

Gleason Returns to DuMont To Use Electronicam System

JACKIE GLEASON's *The Honeymooners*, 30-minute film show to start Oct. 1 on CBS-TV, will be filmed beginning Aug. 16 by DuMont's Electronicam tv-film system, Ted Bergmann, managing director of Allen B. DuMont Labs' Broadcast Div., was to announce today (Mon.). Contract, signed by Jackie Gleason Enterprises and DuMont, runs for three years and calls for production each season of 39 programs in black-and-white on 35mm film. Jack Philbin was named executive producer.

Honeymooners was part of high-priced contract negotiated by Mr. Gleason with Buick Div. of General Motors.

Production will be at Adelphi Teletheatre, New York, where comic Gleason, as star of DuMont's *Cavalcade of Stars*, started on road to tv fame. Mr. Gleason said that DuMont's system will permit his group to retain spontaneity and bounce of live show, using same crew as in live production and permitting cast to work as before. Electronicam will allow show to be produced in about same time that was necessary for live telecast, he said. Played before audience, filmed show will permit reaction as if it were live, Mr. Gleason noted, adding that no canned laughter will be used.

CBS Radio Thinks Stations Will Buy One-Rate Plan

CBS Radio officials said Friday that station response to their new affiliation contracts—which among other things set up single rate for day and evening time (but without reducing actual costs to advertisers) and provide for one-year reduction of 20% in station compensation [B•T, July 4]—is “just terrific.” They figure that, with last Monday's holiday, affiliates for most part didn't get new contract forms until Tuesday or Wednesday. By Friday they estimated they had received acceptances from around 50 stations. These represent 40-42% of network's U. S. rate card—almost half of 85% needed to put new plan into operation. Nor had there been any turndowns. July 15 is target deadline for reply. One-rate plan and one-year cut in station payments would become effective Aug. 25.

WMID Is Cleared In Initial Decision

CLEAN bill of health for WMID Atlantic City, N. J., was given Friday in initial decision by FCC Chief Hearing Examiner James D. Cunningham which recommended that WMID be granted renewal of license and transfer of control from Richard Endicott to Arthur A. Handler and Joseph F. Bradway. Examiner found WMID had discontinued questionable horse race programs, now carries only three shows during racing season and they are not of value to any illegal gambling interest.

Examiner also concluded “there is no probative evidence which would support a determination that Joseph J. Sitoroff, Richard Endicott or Edwin E. Kohn ever held an ownership interest in the applicant which was concealed from the Commission.”

CLINCHER

SIGURD S. LARMON, Young & Rubicam president, who has spent many hours attempting to sell Washington politicians on virtues of advertising in accomplishing difficult tasks, probably presented his most effective argument Thursday, when his Madison Avenue touch on five-iron gave him hole-in-one on 155-yard third hole at Burning Tree course in Washington. His impressed audience included President Eisenhower and Reps. Charles A. Halleck (R-Ind.) and Peter Frelinghuysen (R-N. J.), other members of foursome.

Orson Welles, CBS-TV Plan 90-Minute Color Programs

SIGNING of Orson Welles by CBS-TV to direct and star in series of 90-minute filmed color productions during 1955-56 season is being announced today (Monday) by Hubbell Robinson Jr., CBS-TV vice president in charge of programs. Mr. Welles will be supported by all-star casts in vehicles based upon contemporary and classical plays and novels, with George Du Maurier's “Trilby” being considered as first production, in which Mr. Welles would enact role of Svengali. Series will be co-directed by Theodore Sills and produced by Harry Saltzman. Mr. Robinson said starting date of series, number of programs and other details will be announced shortly.

MGM, ABC-TV Detail Plans

NEW ABC-TV *MGM Parade* program [B•T, June 27] will be telecast 9 p.m. EDT Wednesdays, following ABC-TV *Disneyland*, starting Dec. 14, network and studio decided at Hollywood meeting last week. Appointment of Leslie Peterson as executive producer and George Murphy as host-director of series also announced with Thomas M. Lufkin ABC-TV coordinator at MGM studios.

British Buy U. S. Shows For Their Commercial Tv

NBC Film Division announced Friday its *Inner Sanctum* and half-hour *Hopalong Cassidy* programs have been sold to Associated Rediffusion Ltd., London, to be placed on British commercial television. These programs will be carried in London area this fall.

HUNTER IS HIT

OFFICIAL Films, New York, is set to announce one of largest spot sales in syndication history, involving purchase of Official's *The Hunter* series in about 250 markets by Tafon Distributors Inc., Los Angeles (health products). More than \$1 million in time and product said to be involved in transaction. Series will kick off in mid-August. Agency for Tafon is Frank J. Miller Adv., Los Angeles.

• BUSINESS BRIEFLY

ROYAL RADIO SPOTS • Standard Brands (Royal Instant dessert), N. Y., planning radio spot announcement campaign to start late July for six weeks in about 20 markets. Ted Bates & Co., N. Y., is agency.

BISHOP BUYS • Hazel Bishop Inc. (Hazel Bishop lipstick, Complexion Glow, nail polish and compact make-up), through Raymond Spector Co., buys Douglas Edwards' 12-12:05 p.m. newscasts on *Wendy Warren and the News* (Mon.-Fri.) and five-minute Mon.-Fri. segment of *Fred Robbins Show* (3:30-4 p.m.), both on CBS Radio.

EVERY OTHER RIDE • American Dairy Assn., Chicago, has signed for alternate-week sponsorship of ABC-TV's *Lone Ranger* (Thurs., 7:30-8 p.m. EDT), starting Sept. 15. Agency: Campbell-Mithun, Chicago. Other sponsor of series is General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, N. Y.

FOR THE ELDERLY • Pharmaceuticals Inc. (Zarumin and Serutan), through Edward Kletter Assoc., sponsors *Life Begins at Eighty*, with Jack Barry as m.c., on ABC-TV, beginning July 31, Sundays, 9:30-10 p.m. EDT. Program was seen on ABC-TV from October 1950 to March 1952, then switched to DuMont.

REGIONAL PLAN • Greyhound Bus Lines reportedly preparing to sponsor Gross-Krasne produced half-hour tv show, weekly for 52 weeks, placing it regionally by various offices of its agency, Beaumont & Hohman.

JOINT SPONSORS • Carter Products and Pharmaceuticals Inc. sign to co-sponsor *Joe and Mabel* on CBS-TV, Tues., 9-9:30 p.m., effective Sept. 20. Agencies: Sullivan, Stauffer, Colwell & Bayles, N. Y., for Carter, and Edward Kletter Assoc., N. Y., for Pharmaceuticals.

CLOCKS ON TV • General Electric Telechron Div. (clocks), in midst of media plans for fall campaign, is understood to be considering spot television. Agency is N. W. Ayer & Son, N. Y.

KEDD (TV) Sued But Owner Says It's Still in Business

STANLEY H. DURWARD, president of ch. 16 KEDD (TV) Wichita, Kan., told B•T Friday that creditors' suit against station, filed earlier in week, was not important. He said station was enjoying good business, that Wichita was 99.4% converted and that if FCC approved its request to move reserved ch. 8 from Manhattan, Kan., to Wichita, station was prepared to construct 1,200-ft. tower and boost power to 316 kw to cover greater Wichita area. Station now operates from 711-ft. tower with 245 kw, is affiliated with NBC.

Suit asked that station be placed in receivership, was filed in Segwick County court by MCA-TV Ltd., for \$5,200, and by Atlantic Tv Co., for \$1,400. It listed liabilities of station as follows: Durward Theatres, \$270,000; RCA, \$103,000; S. H. Durward, \$67,000, and GE, \$61,000.