

## ABC-TV, DISNEY GO TO COURT

**'Zorro,' 'Mouse' fates in question,  
'Disney Presents' goes on as usual**

Walt Disney and ABC, whose close tv relationship dates back to 1954, last week were on court-speaking terms.

Walt Disney Productions Inc. filed suit Wednesday (July 1) in New York's federal district court charging ABC with "illegally" attempting to prevent the Disney-produced *Zorro* and *Mickey Mouse Club* from being telecast in the fall. The court was asked to invalidate agreements between Walt Disney Productions and ABC under provisions of the federal antitrust act.

Not affected is a third Disney production on ABC-TV, *Walt Disney Presents*, which is slated for Friday, 7:30-8:30 p.m., in the fall schedule. That show is covered by separate agreement.

Roy Disney, president of Walt Disney Productions, and ABC both issued statements concerning the litigation, and Mr. Disney set a news conference for Thursday morning (July 2) in New York.

**Disney's Complaint** • The network was shown in Mr. Disney's formal statement as having advised the Disney people and announcing publicly that it would not televise either *Zorro* or *Mickey Mouse Club* next season, and, "at the same time they told us we could

not offer these programs to any other television outlet.

"Subsequently they have interfered and prevented our attempts to offer these programs to any other network or independent television station."

Mr. Disney said his firm did not dispute ABC's right to discontinue these programs on the network but "we will certainly fight ABC's maneuvers to suppress these programs from public exhibition over other television stations."

ABC countered by charging in its statement that Walt Disney Productions "has been making concerted efforts over the past six months to change the conditions of the [ABC-Disney] agreement and modify the exclusivity provisions" and "now seeks to avoid its obligations."

**ABC's Explanation** • As explained by ABC, the network and Walt Disney Productions entered an agreement in 1954 stipulating that for seven years Disney had granted an exclusive on his tv programs to ABC. This was "in exchange" for ABC's financing of Disneyland Park (in California) and "agreeing to buy the *Disneyland* tv program (now *Walt Disney Presents*) for seven years with very substantial minimum guarantees."

The network said it had "lived up to its agreement in all respects," and that under the agreement Disney has "certain financial obligations to ABC." ABC's statement also said that during "recent negotiations," the network indicated that if the obligations were met ABC "even though it is not contractually obligated to do so" would be willing to permit Disney to release all of its programs for sale or syndication elsewhere next season except for *Disneyland* already scheduled.

*Mickey Mouse* and *Zorro* have been on ABC-TV since October 1955.

### NBC expands specials

NBC-TV now plans to slot *Moon and Sixpence* featuring Sir Lawrence Olivier (taped and being peddled for sponsorship) at an early date (October or November) on a Tuesday night. Bob Hope, meantime, reportedly has agreed to a 90-minute or two-hour special "book-show" aside from six specials he will do for Buick next season.



DISNEYLAND ENGINEER

Wants to take 'Mouse' bye-bye

### Top markets to have Videotape by Xmas

The top 100 tv markets in the U.S. will be equipped with Ampex Videotape recorders before the end of the year.

Tom Davis, marketing manager of Ampex Corp.'s professional products division in Redwood City, Calif., made this prediction on the basis of Ampex's installation list which now includes more than 100 stations, 60 of which are in the 100 top tv markets.

"Coverage of the 100 major markets with Ampex tape machines opens the way for national advertisers to set in motion their extensive plans for tape in the production of commercial spots," Mr. Davis pointed out.

He predicted that the "tape floodgates will unfold concurrently with the Christmas selling season." Advertisers have been waiting, Mr. Davis said, until enough stations were equipped with recorders before going to tape in major proportions. That time, he stated, "certainly will arrive this fall."

The Ampex executive revealed that the networks have nearly 90 Ampex machines in operation and have ordered another nine while independent producers have more than 20 recorders with orders for 13 more.

Also, Mr. Davis said, more than 100 Ampex machines are in use in eight foreign countries. He added that with the current rate of production (two recorders a day), Ampex has a two-month delivery backlog.

### COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

#### NBC-TV

July 6, 8-10, 13-17 (4-4:30 p.m.) Truth or Consequences, participating sponsors.

July 6, 13 (10-10:30 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell.

July 7, 14 (8:30-9 p.m.) Jimmie Rodgers Show, Liggett & Myers through McCann-Erickson.

July 8, 15 (8:30-9 p.m.) Price Is Right, Lever through J. Walter Thompson.

July 8, 15 (9-9:30 p.m.) Kraft Music Hall Presents Dave King, Kraft through J. Walter Thompson.

July 9 (10:30-11 p.m.) Masquerade Party, P. Lorillard through Lennen & Newell.

July 10 (8-9 p.m.) Ellery Queen, sust.

July 11 (10-10:30 a.m.) Howdy Doody, Continental Baking through Ted Bates.

July 11 (10:30-11 a.m.) Ruff and Reddy Show, Borden through Benton & Bowles and Mars through Knox-Reeves.

July 11 (8-9 p.m.) Perry Presents, RCA, Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

July 12 (7-7:30 p.m.) Midwestern Hayride, local, co-operative sponsorship.

July 12 (9-10 p.m.) Summertime Chevy Show, Chevrolet through Campbell-Ewald.