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##  

 Kids' Shows Go 'Commercial'

Rocky situation arises over Liz Taylor's fabulous new diamond as Miss Taylor guest stars with husband, Richard Burton on premiere of "Here's Lucy" Sept. 14 (CBS). Lucille Ball has possession in this scene.


#### Abstract

The Immortal' Comes Close To Science Fiction

HOLLYwood (AP) - The blevsion cycle seems to be like tion and fantary are currently out of tyle as themes for new series. The Immortal, a new series. "The Immortal," a new ABC eftort, skirita cautiously around the edges of both categories, but comes up as actiondventure, which again is det ately in. weekly bour the her wil play a man with extraordimmune to age and disense. He can die by violence-and, of tngs are low. Christopher George, who surived two seasons of World War (See Page Three)




TV-Radio Sales and Service


Red Skelton returns to NBC Sept. 14 after a 17 -year absence. It will be a half-hour show on Mondays.

## L. T. WOOD

51 BISSELL STRET HE



## Merv Relocates

## As Westerner

## NDW YORK (AP) - "The purchased and converted into

 Merv Griffin Show" will move studio for Griffin, whll be used permanently to Hollywood next for other, network shows origin week, where it will become less aung fromof a talk show and concentrate man sald. more on music and comedy.
Griffin had been pressing CBS
for months to make the change 6 Search' To Note
in the hope thint it would boost his late-night ratings against the front-running Johnny Carson on NBC. In most weeks Griffin is second and Dick Cavett of ABC "Search for Tomor" Griffin contended that he drama series, starring Mary could put on a better ahow if he stuart as Joanne Tate, begins did not have to compete in the its 20th year on CRS, Sept. 3 ngainst Carson, Cavett and Da. 1 p.m. vid Frost's synidcated show.
CBS sald Griffin will tape hils on that date will present its first show from his new base for 4,90 oth episode. Miss Stuart has showing next Tuesday or premiere, Sept. 3, 1951 , ince its Wednesday. It will be the first premiere, Sept. 3, 1951. network late-night show to originate permanently from Holly.
wood since ABC replaced wood since ABC replaced end of last year. James Drury, the Virginian in
Fred Silverman, CBS pro. NBC-TV's "The Men From gramming vice president, sald shegan his acting reveals that he the concept of the show, would began his acting career at an
change to put a heavier empha- Herod" at elght in a a Greenwing change to put a heavier empha- Herod" at elght in a Greenwich
sis on entertainment. "We hope village (Now York) Hitte the. to develop a family of entertainers around Merv reminiscent of the old Steve Allen show, ${ }^{\text {Broad }}$ Bald. gald.
silve
trith"

Informative 90 Seconds Pays Off
NEW YORK (AP) - What can you do in. 90 seconds? For one thing, you can glye children
a lively and intormative ylew of the world around them.
As every parent knows fow tention of children as fast as commercial. And the commercial makers have learned to pack a lot of information int
the spots.

Five times each Saturdny morning CBS will present "In
the Know," which uberally borrows techniques from the com mercials for a fast-paced look a subjects, ranging from glas mills to space, "In the Know" premiers Sopt. 12.
Producer Joel Heller ptoked most of the subjects himsoli, al
though there was a little consultation with his 8 -year-old daugh

The resurt is a series of min docive menaries that are inform other children are doing such as a program at st Helan' Parish School in Newbury, Ohlo where the pupils ride unicycle between classes and at play
We got a lot of letters from a school where the teacher had her pupils to put down asked they wanted to see," Heller sald. "The similarity to what we picked is uncamy.
"In the Know" combines andmation with film, and Heller
sald the CBS News cameramen were delighted with the assignmenta allowigs wem wo be more story usualy does.
The spots run to $21 / 2$ minutes with the intro and commercial, ut the information part boils down to 90 seconds. That may not seem thee a lot, but Hellier
suid, "Ninety seconds is beginning to seem like a long time to me. Now 1 say, how an 1 going tarted out i when unen ould cram everything into that hort a time."
"In the know haracters from one of the CBS artoon shows, which Heller and even stupld questionis auout the subjects.
Ig. and I beg saturday mornhis assignment you see that s hignuy paced, highly prouced," he sald. "If we came on win something sedate it would oon characters heip us make oon characters help us make
his bridge, Walter Cronlite and Harry Reasoner would be loot on the kids." trutu" to a published report that or on the CBS Televialion Netthe network was considering work, has. been signed by pro-
limiting Griffin to one night a
ducer Hal B. Wallis to make Himiting Griffin to one night a ducer Hal B. Wallis to make with one starring Jackie Gleg. Morning" to be filmed at Undson, a variety show and two versal stutios. movies.
He said CBS wai commited, NO JAZz
by contradt to kioep Grtitin- on While nitudying at the New the alr for another year. Asked York City Ballet, Blaine Joyce, inga did not improve in the next friend in NBC.TV's upcoming year, he sald, "The consensus "The Don Knotts showi" wa around here is that the ratinga anked to do a molo dance at a will climb and that quastion will recital. she responded with a become academle.", which CBS lease the ballet company.
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## Radio for the Week

(These are the basic Hstings, and include only those newa broadcasts of 10 or 15 minutes in length. Some stations carry
other short newscasts. Dafly sporta information can be found other short newscasta
on the sports pages.)


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