

and compensates the stations out of sales revenues.

The 104 stations generally have cleared for the network two hours on Friday, Saturday and Sunday evening, ranging between the hours of 9:30 and midnight. In the markets where the network has not arranged the library transaction, the contract provides for a 60-40 gross split of the affiliate's rate card, with the network receiving the larger share. The station's regular rate card for the time period prevails for advertisers. If the network does not sell a program in a particular market, the station may sell it locally with the same split prevailing, but NTA may "pre-empt" the program on 30-days notice.

It is Mr. Landau's contention that the NTA Film Network's affiliates will "get a better shake" from his arrangement than under conventional network procedure. His explanation is that although networks provide approximately a 70-30 division, the station gains only 22% net after provision is made for the first 30-hour concession to the networks; for the cost of coaxial cable and the agency commission. NTA film affiliates gain 30% net, after provision is made for both agency and station representatives' commissions on gross revenues. Mr. Landau points out that the station representative also stands to gain under his network policy.

Mr. Landau regards his formula for advertisers as "realistic," observing there is no "must-buy" station list. He calls his minimum requirement "an economic dollar buy." Mr. Landau explains it this way: He places a certain value on his programming and time to an advertiser, or groups of advertisers. For "X" numbers of dollars, the advertiser can purchase time on a certain number of stations, reaching the minimum total of the rate cards of the stations he requires. Mr. Landau stresses that advertisers can select the markets conforming with their distribution patterns. He has set no limit on the number of national advertisers to participate in sponsorship of the initial network program on Oct. 15. The network presently is devising a volume discount system for advertisers.

Coincident with the announcement of the launching of the film network, the company last week kicked off an advertising-merchandising-promotion campaign that is expected to cost about \$400,000 in the next few months. Newspaper advertisements in major cities heralded the advent as "the fourth dimension network." Shortly the project will be promoted in business, trade and consumer publications.

The concept of a non-interconnected film network has been a pet project of Mr. Landau for more than four years. He outlined plans for the network in hearings before the Senate Interstate & Foreign Commerce Committee in June [B•T, June 28]. Since that time, Mr. Landau and other officials of the network's parent company, National Telefilm Assoc., have been occupied in lining up affiliates, obtaining film programming and working out other details of the venture.

Though reticent about pinpointing programming plans, Mr. Landau intends to inaugurate the network with "top-notch" feature films that he is obtaining from independent producers. After the first of the year, he plans to offer what he calls a 90-minute "spectacular" aimed at children, which he will program on Saturday or Sunday morning. He is confident that from this modest beginning, the network will "catch fire," and envisions 10 or more hours of film programming per week by 1959-60.

Other officers of the NTA Film Network, who have assumed new posts in addition to those with the parent company, are: Oliver A. Unger, executive vice president, and Harold



NEGOTIATIONS have been completed for purchase by WBKB (TV) Chicago of three-year "exclusive in Chicago" rights to 60% of 742 RKO-Radio feature films from C & C Television Corp., with option for the rest of the properties. Signing the contract is Sterling C. Quinlan, ABC vice president in charge of WBKB, in presence of Ralph Andrews (l), WBKB film director, and Skip Steloff, C & C account executive. The deal is one of several currently being consummated by C & C involving spot announcements for International Latex in films-for-time trade [B•T, July 30].

Goldman and Edythe Rein, vice presidents. Miss Rein also has been named secretary of the network. Operating head of the film network is Raymond E. Nelson, vice president and general manager.

Home office for the network is New York. Regional offices are located in Los Angeles, Boston, Minneapolis, Chicago and Memphis.

Affiliates of the film network signed through last Thursday are:

KTEN (TV) Ada, Okla.; WOI-TV Ames-Des Moines, Iowa; KTV (TV) Anchorage, Alaska; WLOS-TV Asheville, N. C.; KMMT (TV) Austin, Minn.; WMAR-TV Baltimore; KERO-TV Bakersfield, Calif.; WABI-TV Bangor, Me.; WNEM-TV Bay City-Saginaw, Mich.; WBRC-TV Birmingham, Ala.; KBMB-TV Bismarck, N. D.; KAVE-TV Carlsbad, N. M.; WUSN-TV Charleston, S. C.; WCHS-TV Charleston, W. Va.; WDEF-TV Chattanooga, Tenn.; WGN-TV Chicago; WKRC-TV Cincinnati; WDAK-TV Columbus, Ga.; WCBI-TV Columbus, Miss.; WTVN-TV Columbus, Ohio; KFJZ-TV Dallas-Ft. Worth; WMSL-TV Decatur, Ill.; WTVP (TV) Decatur, Ill.; KTVR (TV) Denver; CKLW-TV Detroit; WTVY (TV) Dothan, Ala.; KDAL-TV Duluth, Minn.-Superior, Wis.; WTVD (TV) Durham-Raleigh, N. C.

WSJV-TV Elkhart, Ind.; WGLV (TV) Easton, Pa.; WEAU-TV Eau Claire, Wis.; KROD-TV El Paso, Tex.; KGEO-TV Enid-Oklahoma City, Okla.; KTVF (TV) Fairbanks, Alaska; KXJB-TV Fargo-Valley City, N. D.; WBAY-TV Green Bay-Marquette, Wis.; WCMB-TV Harrisburg, Pa.; WDAM-TV Hattiesburg, Miss.; KLRJ-TV Henderson-Las Vegas, Nev.; KTRK-TV Houston; WFBM-TV Indianapolis; WLBT (TV) Jackson, Miss.; KRCG (TV) Jefferson City, Mo.; WARD-TV Johnstown, Pa.; KINY-TV Juneau, Alaska; KMBC-TV Kansas City, Mo.; KHOL-TV Kearney, Neb.; WBIR-TV Knoxville, Tenn.; WFAM-TV Lafayette, Ind.; KLFY-TV Lafayette, La.; KATV-TV Little Rock-Pine Bluff, Ark.; KTTV (TV) Los Angeles; KDUB-TV Lubbock, Tex.

WISC-TV Madison, Wis.; WITI-TV Mil-

waukee; WTCN-TV Minneapolis; KCJB-TV Minot, N. D.; WALA-TV Mobile, Ala.; KNOE-TV Monroe, La.; WCOV-TV Montgomery, Ala.; WSIX-TV Nashville; WPIX (TV) New York; WVEC-TV Norfolk; WOAY-TV Oak Hill-Huntington, W. Va.; WTVH (TV) Peoria, Ill.; KPHO-TV Phoenix, Ariz.; KLMR (TV) Portland, Ore.; WJAR-TV Providence, R. I.; WTVR (TV) Richmond, Va.; WDBJ-TV Roanoke, Va.; WREX-TV Rockford, Ill.; WHBF-TV Rock Island, Ill.; KSL-TV Salt Lake City; KTXL-TV San Angelo, Tex.; KENS-TV San Antonio, Tex.; XETV (TV) San Diego; WSAV-TV Savannah, Ga.; KTNT-TV Seattle-Tacoma; KTIV (TV) Sioux City, Iowa; WHYN-TV Springfield, Mass.; KFEQ-TV St. Joseph, Mo.

WSTV-TV Steubenville, Ohio; KPAR-TV Sweetwater, Tex.; KVOA-TV Tucson, Ariz.; KOTV-TV Tulsa; WMAL-TV Washington, D. C.; WATR (TV) Waterbury, Conn.; KWWL-TV Waterloo-Cedar Rapids, Iowa; WINT (TV) Waterloo-Ft. Wayne, Ind.; WCNY-TV Watertown, N. Y.; KTVH (TV) Wichita-Hutchinson, Kan.; KSYD-TV Wichita Falls, Tex.; WILK-TV Wilkes-Barre, Pa.; WNOW-TV York, Pa.; WFMJ-TV Youngstown, Ohio.

Final contracts are pending in nine markets. They are: Albany, Atlanta, Cleveland, Miami, New Haven, Philadelphia, San Francisco, St. Louis and St. Petersburg-Tampa.

Four Star Files Suit On 'Cavalcade' Films

FOUR STAR FILMS Inc., Hollywood, filed suit in Santa Monica (Calif.) Superior Court last week to prohibit Don Sharpe and Warren Lewis Productions from filming the ABC-TV *Du Pont Cavalcade Theatre* programs and to request that all profits from the series be returned to Four Star. Additional damages totaling \$500,000 are sought.

The action was taken because of the recent announcement that Sharpe-Lewis Productions has been retained to make 16 new *Cavalcade Theatre* films, Four Star said.

The suit also names Don Sharpe and Warren Lewis individually. Mr. Sharpe formerly was president of Four Star Films and Mr. Lewis was producer for the plaintiff. Both are Four Star stockholders.

Four Star contends that Mr. Sharpe, while employed by the plaintiff as the salaried sales agent and executive producer for the *Du Pont Cavalcade Theatre* and as a member of the board of directors of Four Star Films, "violated his obligations of faithfulness, trust and confidence to Four Star and that Sharpe and Lewis secretly conspired and agreed to seize for themselves a corporate business opportunity belonging to Four Star Films Inc."

The suit asks that all profits in connection with the filming of *Cavalcade Theatre* by the defendants be transferred to the plaintiff. The third cause of action asks for \$250,000 general damages for breach of fiduciary obligations, plus \$250,000 punitive damages.

Attorney for Four Star Films is Harry L. Gershon of the law office of Cruikshank & Gershon. Stockholders in Four Star Films are Dick Powell, Charles Boyer, David Niven, Messrs. Sharpe and Lewis and President William Cruikshank.

Sharpe-Lewis Productions gave the following brief comment to B•T:

"John Sharpe and Warren Lewis have not been served with any papers in connection with any legal action by Four Star Films Inc." When called upon to comment on the action as reported to them, they stated that they violated no obligation, legal or moral, to Four Star Films in connection with *Cavalcade* and that