, the *Queen Mary* docking, rustic farmyards, holiday rush at Pennsylvania Station, and a speeding train.

Interstate Names Three As Sales Representatives

APPOINTMENTS of three new sales representatives to the staff of Interstate Television Corp., New York, wholly-owned tv film subsidiary of Allied Artists Picture Corp., were announced last week by Lloyd L. Lind, vice president and national sales manager of Interstate.

New representatives are Rex Gay, previously with McCall's Publications, who will cover Wisconsin, Illinois, Indiana, Kentucky and

'Fastest' Sound on Film

WKY-TV Oklahoma City believes it has made the fastest showing of any sound on film ever processed and shown on television. WKY-TV newscaster John Fields concluded his Feb. 8 newscast with a sound on film coverage of the introductory remarks of his program filmed 15 minutes before. The film was processed on the station's Houston developer. This processing speed enabled WKY-TV to telecast at noon the entire coverage of a murder committed that morning. Between the time of the murder (9 a.m.) and time of apprehension (12 noon), reels of sound on film showing an eye-witness account of the murder, the man-hunt, and the accused murderer's confession shortly after his capture were telecast to viewers.

eastern Missouri; Robert C. Miller, recently division manager of NBC Radio Spot Sales in Cleveland and Detroit, who will service Ohio, Michigan, western Pennsylvania and West Virginia, and Jay Rubin, formerly with the Chicago sales office of Allied Artists, whose territory will be Iowa, Kansas, Minnesota, western Missouri, Nebraska and North and South Dakota.

Bell & Howell Buys De Vry

SUBSTANTIAL part of the assets of De Vry Corp., Chicago (motion picture projectors), will be sold to Bell & Howell Co., that city, effective April 15, it was announced Thursday. Latter will manufacture De Vry's 16mm government and commercial products and parts in its own plant starting May 1. W. C. De Vry, president, and Edward B. De Vry, secretary-treasurer, plan to devote more time to expansion of De Vry Technical Institute Inc., training school for tv technicians.

Kling Expands Again

KLING STUDIOS Inc. has announced construction of a third sound stage underway at the company's Hollywood branch at an estimated cost of \$50,000. The expansion was described as an "immediate necessity" because of considerable volume of tv film-motion picture production, according to Fred Niles, vice president in charge of Kling's tv-motion picture operations. Construction is expected to be completed in March.

FILM SALES

ABC Film Syndication announced last week that KBTv (TV) Denver has purchased additional 26 weeks of *Racket Squad* series six weeks after the start of the original 26-week cycle.

KPHO-TV Phoenix, KEYT (TV) Santa Barbara, Calif., and XETV (TV) Tijuana (San Diego), have acquired multiple-run rights to 27 feature films from Comet Television Films Inc., Hollywood. Contracts, negotiated by Walter A. Klinger, West Coast sales manager, cover one-year period and involve Harry Popkin features, Hal Roach comedies and others.

NBC Film Division announced last week that *Badge 714* has been sold in 12 new cities, raising total number of markets for the show to 139. Recent sales on other division properties

have raised total markets on *Inner Sanctum* to 68 and *Victory at Sea* to 93.

KING-TV Seattle is the 57th market telecasting *Time for Beany*, half-hour children's program created by Bob Clampett Productions, according to Dwight W. Whiting, general manager of Consolidated Television Sales. Recent sales of the series have been made by Consolidated to KEYT (TV) Santa Barbara and KBAK-TV Bakersfield, Calif., WCAU-TV Philadelphia, KGO-TV San Francisco and WMAL-TV Washington.

FILM DISTRIBUTION

Cavalcade Television Programs Inc., Hollywood, will handle product distribution of Cornell Film Co., N. Y., in 11 western states. Recently acquired package consists of approximately 100 shorts, including two quarter-hour series of 13 films each, *Adventure Out of Doors* and an untitled golf series.

Comet Television Films Inc. now has available for distribution a new series of 104 five-minute films, titled *Health and Happiness Club* and featuring Phyllena Borden.

M & A Alexander Productions, Hollywood, has acquired tv distribution rights to 13 outdoor action feature films, starring Gilbert Roland and Duncan Renaldo, which were all produced since 1945.

Pan-American World Airways is making available to tv stations, clubs, churches and civic groups a 23-minute sound color film, "Wings to Haiti." Film may be obtained free of charge from Pan American offices.

FILM PRODUCTION

Victor Stoloff is shooting the remaining films in *New Orleans Police Department* in that city, after completing the first half-hour film in a series based on the Royal Canadian Mounted Police. S & S Films Ltd. has been formed in Ottawa to finance him in production of the latter series.

Revue Productions, North Hollywood, has completed first half-hour film in *Affairs of Anne*, newest proposed half-hour tv series. A straight drama, Marguerite Chapman is featured as a lady lawyer. Richard Irving is director.

Donbar Productions, Hollywood, starts shooting "Matter of Blood," first half-hour program in *Lifeline* series, March 1, with American National Studios handling the filming. William Stephens, ANS executive studio manager in charge of physical production, will supervise. Tony Leader is producer and Jerry Mayer, director, on the Edward Dukoff package, which deals with actual experiences of clergymen of all denominations.

American National Studios Inc., Hollywood, announces early March production for *Pick Your Winner*, series of 39 half-hour films, to be produced by Larry Finley, KFWB Hollywood disc m.c. An audience participation show, to be filmed in the theatre originally built on the lot for the former CBS-TV *Red Skelton Show*, "unprecedented cooperation in allowing plugs for major company feature films" will be offered, according to an ANS spokesman. Four name guest stars will appear in each episode, through which as many as four motion pictures may be exploited.

S.H.A. Co., Hollywood, is shooting the first half-hour film in the proposed *Dr. Christian* series at Flying A Pictures. Supervising production arrangements is Mrs. Dorothy B. McCann, of McCann-Erickson Inc., who served as executive producer on the CBS Radio version