

# LOST IN SPACE

CBS - TV - COLOR WEDNESDAY NIGHT

## Irwin Allen

Of all the appellations which might be applied to the creative talents of writer-producer-director Irwin Allen, undoubtedly the most appropriate would have to be, "the Jules Verne of Television."

For it is through his imagination-without-end that Allen is producing three hour-long series for the 1966-67 viewing season.

All three series ("Voyage to the Bottom of the Sea", 7 p.m. Sundays, ABC-TV; "Lost in Space", 7:30 p.m. Wednesdays, CBS-TV; and "The Time Tunnel", 8 p.m. Fridays, ABC-TV) were created in the fertile mind of the man whose trademark as a television producer is the tremendous scope and production of his shows.

And all three series delve deeply in uncharted areas of entertainment: the unprobed mystery of the ocean depths; the colonization of the far reaches of the galaxy which creeps closer to reality every day; and the dimensions of time which perhaps shall forever challenge mankind.

These, however, are Allen's style and forte.

In an era when many of the motion picture industry's critics have accused Hollywood of "mass production" techniques, Irwin Allen has consistently produced highly exploitable and successful pictures on the best tradition of men like Cecil B. DeMille, Walt Disney and George Stevens.

Producer, director and writer on all of his projects, Allen has wedded a flair for imaginative, flamboyant and highly exploitable spectacle with a meticulous personal attention to detail which has produced box office magic that is the talk of the industry.

Allen's career reads like one of Horatio Alger's stories, which he insists would be better fare for our teen-age audiences than most of the violent, psychological melodrama they are getting. He was born in New York, attended public schools and later Columbia University where he majored in journalism and advertising. He came to Hollywood in 1938 as editor of "KEY" magazine. Less than a year after his arrival, he was invited by radio station KLAC to produce a one hour show. He wrote, produced, directed and narrated a program that shortly enjoyed 22 sponsors and ran continuously for the next 11 years.

The success of his radio show prompted the Atlas Feature Syndicate to offer him a Hollywood news column. Allen took on the role of pillarist and his "Hollywood Merry-Go-Round" was soon appearing daily in 73 newspapers around the world.

With the advent of television, Allen created his first celebrity panel show ever produced in the United States. Through the show's four-year history, more than 1,000 film stars and Hollywood celebrities made their television debut on his "Hollywood Merry-Go-Round".

But Allen, whose reserve of energy, like his interests, is boundless, continued to add to his fields of operation. In 1944, while juggling his radio show and newspaper column, he opened a literary agency, representing writers and literary material for radio and the motion picture industry. He obtained the motion picture rights to Rex Beach's "The World In His Arms" which he sold to Universal-International. He subsequently was granted the franchise to represent all the Rex Beach material. He also represented such important literary figures as Fanny Hurst, P.L. Wodenhouse, Ben Hecht and Louis Joseph Vance as well as the Duell, Sloan and Pearce, Harcourt-Brace and Putnam publishing houses.