

be shown on four other Saturdays during the season.

The baseball games will be seen on 130 stations, but will not be carried by any station within 50 miles of a major league ballpark. They will feature all eight National League clubs and five American League clubs.

RKO FEATURE FILMS RENTED BY ABC-TV

- 26 films for one showing
- To run Sundays, 7:30-9 p.m.

A BLOCK of 26 feature films was acquired last week by ABC-TV from RKO Television, distribution arm of RKO Teleradio, at a cost estimated between \$650-750,000. Rental is for a one-time showing on the network with the films to revert back to RKO.

ABC-TV stated that the films would be shown Sundays, 7:30-9 p.m. EST, beginning April 7. This will pit the features against the highly-rated *Ed Sullivan Show* on CBS-TV and the *Steve Allen Show* on NBC-TV.

Both ABC and RKO Teleradio will be watching the results carefully since this will be the first showing of American feature films on a network feed basis. For some time ABC has been telecasting British films—*Film Festival* program—on a 90-minute basis, formerly in the Sunday slot and now in the Saturday evening period, also 7:30-9. The RKO features, however, are all American made and had been top box-office attractions. Included among the 26 are such titles as "Gunga Din," "China Sky," "Flight For Freedom," "Walk Softly, Stranger," "Story of Vernon and Irene Castle," "Night Song," "Abe Lincoln in Illinois," "Enchanted Cottage," "Mr. Blandings Builds His Dream House," "King Kong" and "The Lockett."

It was reported that ABC-TV, if successful in attracting an audience with the features, may use this approach as a build-up for a projected "Gary Cooper Theatre," an hour-long western film series made especially for tv and probably slated for the 7:30 p.m. period on Sunday. (Mr. Cooper would serve as host and Allied Artists would produce the series if plans are made final [AT DEADLINE, Feb. 25].

ABC-TV plans to offer nine one-minute periods to advertisers at the charter rate of \$7,500 for a single participation, \$7,000 for 2 to 9 participations, and \$6,500 for 10 or more. The charter rate runs to May 26 with the rates boosted thereafter to respective prices of \$8,500, \$8,000 and \$7,500.

The acquisition was made public by Oliver Treyz, vice president in charge of ABC-TV and C. Robert Manby, vice president of RKO Teleradio Pictures. RKO last year sold 740 feature films to C&C Super Corp., retaining the right for RKO Teleradio's tv stations in six cities to use all of the features and also the right to rent 150 of the films to a national advertiser for a one-time showing before they pass on to the C&C Television Corp. The 26 films rented to ABC-TV were among the 150.

RKO television, meanwhile, still is negotiating for the sale of the other features. Nine of the 26 have been shown on tv in the

New York and Los Angeles markets.

To accommodate the Sunday night feature film scheduling, ABC-TV will move *Ted Mack* and the *Original Amateur Hour* to a new time period, 9-10 p.m. EST, on that day. Pharmaceuticals Inc., through Edward Kletter Assoc., sponsors *Amateur Hour*.

Among the many stars in the acquired features are Raymond Massey, Shirley Temple, Maureen O'Hara, Hedy Lamar, George Brent, Laraine Day, Pat O'Brien, Ginger Rogers, John Garfield, Kirk Douglas, Fred Astaire, Dorothy McGuire, Katherine Hepburn, Cary Grant, Randolph Scott, John Wayne and Dana Andrews.

ABC Promotes Smith, Cummings in Tv Posts

APPOINTMENTS of J. English Smith as manager of tv network programs, ABC, New York, and Sandy Cummings as manager of tv network programs, ABC, Western division, were announced Thursday by James T. Aubrey, Jr., vice president in charge of programs and talent for the ABC television network. Both appointments are effective March 17.

The appointments are indicative of the increased network programming activity and will help to coordinate more efficiently the activities of ABC headquarters in New York with its western division in Hollywood, Mr. Aubrey explained.

Mr. Smith, presently with the network's western division, Hollywood, will assume his new duties at the network's New York headquarters. He joined ABC New York in February 1954 as business manager of the



MR. SMITH

MR. CUMMINGS

tv production services dept. In September 1954 he was promoted to program service manager for the ABC-TV network. Subsequently, he was named coordinator for the network's Warner Bros. series—*Cheyenne* and *Conflict*, assuming this post in May 1955, when he transferred from ABC's New York headquarters to the West Coast. On May 1 last year, Mr. Smith was appointed manager of the network program department, western division, the post he maintained until his new appointment.

Prior to joining ABC, Mr. Smith had been an associate producer with MCA, with Kudner Agency and a production coordinator for NBC.

Mr. Cummings joined ABC's western division in June 1954 as ABC-Disney coordinator, responsible for coordination be-

tween ABC, Walt Disney Studios and the agencies and clients on the network's *Disneyland* and *Mickey Mouse Club* program, produced by Disney, and the most recently announced new Disney weekly half-hour *Zorro* series which will debut on ABC-TV this fall.

Prior to joining ABC, Mr. Cummings was with the Hollywood office of William Morris Agency and before that had his own radio and television packaging agency. His other associations include head of the radio dept. for Jaffe Agency, Hollywood, and radio representative for various Hollywood agencies and personalities, including Donald O'Connor and the late Humphrey Bogart. He also had been with Columbia Pictures and Paramount Pictures in their production departments. Prior to World War II Mr. Cummings organized the Hollywood offices of Benton & Bowles.

A successor to Mr. Cummings' position as ABC-Disney coordinator at the Walt Disney studios will be announced shortly, the network said.

NBC-TV Signs 13 For T-H-T, Expects \$1.5 Million Gross

PARTICIPATION schedules amounting to approximately \$1.5 million gross were ordered during the month of February in NBC-TV's *Today-Home-Tonight* lineup, it was announced Thursday by William R. (Billy) Goodheart Jr., vice president of NBC-TV Network Sales. Some 13 advertisers purchased a total of 143 participations in the T-H-T structure, with *Today* accounting for the highest (80) number of buys.

Among the advertisers who signed last month are: McKesson & Robbins Inc., Washington State Potato Commission, West Clox Div., General Time Corp., Insurance Co. of North America, Olin Mathieson Chemical Corp. and California Packing Corp. (Del Monte Brand Foods). Five who made their bow as NBC-TV sponsors were: International Swimming Pool Corp., Midas Inc. (Auto Mufflers), Juvenile Shoe Corp. of America, McKesson & Robbins (for its new Kessamin Dietetic Formula) and the Washington State Potato Commission.

NETWORK PEOPLE

Frank Blotter, formerly head of Mumm, Mullan & Nichols Inc., Chicago, to ABC Radio network sales staff, same city.

Bernel Fullmer, ABC Radio continuity acceptance department in Hollywood transferred to ABC-TV to work on tv network packages in Western Div.

Cliff Evans, reporter on NBC-TV's *Today* program, promoted to sports editor of Dave Garroway weekday series.

Sally Cohen, KOMU-TV Columbia, Mo., to promotion-advertising-press information department of ABC Central Div. in Chicago.

Andy Ross, ABC art director, father of girl, Amy Beth, Feb. 23.

John Lupton, star of ABC-TV's *Broken Arrow* series, father of girl, Feb. 26.