

'Be my guest'

RCA Victor Records during the disc jockey convention is providing a special suite with full recording facilities and photographers so disc jockeys can tape interviews with recording stars not only of RCA Victor but also any competing label. Photos will be sent to hometown newspapers. Wives of convention delegates will be treated to sightseeing tours of southern Florida, courtesy Cadence Records.

Westinghouse Broadcasting Co.; Harold Krelstein, president, Plough Stations, and Bob Purcell, president, Crowell-Collier Broadcasting Co. (KFWB Los Angeles). Late Saturday afternoon Liberty Records will give a cocktail party with Julie London and David Seville as co-hosts.

Saturday evening's annual banquet will be sponsored by Dot Records with Randy Wood as host and Pat Boone as special guest. Miami Beach is renaming Collins Ave. "Pat Boone Blvd." for the day. The second annual all-star recording artist show follows, featuring Pat Boone, Cathy Carr, Chris Connor, Vic Damone, Alan Dean, The Diamonds, Peggy Lee, Playmates, Jimmy Rodgers, Jack Scott, George Shearing, Dodie Stevens, Gary Stites, Kirby Stone Four, Jesse Lee Turner, Andy Williams and Panama Records Orchestra directed by Lon Norman. Sunday 1 a.m. is kickoff for a breakfast dance and bar-b-que sponsored by Roulette Records and featuring the Count Basie Band. Morris Levy will be host.

Panel session moderators will include Bill Stewart, Storz Stations, convention co-ordinator; Paul Berlin, KNUZ Houston; Tom Edwards, WERE Cleveland; Robin Seymour, WKMH Detroit; Robert Larsen, WRIT Milwaukee; Joe Smith, WILD Boston; Ira Cook, KMPC Los Angeles, and Paul Cowley, WKLO Louisville.

Four Star to Republic

Four Star Films Inc., at present in Fox Western Studios, Hollywood, will lease Republic Studios for five years starting next month. Four Star is owned by actors Dick Powell, David Niven and Charles Boyer.

President Powell says that the company has commitments to produce five tv series for next season. Sales of five more are anticipated within the next few weeks. Republic will furnish all back lot labor while Four Star will bring

more than 100 permanent employees (producers, directors, assistant directors, transportation, editorial, story and casting departments, etc.). William Morris Agency represented Four Star in the negotiations.

NBC's 'Star Dust' sprinkled further

NBC Radio's "Star Dust" plan goes into effect Today (May 18). The new network programming scheme features top show business personalities in five-minute vignettes 17 times daily. Starting at 7:25 a.m. and continuing until 11:25 p.m., the vignettes will be heard at 25 minutes past each hour on weekdays and are also set at the same time on NBC's weekend *Monitor* schedule.

The expansion of "Star Dust" to seven days a week mean an addition of five hours per week of new network programming, according to Matthew J. Culligan, executive vice president in charge of the NBC Radio network. Mr. Culligan last week said that the segments will have availabilities for one network commercial and one local commercial, offering opportunities for tie-ins by local or regional dealers of network sponsors. Compensation to the affiliates for network sales will be made at the regular rates. Liggett & Myers Tobacco Co., for its L&M cigarettes has signed for the first 13 weeks. Its order was placed through Dancer-Fitzgerald-Sample, New York.

Some tv news coverage has lost zip—Schary

Television's greatest power and attraction is in its immediacy, its spot coverage of national and world events but of late some of the news programs have lost the "sense of urgency . . . They seem to have the salt edited out of them."

Dore Schary, writer-producer of tv, stage and motion pictures, made this point and a few others last week at the final Radio & Television Executives Society meeting for the 1958-59 season.

At a luncheon held at New York's Hotel Roosevelt, Mr. Schary, in the featured address, thought there was nothing wrong in the medium "that a few good programs cannot cure," said he was aware that tv executives were concerned with the future of the medium and offered a few suggestions.

He said tv news programs seem to go out of the way not to offend anybody; he views "with a little bit of alarm the prospect of generations of children growing up with jingles swarming through their consciousness, not to mention the adults"; considering the pressures on tv it is "surprisingly bold";

fiction on television is at "second best" and cannot compete in this area with motion pictures which do it better (the documentary gets tv its biggest audiences, he said).

In the myriad of observations and comments, Mr. Schary made the point also that the "right to offend" is a "theatrical right" and that this is the reason he thinks creative minds are happiest in the theatre.

Acme Labs, Hollywood, to process video tape

With the installation of two Ampex videotape recorders, Acme Film Labs of Hollywood last week became the first motion picture laboratory in the land to be equipped for tv tape. With its four Prescott 16mm kinescope recorders, Acme is now ready to transfer programs from tape to film or film to tape.

Nel Sawelson, vp and general manager of Acme Labs, stressed that Acme is not a program producer but a duplicating service, said that "So many of our customers are talking tape that we recognized it was time for us to add tape facilities."

Mr. Sawelson listed audition kinescopes of taped pilots and filmed copies of taped programs for stations not yet equipped with vtr facilities among tape-to-film needs his new facilities will serve and future taped reruns of current tv film programs as a film-to-tape service. Noting that a single reel of tape can hold two half-hour shows, plus integrated commercials and a station-break, Mr. Sawelson said this "Means a complete hour's package, one that will run automatically on the air. In fact, it is logical to transfer a station's entire daily assortment of film programming to tape. Station breaks and commercial spots can be included in the same reel. Those portions of the station's daily schedule would become virtually a push-button operation."

He suggested that the tape-film combination in one laboratory makes it a natural for sports shows. "The live picture of a ball game or other sports event could be fed into the lab's tape recorder, immediately transferred to 16mm film, edited into a half-hour program and shipped out to stations for broadcast the same night."

Assisting Mr. Sawelson in the new tape operation are Pete Wood, production supervisor of video-recording at Acme, formerly with CBS-TV where he helped set up the vtr department, and Irving Kahn, video-recording sales representative, who has had four years experience in the kinescope recording field.