

MBS SETS LINEUP FOR PROGRAM PLAN

AS PART of Mutual's new plan to pay stations in "top-quality" programs instead of cash [B•T, Aug. 31], the network announced last week the addition of 18 new "star-name" shows, effective Thursday and thereafter. The new programs are:

Nightmare, starring Peter Lorre, Thursday, 8:30-9 p.m. EST; *Mr. District Attorney*, starring Jay Jostyn, Sunday, 3:30-4 p.m. EST; *Counter-Spy*, with Don McLaughlin, Monday, 8:30-9 p.m., EST; *High Adventure*, starring George Sanders, Tuesday, 8:30-9 p.m., EST; *Bulldog Drummond*, starring Sir Cedric Hardwicke, Wednesday, 8:30-9 p.m., EST; *Starlight Theatre*, starring Madeleine Carroll, Friday, 8:30-9 p.m., EST; *The Woody Woodpecker Show*, with Mel Blanc, Saturday, 10-11 a.m. EST; *Welcome Ranch*, with Vic Bellamy and the Pine Mountain Boys, Monday through Friday, 4:30-5 p.m., EST; *The Three Suns*, with Betty Clooney, Thursday, 7:15-7:30 p.m., EST.

Spotlight Parade, Monday through Friday, 10:25-11 a.m., EST, with the following segments and their stars: "Star Spotlight," with Joe King, 10:25-10:30 a.m., EST; "Spotlight on Food," with Duncan Hines, 10:35-10:40 a.m., EST; "Spotlight on Sports," with Al Helfer, 10:40-10:45 a.m., EST; "Anniversary Spotlight," with David Ross, 10:45-10:50 a.m., EST; "Spotlight Story," with Edward Arnold, 10:50-10:55 a.m., EST; "Spotlight on Humor," with Arlene Francis and Bill Cullen, 10:50-10:55 a.m., EST; and news programs with H. R. Baukhage, Monday through Friday, 4-4:15 p.m., EST; Everett Holles, Monday through Friday, 3-3:15 p.m., EST, and Ed Pettitt, Monday through Sunday, 11-11:15 p.m., EST.

Under its new affiliation plan, to go into effect Thursday, Mutual will give affiliates a total of 14 hours of free programs a week as payment for carrying network commercial shows, and these 14 hours may be sold locally or on a national spot basis. The amount of time "optioned" by the network is reduced from nine hours a day to an average of five, and in the event Mutual sells any time outside the "option" periods, net receipts from such sales will be turned over to the station except for a 15% "selling commission" for MBS.

CBS-TV AAB Elects Saddler as Member

ELECTION of Owen Saddler, executive vice president and general manager of KMTV (TV) Omaha, to the CBS-TV Affiliate Advisory Board was announced last week in a move designed to expand board membership as the number of television affiliates increases.



Mr. Saddler

Other members of the board, which confers with network officials on problems common to network and stations, are Glenn Marshall Jr., general manager of WMBR-TV Jacksonville, chairman; E. K. Jett, vice president and director of television, WMAR-TV Baltimore; James C. Hanrahan, vice president and general manager, WEWS-TV Cleveland; Philip C. Lasky, general manager, KPIX (TV) San Francisco, and Clyde W. Rembert, general manager, KRLD-TV Dallas.

KMTV (TV) has been a CBS-TV basic station since 1950.

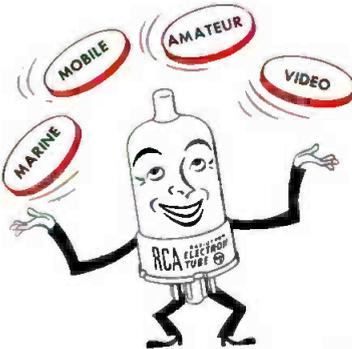
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