

## 20TH CENTURY-FOX PLANS TV FILMING

ENTRY into tv film production has been announced by 20th Century-Fox with the Western Ave. Studios in Hollywood turned to that purpose. Formation of a tv film subsidiary, similar to Columbia Pictures' Screen Gems setup, is planned.

Unlike Screen Gems, 20th Century-Fox will make its facilities available to independent video producers. The Western Ave. lot includes three large sound stages and also features a permanent theatre which has in the past been considered for live tv broadcasts and now could be suitable for tv filming before live audiences.

One problem under consideration by 20th is the permanent sets kept at Western Ave., which are in constant use. Use of the lot by its own or outside tv producers could disrupt the 20th Century-Fox motion picture production schedule.

No definite tv film series have been announced by the company.

## Ed DeGray Named as Vitapix Station Relations Director

APPOINTMENT of Edward J. DeGray as director of station relations of Vitapix Corp. was announced last week by Edward E. Hall, vice president and general manager of Vitapix. Mr. DeGray moves to Vitapix from CBS Radio, where he has been director of station relations since 1953.

Mr. DeGray, who assumes his new duties today (Monday), is a veteran of 17 years in the broadcasting business. His initial assignments at Vitapix, according to Mr. Hall, will be devoted principally to field contacts. The appointment was said to be in line with the recent agreement made by Vitapix and Guild Films Co., under which the companies completed a programming and time clearance arrangement.



MR. DEGRAY

Mr. DeGray joined CBS in 1937 in the accounting department, and in 1940 was transferred to WBT Charlotte (then CBS-owned).

In 1948 Mr. DeGray rejoined CBS as executive assistant to the vice president in charge of owned and operated stations.

## Vitapix Adds WDTV (TV); Stations List Totals 48

ADDITION of WDTV (TV) Pittsburgh to membership in the Vitapix Corp. was announced last week at a conference of officials of Vitapix and Guild Films Co. Total station membership in Vitapix currently is 48, with stations said to be in markets covering about 20 million sets.

Eddie Hall, vice president and general manager of Vitapix, noted that 41 of the 48 station members also are affiliated with either NBC-TV or CBS-TV, and added:

"I point out that fact as an indication that there really is no competitive conflict between Vitapix and the networks. We can give the networks time while we cooperate fully with Vitapix-Guild Films programming schedules."

David Savage, Guild Films station relations

director and liaison official for Vitapix, commented that since such a high proportion of Vitapix stations are network affiliates, it proves "the importance of these stations in their markets and the high audience impact carried by the Vitapix line-up."

In attendance at the conference for Vitapix were John E. Fetzer, chairman of the board; Kenyon Brown, president; Joseph E. Baudino, Dick Borel and Paul O'Bryan, vice presidents; Bob Richards, public relations counselor, and Mr. Hall. Representing Guild Films were Reuben Kaufman, president; Aaron Katz, treasurer; Mannie Reiner, vice president in charge of sales, and Mr. Savage.

## Fulton Lewis Launches Film News Series Jan. 21

NEW SERIES of on-the-scene telecasts utilizing camera interview techniques and spot reporting will be started Jan. 21 by Fulton Lewis jr. Productions. General Teleradio is distributing the filmed series, which will be seen simultaneously on subscribing stations, with General Tire already signed as sponsor in several major markets.

The first group of news programs will be based on Mr. Lewis' flight to Japan, Quemoy and Formosa. Accompanying him were George Johnston, president of Washington Video Productions, and John Caldwell, formerly of the State Dept., consultant. During the fortnight trip Mr. Lewis interviewed President and Madame Chiang Kai-shek on Formosa, along with other major political heads of the Chinese Nationalist government.

A Communist political leader, Wen Hualing, who defected to the Nationalists, was interviewed as was a group of Communist prisoners on Quemoy Island. Mr. Lewis said his 1955 series probably will run 39 weeks, with flying trips planned to news spots all over the world.

## Guild Board Members Increased to Seven

GUILD FILMS Co. announced last week that it has increased its board of directors from five to seven. This action was taken at the annual stockholders meeting in Denver on Dec. 8-9, during which all current officers and directors were elected for another term.

The officers include Reuben R. Kaufman, president; Aaron Katz, treasurer and vice president for finance; Jane Kaufman, secretary. The enlarged board of directors in addition to Messrs. Kaufman and Katz and Mrs. Kaufman, consists of David Van Alstyne, Van Alstyne, Noel & Co.; John E. Fetzer, chairman of Fetzer Broadcasting Co. and of Vitapix Corp.; William E. Walker, president of Badger Television Corp., and Julien Keilus, vice president and general sales manager of Kreitzler Jewelry Co.

Other officers re-elected are E. L. Shainmark, vice president for public relations; Manny Reiner, vice president for sales, and Joseph Smith, vice president for syndication.

Mr. Kaufman reported that Guild Films currently has in production two new filmed shows—*Confidential File* and *It's Fun to Reduce*—which will be made available for national spot sponsorship on Vitapix Corp. stations.

## 'Telenews' Carried on 102

TOTAL of 102 tv stations in U. S. and abroad are now carrying the International News Service's *Telenews*, daily news film feature, Robert H. Reid, manager of INS Tv Dept., has reported.

## Flamingo Contracts 26 Princess Films

CONTRACT was signed last week under which Flamingo Films, New York, will distribute the film package of Princess Film Inc., consisting of 26 feature length films. The package contains 13 films produced by Princess specifically for tv and 13 theatrical features the company recently acquired.

Coincident with the announcement of the agreement, Sy Weintraub, vice president in charge of sales for Flamingo, disclosed that Robert Wormhoudt, formerly with the Vitapix Corp., has joined Flamingo to direct sales on the new feature film package. Vitapix previously held distribution rights to Princess' feature films, and Mr. Wormhoudt headed sales on that package during his tenure with Vitapix.

The 26-film package, according to Burt Balaban, president of Princess Pictures, already has been sold in more than 60 of the top markets in the country. Mr. Weintraub expressed the view that Flamingo will be able to double the number of markets presently sold within a short time. He said he has alerted Flamingo's sales staff, located in nine cities throughout the country, to concentrate "full attention" on the sale of the Princess package, pointing out it is the only feature film group that Flamingo is distributing.

Mr. Balaban plans to return to England at the end of this month to begin production on three cinemascope features for theatrical release, and later intends to produce another 13 feature films for television. These latter films will serve to enlarge the tv film package, and will be turned over to Flamingo for distribution.

The current package of 26 feature films consists of those made by Princess and 13 acquired from various sources. Most of the pictures, according to Mr. Balaban, originally were released by major companies, though they are all independent productions. All were released after 1946, except a Robert Flaherty documentary (1939).

## Buyer for Goldwyn Studios Sought by Court Referees

REFEREES have been given 60 days from last Friday to find a buyer for Goldwyn Studios, according to an order signed by Long Beach (Calif.) Superior Court Judge Paul Nourse.

The property, its value estimated at \$4 million, consists of the 10-acre studios site, buildings and some \$200,000 in equipment. Claims by Mary Pickford in her five-year court hassle with co-owners Samuel Goldwyn that she had an interest in the studio equipment were dismissed by Judge Nourse, who ruled that the equipment was owned by the producer [B\*T, Dec. 27, 1954]. Both Miss Pickford and Mr. Goldwyn are expected to bid on the studio.

## Gobel Tries Film

NBC-TV's *George Gobel Show* will be on film for one show, to be telecast sometime before June 25 when the program goes off the air for the summer. Desilu Productions Inc., Hollywood, has been contacted by Gomalco Enterprises to film the program with the three-camera technique and before a regular audience. Should the filming method prove effective, the switch to film will be on a regular basis, according to a spokesman for Mr. Gobel.