

Debating dates: *Red Skelton* begins his seventh year on CBS TV, for S. C. Johnson (FC&B) and *Pet Milk* (Gardner) 29 September . . . The hour version of *The Lineup* airs 30 September on CBS TV . . . Dick Powell's *Zane Grey Theatre*, its fourth season on CBS TV 1 October . . . *Perry Mason*, its third season on CBS TV 3 October . . . *Lunch With Soupy Sales* debuts on ABC TV 3 October. 12-12:30 p.m. for *Jell-O* (Y&R) . . . *Jack Benny* returns to CBS TV in a new time period Sunday. 4 October. 10-10:30 p.m. for

Lever (JWT) . . . *Danny Thomas*, third year on CBS TV for General Foods (B&B) 5 October . . . *Ozzie & Harriet*, eighth season on ABC TV. 7 October . . . *Broken Arrow* returns to ABC TV 11 October for Mars (Knox Reeves) . . . *The Untouchables*, new hour-long series on ABC TV debuts Thursday, 15 October.

(For a complete rundown of the fall network tv schedule, see *Tv Basics*, this issue, page 43.)

Another instance of AB-PT expanding internationalward: it's

purchased minority interest in Tv de Costa Rica, San Josa. Scheduled to air in December, the new Channel 7 will be Costa Rica's first tv station.

This 'n' data: *Ryder Cup* competition between professional golfers of the U.S. and Great Britain will be televised for the first time Saturday, 7 November, on NBC TV for *Valiant* (BBDO), Chrysler's new economy car . . . **Broadcast Music, Inc.**, has acquired and will retain the BMI stock formerly owned by NBC, for \$21,320.

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Strictly personnel: Charles Ayres, v.p. for the eastern division, tv network sales; Omar Elder, Jr., v.p. and general counsel for the tv network and Daniel Melnick, v.p. in charge of program development, all ABC TV . . . Alex Kennedy, to the newly-created post of director of audience promotion for CBS TV . . . Clifford Slaybaugh, to manager, associated companies, NBC International Operations . . . Richard Heffner, director of information pro-

(Please turn to page 81)

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