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RKO Teleradio Pictures Outlines New Video Policy

RKO Teleradio Pictures Inc. last week disclosed details of a new television policy under which a central executive staff will supervise the acquisition of filmed properties for the company's owned television stations; acquire new tv film properties for distribution by the company's film syndication division, and cooperate with RKO production executives on new properties to be produced for tv.

The announcement of the new system of operation was made by Board Chairman Thomas F. O'Neil in New York, following talks with headquarters executives and division officers representing the company's six tv stations, its film syndication division and RKO Radio Pictures. Previously, RKO Teleradio separate units had engaged in tv operations virtually on an independent basis.

Commenting on the move, Robert Manby, vice president of RKO Teleradio Pictures said: "This move represents further integration of the various activities relating to television film in which this company is now engaged. While this overall activity will ultimately be formalized in an operating department, development of the methods of operations for purchasing, selling, production and planning will go forward under the direction of Peter M. Robeck, together with Arnold Kaufman and Bill Finkel-dey."

Mr. Manby also announced that two new film properties have been added to the RKO Teleradio tv film catalogue. They are *The Big Idea*, a half-hour program created by Donn Bennett and currently in production at the RKO Pathe studio in New York, and *War in the Air*, a half-hour program detailing the story of air power in World War II, which was produced in London in cooperation with the Allied Air Forces.

TPA Names Manny Reiner As Head of European Sales

APPOINTMENT of Manny Reiner as European sales manager of Television Programs of America, New York, was announced last week by Michael M. Sillerman, executive vice president of TPA. Mr. Reiner will fly to Europe Thursday for a six- to eight-week sales trip, covering the United Kingdom and such markets as Paris, Brussels, Amsterdam, Frankfurt, Copenhagen, Stockholm, Rome and Geneva.

Mr. Reiner, who has had a long background in the motion picture field, served most recently as general sales manager of IFE Releasing Corp. (Italian film export). He started in the motion picture industry in 1933 with Warner Bros. and has served in sales and production capacities with Metro-Goldwyn-Mayer, Monogram Pictures, Paramount Pictures and David O. Selznick Enterprises. From 1950-53 he was with Louis G. Cowan Inc. (now Entertainment Productions Inc.), radio-tv producers, as sales manager.

NBC Subsidiary Changes Name As Result of Its Expansion

CHANGE in name of the Kagan Corp. to California National Productions Inc. was announced last week by Alan W. Livingston, president, who said the move was undertaken to highlight the expanding activities of the NBC subsidiary in the area of television film production, distribution, merchandising and related enterprises.

California National Productions Inc., accord-

ing to Mr. Livingston, now encompasses the California National Studios, including a fully-manned production staff; NBC Television Films, world-wide syndication and network sales organization; the NBC Theatrical Division, which administers the NBC Television Opera Theatre and the new NBC (touring) Opera Company, and the merchandising division.

Mr. Livingston revealed that, at California National's newly-acquired sound stages, two film series—*The Life of Riley* and *The Adventures of Hiram Holliday*—already are in production. He said filming will begin shortly on six new pilots, four for national sponsorship and two for syndication. Mr. Livingston added that co-production arrangements are being negotiated with producers in England, Italy and Mexico, as well as in the U. S.

Mr. Livingston will make his headquarters in Hollywood. The company's activities originating in New York will be under the direction of Robert D. Levitt, recently appointed general manager of California National Productions.

Five Advertisers Sign For Ziv's 'Dr. Christian'

FIVE regional television advertisers have signed to sponsor Ziv Television Programs' new half-hour tv film series, *Dr. Christian*, in a total of 31 markets, it was announced last week by M. J. Rifkin, Ziv Tv vice president in charge of sales.

Lee Optical Co., an optometry chain in the southwest, has bought the series in 14 Texas markets, plus Mobile, Ala. S & W Fine Foods, San Francisco, through Foote, Cone & Belding, San Francisco, has signed for 10 Pacific Coast markets, and C. F. Mueller Co. (macaroni products), Jersey City, through Beck & Werner, New York, has purchased the series in New York, Boston and Philadelphia. Hospital Service Corp. (Blue Cross) has signed for *Dr. Christian* in Buffalo and Sealy Inc. (mattresses), Chicago, through Weiss & Geller, in Toledo and Lima, Ohio.

Warner Bros. Inc. Closing Its Newsreel Subsidiary

WARNER BROS. Inc. reported last week that it is discontinuing its newsreel subsidiary, Warner News Inc., with the last newsreel to be distributed on Aug. 23.

Although Warner Bros. had not effected a television tie-up for its newsreel, such as 20th Century Fox with Movietone, there was speculation that the Warner News Inc. library of films and special subjects might be sold to a tv network. A spokesman said the company also is trying to sell the entire operation to a buyer who possibly could operate it as a service exclusively to the tv field.

UPA Announces Expansion

UPA PICTURES Inc., Burbank, Calif., has expanded its tv commercial production department, calling for the increase of production facilities and personnel, President Stephen Bosustow announced last week. In line with the expansion, Peter De Negro, former San Francisco agency executive, has been named UPA's west coast sales manager. He will headquarter in Burbank and work with Herbert Klynn, tv department supervisor.

UPA also announced the addition of two services to its tv commercial operations. These include six syndicated spots for national and regional use and special tv spot series for territorial leasing to agencies and clients, geared to specific local-level sales requirements.