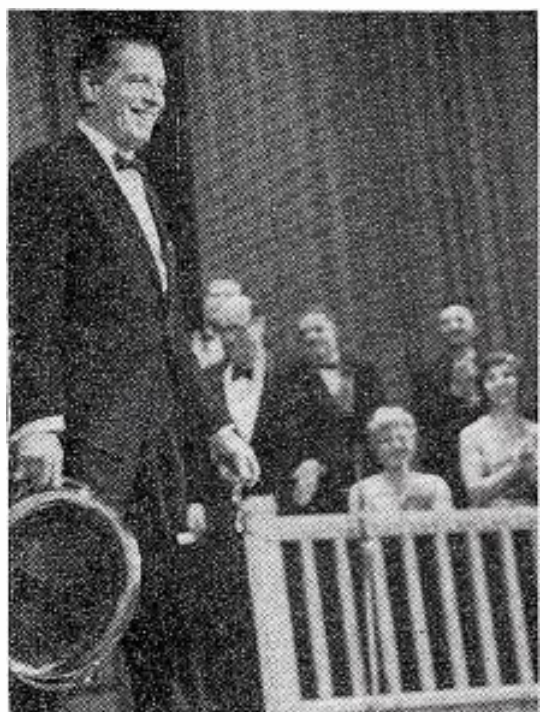


Manager John F. Graham noted that it is the radio station's responsibility to edit the news as it sees fit, as the broadcasting media do with presidential news conferences. KGVO had been covering the Commission proceedings for the past year, said Mr. Graham.

• Program notes

• Screen Gems Inc., N.Y., has released to tv a package of 40 two-reel comedies, starring the Three Stooges, to supplement the earlier tv group of 78 Stooges shorts distributed last fall. In addition, SG also is offering to tv 100 shorts from the Columbia Pictures Library, starring such comics as Buster Keaton, Andy Clyde, El Brendel, Sterling Holloway, Leon Errol, Billy Gilbert and Hugh Herbert.

Screen Gems also has announced its purchase of *the Brothers January*,



Uncle Miltie on stage • Milton Berle, with inscribed silver service tray memento in hand, receives a standing ovation at the March 7 dinner-show of the Academy of Television Arts & Sciences. Comic Berle was honored with the first "Close-Up" award that ATAS will present annually to a person prominent in tv achievement.

In the entertainment provided, Mr. Berle was placed on "trial" in comedy and musical skits on the stage of the Grand Ballroom of the Waldorf-Astoria in New York, some 1,000 ATAS members and guests attending. Among the many tv stars who took part were Phil Silvers, Jack Leonard (visible in background in his role as trial jury foreman), Jan Murray, Steve Allen, Arnold Stang, Tallulah Bankhead, Hal March, Dorothy Collins and Al Kelly. The lampoon proceedings were filmed with segments shown later on the NBC-TV *Today* show.

half-hour tv series planned for syndication, which will be produced under the supervision of Robert Sparks, director of syndicated film production. Donald Gold and Jonah Seinfeld will write the series and also act as associate producers.

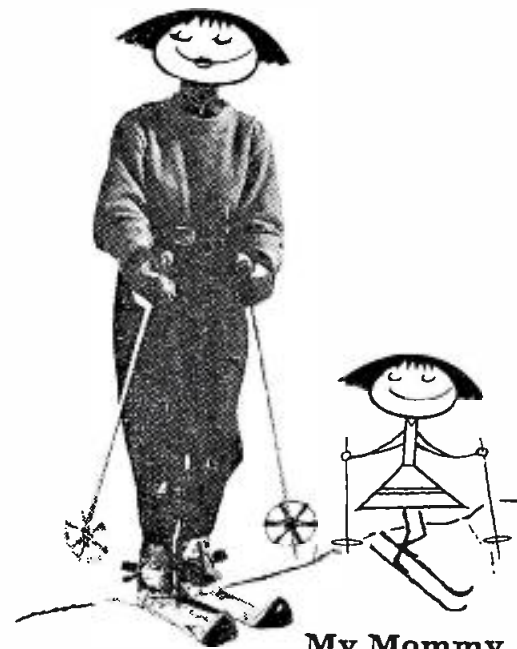
• NBC-TV's film version of *Fibber McGee & Molly*, planned for next season, will star Bob Sweeney and Cathy Lewis, both of whom have a background in situation comedy. Bill Asher will produce and direct the show, to be written by Bill Davenport. Serving as consultants are Don Quinn, originator of the radio series (which starred Jim and Marian Jordan), and Jim Jordan Jr.

• Paramount Pictures has embarked on its first tv film production with *Third Platoon*, which the studio is co-producing with Jaguar-Caron Productions, owned by Alan Ladd and Aaron Spelling. Mr. Spelling wrote the pilot script and will serve as producer and script supervisor of the series, with Mr. Ladd as executive producer. A Paramount spokesman described the co-production arrangement as "strictly a one-shot deal." The company's tv programming activities are regularly carried on through its subsidiary, Paramount-Sunset, which has made several pilots of tv series to be syndicated by videotape.

• Telerama Inc. has been organized with headquarters in Hollywood's Capitol Records Bldg. as sales and distribution arm for Telerama Ltd. of London. Production plans include four 39-installment tv series: one based on the international Boy Scout movement, one based on the Thames River Police and two others. Richard Morley, a founder of the Alliance of Television Film Producers, is president of Telerama Inc. and will also act as executive producer. Other officers: Fred C. Forsman, vice president and treasurer, and Morgan Stock, drama professor at Stanford U., secretary. Mr. Forsman identified in the company announcement as "a grandson and heir to the Pillsbury fortune," has gone to London to set up production.

• The pilot of *The Many Loves of Dobie Gillis*, produced by Martin Manulis for 20th Century-Fox, has been purchased by CBS-TV. Philip Morris Inc. (cigarettes), New York, will sponsor the initial 39 segments of the half-hour comedy series written by Max Shulman. The series is slated for telecasting in September (Tues. 8:30 p. m.).

ABC-TV two weeks ago bought 20th Century-Fox' *Adventures in Paradise*, hour-long dramas of the south seas by James A. Michener. Mr. Manulis plans



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Christmas With CCA

In a recent letter to Mr. William M. Carpenter, Executive Vice President of Community Club Services, Inc., Mr. Leo Hoarty, Manager of Radio Station WBOF, said the following:

"Once there was a time when I wondered about Christmas. It was a delightful holiday, but I had to look forward to a bleak and tough January. February was a bit better; we could chop down the tower for George Washington's Birthday. It took "real action" to get merchants advertising after they saw our Christmas bill.


Now I know what to do at Christmas. I spend the morning with the kiddies and the afternoon adding up all my Community Club Awards contracts (non-cancellable) which will enable me to relax in Florida knowing that January, February and March will be bigger than the fat November, December we just finished.

What more could I ask than a promotion which sells for me, the sponsors, and gains listeners. All we had to do was work, but we've always had plenty of that. Community Club Awards makes the work pay off and I heartily urge you to sell it to everyone but my competitor."



Mr. Hoarty

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