

Peter Sellers; "The Wicked Lady," with James Mason and Margaret Lockwood; "Doctor At Sea," with Brigitte Bardot and Dirk Bogarde and "The Love Lottery," with David Niven.

Programs for Television also has the distribution rights to 50 half-hours of the *Court of Human Relations* and 130 five-minute art lessons for children. Company plans are to produce other program series in association with groups of legitimate stage producers and film producers.

Mr. Rosenthal started in radio production in 1945 with *The Big Story* and *Warden Lawes*, and later produced *The Big Story* live on tv and other action-adventure series. Mr. Loewinthan was associated with Mr. Rosenthal in his tv activities. Mr. Sillerman is a long-time sales executive in radio and television, having served as originator and president of the Keystone Network. At various times, he has been a sales executive with Ziv; a founder of Television Programs of America and president of NTA Program Sales. The new company is located at 1150 Ave. of the Americas, New York 36, N.Y. Telephone is Yukon 6-3650.

Trans-Lux launching three cartoon series

Trans-Lux Television Corp., New York, which slowly has been edging into the tv film production business, last week said it plans to invest \$4 million in the production and promotion of three cartoon series over the next two years.

Approximately \$1.5 million has been earmarked for a new color cartoon series, *Willie McBean and his Magic Machine*, a children program of 260 five-minute episodes to be produced in Toronto by Arthur Rankin Jr., president of Video Crafts Inc., New York. About \$750,000 will be allocated to a five-minute *Rube Goldberg* series, consisting of 130 black-and-white segments of Goldbergian "inventions," produced in a mixture of animation and live action by producer George George in Hollywood. In addition, a total of \$1.5 million will be spent on Trans-Lux's first entry into tv production *Felix the Cat* series, of which 104 four-minute episodes of a projected 260 already have been produced (*Felix* has been sold in more than 50 markets).

Production on *Willie McBean* is scheduled to start in the late fall in time for distribution early next year. The timetable for the *Rube Goldberg* project is about three months behind *Willie McBean*, according to Richard P. Brandt, president of Trans-Lux Television Corp. Approximately \$250,000 will be spent to advertise and promote the company's tv properties, he said.

AUTOMATIC SYSTEM OF DELAYED TAPE RECORDING

NY. 6 PM

A new field of recorded programming has been created by Telectro's development of an automatic delayed tape recording/reproducing system for the National Broadcasting Co. The new system relays broadcast programs to time zones one hour or more behind the area in which the "live" program originated.

CHI. 6 PM

System records the original program and "holds" or delays the signal for one or more hours before it is released over the network. Equipment is foolproof, reliable, and completely automatic. The Recorder's frequency response is 25-10,000 c/s ± 2 db at 7½ ips; or 25-15,000 c/s ± 2 db at 15 ips. Play-back pre-amplifier features signal-to-noise ratio of better than 60 db below one per-cent tape distortion. For full technical details write to Broadcast Products Division.

Automatic Network Relay

Model 938 Studio Console

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