



Hubbell Robinson (center), executive in charge of production for "ABC Stage 67" signs the guest book held by Wynn Booth of the National Geographic and president of the National Press Club, before

Mr. Robinson's address Wednesday. Looking on are (l-r) Jack Paar and Richard Adler, each of whom will produce a show for the series, and, at right, Leonard H. Golden-son, president of ABC Inc.

attention-commanding name and person to the proceeding only on condition that he not be required to talk. However, several questions from the audience following Mr. Robinson's talk were addressed to him, and he responded with alacrity and at length.

It was Mr. Paar who, in his own fashion, defended television as it is. He said he had never met a producer "who said he wanted to produce shows for 12-year-old minds." Mr. Paar added: "But then, of course,

some of the producers I've known have had 12-year-old minds."

Mr. Robinson also announced last week that James Mason and Hugh Griffith would star in a TV adaptation of John LeCarre's "Dare I Weep, Dare I Mourn," a filmed dramatic entry in the *ABC Stage 67* series. Mr. LeCarre wrote "The Spy Who Came in from the Cold." The TV adaptation written by Stanley Mann is already being filmed in London and Germany by Associated Redifusion Ltd.

Leonard said. The *CBS Reports* title will be reserved for investigative broadcasts of a controversial nature.

The new series will be supervised by four executive producers: Burton Benjamin, Don Hewitt, Leslie Midgley and Perry Wolff. Their broadcasts will include topical and cultural specials, audience-involvement tests and periodic transoceanic *Town Meeting of the World* originations.

CBS will continue its policy of relinquishing a half-hour of the Tuesday night public affairs series to local stations for their use once a month.

## Warner Bros. new unit has TV products in plans

Warner Bros. Pictures Inc., which in recent months has added community antenna TV activities and a cosmetics-making subsidiary to its diversified portfolio, announced the start of still an-

other operation last week. The motion picture and television film production company will establish a completely new animation division at its studios in Burbank. This will reactivate Warner Bros. operations in the production of its own cartoons at its own studio.

The production company shut down its cartoon operation more than three years ago and since that time has contracted for animation product on a free-lance basis with David DePatie and I. Freleng, who have leased the studio space. Under a still existing contract, Messrs. DePatie and Freleng, who will make 26 half-hours of next season's Saturday morning series, *Super Bwoing*, for NBC-TV and Mirisch-Rich TV Productions have six more cartoons to deliver to Warner Bros.

The new operation will produce cartoons, documentaries, industrial and commercial films for both motion pictures and television. TV cartoon specials for possible network showings are also being planned together with the production of titles and TV commer-

cials. Such established cartoon characters as Porky Pig, Bugs Bunny, the Road Runner and Speedy and Daffy will be continued, but new cartoon series and characters for presentation on television and in movies also will be developed. William L. Hendricks, director of corporate public relations for Warner Bros., will be in charge of all operations for the new animation division.

## WGN Continental adds video-tape subsidiary

Mid-America Video Tape Productions, a division of WGN-TV Chicago, has been established as a new corporate subsidiary of WGN Continental Broadcasting Co., it was announced last week by President Ward L. Quaal.

The production firm's name is now WGN Continental Productions Co. It produces commercials and syndicates program series and specials.

Within the past five years the syndication arm has become an international program production entity, Mr. Quaal noted, and the production facilities now are operating on a 24-hour daily, seven days a week schedule to keep up with sales and orders. The subsidiary is based at WGN-TV.

Officers of the new production firm in addition to Mr. Quaal as president include Bradley A. Eidmann, vice president-general manager; Sheldon Cooper, vice president for program development; F. A. Nichols, treasurer, and F. J. Byington, secretary. Among the company's TV series are *An Evening with Big Bands* and *Barn Dance*.

## Leonard in new program planning for NBC-TV

Producer Sheldon Leonard has been signed by NBC-TV to a long-term exclusive arrangement, it was announced last week by Don Durgin, president of NBC-TV.

The agreement calls for the exclusive services of Mr. Leonard as executive producer on all new projects and for all new program series produced by Sheldon Leonard Enterprises, beginning with the 1967-68 season.

Since 1953 Mr. Leonard has been associated with Danny Thomas on such series as *The Andy Griffith Show*, *Gomer Pyle* and the *Dick Van Dyke Show*, but this relationship will end before the start of the 1967-68 season. Sheldon Leonard Enterprises produces NBC-TV's *I Spy* series.