

**Loew's, AAP Pact Hinges On Tom & Jerry Inclusion**

LOEW'S Inc. continued to hold discussions last week with Associated Artists Productions, New York, for the leasing of the domestic tv rights to more than 900 MGM short subjects to AAP for more than \$4.5 million.

The disposition of 125 Tom and Jerry cartoons reportedly is delaying the signing of a contract. MGM is said to be willing to sell the shorts, excepting the Tom and Jerry cartoons, to AAP for \$4.5 million but is insisting on about \$6 million if these cartoons are included. AAP is asking for these cartoons and other short subjects at \$4.5 million.

**Jaffe Leaves Official Films**

RESIGNATION of Herb Jaffe as vice president of Official Films, New York, was announced last week by Harold L. Hackett, president. No reason was given but it was reported that Mr. Jaffe planned to enter into an association in "the literary and legitimate theatre fields."

No successor has been named to assume Mr. Jaffe's post. His place on the board of directors of Official Films, Mr. Hackett said, will be filled by Leonard O. Fisher, general partner in the brokerage and underwriting firm of John H. Kaplan & Co., New York.



**WARNER BROS.** features plus Popeye and Merrie Melodies cartoons will go to Texas Telecasting Inc. (KDUB-TV Lubbock-KPAR-TV Sweetwater) under terms of the contract signed here by W. D. (Dub) Rogers, president-general manager of Texas Telecasting. Witnesses: Robert Montgomery (l) of Associated Artists and Jimmie Isaacs, vice president and general sales manager of Texas Telecasting.

**WGN-TV to Show NTA Films**

WGN-TV CHICAGO has signed as local outlet for the NTA Film Network, it was announced Wednesday by Ward L. Quaal, vice president and general manager of WGN Inc.

**Calif. National Names Perles**

ARTHUR PERLES, an 18-year veteran with CBS Press Information, last week was designated to succeed Frederick (Fritz) Jacobi as press and publicity director of California National Productions Inc., New York. Mr. Jacobi resigned Jan. 30 to take a public relations post with Harvard U. [AT DEADLINE, Jan. 21].

**FILM SALES**

Interstate Tv Corp., N. Y., announces following sales: *Adventure Action Series* to KROD-TV El Paso, Tex., and WBTW (TV) Florence, S. C.; *Adventure Album* to WMFD-TV Wilmington, N. C.; *Little Rascals* to WEWS (TV) Cleveland, KQTV (TV) Fort Dodge, Iowa, KNOE-TV Monroe, La., WHBF-TV Rock Island, Ill.; *Public Defender* to WTVW (TV) Evansville, Ind.; *Royal Playhouse* to KVOS-TV Bellingham, Wash., and *Where Were You?* to KLBj-TV Henderson-Las Vegas, Nev.

Sportlite Inc., Chicago, reports sales on *The Bud Wilkinson Show* to KWWL-TV Waterloo, Iowa; WBNS-TV Columbus; WHAS-TV Louisville and two educational stations—WKNO-TV Memphis and WTTW (TV) Chicago. Company also reports sale of Byron Nelson's *Let's Go Golfing* series to KMJ-TV Fresno, Calif., and WBNS-TV.

**FILM RANDOM SHOTS**

Criterion Film Labs., New York, announces it has increased its color facilities by 50% during first seven months of operation and has installed custom design equipment to insure rapid delivery of 35 mm black and white rushes.

**FILM PEOPLE**

Fred W. Yardley, formerly with sales staff of Guild Films Co., joins C&C Tv Corp., N. Y., in similar capacity.

Don Menchel, film coordinator, ABC Film Syndication, N. Y., married Barbara Winograd, Jan. 27.



**ONE-YEAR** contract on KPTV (TV) Portland, Ore., for *O. Henry Playhouse* is signed for Pacific Power & Light Co. by Jack Foley, advertising manager. L to r: Ted N. Tracy, McCann-Erickson Northwest manager; Mr. Foley; Dwayne Heathman, McCann-Erickson account executive, and Wayne Bartholemey, KPTV salesman.

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