

next season centers around Dean Martin, a one-hour program to originate in NBC studios in Burbank, Calif. Another would be a minstrel show titled *The NBC Follies of 1965*. And still another, *Hulabaloo*, would be packaged by GAC and is billed as a revue of young talent. This show is expected to be a mid-season replacement for two segments of the network's *90 Bristol Court: Tom, Dick and Mary* and *Harris Against the World*.

Hour shows following dramatic and adventure formats which are scheduled for NBC review:

*Convoy* from Universal TV, stars John Gavin and John Larch with Don Diegel the producer-director.

*I Spy*, a T&L Productions project featuring Bill Cosby and Robert Culp as CIA agents in international intrigue. The producer is Sheldon Leonard.

*The Sheriff*, from 20th Century-Fox, reported as a contemporary adventure about a local lawman in northern California.

*The Men Called Cade*, to be filmed by NBC Productions. The story of "a powerful American family in the 20th century."

*Indictment*, from Universal TV starring Robert Ryan, Pippa Scott and Richard Beymer. David Lowell Rich is director and Robert Costello the producer.

A reported "drama fantasy" entrant for NBC-TV is *The Ghostbreaker*, a one-hour vehicle to be produced by MGM-TV. It concerns the adventures of a young associate professor of psychology. Norman Felton is executive producer.

*Star Trek* is a one-hour science fiction possibility for the network, planned by Desilu with Gene Roddenberry the producer.

**Other Hopefuls** ■ In addition to the programs known or authoritatively reported to be under consideration at the networks, programs under development by independent producers were said to include these possibilities:

Bing Crosby Productions—A half-hour comedy, *Baby Makes Three*, with Richard Crenna as director-producer of the pilot.

Daystar Productions — *American Masterpieces*, half-hour studies of American art and artists. James Mason is narrator and Allen Brown producer-director.

Desilu Productions—Half-hour comedy possibilities include *Jenny Penny*, *Penelope's Boys*, *The Good Old Days*, and *Mother is the Law*. *Assignment 100*, a one-hour action series created by Roddenberry-Blees, is another possibility.

Four Star Television—Half-hour com-

## NBC-TV daytime business

NBC-TV last week announced the signing of some \$3 million in billing for participations in six daytime programs during the first and second quarters of 1965. Advertisers signed are: P. Lorillard Co., New York, through Grey Advertising and Lennen & Newell, both New York; United Fruit Co., Boston, through BBDO, New York; Warner-Lambert Inc., Morris Plains, N. J., and American Home Products, New York, both through Ted Bates, New York; Armour Grocery Products, Chicago, through Foote, Cone & Belding, New York; The Gillette Co., Boston, through Maxon Inc., New York; The Simoniz Co., Chicago, through Dancer-Fitzgerald-Sample, New York, and McKesson & Robbins, through Kastor, Hilton, Chesley, Clifford & Atherton, both New York. The programs are *Concentration*, *Say When*, *What's That Song?*, *Jeopardy*, *Truth & Consequences* and *You Don't Say*.

edies include *Our Man in Suburbia*, *Tell Aggie*, and *1088 and Tate* (for General Foods). Other Four Star projects are *Patrick Stone*, a half-hour drama with Robert Wagner starring and Sheldon Reynolds the producer; *The Ninth Key*, an adventure series created by Michael Fessier Sr.

Herbert Leonard Enterprises—*Augie the Third*, a half-hour comedy about a young king in a small European country who gives up his throne to make it on his own in the United States. Joe Carpenter is writing the pilot script.

MGM-TV—Has nine pilot projects including a one-hour drama titled *The Mayor* with E. Jack Neuman the producer; a half-hour western, *Shenandoah*; and *Daktari*, about an animal expert and veterinarian in modern Africa, Ivan Tors producing.

Richelieu Productions—Is working on *Mr. Fluglehorn*, a prospective half-hour comedy (for Procter & Gamble) about a wealthy man working for a living in a menial job. Executive producer is Keefe Brasselle.

**Surfing Plot** ■ Screen Gems—Ford Motor is financing the half-hour pilot of *Gidget*, based on several feature films and dealing with a surfing team. It stars Don Porter and Sally Fields. General Foods has financed the half-hour pilot of a situation comedy, *Sybil* and

*Lionel*, starring Suzy Parker and Wilfred Hyde-White, and reportedly still another GF pilot is a fantasy-comedy starring Tammy Grimes who plays a ghost.

Bri-Wen Productions has *Pit Stop*, a one-hour auto-racing series created by Barry Shear for production in late winter by Screen Gems and Youngstein-Karr Co. Mr. Shear is producer-director. Also, *Sounds of Tomorrow*, hour-length musical series featuring a jazz symphony orchestra and guest conductors with Artie Shaw as MC.

20th Century Fox-TV—Is working on two half-hour situation comedies: *Sally & Sam*, about a young couple in New York City, starring Gary Lockwood and Cynthia Pepper with Vincent Sherman producer-director of the pilot and *Mr. Belvedere*, starring Victor Borge, based on the movie of the same title (for General Foods). Another 20th Century project, *Time Tunnel*, is a science-adventure series being developed by Irwin Allen and is in the script-casting stage.

Greenway Productions has three pilot projects firm, all to be produced in association with 20th Century-Fox: *The Avenger*, *You're Only Young Twice* and *The Spirit is Willing*. William Dozier will be executive producer of all three. They go into production in mid-December.

United Artists TV—General Foods is financing two pilots. One is *McGhee*, a half-hour comedy starring Jeremy Slate as a young man who inherits a town. The other is *Maggie Mulligan*, a half-hour comedy starring Janet Leigh as a political cartoonist who is widowed with a son. A third pilot, wholly financed by UA-TV, is *McCluskey*, a half-hour comedy starring Juliet Prowse as a movie star married to a naval officer. Don McGuire wrote, directed and produced each of these three pilots.

Warner Brothers has been working on two pilots not listed above; both based on feature movies: *House of Wax* with Richard Bluel as the producer and *Dial M for Murder*, with Mr. Bluel producing, and written by Robert Bloch and Joseph Hayes.

## New drama series

*Esso Theater, U.S.A.*, a series of 13 one-hour dramas performed by repertory companies in 13 cities, will be telecast in New York and several other eastern cities starting next February. The series will present a different play each week and each program will be repeated several days after the initial showing. The series' sponsor, Standard Oil Co. of New Jersey, has not yet purchased time for the series.