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HOLLYWOOD CITIZEN NEWS



United Press photo
28-YEAR-OLD GENIUS-GORDON ZAHLER
 on couch, eye-level clip board and telephone headset
HIS SHOW OF SEWS
cds. news
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Genius Who Can't Use Limbs Scores TV Coup
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 The 28-year-old young man will offer a new program that teaches you how to sew and the real story behind the show. Most of the dramas on TV are made up.
 Gordon Zahler, 28-year-old

genius, who successfully filmed and sold the interesting series, was not rich and had no experience. He is a hopeless cripple who cannot use his hands or walk.
 Yet, lying on a couch in his office with scripts clipped to a board near his eyes and a telephone headset clamped over his ears, Zahler has produced 13 color films on sewing. They already have been sold in seven major cities to begin in September.

"Being able to sit back and observe TV a lot, I noticed every station has two or three cooking programs, but none on sewing," he explained. "There's a tremendous amount of home sewing in the United States—30,000,000 women do their own sewing."

"I decided it would be a salable show."
 Zahler was paralyzed at 14 when he broke his neck doing flips in a gymnasium. His father, a musical director for Columbia Pictures, died in 1947. The boy tried to think of ways to support himself and his mother.

He organized a successful business of supplying TV shows such as Ann Sothern's "Private Secretary" with background music from his father's film music library. With \$3,200 saved, Zahler and two friends organized a company to produce the filmed sewing programs.

As teacher, they hired Elizabeth Chapin, who has taught

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 sewing in department stores, the one-woman scriptless program Miss Chapin shows viewers how to bind buttonholes, put a hem and other steps in be a home couturier.
 Zahler and his partners flew to New York to sell their show. "It was difficult getting around," he admitted. "I'd phone for appointments, wouldn't tell people I was in a wheelchair. I was afraid I wouldn't see me."
 "So I would just arrive, was a shock to some people, worked with the hope my ability and being able to deliver a program would overcome all feelings. I didn't work on basis of their feeling sorry for me."
 During our interview, the producer sat behind his desk in a wheelchair. He paused to smoke a cigaret held to his mouth one of his partners.
 "We have two more programs lined up to produce next fall," he smiled.