

Advertising Directory of SELLING COMMERCIALS

NBC-TV is preparing an MGM-TV series for comic Mort Sahl, based on columnist Art Buchwald's Paris experiences; also being financed is an hour-long pilot of *Michael Shayne*, detective drama being produced by Four Star. . . . CBS-TV has ordered a pilot of *Mountain Man*, western created by James Gunn.

In other production news, Jerry Stagg, together with writers Phil Shuken and John L. Greene, has signed to produce two comedy pilots for Paramount TV; Jack Webb is filming a comedy, *Calvin and Clyde*, partially financed by ABC-TV; another comedy, *Miss Caviar*, is in preparation at Screen Gems; Al Simon has scheduled the *Joe Domino* adventure series; Bischoff-Diamond is piloting *K-9 Corps*, dealing with canine crime detectors, and Insight, Inc., is working on a documentary travel series, *Expedition*.

Fredric Stoessel, Inc., is readying a new half-hour children's teleseries for the market-by-market route. Titled *Mr. Krackerjacket*, the first two episodes have already been filmed. Doug Anderson portrays a retired magician and puppeteer. . . . Filmaster Productions has resumed production of Video International Productions' *Hannibal Cobb*, a five-minute series which is expected to have at least 189 episodes.

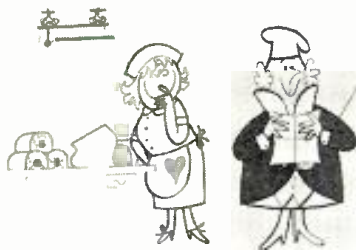
Bernard L. Schubert, Inc., is offering a new package of English-produced feature films to television. All of post-1955 vintage and some never released theatrically in this country, they feature stars such as Diana Dors, Zaehary Scott, Glynis Johns and Peggy Cummins.

RATINGS PLUS SALES

MCA TV's library of Paramount features has been sold to five additional stations. This sales announcement was accompanied by a study of ratings of those features in 15 top markets which indicates that the features received a better than 50-percent share of audience in each city measured.

New contracts for the features were signed with the following: WMT-TV Cedar Rapids; KHOU-TV Houston; KTUL-TV Tulsa; WHO-TV Des Moines,

Nabisco • McCann-Erickson



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Sinclair Refining Co. • GMM&B, Inc.



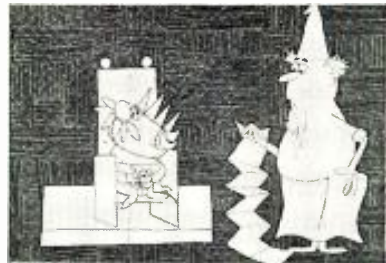
WILBUR STREECH PRODUCTIONS, New York

Pacquins • William Esty Co., Inc.



KLAEGER FILM PRODUCTIONS, INC., New York

Standard Brands, Ltd. • MacLaren Adv., Ltd.



ELEKTRA FILM PRODUCTIONS, INC., New York

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ANIMATION, INC., Hollywood

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BANDELIER FILMS, Albuquerque

Rival Dog Food • Guild, Bascom & Bonfigli, Inc.



PANTOMIME PICTURES, INC., Hollywood

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JAMES LOVE PRODUCTIONS, New York