

C. Pete Jaeger Appointed To Post With New MGM-TV

C. PETE JAEGER, vice president of Guild Films, New York, last week became the second Guild official added to MGM-TV, newly-established television division of Metro-Goldwyn-Mayer Studios and Loew's Inc. He will serve in the capacity of a general sales executive. Earlier, MGM-TV Vice President Charles C. (Bud) Barry had announced the appointment of Monroe Mendelsohn, Guild's sales promotion director, in a similar capacity for MGM-TV [AT DEADLINE, Aug. 6].

Mr. Jaeger, who will work out of MGM-TV's New York office, has been executive vice president of Transamerican Broadcasting and Tv Corp., and before that, sales vice president of ABC.

NTA Signs Four Sponsors For 'Sheriff of Cochise'

NATIONAL TELEFILM Assoc., New York, last week completed its second substantially large regional sale of its new *Sheriff of Cochise* tv film series, signing four sponsors for total gross billings of slightly more than \$500,000. The series was bought in 34 west coast markets by White King Soap, A-1 beer, Star-Kist tuna and Carnation milk, all through Erwin, Wasey & Co., Los Angeles.

The first large regional sale on *Sheriff* was made several weeks ago to Socony Mobile Oil Co., which signed for 67 midwest markets, with billings estimated at \$500,000. Ely Landau, NTA president, noted that both

regional transactions were completed even before a pilot on the series has been made.

Production on the series is scheduled to begin today (Monday) in Hollywood. It is being produced by Desilu Productions in association with NTA. The release date on *Sheriff* is Oct. 1.

California National Buys Rights for Tarzan Tv Series

IN A TRANSACTION understood to total about \$1 million, California National Productions Inc., an NBC subsidiary, has acquired the rights to produce the first "Tarzan" film series for tv, share in the control of all re-issues of old Tarzan features to theatres and tv, and handle all Tarzan merchandising, with the exception of publication rights.

The agreement between the NBC subsidiary and Sol Lesser, producer of the Tarzan features, was announced last week by Alan W. Livingston, president of CNP, who said "the demand to put Tarzan on television has been widespread for a long time." He added that the series of 39 new half-hour Tarzan tv programs will be offered for national sponsorship in January 1957. The series will be produced by CNP in Hollywood, with Gordon Scott in the title role.

Mr. Livingston reported that theatrical Tarzan features, in which California National shares distribution rights, now include 12 in re-issue, plus one recently completed. All future Tarzan features will be distributed under the same arrangement, according to Mr. Livingston.

Earlier this year, Los Angeles Superior Court Judge William J. Palmer upheld a 1950 contract between Edgar Rice Burroughs Inc. and Commodore Productions & Artists Inc. giving exclusive radio rights and first option in tv to Commodore. Sol Lesser Productions explained, however, that Commodore failed to exercise the option and hence the Burroughs organization was free to make a tv pact with Lesser. Walter White Jr. of Commodore indicated to B•T Wednesday that the issue is not closed.

\$2,165,000 Profit Reported By Warner Bros. Pictures

WARNER BROS. Pictures and subsidiaries last week reported a net profit for the nine-month period ended May 26 of \$2,165,000, equal to 87 cents per share, compared with a net profit of \$3,312,000, equal to \$1.33 per share, in the corresponding period of 1955.

The company said that on July 26 it completed the \$21 million sale to PRM Inc. of the company's library of feature films and short subjects released before Aug. 1, 1948. It added that \$16 million was in cash. The \$5 million remaining, Warner Bros. said, is payable in notes over a three-year period. Proceeds of the sale, the company reported, will be treated as a capital gain by the U. S. Treasury.

Elektra Films Organized

ELEKTRA Film Productions, New York, has been organized by Abe Liss in association with Samuel Magdoff for the production of entertainment and tv film commercials. Studios and headquarters have been established at 16 E. 52d St., New York 22, N. Y.

Mr. Liss recently was vice president in charge of animation for Transfilm Inc., New York. Mr. Magdoff, who will supervise production for Elektra Film and serve as business manager, formerly was on the film production staff of the Phil Silvers' show, *You'll Never Get Rich*, on CBS-TV.

Disney Denies Charges In Kirk Douglas' Suit

WALT DISNEY has denied all accusations of invasion of privacy claimed by actor Kirk Douglas in a \$415,000 damage suit filed in Los Angeles Superior Court in connection with the showing on ABC-TV *Disneyland* of film clips of the actor taken during a party at Mr. Disney's home [B•T, Aug. 6]. Mr. Douglas was shown riding in Mr. Disney's miniature train. The suit named sponsors, agencies and ABC-TV as well as Mr. Disney.

The court suit claims Mr. Douglas had been "enticed to Disney's home, ostensibly on a social visit" when the films were made. Later they were used on *Disneyland*. But Mr. Disney's legal counsel explained that when the films were made, Mr. Douglas was in the yard of the producer voluntarily and without invitation and actually cooperated in staging the film sequence and lining up the cameras.

Mr. Disney said the Douglas appearance on tv was for only 26 seconds and it is hard to believe that any actor who has appeared so often in films and on tv could be damaged in that amount of time.

In a new statement, Mr. Douglas said he has enjoyed working with Mr. Disney but such an "involuntary" appearance on tv should not go unchallenged because of the precarious tenure actors have in their professional security. "An actor, like a clerk, or butcher, or truck driver, expects to get paid for his work. It is neither right nor fair that a producer should exploit the actor's name, position and drawing power for commercial gain without paying for the actor's services," he said.

FILM SALES

INS Television Dept., N. Y., reports sales of *This Week In Sports* to WSYR-TV Syracuse and WBRE-TV Wilkes-Barre, Pa. (for Bethlehem Steel Co. sponsorship). INS also placed its facsimile service at WNBFTV Binghamton, N. Y., and WFBG-TV Altoona, Pa., and its daily 35 mm transparency service to KCKT (TV) Great Bend, Kan., and Emissoras Associadas, Belo Horizonte, Brazil.

George Bagnall & Assoc., Beverly Hills, Calif. film distributor, reports sale of syndicated package *I Search for Adventure* on 30 stations of CBC-TV in Canada this fall to MacMilland & Bloedel Ltd., major Canadian lumber firm. Series is to begin on CBC-TV week of Sept. 1. Bagnall currently has show sold in 60 U. S. markets for various sponsors. MacMilland & Bloedel agency is Cockfield Brown & Co., Vancouver, B. C. *I Search for Adventure* is filmed by Television Adventure Film Co., Hollywood, with Jack Douglas as producer.

FILM PRODUCTION

CBS-TV, Hollywood, has signed actor Raymond Burr to play title role in network's new full-hour Erle Stanley Gardner *Perry Mason* mystery series which goes into pilot production in September for probable 1957 scheduling. Series is being packaged for CBS by Paisano Productions with Gail Jackson as executive producer.

Walter S. Schwimmer Co. and Fred A. Niles Productions Inc., both Chicago, have scheduled new 26-week filmed *All Star Golf* series for national tv distribution next spring. Schwimmer firm will produce and distribute hour-long program, either for network or syndicated use, with filming handled by Niles organization. Initial shooting July 12-13 featured Sam Snead and Cary Middlecoff competing at Cog Hill Country Club near Lamont, Ill. Other famous golfers will appear in subsequent matches, with



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