

LANDAU, ROSS PARTNERSHIP BUYS PSI-TV

Purchase of tv film distributor outfit is part of program to form a larger company early next year for saturation coverage of PSI-TV and Ely Landau Productions.

PURCHASE of PSI-TV, distributors of tv film products, by a partnership of Ely Landau, president of Ely Landau Productions, and Martin Ross, formerly president of Film Highlights Inc. and Emperor Films Inc., was announced last week.

Under the transaction, Messrs. Landau and Ross, under the name of PSI-TV, with Mr. Landau as president and Mr. Ross as secretary, obtain distribution rights to four 26-episode series of half-hour programs, consisting of *China Smith*, *Schlitz Playhouse of Stars*, *Orient Express*, and *International Playhouse*, 68 feature films, and the *American Sports* library.

Though no purchase price was revealed, it was believed the sum involved was about \$600,000. The negotiations were completed by

latter firm currently produces four 15-minute tv film series, including *The Passerby*, *Bill Corum* series, *Eva Gabor* series and *Man's Heritage*, featuring Raymond Massey.

Mr. Landau told B*T that he also expects to effect an affiliation with a major production company to insure "a continuity in the flow of products." He expressed the opinion that the "most significant stumbling-block in the tv film distribution field is the lack of a continuous flow of tv film products."

In his new affiliation, Mr. Landau will concentrate on procuring new tv film properties and on financing them. Prior to establishing Ely Landau Productions one and one-half years ago, he served for several years as radio-tv director of Emil Mogul Co., advertising agency.

Mr. Ross has been active in the non-theatrical film distribution field for the past 18 years. He will retain his association with Film Highlights and Emperor Films.

INS Reports Tv Sales

INS TELEVISION DEPT. announced last week latest sales in its *Daily Film Service* have been to WFBC-TV Greenville, S. C., and Television Caribe, Havana; *Weekly News Review* to KFEQ-TV St. Joseph, Mo., and KTVA (TV) Anchorage, Alaska; and *This Week in Sports* to KOMO-TV Seattle, WVET-TV Rochester and Television Caribe.

FILM SALES

Pure Oil Co., Chicago, buys *Badge 714*, NBC syndicated film series, in 30 tv markets and *Racket Squad*, ABC syndication series, in 10 markets, each for 52 weeks. Agency: Leo Burnett Co., Chicago. *Brillo Mfg. Co.*, Brooklyn, N. Y., buys *Racket Squad*, on WBKB (TV) Chicago for 52 weeks starting Dec. 7. Agency: J. Walter Thompson Co., N. Y.

Guild Films Co. announced it had decided to make *Joe Palooka Story* tv film series available for syndication, rather than on network basis. Spokesman said that half-hour series of 26 episodes—12 which have been completed—have been sold to: KLAC-TV Los Angeles, KBTW (TV) Denver, KBID-TV Fresno, KHOL-TV Kearney, Neb., KWFT-TV Wichita Falls and WSJL-TV Harrisonburg, Ill.

Decision to make the series available for syndication was reached at a national sales meeting held in New York Dec. 4-5. Reub Kaufman, Guild president, told company sales representatives that the firm will concentrate on producing its own programs and marketing them to "insure quality and prompt delivery."

PRODUCTION

Charles Michelson Inc. will distribute series of five minute tv *Capsule Mysteries*, starring Glenn Langan, starting Jan., 1954.

Screen Gems Inc., Hollywood, is completing shooting on "Good of His Soul" for NBC-TV *Ford Theatre*, whose cast is headed by Thomas Mitchell, John Beal and Tommy Rettig. James Neilson is director for producer Fred Briskin, Screen Gems' production executive.

Radio-Tv News Aid In N. Y. 'Adequate'

Four out of five persons contacted in survey by Alan C. Russell Marketing Research were satisfied with news coverage and service by the media in newspaper strike-bound New York. But two-thirds of these persons qualify their answers.

RADIO and television gave "adequate news coverage and service" during the New York newspaper strike that ended Tuesday in the view of four out of five persons contacted Dec. 8 in a survey by Alan C. Russell Marketing Research (also see story, Page 71).

At the same time nearly two-thirds of these persons qualified their answers by indicating they had not received "all they wanted and perhaps expected," according to Alan C. Russell, president of the firm.

The survey showed specifically that 78%* of radio listeners and 80%* of television viewers believed the media "in the main did an adequate job." The sample was split 45% men and 55% women, inquiring into usual newspaper preferences, reading habits during the strike, major sources of news, and opinions or attitudes toward radio and tv as sources of news. "The results are not held to be a perfect cross-section sample of the city, nor to be representative of the entire population but should throw some light on the public attitude," it was stated.

Going into sources of news during the strike, the survey showed 84% used radio, 66% tv, 32% newspapers and 7% magazines, with 7% mentioning such miscellaneous sources as movies.

Degree of Radio Adequacy

Inquiring into adequacy of radio as a news source, the 78% deeming it adequate were classed as follows: Completely adequate 28%, adequate in most respects 17% and fairly adequate 35%. Major qualifications included "lack of completeness both as to body copy and coverage; lack of features, comics and columns; and certain persons even mentioned that they missed the ads (local)."

Television was classed adequate as a news source as follows: Completely adequate 29%, adequate in most respects 25%, and fairly adequate 28%. Qualifications were about the same as those for radio. Radio stations were classed by the survey as to the best job of providing news as follows: WNEW 17%, WCBS 14%, WQXR 10%, WOR 9%, WABC and WNBC 7% each, and WNYC 4%. As to tv coverage, CBS and NBC led with 35% and 32%, respectively, WABD (TV) and WPIX (TV) each 6%, WOR-TV 4%, WABC-TV 3% and WATV (TV) 1%.

*Editor's Note: Breakdown of these percentages, in succeeding paragraphs, add up to totals slightly in excess of these figures because of rounding of fractional numbers.

More Listen to Radio's Multi-Weekly Programs

LEADING multi-weekly daytime and evening radio shows are getting larger audiences now than last year, A. C. Nielsen Co. has reported. At the beginning of the 1953 fall season (Oct. 5-11), Arthur Godfrey's daytime program was in 3,088,000 homes; a year ago, when Godfrey was tied with *Our Gal Sunday*, they reached



Mr. Ross

Mr. Landau

Messrs. Ross and Landau, and Bernard Prockter and Leonard Lowenthan, acting for the sellers. It was reported that the Safeway Co., New York, an investment group in the film field, made financing available for the transaction.

The purchase of PSI-TV is believed to be part of a program by Messrs. Ross and Landau to form a larger distribution company early next year for saturation coverage of PSI-TV products and Ely Landau Productions. The

Release of Film Series Costing \$1.85 Million

A SERIES of 52 half-hour television dramas, which cost a total of \$1,850,000 to produce, will be released by Television Programs of America, starting on Jan. 1, Michael M. Sillerman, vice president and general manager, announced last week.

Under the title of *Your Star Showcase*, the series will include 45 plays selected by TPA as the best produced for tv and seven new ones which the company will produce in Hollywood under the supervision of Edward Small. Edward Arnold has been signed by TPA to serve as host in the series.

Mr. Sillerman noted that the entire series will be first run in more than 150 tv markets, and a large portion will be first run in the remaining markets. It will be sold on a syndicated basis, he said, and will be supported by an extensive merchandising and exploitation campaign.

The series will include such personalities as Broderick Crawford, Marilyn Maxwell, Alan Young, Diana Lynn, Laraine Day, Jack Carson, Celeste Holm and Dennis Morgan.