

dollar purchase by CBS-TV of 63 MGM films¹⁴ (18 of which are new features that MGM is preparing for full theatrical distribution prior to TV showing) and ABC-TV's acquisition of 17 motion pictures from 20th Century-Fox for 19.5 million dollars (*e.g.*, "Cleopatra," "The Longest Day," "The Magnificent Men in Their Flying Machines," and "The Agony and the Ecstasy") and 32 Paramount features for approximately 20 million dollars.¹⁵

The season has also witnessed a revival of interest in television drama inspired, perhaps, by the success of the CBS presentation of "Death of a Salesman" in May of 1966.¹⁶ ABC's fall schedule includes "Stage 67."¹⁷ Trade reports also indicate an ABC "Sunday Night Theater," a Sunday afternoon "Experimental Theater" by NBC and a CBS "Playhouse."

5. The Proponents Recognize That The Programming
Left Much To Be Desired And Excuses Are The
Order of the Day

The proponents excuse their failure to provide programming as follows (p. 12):

Except for one film, the producers and distributors have refused to supply film on a "first run" basis. However, they have supplied product on a "first subsequent run" basis, *i.e.*, several weeks after first theater run, which corresponds to the time when

¹⁴ *E.g.*, "The Sandpiper," "Cat on a Hot Tin Roof," "The Night of the Iguana," "The Glass Bottom Boat," "Yellow Rolls Royce," and "North by Northwest."

¹⁵ *E.g.*, "Casanova's Big Night," "A Breath of Scandal," and "Appointment with Danger."

¹⁶ This fall the same sponsor will present "The Glass Menagerie."

¹⁷ The opening program in this series was an original drama, Murray Schisgal's "The Love Song of Barney Kempinski," widely applauded by the critics.