

Film Sales

Fairmont Foods Co., Omaha, Neb., through Allen & Reynolds, that city, has scheduled the *Range Rider*, CBS-TV Film Sales series, in five of the company's market areas. The weekly, half-hour western is seen on WDAY-TV Fargo, N. D.; WBAY-TV Green Bay, Wis.; KSWO-TV Lawton, Okla.; KWFT-TV Wichita Falls, Tex., and KVTV (TV) Sioux City, Iowa.

E. & J. Gallo Winery, Modesto, Calif., starts weekly half-hour film series, tentatively titled *Gallo Star Studio* on KECA-TV Los Angeles and KGO-TV San Francisco, for 13 weeks from Oct. 7. Films, produced by Sovereign Productions, are re-runs of *Your Jeweler's Showcase*. Agency is BBDO.

KRLD-TV Dallas has leased unlimited-run rights for a one-year period to 10 Walt Disney cartoons and four *Krazy Kind Cartoons* from Louis Weiss & Co., Los Angeles.

Alexander Film Co., Colorado Springs, Colo., announces recent tv commercial productions for the following organizations: Lindermann & Hoverson Co. (Lectro-Host appliances), Milwaukee, through Hoffman & York; Gruen, Cincinnati; Denver Milk Producers through Bob Betts Agency; Continental Airlines, Denver, through Galen E. Broyles; Harmony Farms, Columbus, Ohio, through Cye Landy Adv. Agency, and Plaskon, Detroit.

Sale of its "Station Starter Plan" to WKAQ-TV San Juan, P. R., was announced last week by Consolidated Television Sales, raising total number of markets subscribing to plan of nine tv programs to 70. WKAQ-TV (ch. 2) is scheduled to go on the air on or about Jan. 1, 1954.

Frito Co., Los Angeles, started weekly half-hour *Gene Autry* on KNXT (TV) Hollywood, for 13 weeks from Oct. 4. Filmed by Flying A Productions Inc., series is distributed by CBS-TV Film Sales. Agency is Glenn Adv. Inc., L. A.

Keitz & Herndon, Dallas, announces completion of tv commercials for the following organizations: The Gebhardt Chili Powder Co., Cheetos (The Frito Co.), Brockles Food Co., The Frito Co., Archer's Champ Dog Food. With the exception of Frito, all spots are in color.

Production

Miller-Levin Productions Inc., Hollywood, has started shooting 13 quarter-hour films of *Marvin Miller, Story Teller*, at Screenshot Film Enterprises, same city. Irvin B. Levin is producer-director, with Mr. Miller as writer.

Screen Gems Inc., Hollywood, is filming "Ever Since the Day" for NBC-TV *Ford Theatre*. Making her video film debut is Audrey Totter, former star of CBS Radio *Meet Millie*, co-starring with Edward Arnold and Robert Stack. Frederick Stephani directs from a script by Karen DeWolf and former SWG president Mary McCall Jr.

Gross-Krasne Inc., Hollywood, has started filming new group of CBS-TV *Big Town* programs with Beverly Tyler, formerly under contract to M-G-M and Universal-International, succeeding Jane Nigh as Lorelei. With Patrick McVey continuing as Steve Wilson, Peter Godfrey is set to direct the first half-hour film.

Telemount-Mutual Productions, Hollywood, has started filming third group of 13 half-hour programs in *Cowboy G-Men*, sponsored on a regional basis by Purity Bakers Corp. Produced

by Henry Donovan with Thor Brooks directing; series co-stars Russell Hayden and Jackie Coogan.

Sovereign Productions, Hollywood, under new reorganization set-up, has started filming "Eye of the Beholder," starring Richard Conte. Felix Feist is directing the suspense drama, based on an original by Hannah Grad Goodman. Going into production this week is "Walking John" starring Edward Arnold in a dual role with Al Green signed as director. Both half-hour films are for CBS-TV *GE Theatre*. Newly scheduled intensive shooting slate will emphasize elaborate sets and other maximum production values, according to President Stuart Reynolds.

Tv film rights to all the Ring Lardner story properties have been acquired by video film director Robert Aldrich, who plans to establish his own production company by the year's end to start filming. John Lardner has completed the adaptation of "Liberty Hall" and is writing other scripts based on his father's writings for the proposed series.

Cathedral Films Inc., Burbank, has completed three more half-hour films in *The Living Christ* series with Rev. James K. Friedrich, firm president, producing. Shot in both black and white and color, the programs are "Escape to Egypt," "Boyhood and Baptism" and "Men of the Wilderness." Release is scheduled for January.

Lou Place Productions Nov. 1 takes over physical assets of Key Productions Inc. at Eagle-Lion Studios, Hollywood, to film a proposed video series starring Jerry Colonna, pilot of which is completed. Also available for distribution are seven quarter-hour films in *Puppy Tales* series, in which costumed canines portray humans.

Intercontinental Television Film Corp., N. Y., has completed the first 13 films of the half-hour *Flash Gordon* series, which is being produced in Germany. The firm plans to start production in Paris on Nov. 1 of a half-hour film series, *Rendezvous—Paris!* starring Jean Pierreumont.

Romer Grey, currently filming *Zane Grey Sports Trail*, tv film series based on his father's writings, plans a new series, *Men of Math*. In the writing stage, the 13 half-hour films will dramatize the lives of outstanding mathematicians such as Omar Khayyam, Charles Lutwidge Dodgson (Lewis Carroll), Benjamin Franklin and others. Aimed at the commercial market, series will also include some educational instruction in the various fields of math. Ted Sierkes is co-writer with Mr. Grey.

Nola Studios Inc., N. Y., has completed a series of one-minute and 20-second tv film commer-

Kitchen Shows for Tv

FINAL plans for 52 half-hour kitchen shows on tv film designed for local station use throughout the country have been announced by the television director of Electrical Information Publications in Madison, Wis.

Titled *Tv Kitchen*, the films will be offered for primary sponsorship by electric light and power companies and appliance fields in various communities. Commercials prompting electrical devices and electric kitchens also will be made available.

Bing on Tv

BING CROSBY will make one of his rare appearances on television later this month when he will present a Christopher Award to William Perlberg and George Seaton, producers of *Little Boy Lost*, which features Mr. Crosby. He will appear in a special six-minute film, which is scheduled to be presented on more than 100 stations and will include excerpts from the motion picture.

Specials for E. J. Gallo Winery, Stockton, ordered through Carlo Vinti Adv., N. Y. Nola's studio facilities also have been used to produce the audio-portion of a series of film commercials for the Bell Portable Sewing Machine Corp., Newark.

The Baldwin Organization Inc., N. Y., public relations firm and producers of films for tv and industry, has completed two 20-minute films for the U. S. Plywood Corp. and Johnson & Johnson. The films will be made available to television stations.

Distribution

Cornell Film Co., N. Y., has acquired television distribution rights to a series of short subjects, including "Dude Ranch," "What Bird Is That?" and "Bird Neighbors."

Random Shots

Screen Gems Inc. has completed arrangements with 23 Hollywood motion picture personalities to appear on the 1953-54 series of tv films for the *Ford Theatre*, Thursday on NBC-TV (9:30-10 p.m. EST). Among the personalities to appear will be Paulette Goddard, Charles Coburn, Wanda Hendrix, William Lundigan, Coleen Gray, Mark Stevens and Richard Conte.

Vitapix Corp., film distribution firm, last week opened Chicago office at 30 North La Salle St.

Dynamic Films Inc., N. Y., opens new executive offices and editing rooms on second floor of their present building at 112 West 89th St. Firm now occupies second, third and part of fifth floor at that location.

Kem-Pix Studios, Hollywood, announces perfection for commercial use of Video View, new method of making permanent sound-on-film records of tv broadcasts at fraction of cost of present methods, according to firm.

Block of eight hour-long Robert L. Lippert produced feature films, under two-year lease to KTLA (TV) Hollywood, have been edited to make 16 half-hour films with the use of beginning and ending footage shot especially for such programming. Films, in their original length, dealt primarily with special investigators generally solving two cases. KTLA started televising newly edited half-hour films on weekly *Star Theatre*.

Association Films Inc., N. Y., is offering to television stations an 18-minute film, "Permanent Investment," which gives advice to homeowners on plumbing drainage. The film was produced for the Cast Iron Soil Pipe Institute.

Tom J. Corradine & Assoc., Hollywood, named film buyers for KFIA (TV) Anchorage and KFIF (TV) Fairbanks by James G. Duocan, general manager of Kiggins & Rollins, Alaska tv stations.