

production, having produced the *Warner Bros. Presents* series carried on ABC-TV this past season. Several months ago the company announced it will produce four new half-hour tv film programs for next season [B•T, April 16]. They are *Amazon Trader*, starring John Sutton; *96 William Street*, starring Lee Bowman; *Joe McDoakes*, featuring George O'Hanlon, and *Port of Call*, starring John Ireland.

Warner Bros. last March sold its pre-1948 library of 850 feature films plus shorts to PRM Inc. for \$21 million. The films currently are being distributed by Associated Artists Productions, New York. The Warner library since 1948 is reported to contain between 150 and 200 feature films. The studio also has sold 337 of its cartoons to Elliot Hyman's Associated Artists Productions for tv use.

Meanwhile, Warner Bros. Pictures last week announced its entry into the field of filmed television commercials "making available to advertisers and agencies the full technical resources of the company's motion picture studios as well as the animation facilities of its Warner Bros. cartoon division."

Warner Bros. is setting up a new department within its television division on the studio lot at Burbank, Calif., with executives and operating personnel to be announced later. It is expected that a sales office may be opened in New York for tv commercials.

## Chocolate Company Signs For 'Foreign Legionnaire'

SPONSORSHIP by Chunky Chocolate Corp. of the *Foreign Legionnaire* tv film series in 17 major eastern and midwestern markets was announced last week by Michael M. Sillerman, executive vice president of Television Programs of America, New York, and Al Erlich, advertising manager of Chunky. Grey Adv., New York, is the agency for the advertiser.

The markets ordered for the filmed series, known in its initial network run as *Captain Gallant of the Foreign Legion* on CBS-TV, include New York, where it will be "double exposed" on Sunday and Wednesday over WPIX (TV), plus Boston, Philadelphia, Detroit, Chicago, Cleveland, Baltimore, Washington, Buffalo, Cincinnati, Syracuse, Providence, Atlanta, Wilkes-Barre-Scranton, Albany and Pittsburgh. Sponsorship will begin in the early fall.

## Eells Signs New TPA Pact

BRUCE EELLS, western division vice president of Television Programs of America Inc., has signed a new two-year contract, Milton A. Gordon, TPA president announced today (Monday).

Assignment of new responsibilities to Mr. Eells and Hardie Frieberg, eastern division vice president, also was announced last week by Michael M. Sillerman, TPA executive vice president. Mr. Eells now will supervise all sales activities west of the Mississippi, instead of the western seaboard only, and Mr. Frieberg will direct sales east of the Mississippi, instead of solely in the eastern area.

## Hygo Buys 31 Serials

HYGO Television Films has purchased for \$1.5 million all negative rights to 31 theatre serials of Universal Pictures. The group totals 404 episodes produced between 1936 and 1947. Sale is said to constitute the largest movie serial package made available to tv. Serials will be distributed through Hygo's subsidiary, Serials Inc.

## ROACH SALES RISE IN TV COMMERCIALS

**Tv commercial division will post estimated 57.8% increase for first six months of fiscal year over same '55 period.**

HAL ROACH Studios tv commercial division will post a 57.8% increase in billings for the first six months of the fiscal year, as compared to half-year figures in 1955, Sidney S. Van Keuren, vice president and general manager, announced last week.

Percentage increase for the six months was predicated on the acquisition of 12 new major advertisers during the period of January-June and repeat orders from such long-time Roach accounts as Bulova, Slenderella, Chevrolet and Johnsons wax, together with new business from AT&T, Nestle Co., Procter & Gamble and others.

Total 1955 billing for tv commercials was \$125 million, Mr. Van Keuren said.

The production head of the Hollywood tv studio further revealed that the bulk of the new business continues to be placed by New York and Chicago agencies, which he said shows an ever increasing swing from East to West in commercial film production.

The Roach commercial division, which began just two years ago with one staff member, one office and one film cutter, has mushroomed into an autonomous unit with a staff of 13 members, including three full-time film editors, he said. It now utilizes all studio departmental facilities, under Managing Director Cecil Underwood, who joined the organization at the first of the year.

## Quartet Films Organized, Will Use Storyboard Space

ALTHOUGH Storyboard Inc. closed its Hollywood doors to business today (Monday), key West Coast executives of the tv commercial film production firm have taken over the entire facilities to offer the services of a new company they have formed, Quartet Films Inc., 8480 Melrose Ave., with Arthur Babbitt as president.

Mr. Babbitt is former Storyboard animation director of the Snowdrift tv spot "John and Marsha," which took a Gold Medal at the Art Directors Club of New York [B•T, June 4]. He is joined in formation of Quartet Films by Arnold Gillespie, who directed the award winning Diamond Crystal Salt commercial; Stan L. Walsh, whose Speedway gasoline and National Bohemian beer spots won awards in the eastern competition, and Les Goldman, former Storyboard production manager. Mr. Gillespie is vice president and secretary of Quartet while Mr. Walsh is vice president in charge of production.

Quartet has hired members of the former Storyboard creative staff in Hollywood, Mr. Babbitt announced last week. Storyboard Inc. continues its New York office with John Hubley as president [B•T, June 25].

## DuMont Doubles Film Capacity

WITH the addition of five new Electronicam pick-up units, film recording capacity at the Allen B. DuMont Labs' Electronicam production services studio in New York has been

doubled, the firm reported a fortnight ago. The new machinery will provide DuMont with "much more flexibility of scheduling for filming tv commercials and programs as well as longer films for other uses," said John Auld, manager of the Adelphi Theatre unit.

Agency and advertiser users of the Electronicam system, according to DuMont, include McCann-Erickson (Westinghouse), Campbell-Ewald (Chevrolet), Kenyon & Eckhardt (Beech-nut gum), C. L. Miller (Corn Refining Products), Lambert & Feasley (Listerine), Norman, Craig & Kummel (Ronson) and Warwick & Legler (Schick).

## 'Patrol' Sponsors Renew

ZIV Television Programs, New York, announced last week that 91% of first-year clients of the *Highway Patrol* tv film series have renewed, including seven multi-market advertisers who have been sponsoring the program in 64 markets. Regional advertisers and the number of markets renewed are Ballantine Brewing, 24; Lion Oil, 10; Kroger Stores, 6; Pfeiffer Brewing, 10; Mission Macaroni, 4; Morning Milk Co., 6, and Wiedmann Brewing, 4.

## FILM PEOPLE

**Harris L. Katleman**, director of west coast operations for Goodson-Todman Enterprises, Beverly Hills, Calif., named vice president of company. He joined Goodson-Todman in October 1954 and previously had been with MCA in New York and Hollywood.

**Kenneth F. Drake** of UPA Pictures Inc. N. Y. studio named production manager of UPA Pictures Ltd., London.

**Redd Gardner**, formerly producer at WBBM-TV Chicago, to Kling Film Enterprises Inc., same city, as account executive.

**Nox Lempert**, formerly executive producer of Filmwright Productions, N. Y., appointed production manager of the Commercials Div., Guild Films Co., N. Y.

**Mel Epstein**, CBS-TV producer, to TCF Television Productions, Hollywood, on producer staff for *Broken Arrow* series to be sponsored by General Electric Co. on ABC-TV in fall.

## FILM SALES

TCF Television Productions, Hollywood, reports *Broken Arrow*, half-hour adult Western series, bought by General Electric Co. for fall showing on ABC-TV, Tuesdays, 9-9:30 p.m. Agreement calls for 39 new and 13 repeat shows from TCF. Agency: Young & Rubicam, N. Y. Story stars John Lupton as Indian agent during 1870's.

National Telefilm Assoc., N. Y., has sold its package of 52 20th Century-Fox feature films in 10 more markets bringing total to 21. Firm also reports sale of *Theatre With Lilli Palmer* to WABD (TV) New York, WCPO-TV Cincinnati, WTIG (TV) Washington, KSD-TV St. Louis and WTHI-TV Terre Haute, Ind.

NBC-TV Films, N. Y., announces two regional sales of *Crunch and Des* have brought total number of markets in which the film series has been sold to 145. Utica Club Beer & Ale, Utica, has bought series in Binghamton, Utica, Altoona, Plattsburgh and Watertown, all N. Y., and Burger Brewing Co., Cincinnati, in Cincinnati, Huntington, W. Va., and Lexington, Ky.