

Televiser

JUNE 18, 1948 **35¢**
\$3 Per Year; \$5 for Two Years

MONTHLY
JOURNAL OF TELEVISION

New LOOK in Boston...



WBZ-TV

From Boston's new Radio and Television Center comes this new Westinghouse service, VIDEO FOR A 500-SQUARE-MILE AREA . . . all of metropolitan Boston and far beyond . . . more than 3,000,000 people! WBZ-TV is the eastern anchor of the NBC Television Network.

*NOW
ON THE
AIR*



WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW
WBZ • WBZA • WBZ-TV

NATIONAL REPRESENTATIVES, NBC SPOT SALES.— EXCEPT FOR KEX • FOR KEX, FREE & PETERS



Because telecasting craftsmanship calls for fine television tools, more and more telecasters are choosing . . .

DU MONT

► Why Du Mont? Perfectly obvious. Out of a rich pioneering experience in television broadcasting, Du Mont engineering emerges with tried-tested-proven equipment backed by telecasting "know-how" second to none.

More than that, Du Mont telecasting started small yet has grown to network proportions. Du Mont knows precisely the requirements at every step

in commercialized television.

Thus the Du Mont Acorn Package sees the telecaster through from modest start to proud leadership. Such basic equipment builds up as the station grows. It provides for a progressive, sound, profitable investment.

Which explains why telecasters—large and small alike—are choosing Du Mont telecasting equipment.

START AS SMALL AS YOU WISH. WITH THE DU MONT

Acorn Package

► Of course Du Mont telecasting "know-how" is available to you. Write for literature. Let us collaborate with you in working out your telecasting plans.

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DU MONT

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION W4BD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • STATION WTTG, WASHINGTON, D. C. • HOME OFFICES AND PLANTS, PASSAIC, N. J.

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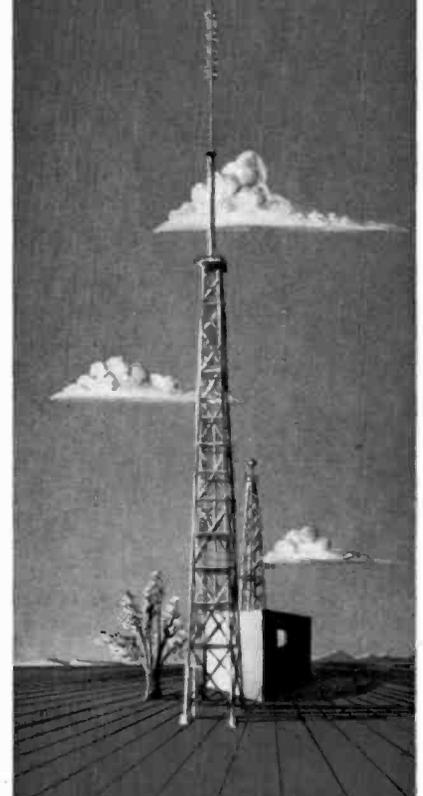
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from
4 to 9
it's 13



TELEVISION STATION

WATV

CHANNEL 13

The Family Station serving
Metropolitan New York and
New Jersey, with 50,000 watts
of effective radiated power,
from 4 p. m. until 9 p. m. Wed-
nesdays through Sundays.

TELEVISION *at a Glance*

WPIX BOWS IN: Without a moment's deviation from previously announced schedule, New York's fifth station bowed in June 15th at precisely 7:30 p.m. with four hours of top-notch programming. Converging search-lights, Hollywood and Broadway stars, political personalities, religious dignitaries, Conover beauties and members of the press ushered in WPIX.

STATISTICS: GOP Confab to be seen by estimated Eastern seaboard video audience of 10,000,000 in nine cities, over four networks interconnecting eighteen stations in eight states.

COAST TO COAST: Sidney Strotz, NBC's new tele v.p., does not envision full net operations until 1953. NBC's Los Angeles outlet, KNBH, however, will soon enjoy some network programs through kinescope recordings . . . CBS acquired much needed coast outlet through a 49% purchase into KTTV, a "C.P." held by the Los Angeles Times.

LONG DISTANCE TV: New Yorkers report receiving WFIL and WPTZ (Phila.) . . . WTMJ-TV (Milw.) received in Grand Rapids, Mich., 115 miles away . . . KSD-TV (St. Louis) received in Massachusetts, 960 miles distant . . . WMAR-TV (Balt.) received in Cleveland, 300 miles away, in "stratovision" test.

SURVEY: Newell-Emmett's tele research project, "Videotown" showed: Of 267 sets counted, 79% were in homes, 17% in bars, 3% in clubs, 1% elsewhere. **Ownership:** 60% by middle-class families; 26%, upper class; 14%, lower class. 57% of the sets were in one-family homes; 25% in apartment houses; 18% in two-family dwellings. **Trend:** Away from large screens. 15" screen sets dropped from 9% in 1947 to 3% of all set purchases in 1948.

ABC NETWORK RATE: \$3850 is ABC's network charge for an hour of prime time over its ten affiliated stations.

AID: Full profits from a year's presenta- tion of "Exploring the UN," WPIX weekly series, will go to American

Overseas Aid—United Nations Appeal for Children fund.

SPORTS: Refusal by Tournament of Champions, Inc., to permit licensing of Zale-Graziano fight caused heavy disappointment to eastern viewers. The fight promoters feared New Yorkers would not make Newark trip if fight could be seen on television . . . National Soccer League will permit televising of its games . . . WATV to cover 42 day season at Monmouth Track starting June 21.

UHF STATION: RCA's planned UHF experimental station, operating above 500 mc, has aroused considerable trade speculation. Success of project may lead to early commercial use to the "upstairs" (475-890 mc) channels reserved for television.

TOP TEN: Six of the top ten programs last month, reports Pulse, Inc., were sports events. NBC coincidental survey, however, gave sports fourth place, with amateur programs first, dramatic programs second, children's programs third.

WEST COAST VIDEO FLASH: A cut- by-cut description of the barbering of "Gorgeous George", dress-wearing wrestler eccentric.

SCIENCE RENEWED: "Nature of Things", science program from Philadelphia with Dr. Roy K. Marshall that spells fascination for the TV audience, renewed by Motorola, Inc. for a second 13-week period over NBC network.

NEW JOY: 265 persons at Chicago Home for Incurables are again seeing the outside world via video. A donated set is focal point, with sports the heavy attraction.

FILM COUNCIL: Newly organized National Television Film Council to hold first official meeting June 17 in New York will take up: Standard code of practice; uniform exhibition contract; legal clearance procedures; listing available film for video; clinic for 16mm film for TV; accreditation of firms holding television film rights.

FCC PROPOSES: To amend its rules and regulations to provide for graduated periods of programming by commercial stations, depending on how long a station license has been in effect—from 12 hours per week during first 18 months . . . to 28 hours per week after 42 months of operation.

MISCELLANEOUS NOTES: Ad agency BBD&O now has twelve television clients . . . United World to spend \$1,000,000 producing video films . . . Receiver sales, long lagging in Cleveland, took sharp climb with G.E. sponsored Cleveland Indians on WEWS . . . No creativeness in programming yet shown by stations in cities with no competing outlets . . . Morton Scheraga, DuMont engineer, completing 300 page "Video Handbook," soon to be published . . . Sponsored films occupy from 1% to 5% of air time, sustaining films, 30%, a Televiser survey disclosed . . . Extensive sponsor data to be published monthly by N. C. Rorabaugh Co., 347 Madison Ave., NYC . . . Newly completed Brooklyn High School has television outlets in every classroom . . . September 20th is date for FCC's hearings to increase TV's channels . . . Guests in six Washington hotels now can have tele-sets wheeled into their rooms. Rental: \$2 per day . . . Intra-store television received six-week test in Richmond (Va.) store. Eight week test follows at Polsky Department Store, Akron, O. . . Boston's first tele station, WBZ-TV, formally took to the air June 9th after several weeks' delay . . . RCA tele sets installed in 20 windows of Gimbel's (Phila.) for public to see convention doings . . . WSB-TV, Atlanta, to go on air with test pattern August 22, with regularly scheduled programs Sept. 29.

THIS MONTH'S BOX-SCORE

(As of June 15, 1948)

Stations-on-Air	26
Cities with TV Service.....	17
Construction Permits	81
Applications	271

BUFFALO has TELEVISION



AFTER three years of planning and three months of experimental telecasting, WBEN-TV is on the air with a commercial program schedule. It's Buffalo's *first* television station. • WBEN-TV, like WBEN-FM, operates as a department of Station WBEN. Over-all executive and engineering supervision has been broadened to include the video station. Thus, Buffalo television benefits by the experience of the executive and planning personnel that has kept WBEN "the station most Buffalo people listen to most of the time." • WBEN, The Buffalo Evening News station, has been first choice of advertisers for years past. Now WBEN-TV offers advertisers the eyes, as well as the ears, of Western New York. • Time is available; programs are in production. For details write, or call your nearest Petry office.



SPORTS



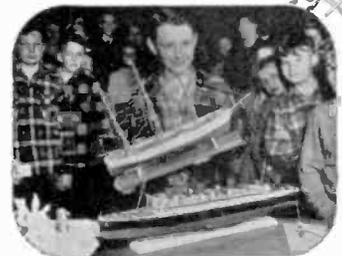
MOVIE & DRAMA



NEWS & NEWSREELS



CIVIC EVENTS



YOUTH & EDUCATIONAL

CHANNEL
4

WBEN-TV

66-72
M.C.

BUFFALO EVENING NEWS Television Station

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

television SCANNINGS

by

Irwin A. Shane

THE GOP CONVENTION has raised the television industry's temperature like no other event, with competition between networks at a feverish pitch. Judging from the frequent communiques, there should be almost as many video commentators, reporters, cameramen, newsreel men, engineers, technicians, and supervisory brass as there are convention delegates . . .

NEARLY ALL THE ROOMS at the Bellevue-Stratford, headquarters for the Republican National Committee, have been converted to temporary television studios, it appears from reports. In fact, there are rumors that some state delegations are having a difficult time finding sleeping quarters . . .

GOP POLITICOS HAVE been cautioned, not so much about what they say . . . but how they look. Neatness and decorum, so often lacking at these smoke-filled affairs, will be the order of the day. After all—you can never tell when a television camera will be facing your way. Ahem . . . my fellow citizens!

WITH SO MUCH EMPHASIS being placed on the political convention, it is our feeling that televiewers are going to rebel at this overdose of political history-in-the-making. Well balanced programming demands some moderation on the part of the broadcasters. They should show some mercy on the followers of "Howdy Doody," if not on the poor Democrats . . .

A USEFUL BY-PRODUCT of the elaborately planned convention broadcasts will be a crop of new television personalities, including many Republicans, no doubt. With such top-drawer commentators as Elmer Davis, H. V. Kaltenborn, Walter Kiernan, Bob Trout, George Hicks, John B. Kennedy, and a long string of

other equally distinguished reporters appearing on simultaneous radio-video broadcasts, television audiences will no doubt find many appealing personalities among them, men and women who will find sponsors for their services on television more quickly than otherwise possible. We wish them luck.

THE TELEVISION INDUSTRY, in our opinion, could make more friends for itself and influence more people if it made the convention telecasts available to every theatre that wishes to telescreen the material. Television has everything to gain. What has it to lose? If stations are wary about setting a precedent for future "bread-and-butter" broadcasts, they could grant permission expressly for this one history-making occasion. The number of Americans—all potential purchasers of television receivers—seeing the telecasts in this manner would be enormous, at no additional expense to the broadcasters.

ALTHOUGH THE PALACE and the Hippodrome no longer grace New York's Rialto, vaudeville—that long, expiring, poor relation of the theatre—has suddenly come to life. Retrieved from a malin-gering existence in night clubs, circuses and side shows, vaudeville has come back, full of vigor and with a new dignity and cash value. Jugglers, magicians, tumblers, tight rope walkers, trapeze artists have found a new home in television. The "Texaco Star Theater" is only a start. The full renaissance is yet to come.

TELEVISER SALUTES WPIX. Rarely has a station made its debut with such a well organized schedule of programming, with such a diversity of entertainment and educational features. The station is a credit to the television industry. We wish it well. May it be a model to stations elsewhere.

USE

TRAILER MAGIC...

to
Announce Your

TV SHOWS

with 16mm or 35mm FILM!

Live Show or Film... your program is worth shouting about... **IN ADVANCE!**... Do it with N. S. S. Special Advance Trailers... 16 mm. or 35 mm. film advertising... prepared at amazing **LOW COST** by the company that has been doing a Showmanlike job of pre-selling Motion Pictures on theatre screens for almost 30 years!

4 Well-Equipped **LABORATORIES!**
31 Conveniently-Located **BRANCHES!**



- COMING VIDEO ATTRACTIONS
- COMMERCIALS
- TIME SPOTS
- WEATHER SPOTS
- STATION BREAKS
- TITLES

ORDER FROM ANY BRANCH!

ALBANY.....	1044 Broadway
ATLANTA.....	167 Walton St., N. W.
BOSTON.....	95 Broadway
BUFFALO.....	505 Pearl St.
CHARLOTTE.....	303 W. 3rd St.
CHICAGO.....	1307 So. Wabash Ave.
CINCINNATI.....	1635 Central Parkway
CLEVELAND.....	2336 Payne Ave.
DALLAS.....	2012 Jackson St.
DENVER.....	2136 Champa St.
DES MOINES.....	1003 High St.
DETROIT.....	2943 Cass Ave.
INDIANAPOLIS.....	328 No. Illinois St.
KANSAS CITY.....	1800 Baltimore
LOS ANGELES.....	2018 So. Vermont Ave.
MEMPHIS.....	500 So. 2nd St.
MILWAUKEE.....	812 No. 11th St.
MINNEAPOLIS.....	1105 Currie Ave.
NEW HAVEN.....	82 State St.
NEW ORLEANS.....	1431 Cleveland Ave.
NEW YORK.....	630 9th Ave.
OKLAHOMA CITY.....	611 West Grand Ave.
OMAHA.....	1508 Davenport St.
PHILADELPHIA.....	1201 Vine St.
PITTSBURGH.....	1627 Boulevard of the Allies
PORTLAND.....	909 N. W. 19th Ave.
ST. LOUIS.....	3318 Olive St.
SALT LAKE CITY.....	212 E. 1st South St.
SAN FRANCISCO.....	140 Leavenworth St.
SEATTLE.....	2413 2nd Ave.
WASHINGTON.....	924 New Jersey Ave.

NATIONAL *Screen* **SERVICE**
PRIZE BABY OF THE INDUSTRY

630 9th Ave.
New York 19

Home Office

Telephone
Circle 6-5700

sponsors . . .

NEW YORK . . .

WJZ-TV key outlet of ABC-Television, scheduled for August 1 opening, announced five new sponsors, all using spot announcements. First was Broadcast Brand Corned Beef Hash, with a 52-week contract for 3 weekly announcements. Others were: Peter Paul, Inc. (thru *Platt-Forbes*), Old Dutch Coffee (*Beck Advertising*), Beam Products, Inc. (on behalf of Beam Silver Cleaner), and F. & M. Schaeffer Brewing Co. (*B. B. D. & O., Inc.*) . . . Chevrolet (thru *Campbell-Ewald*) is sponsor of 13 races from Belmont, Jamaica, and Aqueduct tracks over CBS net, at reputed cost of half-million . . . Macy's, world's largest department store, will sponsor fashion for Juniors in "Tots, Tweens 'N Teens" for seven weeks over WABD-DuMont, with participating sponsorship from designers and manufacturers featured in the program. Series tees-off August 18 . . . "Original Amateur Hour" may soon be sponsored for simultaneous AM-TV air-

ing . . . Pepsi Cola shopping around for film commercials . . . Colgate-Palmolive-Peat making plans for AM-TV airing of its "Can You Top This" radio series, with \$2,500 per week additional offered for video rights . . . William Warren Agency considering spots for #50 New Lac, synthetic floor finish . . . Bates Mfg. Co. (thru *Sawyer Associates*), is priming for fall video debut over network yet unannounced . . . NBC television program "Review of the News" renewed by Oldsmobile dealers.

PHILADELPHIA . . .

This city's newest television outlet, WCAU-TV, started business last month (5/23) with contracts for 650 spot announcements. Among them: Bulova Watch, for nightly one-minute announcement (thru *Biow Co.*); Parkway Baking Co. (thru *J. M. Korn & Co.*); John Daly, Inc., Ford dealer (thru *E. L. Brown Co.*); Century Heating & Air Conditioning Co. (thru *Gersh & Kramer*); Mort Co., plum-

bing supplies (thru *Cox & Tanz*) . . . "Watch Your Step," packaged by Packard Advertising Agency, has its client, Dushoff Distr. Co. as sponsor over WCAU-TV . . . "Major Events," film news program, sponsored by Major Oil Co., also over WCAU-TV . . . Admiral Radio Corporation is sponsor of Philadelphia Eagles professional football games, with six home games to be televised directly, while five away-from-home games are to be filmed by WFIL-TV staff and then screened the following day. Robert J. Enders, Washington, D.C. is advertising agency . . . Esslinger Brewery sponsoring over WPTZ and WCAU-TV 5-minute film of old-time doings in baseball world, before the Phillies and Athletics contests.

CHICAGO . . .

WGN-TV has Carolene Products Co. of Litchfield, Illinois (thru *Henri, Hurst & McDonald*) as participating sponsor in the "At Home With Barbara Barkley" program, broadcast daily from Goldblatt's Department Store . . . Television Advertising Productions, Inc., Chicago package outfit, proved that video can sell. On

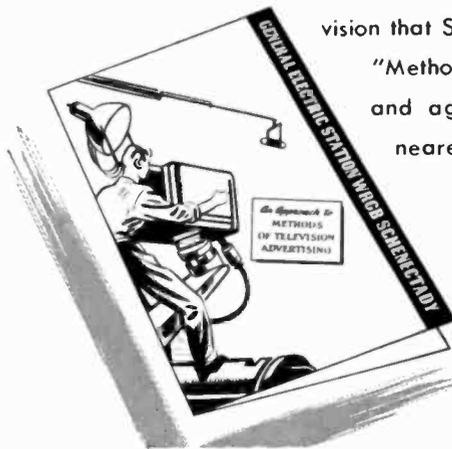
"Methods

OF TELEVISION ADVERTISING"

How to go about it—an approach to the methods of television advertising is the subject of this latest pamphlet produced by WRGB, the pioneer television station in Schenectady. And it's good advice—the result of 8½ years of Television programming.

WRGB has the know-how PLUS the ability to produce television that SELLS!

"Methods of Television Advertising" is available to clients and agencies—write for a copy today or ask for it at your nearest NBC Spot Sales office.



• CHANNEL NO. 4

WRGB

SCHENECTADY, N. Y.

GENERAL  ELECTRIC

THE 1948



RADIO ANNUAL

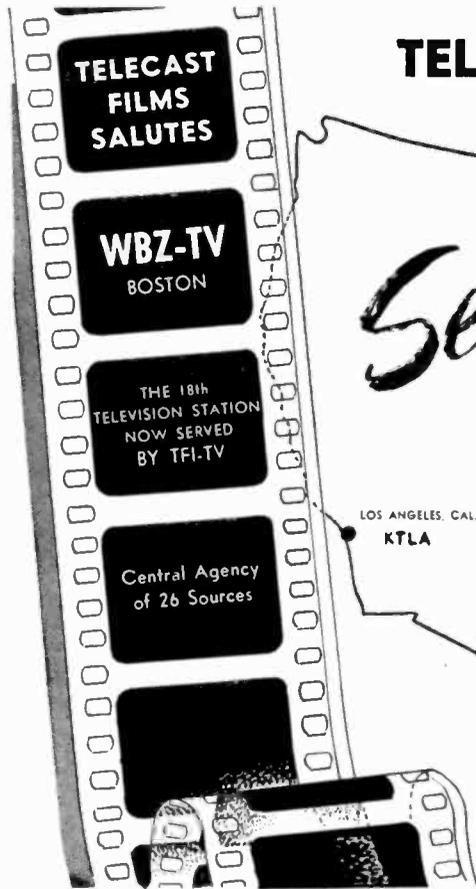
*is the most
referred to*

**BOOK
IN THE
ENTIRE
RADIO
INDUSTRY**

**NOW
AVAILABLE
TO ALL PAID
SUBSCRIBERS
OF RADIO DAILY**

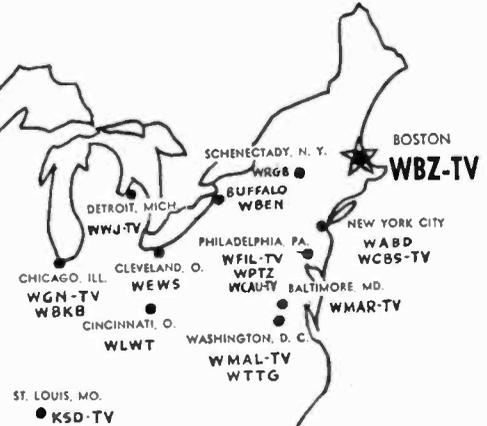
**\$10.00 FOR A ONE
YEAR SUBSCRIPTION**

TELECAST FILMS SALUTES WBZ-TV



Served
by
TFI-TV

LOS ANGELES, CAL.
KTLA



Write or wire . . .

TELECAST FILMS, INC. (TFI-TV)

(Bob Wormhoudt, Mgr.)

145 WEST 45th ST., NEW YORK, N. Y. • Phone LOngrave 4-3853

Sponsors . . .

(Continued from Page 6)

WBKB program, "At Our House," a non-existent product, called "New Wax" was plugged, and resulted in the station receiving 500 inquiries as to where this "New Wax" could be purchased . . . Harry Alter Co., independent distributor of Crosley Refrigerators, finds television pays. Their sponsored wrestling matches features the Crosley refrigerator between the matches.

LOS ANGELES . . .

Marking its first use of television advertising in the Middle Western and Pacific coast areas, United Airlines has contracted with Paramount's KTLA and WBKB, Chicago, for a one-minute spot announcement schedule in behalf of their new direct service between New York and Los Angeles. The series provides for five spots per week in Los Angeles and two in Chicago.

MISCELLANEOUS

General Foods Co. will sponsor *Small Fry Club*, Thursdays, on WABD . . . *Saturday Evening Post* plugged article by Wolcott (*I Can Lick Louis Again*)—June 9 through

11th—via film spots over ten stations: WATV, WCB5-TV, WABD, New York; WCAU-TV, WFIL-TV, WPTZ, Phila.; KLTV, KTLA, Los Angeles; WGN-TV, Chicago; WWJ-TV, Detroit. B.B.D.&O. is agency . . . N. Y. County Democratic Committee will sponsor 15-minute public information program *This Is New York* on WABD, DuMont . . . U. S. Rubber Co. will present *At Liberty Club* over NBC network . . . Benrus Watch Co., in first entry into tele on long-term basis, has signed 52-week contract with WJZ-TV, ABC network.

Promotion and Publicity

Biggest promotional stunt for a new station was WPIX's offer of \$10,000 in cash and prizes for best slogan. (\$5,000 cash was 1st award, with eleven other prizes of tele sets). Full page ads in News and stories plugged the contest . . . *Mike and Camera*, elaborate 8-page slick fanpaper, made its debut last month at WRGB (& WGY), Schenectady. Subscription, to cover mailing and handling, is \$1 a year. The paper is published by G.E. . . . *TELE-VISION Guide* is newest video-paper published in New York, strictly local in nature, and much on same order as Chicago's weekly *Television Forecast* . . . Regular program service on WCAU-TV in Philadelphia was ushered in

(5/23) with biggest fanfare yet attempted, which began week earlier (5/17). Promotion consisted of: 1) Special 24-page TV supplement in *The Bulletin* (owners of WCAU-TV); 2) Full week of ads in *The Bulletin*; 3) Mentions on all *Bulletin* newscasts; 4) Announcements on Philly's two other TV stations; 5) Movie trailers; 6) Car cards; 7) WCAU (am) announcements, plus personal salutes on key programs, plus displays, direct mail, etc. . . . WRGB has prepared an elaborate packet of 44 "Practical Program Ideas" with catalogue of shows, complete with details and rates. The shows are well illustrated. If interested, write to R. W. Welpott, assistant manager, or G. Emerson Markham, station manager . . . National magazines are out-doing themselves attempting to explain television to their readers, taking a leaf from big city newspapers (but without the extra advertising). *Time Magazine*, following in the foot-steps of *Fortune*, devoted 6 pages in its May 24th issue. Elaborate detailed stories also appeared in *This Week*, and in the June 7th issue of the *New Republic* . . . *New York Times*, long on the fence about television, brought out a commendable Sunday section on June 13 (just in time for WPIX opening). *N. Y. Daily News* saluted WPIX in special edition June 14th . . . Publicity and promotion directors of Associated Merchandising Corporation stores met June 2nd to discuss television plans in a special AMC-TV day. Irwin A. Shane, Televiser's publisher, was one of the speakers.

"America's Television Training Center"

Announces Its 8-Week Summer Term

July 6 - August 27

N. Y. STATE
APPROVED



APPROVED FOR
VETERANS

Each summer a small, select group of "Apprentices" is admitted to the Television Workshop for eighth weeks of intensive training. Classes are daily from 10 a.m. to noon; rehearsals and laboratory work daily from 1 to 3 p.m. Advanced trainees have the opportunity to assist in Television Workshop productions for television sta-

tions throughout the East and Middle West. To place trainees, the Television Workshop conducts quarterly job surveys of all stations, agencies and film companies. As a result, many Workshop-trained persons are now serving with television stations. Accepted trainees receive instruction as follows:

DAY COURSES

Basic Television . . .

This course is designed to familiarize the beginner with the basic problems of television.

Acting For Television . . .

What the actor and director needs to know of the problems of acting for the video cameras.

Production Techniques . . .

A quick-paced course covering basic techniques employed in production of shows.

Techniques of Directing . . .

This course coordinates the trainee's previous instruction into finished form.

EVENING CLASSES (Optional)

Basic Production . . .

Elements of program production: script, casting, gray-scale, staging, make-up, etc.

Writing For Television . . .

Preparation of original material; adapting material for video.

Television Directing . . .

Problems and techniques in television directing; emphasis given to laboratory work.

Advertising and Commercials...

The commercial aspects of television: preparation and production of television commercials.

Free Placement Guidance Service

Register Now for Summer Term Starting July 6th

TELEVISION WORKSHOP of NEW YORK

ELEVEN WEST FORTY-SECOND STREET

NEW YORK 18, N. Y.

convention coverage . . .

Convention Coverage to Cost Tele Industry \$150,000

More than \$150,000 will be spent by eighteen stations and four networks in bringing to the American people on-the-spot televised reports of the Republican and Democratic National Conventions from Philadelphia during June and July.

Relay charges will total \$12,000 for use of A. T. & T. relay facilities from Philadelphia to New York. An additional \$13,000 is the cost to include Boston on the North and Richmond, Va. on the south and inter-connected points in between.)

Five television cameras (four inside Convention Hall and one on the outside) will serve as the eyes of eighteen TV stations from Boston to Richmond. In addition, numerous additional cameras, set up at Republican headquarters at the Bellevue-Stratford Hotel by the networks and individual stations, will bring supplementary stories, special features, and interviews with delegates.

Cost Per Station

Each of the 18 stations sharing in the pool, including Philadelphia's three television stations, will pay from \$4700 to \$5100—a cheap price for ten days of history making programming.

Manning the four cameras located within the giant convention hall will be cameramen from NBC, CBS, ABC and DuMont, with a different network director each day calling the cues. Before him will be five monitors, giving him a wide selection of shots. From central control, lines will feed each network control-room located in Convention Hall. Each web will have the option of using any part

of the eight hours of pool pick-up it chooses, cutting back and forth as it desires.

Arrangements for this gigantic industry effort were effected by the General Television Committee, of which J. R. Poppele, president of TVA, is chairman. The Committee was formed last November and has met monthly since then in making finals arrangements. Serving on the committee are representatives from each of the networks and participating stations.

The first radio-video simultaneous broadcasts of truly impressive proportions will be the web broadcasts of the Republican National Convention by NBC, CBS, and ABC. The success of this undertaking is of such vital importance to the networks that they have assigned their top talent from all departments to bring about the desired results. Plans of each of the three leading networks follow:

National Broadcasting Company

NBC Television will launch its extensive convention coverage June 16 with Richard Harkness, NBC Washington news analyst, doing a "Story of the Week" from Station WPTZ. News-analyst Harkness will discuss "What Makes a Convention Tick?"

On the following day, Herbert Hoover will be interviewed on a special program, to be followed by "NBC Television Newsroom".

Life Magazine, sponsor of nearly all non-convention hall pick-ups, will have members of its editorial and research staff in Philadelphia to augment NBC's convention personnel. March-of-Time, *Life* Magazine's affiliate, is supplying six M-O-T's, consisting of footage of past conventions.

In addition to film, Convention Hall and GOP headquarters coverage, NBC will have its mobile unit for interviews with the man-on-the-street, delegates at large and their families, and for pick-ups of Philadelphia scenes.

More than 60 hours of reporting and commentary, with ten hours or more a day starting with the first balloting, is planned.

Forty NBC newsmen, supplemented by an additional twenty reporters from *Life's* staff, will be on hand for the task. Also assigned to June's "Philadelphia Story" will be: a 15-man newsreel crew; six television directors; 25 engineers and 24 specialists of various kinds.

Columbia Broadcasting System

CBS will tie its television kite to the coat-tails of its AM broadcasting. Whenever and wherever there is activity which makes good television, the CBS television audience will see it, according to plans.

Robert Bendick, CBS Tele Director of News and Special Events, has worked out coordinated plans with the AM division, with the result that CBS's regular reportorial staff will cover for both, simultaneously.

Covering Tom Dewey at Republican headquarters will be Lowell Thomas; Stassen, by Eric Sevaried; Taft, by Joseph C. Harsch; Vandenburg, by Edward R. Murrow.

CBS will maintain a special interview studio equipped for a simultaneous radio, television pick-up.

American Broadcasting Company

The ABC television audience will hear and see George Gallup, famed public opinion authority, analyze the political trends at the Republican Convention as fast as they develop.

First ABC coverage of the convention will begin three days before the convention opens, with upwards of 15 news commentators on hand to give the net's tele audience a running account of political developments. Included among the commentators will be Elmer Davis, George Hicks, Edwin C. Hill and Ted Malone. ABC will maintain separate news and video studios in the Bellevue-Stratford Hotel, as well as a mobile unit.

Dumont Television Network

Drew Pearson, radio commentator and columnist, will be the feature attraction on DuMont, on the air once daily. Assisting in DuMont's coverage will be Fulton Lewis, Jr.; George Dixon; Mrs. Raymond Clapper; and Frank C. Waldrop.

Drawing heavily upon the press for its commentary, DuMont will have the services of political writers and editors of *Newsweek*, the *N. Y. Herald Tribune*, the *Washington Post* and the *Washington Herald*.

From *Newsweek*, DuMont tele audiences will hear and see Ernest K. Lindley, Raymond Moley, Malcolm Muir,

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Robert Humphreys, and radio-television editor Betty Forsling.

Herald Tribune staffers will include Pulitzer prize-winning reporter Bert Andrews, national editor Frank Kelly, and Richard Tobin.

In addition, Walter Compton, general manager of DuMont's station in the Capital City and Washington news analyst will handle important programs, with Dennis James, popular special events commentator, on hand to supply some of the color and drama of the Convention.

The DuMont programming staff will number 30 and will be under the general direction of Leslie Arries; the 25 technicians required for broadcast will work under Rodney D. Chipp, assistant chief engineer of DuMont network.

Coordination of the programs will be handled by James Candigan and Leslie Arries, Jr.

Kinescope Recordings

NBC, DuMont and Paramount will make kinescope recordings of each day's proceedings, edit them for television, and air-express them to their stations for showing within two days after the films are made.

Newsreels

NBC, INS-Telenews, N. Y. News' WPIX, 20th-Century Fox, Philadelphia Inquirer Daily Newsreel, and CBS, among others, will have film crews on hand for video newsreel shooting, with most footage being shown by Eastern stations the same night.

* * *

WGN-TV has concluded an agreement with WPIX for two daily newsreels of convention highlights, flown daily to Chicago.

network news . . .

The television networks are each making elaborate plans for coverage of the national conventions. Knowing that they are on the proverbial "spot", each tele-web is racking its collective creative brains in all-out effort to make a good showing, for this is the one time when the public, advertisers and station affiliates will have an opportunity to watch and compare each network's contribution, to see which network is obtaining the largest audience and the most favorable comments. That's why the nets (NBC, CBS, ABC and DuMont) have been in perpetual conferences these last two weeks (see *Convention Round-Up*) . . . ABC's network and program plans are virtually boiling over. Tele's newest web, whose flagship station is WJZ-TV, New York, surprised the industry with its network rate card and with its 80 second station break, which allows a full minute for spot announcement between programs as compared to 35 seconds for most other stations . . . NBC Television received first annual citation of Manhattan Radio-Television Critics Circle "for doing the most to promote television in the past year" . . . CBS rang down the curtain on "Tonight on Broadway" series with "Look Ma I'm Dancing", and rang up the curtain on "We, the People" from its new "Studio 44" . . . WABD, the DuMont network's key station, accomplished the unique stunt May 31 of originating two programs simultaneously, one ("Small Fry Club") for the DuMont web and the other (N. Y. Yankees vs. Washington Senators) for the New York audience . . . CBS Television staged a one-hour salute for the bow-in of its first affiliate, WCAU-TV, in Philadelphia (5/23)

. . . WCAU-TV is first CBS television affiliate to carry three of the web's commercials (Gulf Oil, Sports Afield, and Gillette Safety Razor Co., Inc.) . . . DuMont using its off-the-monitor film recording programming plan as added inducement to would-be affiliates beyond the range of today's coax cables and among those stations who feel that relay rates, whether by cable or sky-top microwave set-up, are too stiff . . . The Stratovision experiment is being given respectful attention by one of the networks whose affiliates are mainly in the East.

THORNTON WILDER'S Pulitzer-prize winning play, "Our Town," with Raymond Massey in the lead, proved to be another Theatre Guild television dud. The fault was in the slow, talky script. Good actors and good scenic effects are not enough.

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WOR-TV to Make Fall Debut; New Jersey Site Chosen

The location of WOR-TV's transmitter and antenna site, long a matter of conjecture among New York video sages, was finally revealed last week by Theodore Streibert, WOR president. The Palisades, one of the highest points in the East, has been selected as the antenna site. The transmitter building will be located in nearby North Bergen, N. J., 3 1/2 miles from WOR's studios at 1440 Broadway in New York City.

It is believed that the ghosts or secondary images that plague most New York stations will be largely eliminated as a result of the station's location away from New York City's skyscrapers.

Jack Poppele, WOR's v.p. in charge of en-

gineering, disclosed that WOR-TV's tower will be similar to the Army and Navy radar towers, and capable of withstanding winds of 120 miles per hour.

At the tower's base will be located WOR-TV's studio, a one-story glass enclosed structure, with 4000-5000 square feet of floor space. A kitchen, work shop, machine shop and garage which will house two WOR-TV mobile units, will be part of the studio.

Atop the tower will be a glass enclosed observation platform housing WOR-TV's micro-wave equipment, eventually linking up the station with WOIC, the Bamberger Broadcasting System's station in the Nation's Capitol.

WNHC-TV, New Haven, Goes On the Air With DuMont Programs

WNHC-TV, New Haven affiliate of the DuMont Television Network, began broadcast of network programs this week (6/15), being the first affiliate of a television network to begin operations with the full schedule of web-relayed programs. A DuMont micro-wave relay system between New Haven and New York is in operation.

WNHC-TV is owned by the Elm City Broadcasting Corporation which also owns the standard radio station WNHC and WNHC-FM. The television transmitter is located atop Gaylord Mountain, one of the highest points in southern Connecticut. Eleven

miles from the station in downtown New Haven.

Patrick J. Goode, is president of the Elm City Broadcasting Corporation; Aldo De Dominicis is secretary-treasurer; Vincent De Laurens is chief engineer; James T. Milne is general manager.

According to station officials, the demand for receivers already far exceeds the ability of dealers to supply and install.

WNHC-TV will have its studios completed and its remote unit completely equipped and in operation before the middle of July. It will then supplement the DuMont Network schedule with its own programs.

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WPIX's Rudy Bretz Designs "Panoptican"

Placing unprecedented emphasis upon news, WPIX, The News station, will utilize a new device called the "panoptican", developed by Rudy Bretz, inventor of the "Bretzikon" picture animator. Mr. Bretz is assistant manager of the News and Special Events Dept.

The "panop" is virtually a miniature television studio. A central console controls the stages which are built on the two wings. Mirrors, reflectors and special lighting effects add to the device's flexibility.

News photos, loaded into this machine as soon as they reach the WPIX news desk, are immediately flashed to the video audience. Still photos can be made to slide through the panoptican at various angles to give the effect of motion picture panorama views and photos superimposed one over another to create special effects, or to animate and thereby increase legibility of charts and maps.

STATION NOTES

According to a survey just concluded by this publication, there may be as many as 58 operating stations on the air by the end of the year. This information is based upon reports submitted by station executives throughout the country. (This figure may be whittled down by the usual reasons for delay: bad weather, lack of trained technicians, lack of equipment, unforeseen damage to equipment, equipment failures) . . . Operating personnel of station KNBH, NBC's new video station astride Mt. Wilson, will have complete, built-in living quarters "in event they are snowbound" . . . WCAU-TV bowed in May 23 with eleven hours of continuous programming which started at 11:25 A.M. and continued to 10 P.M. . . . WFIL-TV is still strike-bound . . . WGN-TV, perhaps inspired by its rival, WBKB, has set up an internship for qualified neophytes. First to receive the honor is Gordon E. Smith, graduate of North-western University's School of Journalism . . . Washington, D. C. will have a 500-mc television station in the fall when RCA installs its hf test transmitter at WNBW . . . Station WTVR joined NBC as its sixth interconnected station with the opening of the coaxial cable in Richmond on June 1 . . . Experimental station W9XFT, owned by Farnsworth, did a week-long series of experimental telecasts with the Wolf & Dessauer department store of Ft. Wayne, Indiana . . . Five new sponsors, using a total of 104 commercial announcements, are using WCAU-TV . . . KSTP-TV, St. Paul's first television station, beginning to feel its oats. In fact, it has announced the KSTP Videmixer, an electronic gadget which makes numerous electronic effects possible with great ease . . . "Pixie Playtime" is new WPIX program for children, featuring that new television puppet personality, Peter W. Pixie, that starts June 19 on three times weekly schedule. Program will feature a wide assortment of puppet characters, animated cartoons, live sketching by The News cartoonists, pets, and children chosen from the video audience. Frank Paris, formerly associated with "Howdy Doody" program at NBC, is the man behind the strings . . . Haan J. Tyler, sales manager at KFI (Los Angeles), has been named program manager and coordinator of television operations, replacing Charles E. Brown . . . WJZ-TV (New York) placed its new shiny mobile unit in operation June 12 in covering New York's Golden Jubilee Parade up Gotham's Fifth Avenue . . . The sleepy little village of Westminster, Md. (pop. 5000) was treated to an exciting Sunday, June 13, when WMAR-TV gave it a television salute. 10-foot screens were set up in public places to receive the special program . . . WSPD-TV, Toledo, will show its viewers on television, how to tune their sets . . . Selma Lee, formerly with the William Morris office in New York, has joined WMAR-TV (Balt.) as writer-director.



Scene from "We, The People", photographed off Monitor Screen.

New Programs Tee-Off On New York Stations

TOP PROGRAM EVENTS of the month were the debuts of "We, the People" on June 1st as simultaneous radio-video fare over CBS, and "Texaco Star Theater," featuring top vaudeville talent in an hour's smash video, a week later over NBC. Built as television entertainment from the start, the Texaco Star Theater received the nod from the critics, whereas "We, The People" fell short.

Many feel that its present format cannot perform dual function: entertain the regular radio coast-to-coast audience and visual enough to be good video. Performers, no matter how entertaining they may be, fail to register on television, it seems, when they hold scripts glued to their hands. Yes, even Fred Allen fails to be funny when his eyes are fixed to his lines and not at his audience.

* * *

STARTING FROM SCRATCH, WPIX has built a program department with few equals, if not in experience, at least in zeal to try out new program ideas. Within a short period the fledgling station has developed the following programs:

1. "Stars In Your Eyes," emceed by Ben Gross, N. Y. News veteran radio editor. (Fred Allen appeared on the first stanza.)
2. "The Gloria Swanson Hour," with the well-known screen and stage actress discussing "fashion," "glamour," "budget," "food," and "beauty."
3. "Reel and Rifle," a 30-minute program for sportsmen.
4. "Teen Canteen," a 30-minute show for and about the younger set.
5. "Your Weekend Weather," a 20-min. weather forecast and information about resorts and recreational facilities around New York.
6. "Drawing Game," featuring cartoonist Rube Goldberg, in a new type of charades quiz.
7. "Cababian Nights," emceed by columnist Danton Walker, from Versailles restaurant.
8. "Inquiring Photographer," with Jimmy Jemal, News columnist.
9. "Television Chapel," a Sunday public service program.
10. "WPIXies Club for Children," with Frank Paris' new marionette, *Pixie*.
11. "Springboard to Fame," a variety show from the Latin Quarter.
12. "First Nights," marquee interviews from Shubert theatres on opening nights.

WHAT THE CHILDREN LIKE TO SEE

In a contest sponsored by the Baltimore News Post in which 5200 school children answered the question, *What I Like to See in the Movies and Why*, lies a clue to children's TV preferences.

Children from first grade through junior high all agreed that they like to see movies about their contemporaries. 81% of the children in the fifth grade and under preferred movies about the younger set, while 62% of the older children went for teen-age stories. 92% of the younger group preferred "color, music and funny pictures". 49% said they disliked pictures that gave them "bad dreams".

5% of both groups liked to see animals and pets on the screen. Action pictures were the favorite of 63% of the boys. Love was out even with all but a few of the girls. One child specifically liked westerns, and two mention mysteries.

Evelyn Lawson, public relations counsel, conducted the survey for James J. Mage, owner of the Laffmovie chain.

(In the July Televiser an exclusive survey of what children prefer on video by Dorothy McFadden will be published).

Production Notes . . .

Rube Goldberg, noted cartoonist, to be featured in program, "Drawing Game," over WPIX starting June 22, packaged by Kermit Schafer, indie producer. \$1000 in cash prizes will be awarded home viewers each week who guess titles of books, songs, plays suggested by Rube Goldberg drawings . . . ABC has signed Cal Tinneys' package, "That Reminds Me," a "stop-me" format . . . Jack and Chuck Lusching to do a kiddie show, "Cartoon Tele-Tales" for ABC . . . "Exploring the UN," latest WPIX program idea will bow in around July 1st . . . Tex McCrary and Jinx Falkenberg prepping new summer show . . . WBEN-TV, Buffalo, has contracted for INS-INP News Photo Service . . . Bob Emery, producer of "Small Fry Club," reported to be receiving \$25,000 a year for the package from DuMont Network . . . Legal tiff between NBC and Frank Paris, former Howdy Doody puppeteer, points up need for clear-cut understanding between performers and networks . . . WSPD, Toledo, to telecast a weekly crossword puzzle, with video audience attempting to solve the riddle simultaneously with studio audience . . . Success of "Breakfast Club" as simultaneous radio-video entertainment has set off a chain reaction, with AM'ers clamoring for simultaneous TV airing (at an extra fee, of course) . . . "How Does Your Garden Grow" is title of half-hour program over WCAU, Philadelphia, featuring WCAU farm editor, Amos Kirby . . . Metropolitan Opera slated for ABC-Television in the fall, but not simultaneously with the nets' airing for Texaco . . . Martin Jones, former radio director of Buchanan Agency, producing "False Witness," weekly format with audience participation . . . "Mr. Mergenthwirker's Lobbies," an original video fantasy, received repeat airing over NBC (5/30) two years after initial telecast.

The Theatre Guild's Experience With Television

By WARREN CARO, *Executive Director*
Theatre Guild Television Division
New York City



WARREN CARO
Television Director
Theatre Guild Television Director

TELEVISION, from the moment of its first flicker, has evoked the sharpest difference of opinion. Many of us are familiar with the paternity question: whether the infant television most resembles radio, motion pictures, or the legitimate stage—a discussion in which television is usually tossed in many directions.

I am content to accept television as a marvelous child and I'm not very much worried about its parentage. Working in the medium at the Theatre Guild, we have learned that television must be taken as a specifically new art form. Television has emerged as a magnificent medium of mass entertainment and, for the Theatre Guild, is a logical extension of theatre, radio, and motion pictures.

It has been the Guild's hope that by entering the field, it might be able to bring to television the kind of standards which it has endeavored to maintain in the theatre and which have proved successful with the public. It has been our aim to present our series of sustaining shows over NBC, not as a television experiment, but as thoroughly professional productions, as close to perfection as technical facilities, production talents, and time will permit.

Evaluating a particular play for television demands the greatest care and considered judgment, keeping constantly in mind that the play must have a distinct visual appeal. The basic theme must be one that is not open to censorship and carries a universal appeal for the television audience.

In television, as in the legitimate theatre, we have moved cautiously with highly expressionistic or abstract material because of our uncertainty in getting across the effectiveness that such works demand. Eventually the techniques for transmitting the most finely drawn subtleties of the imaginative playwright will be mastered, but with the present technical limitations of studio and

equipment, we have wanted to be very sure of our ground.

The television camera is not yet geared to take in a great number of players and bring them through on the television screen with real clarity in an hour's adaptation of a full-length play. Plays with smaller casts are usually preferred so that the characters may be developed intensively, and presented with the maximum of impact within the time limit.

The number of sets the play calls for is a more or less elastic element. It has been the Guild's experience thus far in the small studio that four or at the most five sets can be effectively augmented by the use of film.

Obtaining Television Clearance

Most hit plays have been sold to motion pictures. However, many carry television rights assigned to the purchaser. If the rights have not been disposed of outright, the contract usually contains a prohibitive clause giving the picture company, within a certain period of years, rights to television broadcasts. Motion picture policies differ as far as television is concerned, and it is interesting to know that the Dramatists' Guild of the Authors League of America has undertaken the working out of uniform procedure on licensing the rights to plays, including television.

Once the play has been chosen and cleared, one of the Guild's administrative directors acts as producer for the Theatre Guild, supervising production in direct collaboration with the television director assigned to the play from the NBC staff. The producer and director confer on the play's outline, television treatment, sets, special effects, use of film, and other essentials involved in the preparation of the television version. A writer, especially qualified to do a craftsmanlike job of adapting the play for the visual needs of television, is engaged to write new scenes and material where required.

Ideally, it is desirable to have the script in completed form and to develop, in advance, the camera plot and sound and music directions. Unfortunately, because of time pressure in getting the program on the air, it has not always been possible.

The Telegenic Element

The selection of cast varies widely with the special standards of individual theatrical producers. There has been much discussion as to whether the stage, motion picture, or radio actor is best suited to the demands of the new medium. The prime consideration is the individual skill and suitability of the performer. My own feeling is that stage training furnishes the best qualifications. The seasoned stage actor seems most at home before the television cameras. The various

stars who have worked in the Theatre Guild series have all shown a great interest in gaining familiarity with the techniques of this new medium.

The telegenic element naturally should be considered . . . not that each actor need be handsome, but rather that the actor will look his part on television. He is not invariably the same through the camera lens as he is in person. In many cases we use the camera to work with the actor before making a final decision on the role.

Thus far, the music on our show has been recorded, but since restrictions have been lifted, it is inevitable that dramatic plays will soon use original music, both live and music especially recorded for the shows. Music will certainly have the same usefulness in underscoring values and heightening emotions as on the screen, in radio, and in the theatre. Of course, the preparation of original music with its attendant problems of clearances, engaging talent, etc., will add materially to the overall task of preparation.

As soon as sets are agreed upon by the Theatre Guild producer and the NBC director, NBC develops a floor plan which forms the basis for the sets ultimately used. Costumes are similarly handled with the same research for a period piece that goes into a stage or motion picture production.

Our rehearsals have averaged about eight or nine days, although we would do much better with two weeks. The first six days are dry rehearsals, held in the Theatre Guild rehearsal rooms sans cameras or technical equipment. On the Friday, Saturday, and Sunday preceding the broadcast, the company goes before the cameras and works in the actual set to be televised.

On an average, the Guild television plays have run from an hour to an hour and fifteen minutes. Basically the length of the play depends upon content and treatment, the test being length of time audience interest can be sustained.

Director's Technique

Because of the brevity of air time, the actor must establish a characterization rapidly and effectively. The limitations of studio space and the confinements of the camera lens are other conditions peculiar to staging a television play. The actor doesn't have full freedom of movement on television that he has on the stage. With his eye toward the small receiver screen, the director works out his scenes in tight little groups, a new technique to an actor who has never worked in television, and must become accustomed.

On television, the close-up is probably the director's most effective technique to portray character and get across the role's emotional quality. This feeling of intimacy conveyed by close-up is one of television's greatest assets and is the opportunity to convey fine acting with great intimacy. Action must be kept as mobile as possible though it is unnecessary to resort to incessant cutting from one actor to another purely for the sake of mobility. The scene can and should be played as long as the actor has something important to say and is saying it convincingly.

program summaries . . .

HOLLYWOOD SCREEN TEST (Scouting for Talent); *Sustaining:* ABC Eastern Network. *Televised:* Thursdays, 8 to 8:30 P.M. *Format:* Bert Lytell, veteran actor, brings before video cameras accomplished performers who have achieved success in media other than motion pictures.

YOUR FOREIGN POLICY (Public Service); *Sustaining:* ABC Eastern Network. *Televised:* Fridays, 8:30 to 9 P.M. *Format:* Discussion series on letters and telegrams on world affairs addressed to President, Secretary of State Marshall and Government agencies. Regular participants Paul F. Douglass and a Washington newspaper woman will question experts on world affairs. *Director:* Burke Crotty, WMAL-TV, Washington, D. C., station manager.

CHARADE QUIZ (Guest quiz). *Sustaining:* DuMont's WABD, New York. *Televised:* Thursdays, 8 to 8:30 P.M. *Format:* Parlor game of charades transformed by Bill Slater and his panel of guest experts into mature television entertainment.

STUMP THE ARTIST (Drawing quiz). *Sponsor:* John Daly, Inc., Philadelphia Ford dealer. *Agency:* E. L. Brown Agency, Philadelphia. *Televised:* Tuesdays, 7:45 to 8 P.M. *Format:* Features artist Sam Faier, his drawing board and a group of studio contestants. Each contestant is invited to make mark, number, doodle or drawing. If Faier can't produce picture or caricature without distorting the marking, he awards contestant a prize. WCAU-TV, Philadelphia.

HISTORY REPEATS ITSELF (Musical skit). *Sustaining:* DuMont Television Network. *Televised:* Monday, May 31, 6:45 to 7 P.M. *Format:* Theme revolved around contents of old theatrical trunk containing period costumes. Musical skit noted their resemblance to 1948's fashions. Featured Nanette Fabray and Mark Dawson, stars of "High Button Shoes," Broadway musical hit, and Conover models. Fashion commentary by Adelaide Hawley. *Produced by:* James Caddigan, DuMont program director, on behalf of New York City Cancer 1948 Fund Campaign.

THE DRAWING GAME (Audience participation). *Sustaining:* WPIX, News television station, N. Y. *Televised:* Starting June 22 on Channel 11. *Format:* Charade quiz in which clues will be sketched on large drawing board by Pulitzer Prize winner Rube Goldberg instead of being acted out. Six well-known guests will appear each week as contestants. They will work in two teams and try to guess correct answers to charades submitted by home audience. Prizes will be awarded for each charade used; additional prizes will be given if a charade stumps the guests. *Produced by:* Kermit Schafer. *Director:* Sherling Oliver.

TRY AND DO IT (Audience participation). *Sponsor:* General Foods for Maxwell House

Coffee. *Agency:* Benton and Bowles. *Televised:* Sundays, 8:30 P.M. starting July 4. *Format:* Members of audience will compete for prizes by attempting to perform tasks assigned them. Setting will be picnic ground with brass band, conducted by Thomas Lender Jones, formerly conductor on Prudential Family Hour. NBC television network.

MEET MISS MARKEL (Women's interests). *Sustaining:* DuMont's WTTG, Washington, D.C. *Televised:* Tuesdays, 7:45 P.M. *Format:* Hazel Markel, interviews internationally famous guests. Program also features fashion news and special entertainment.

CHILDREN'S HOUR (Children's program). *Sponsor:* Horn and Hardart Company. *Agency:* Clements Company, Inc. *Televised:* Sundays, 11:30 to 12:30. *Format:* Children's amateur hour. Stan Lee Broza, founder of program is MC. Telecast simultaneously with AM. WCAU-TV, Phila.

EXPLORING THE UN (Public service). *Sustaining:* WPIX, News television station, N. Y. *Televised:* Starting Tuesday, June 15. *Format:* Program will bring before cameras many of the leading entertainers, musicians, artists and writers of the different nations. Films will be used occasionally to show certain features of each country. Program was created and arranged by Harvey Marlowe, manager of programs, WPIX.

THE LAYTONS (Drama Series). *Sponsor:* John Wannamaker Department Store. *Televised:* Wednesdays, 8:30 to 9 P.M. *Format:* Drama series of the adventures of a middle-class American family. *Producer:* James Caddigan. *Director:* Pat Fay. WABD, N. Y.

TEXACO STAR THEATER (Vaudeville variety). *Sponsor:* Texas Company. *Agency:* Kudner Agency. *Televised:* Tuesdays, 8 to 9 P.M. *Format:* Patterned after shows of New York's Palace Theatre, vaudeville's former national headquarters for many years. Program features jugglers, song-and-dance teams, tight-wire artists, impersonators, magicians, ventriloquists, etc., interspersed with top entertainers of radio, stage and screen. From 7 to 10 acts will be presented weekly in the hour-long show. The William Morris theatrical agency will furnish the weekly acts. *Director:* Edward Sobel, of NBC Television staff.

TOTS, TWEENS 'N TEENS (juvenile fashion revue). *Sponsor:* Participating sponsors, headed by Macy's, New York. *Televised:* Wednesdays, 7 P.M. *Format:* Half-hour production of fun and fashions for youngsters, teen-agers and in-betweens originated by Agnes Phillips, formerly fashion editor of "Child Life," national magazine for children. *Produced by:* Television Fashions on Parade, Inc., WABD, N. Y.

COURT OF CURRENT ISSUES (Public Information Series). *Sustaining:* DuMont's WABD, N. Y. *Televised:* Tuesdays, 8 to 9 P.M. *Format:* Program is based on a court of law with the difference that ideas instead of persons are placed on trial. Prominent persons in public life appear as guest participants. *Produced by:* Irving Paul Sulds. *Director:* James Caddigan.

WE, THE PEOPLE (Variety). *Sponsor:* Gulf Oil Corporation. *Agency:* Young and Rubicam, Inc. *Televised:* Tuesdays, 9 P.M. *Format:* Well known radio program produced for television. Dwight Weist is master of ceremonies. Oscar Bradley conducts the orchestra and Dan Seymour is the announcer. *Special Aspects:* Program scheduled simultaneously with network television and AM broadcast. Fifteen minutes prior to program premiere CBS turned its tele cameras on lobby of CBS Playhouse 5, New York, for interviews with celebrities and others entering theatre. CBS-TV Net.

IT'S A HIT (Quiz). *Sustaining:* KSD-TV, St. Louis. *Televised:* Thursdays. *Type:* 45-minute quiz show. *Format:* Baseball game between two teams of studio contestants with television actors Al Chotin and Jack Norwine pitching questions and George Abel umpiring the answers. Baseball props are used for video effects, as the three MC's guide contestants through humorous take-off of the game. *Special Aspects:* Viewer participation is brought into program by means of big giveaway with prizes valued at \$1800. Eligibility of home viewers to win these "Jig-Saw Jack Pot" prizes depends on their writing letters telling why they support Community Chest. Program offered on cooperative basis to four non-competitive advertisers. *Produced by:* Westheimer and Company, St. Louis.

YOU'RE THE TOP (Variety revue). *Sustaining:* CBS-TV Network. *Televised:* Sundays, 9 to 10 P.M. *Format:* Hour revue series featuring top performers in New York night-clubs, movies, stage and screen. Ed Sullivan, syndicated newspaper columnist and producer of show, is MC. *Special Aspects:* Production presented in different set each week, and attended by large studio audience.

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Is Hollywood Awakening to A New Day? . . .

WITH THE VIDEO FILM OUTLOOK never so bullish, motion picture interests are giving feverish attention to what they long side-stepped as a "penny-ante" business, if not an outright threat to their existence.

This newly awakened interest is now found in almost every facet of the film business. Film trade papers constantly devote more space to television, often crowding out legitimate film news. Motion picture conventions invariably now include speakers, and even entire panels, on television. All this *plus* privately financed surveys and polls, "hush-hush" deals, public pronouncements of filmdom's moguls, and unobtrusive organizing of telefilm corporations mark the dawning of a new day for the film business.

At the Society of Motion Picture Engineer's convention in Los Angeles last month, W. W. Watts, an RCA v.p., added tinder to an already hot fire. Watts told the 700 film executives that Hollywood's present film capacity would need to be quadrupled to furnish video's ultimate film needs. By 1953, he foresaw 953 stations on the air in 456 cities, if the FCC's proposal increasing the number of television channels to almost 1000 goes into effect.

Future Estimates

But what made the film men really sit up and rub their eyes were Watts' estimates of the voracious amount of film footage that may be needed to feed but 500 network video stations.

On an annual basis, said he, the network stations would consume 3,650 hours of film, equivalent to 1,825 two-hour features, or 14,600 15-minute shorts. Hollywood now produces about 450 features yearly.)

* * *

Before the same group, Ralph Austrian, former head of RKO-Television, now v.p. of Foote, Cone & Belding, sounded what many term the death knell to present film exhibition practices. Today's television, still in its infancy, he said, has already reduced box-office receipts by an

estimated \$3,000,000 yearly, according to a survey made by his ad agency. Three-fourths of the video-owning families interviewed spend more evenings at home, see fewer films than formerly, far fewer than non-television families.

With the film business already facing a marked falling off of box-office receipts (due to changed economic conditions), a drastic loss of foreign business, and the forced sale of their theatre chains, Hollywood film men are not too happy these days. Mr. Austrian's survey, bolstered by reports from theatre operators in television cities (especially New York) and by privately conducted polls, has caused many a hard-headed film man to admit seeing the handwriting on the wall.

New Day A-Dawning?

As a result of the deal that will bring 24 top-notch Alexander Korda pictures to TV stations in 17 cities, including Hollywood, and with ten times that number of films of the J. Arthur Rank organization said to be heading for the American television film market, many a U. S. film executive was ready to admit that perhaps a new day for films was at hand.

In anticipation of television's vastly expanded film needs and increased dollar expenditures for film rentals and purchase, many a film executive is now ready to ride along with video, ready to set up new production facilities and to develop new techniques for the small screen medium.

Completes Series of 26 Films . . .

FIRST OF THE WEST COAST film firms to anticipate television's film needs was Jerry Fairbanks, Inc., now under exclusive NBC-Television contract.

Eleven weeks after starting to shoot his trail-blazing thriller series of 26 one-reelers titled "Public Prosecutor," Fairbanks had 500,000 feet ready for editing and musical scoring by mid-May, having averaged two and one-half programs per week since March 1.

("Prosecutor" series utilized 103 supporting players, 387 wardrobe and 12,000

prop changes, averaged eight sets to a program).

As a practical test in low-cost Hollywood production of film exclusively for television, the tele and film industries await the debut of the "Prosecutor" series over the NBC networks next fall.

Producers Join TV Procession . . .

NO LONGER LONE DOG of Hollywood film producers turned television is Jerry Fairbanks. Each week now sees new film companies joining the procession.

Newest of the converts is film's old-timer, Hal Roach, who recently organized Halro Television Corporation, with a healthy capitalization of \$2,000,000 and studios at Culver City. Mr. Roach is reported dickering with a major network for a long-term series. Another newcomer is Telepak Films, Inc., whose production is headed by William Cameron Menzies. Utilizing newly developed speed-up production techniques, the company reported that it shot three feature films in *four* days of shooting. (Telepak utilizes Roach studios).

Additional manifestations of the trend to television were the recent announcements that Neil Vanderbilt, roving correspondent, Rudy Vallee, former crooner, and John Steinbeck, novelist, among others, have each made the plunge to produce footage for video.

In addition to setting up his own production outfit, "Vallee Video," Rudy Vallee has set up seven independent production units which will release through him. Vallee is now producing a "college" series, to be followed by a comedy and fashion series.

Shooting Europe

On June 11th, roving reporter Vanderbilt and camera crew sailed from New York to spend the coming six months shooting European night clubs, fashions, industries, people and customs in France, Holland, Italy, Switzerland, England and Spain.

Specializing in French fashions is newly organized World Video, Inc., headed by John Steinbeck, in association with cameraman Bob Capa, Howard Wright and financier Lee Marshall. Initial series of 13 Paris-made explorations into French fashion world, purchased by NBC for telecasting starting next month, will be followed by three additional series during the fall and winter.

NEWSREELS . . .

INS-Telenews daily newsreel extended to Boston with the opening on June 9th of WBZ-TV; CBS has signed for the INS-INP-Telenews daily newsreel service on non-exclusive basis. . . . INS-Telenews strengthened its Middle-East coverage through exclusive agreement with Palestine Films, Inc. First fruits was INS-Telenews scoop over rival services in the form of historic newsreels showing the birth of Israel and the bloody fighting. . . . Katz Agency, Inc., 500 Fifth Avenue, New York City, have issued a four-page brochure highlighting the development of TV's local newsreels, which now include such newspaper owned stations as WFIL-TV (Phila. *Inquirer*), WMAR-TV (Baltimore *Sun*), WEWS (Cleveland *Press*), WWJ-TV (Detroit *News*), WPIX (New York *Daily News*), WGN-TV (Chicago *Tribune*), WTMJ (Milwaukee *Journal*), KSD-TV (St. Louis *Post Dispatch*), and WBEN-TV (Buffalo *News*). . . . DuMont is sponsor, over ABC affiliate, WFIL, of Philadelphia *Inquirer's* Television Newsreel, twice daily and Sunday. Philadelphia *Inquirer* Television Newsreel, telecast daily since September 13, 1947, received a Headliners Medal for the ground-breaking work it has done in the daily newsreel field. . . . Universal Newsreel being optioned by ABC in deal with Universal-United World Films. . . . Paramount News still seeking national sponsor, but will be weekly instead of daily as originally planned.

vision. . . . Democrats planning film series to plug its candidate over TV. . . . David O. Selznick, veteran Hollywood ace producer, preparing plans for video. Selznick recently spent three months in Gotham studying television. . . . Howard Hughes will soon announce extensive film plans, according to rumors. . . . Eastman Kodak's new laboratory hard at work developing new films for video film commercials, off-the-monitor recordings, and video newsreels. . . . Using film trailers over video to plug new pictures receiving increased sponsor attention, specially so since 20th Century-Fox's extensive trailerizing of "Iron Curtain" over NBC network. . . . Many small film distributors getting powerful video foothold, moving out front of competitors. . . . New film packages, utilizing unusual and little considered films, soon to make their appearance over nation's video stations. . . . U. S. Department of Agriculture considering use of films to carry food story to video public. . . . N. Y. State Department of Health mulling use of films in dental care test program over WRGB, Schenectady. . . . WPIX has all of fifteen 16mm cameras, two Houston and one Bell & Howell high speed printing equipment. . . . Majority of nation's TV stations use 16mm projectors, a *Televiser* survey indicates. . . . Horse race films made by Delaware Park tracks stewards for catching rough riding and fouls were turned into exciting trailer fare announcing opening of the track, May 31. . . . Television Artists Corp., headed by Jack Bertell, former v.p. of MCA, prepping to turn out film packages, featuring Phil Baker, Bert Wheeler, Patsy Kelly, others.

(Also shooting footage for video in Europe are film cameramen of Dudley Pictures Corporation for expanded "This World of Ours" series, which will include one-reelers on Belgium, Netherlands, Denmark, Sweden, Norway, France, Switzerland, Turkey and London).

Back in this country, and along a different vein, is the production in Hollywood by Albert Lang of a series of 13 fairy tales for the 2 to 8 year old video audience. "Goldilocks and the Three Bears" and "Little Red Riding Hood" are first in the series, all being shot on 16mm.

Watching trends closely are Hollywood's producers of B pictures and shorts. A mass switchover to video films is likely.

Nat'l Tele-Film Council To Guide New Video Film Firms . . .

TO SET UP STANDARDS, DISTRIBUTION methods, and guide the fledgling video film industry, the National Television Film Council was organized in New York last month at a luncheon-meeting of film and television executives at the Astor Hotel. Melvin L. Gold, advertising director of National Screen Service, was elected temporary chairman.

Sub-committees will soon be named to continue the studies made by the Television Film Coordinating Committee, original body of the new organization, with the view to preparing a uniform exhibition contract, setting up legal clearance procedures, and formulating a code of practice, among other matters of vital importance.

The National Television Film Council will also undertake a census of available films for television, and through its sub-committees, each headed by a prominent film or television executive, attempt to un-

freeze for television hundreds of shorts and features now withheld for various reasons.

It is one of the announced aims of the Council to inaugurate an educational program among video film users that will help standardize film practices among video stations and make for improved relations between film users and distributors.

First Meeting

Participating in the newly formed video film body are television station representatives, including Al Zink, Station WRGB, Schenectady; Robert Paskow, Station WATV, Newark; Gustavus Ober, Station WMAR-TV, Baltimore, and others.

First regular meeting of the National Television Film Council will be held June 17 at the Williams Club, 24 East 39th Street, New York City, 7:30 p.m. Interested persons are welcome to attend.

Speakers that evening will be: Norman Blackburn, NBC Television's national director of programs; Edward Evans, Director of Films, CBS Television; Kendall Foster, Director of Television, William Esty Agency; Gene Martell, President of the Screen Directors' Guild.

FILM NOTES . . .

Feature-length films of classic children's tales to be serialized on Bob Emery's "Small Fry Club" over DuMont web. "Swiss Family Robinson," "Oliver Twist," "Alice in Wonderland," and others will be screened in 10-minute evening installments. . . . Regular motion picture trailers, made on 16mm film by National Screen Service, will be used by the seventeen TV stations who have purchased exclusive local rights to the 24 Korda films controlled by WPIX, New York Daily News station. . . . Speaking of trailers: Jerry Fairbanks, Inc. will shoot 30-second and one-minute "coming attractions" for use by NBC affiliated stations. "March of Time" readying series for television. National Republican Convention will be kick-off, with M-O-T supplying footage for NBC-*Life* Magazine's background coverage. . . . Dudley Pictures Corporation negotiating with Veloz and Yolanda for 13 one-reel shorts produced specifically for tele-



Helping organize Nat'l Television Film Council; (l. to r.) Bob Paskow, WATV-Newark; Mel Gold, National Screen Service; Sally Perle, Mesall Organization; Charles Allicoate, FILM DAILY; Irwin A. Shane, TELEVISER MONTHLY; Al Zink, WRGB, Schenectady; Jay Williams, Film Equities Corporation; Myron Mills, Equity Film Exchanges.

film screenings . . .

"HOPALONG CASSIDY" and **"SUNSET CARSON WESTERNS"** (Astor Pictures Corp., 130 W. 46th St., N. Y. C.)—Eleven Hopalong Cassidy Westerns and six Sunset Carson Westerns, heretofore not released to the 16mm market, are now ready for distribution through 16mm cleared theatrical engagements.

"LIL ABNER" (Astor Pictures Corp., 130 W. 46th St., N. Y. C.)—RKO film based on celebrated comic strip by Al Capp.

"FIRST STEPS" (Film Program Services, 1173 Avenue of the Americas, N. Y., 19, N. Y.)—Demonstrates how badly crippled children can, through proper mental and physical treatment, regain use of weak limbs and become useful to themselves and to society. Recipient of Academy Award as "most outstanding documentary of 1947". 11 minutes. **Written by:** Albert Wasserman. **Directed by:** Leo Seltzer.

"THE CHURCH IN THE ATOMIC AGE" (Film Program Services, 1173 Avenue of the Americas, N. Y., 19, N. Y.)—19 minute film opens with Bikini explosions, and traces events leading up to use of atomic bomb as a weapon of war: Japanese attack on Pearl Harbor, President's declaration of war, development of Oak Ridge, experiment at Los Alamos, the bombing of Hiroshima and Nagasaki, etc. (including captured Japanese film never before released showing Japanese developments in the atomic race). Produced by RKO Pathe.

"HUNGRY MINDS" (Brandon Films, Inc., 1600 Broadway, N. Y., 19, N. Y.)—10 minute film reveals needs of Europe's children for physical and mental nourishment, and depicts problems of educational and cultural reconstruction in Europe. Film is first to use drawings of distinguished artist, Kaethe Kollwitz.

"STORY OF A CITY: NEW YORK" (Simmel-Meservey, Inc., Beverly Hills, Calif.) 2 reel study of country's greatest metropolis. Opening with orientation maps, film shows city's multiple transportation activities from its harbors to its subways, elevateds, surface lines and busy auto traffic arteries. Industry and finance, museums and markets, theaters, schools and civic activities are also shown in varied detail. Produced and photographed by Edward C. Simmel and James W. Sever, Jr.

"THE PIPEVINE SWALLOWTAIL BUTTERFLY" (Simmel-Meservey, Inc., Beverly Hills, Calif.) — Complete photographic story of butterfly life cycle, showing butterfly's habitat and following in ultracloseups the stages of metamorphosis in the life cycle: eggs and their maturation; growth and moulting of the caterpillars; processes of pupation and emergence; development of the adult. Particular care is given to showing exact anatomical detail and physiological processes. Available in both color and black and white,

and produced in two editions: an Elementary Edition of one reel for younger children, and a Scientific Edition of two reels for high school and college use.

"HORIZONS UNLIMITED"—17-minute black and white sound production which traces in documentary fashion the development and growth of highway transportation in America and its impact on the nation's economy. Produced by: Automobile Manufacturers Association. **Telescreened:** Saturday, May 22 on Station WWJ-TV, Detroit.

U. S. GOVERNMENT FILMS

DEPARTMENT OF THE NAVY. To borrow: Motion Picture Section, Office of Public Information, Executive Office of the Secretary, Washington 25, D. C.

PAN AMERICAN UNION. Complete stock of films now in hands of film libraries or film centers. Catalog of films available obtained through Dr. Lyman Judson, Chief, Visual Education Section, Pan American Union, Washington 6, D. C.

BUREAU OF PRISONS. To borrow: Superintendent of Vocational Education and Training, Bureau of Prisons, Department of Justice, Washington 25, D. C.

PUBLIC HEALTH SERVICE. To borrow: Contact individual State or local health

department. (For "Chest X-ray" films: Tuberculosis Control Division Consultants, District Office, U. S. Public Health Service, Washington 25, D. C.) To purchase: Surgeon General, U. S. Public Health Service, Washington 14, D. C. (Request authorization forms, and place order with laboratory selling particular film).

BUREAU OF RECLAMATION. To borrow or purchase: Commissioner, Bureau of Reclamation, Department of the Interior.

SAVINGS BONDS DIVISION. To borrow: Motion Picture Section, Savings Bonds Division, U. S. Treasury Department, Room 738 Washington Building, Washington 25, D. C.

SECRET SERVICE. To borrow: Field Offices of Secret Service or U. S. Secret Service, Department of the Treasury, Washington.

SOCIAL SECURITY ADMINISTRATION. To borrow: Social Security Administration, Federal Security Agency, Washington 25.

TENNESSEE VALLEY AUTHORITY. To borrow or purchase: Film Unit, New Sprinkle Building, Knoxville, Tennessee. (Written assurance must be given that films will not be used for commercial purposes.)

VETERANS ADMINISTRATION. To borrow: Visual Aids Division, Public Relations Service, Veterans Administration, Washington 25, D. C. To purchase: Motion Picture Service, Department of Agriculture, Washington 25, D. C.

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STUDIO AND PRODUCTION FACILITIES OF OPERATING STATIONS AND C.P.'s

City	State	Station	On Air	Affiliation	No. of Studios	Sizes of Studios	Studio No.	Cameras		Mobile Unit Make	Film Projectors		Newsreel Film Cameras	Sound	No. of Slide Projectors	Yes No	Process Unit Make	Make for Sponsors		Station Rates ('A' Time, Live) (Exclusive of Transmitter Charge)					Station Representative		
								No.	Make		No.	Make						16mm	35mm	16mm	35mm	Film	Slides	60'		30'	15'
Albuquerque, N. M.		KOB-TV	Aug.	NBC	2	20'x32'; 20'x25'	0		2 RCA	Own Design	1	0	0	0	No	2	No	Yes	Yes	(Not Formulated)					Free & Peters, 444 Madison Ave., N.Y.C.		
Baltimore, Md.		WAAM	Aug.		1	60'x60'	2	RCA	2 RCA		2	0	1	0	Yes	4	No	Yes	Yes								
		WBAL-TV	•	NBC	3	30'x50'; 15x17' 24'x34'	2	RCA	2 RCA	RCA	3	0	0	0	No	4	No	No	No	350	185	125	100	65	Kenneth Carter, Commercial Manager		
		WMAR-TV	•		1	(App. 1,200 sq. ft.)	2	RCA	3 RCA	Own Design	2	0	7	0	1	3	Yes	Houston	Yes	Yes	200	120	80	40	32		
Boston, Mass.		WBZ-TV	•	NBC	2	28'x30'; 40'x45'	2	RCA	2 RCA	RCA	2	2	0	0		3	No	No	No	250	150	100	65	50	Herbert Masse, Commercial Manager		
Buffalo, N. Y.		WBEN-TV	•	NBC	1	22'x36'	2	RCA	2 RCA	RCA	2	0	0	0	No	2	No	No	Yes	220	132	88	55	30	Edward Petry Co., 17 E. 42nd St., N.Y.C.		
Chicago, Ill.		WBKB	•	Par	2	25'x25'; 35'x50'	6	DuM	4	2	1	0	0	0		1	No	No	Yes	500	375	200			45		
		WGN-TV	•	MBS	1	38'x42'	9	(7-RCA; 2-DuM)		Own Design	1	2	5	0	No	1	Yes	Houston	No	Yes	400	240	160	100		Wm. A. McGuineas, Commercial Mgr.	
Cincinnati, O.		WLWT	•	NBC	2	100'x30'; 25'x20'	2	RCA	3 RCA	ACF-Brill	2	2	1	0	Yes	2	Yes	Houston	No	No	250	200	150	100	50	25	WLW Radio & Television, Inc., N.Y.C.
Detroit, Mich.		WWJ-TV	•	NBC	2	44'x26'; 40'x28'	5	DuM	2 RCA	GMC	1	0	1	0	No	1	No	No	No	350	210	140	70	35	Geo. P. Hollingbery, 307 N. Michigan, Chicago		
		WXYZ	Nov.	ABC	1	32'x38'	3	RCA	4 RCA	RCA	2	2				2	Yes	Yes	Yes	Yes	350					ABC Spot Sales	
Los Angeles, Cal.		KTLA	•	Par	2		6		4	2	3	0	2	0	Yes	2	No		Yes	400	280	150	100	50	John Fulton, Sales Rep., KTLA, Los Angeles		
		KTSL	•	MBS	6	60'x100'; 26'x46' (4)65'x70'	4	RCA	2 RCA	RCA	2	0			Yes	1	No	Yes	Yes	300	180	120	90	75	60	Sydney Gaynor, Gen. Sales Mgr., Los Angeles; John Blair & Co., N.Y.C.	
Louisville, Ky.		WAVE-TV	Sept.		1	36'x44'	0		2 RCA	GM	1	0	1	0	No	1	No	No	No	(Not Formulated)					Free & Peters, 444 Madison Ave., N.Y.C.		
Memphis, Tenn.		WMC	Nov.		2	28'x34'; aud. seating 1,000	2	RCA	2 RCA	RCA	1	0	2	0	No	2	No	No	Yes	(Not Formulated)					The Branham Co., N.Y.C., Chicago, St. Louis, etc.		
Milwaukee, Wisc.		WTMJ-TV	•	NBC	1	30'x54'	2	RCA	2 RCA	RCA	1	0	1	0	Yes	2	No	Yes	Yes	250	150	100	50	45			
Minneapolis, Minn.		WTCN	Nov.	ABC	1	59'x30'	1	RCA	2 RCA	RCA	1	0	1	0	Yes	1	Yes	RCA	Yes	Yes	(Not Formulated)						
New Haven, Conn.		WNHC-TV	•	DuM	1	60'x30'	2	DuM	2 DuM	DuMont	1	0	1	0	Yes	1	Yes	DuMont	No	No	250	150	100	75	50	25	DuMont Network, 515 Madison Ave., N.Y.C.
New York, N. Y.		WABD	•	DuM	2	50'x60'; 30'x40' 34'x30'; 20'x38'	6	DuM	6 DuM	DuMont	1	2	1	2	Yes	2	Yes		No	No	800	480	320	160	120	DuMont Network, 515 Madison Ave., N.Y.C.	
		WATV	•		3	84'x82'; 65'x45' 31'x13'	4	RCA	2 RCA	RCA	2	2	1	1	Yes	2	No	Yes	Yes	450	300	200	160	120	100		
		WCBS-TV	•	CBS	3	(2)55'x85'; aud. for 1,000	4	RCA	10 RCA	RCA	3	2	4	0	Yes	2	Yes		No	No	700	420	280	235	200	150	Radio Sales, 485 Madison Ave., N.Y.C.
		WNBT	•	NBC	5	(2)30'x65'; 30'x50' 50'x90'; 75'x90'	16	RCA	6 RCA	Own Design	1	2	3	8	Yes	3	No			750	450	300	175	175	NBC Spot Sales Div., N.Y.C.		
		WOR-TV	Nov.	MBS	4		3	RCA	2 DuM	DuMont	2	2				2	Yes	Yes	Yes	(Not Formulated)							
		WPIX	•		2	46'x29'; 15'x21'	3	GE	7 RCA	RCA	2	2	15	0	Yes	3		(2)Houston (1)Bell Howell	Yes	Yes	1,200	720	480	420	340	250	Free & Peters, 444 Madison Ave., N.Y.C.
Philadelphia, Pa.		WCAU-TV	•	CBS	3	55'x32'; 42'x29'; auditorium	5	RCA	5 RCA	RCA	2	0	2	1	Yes	2	Yes	Houston	Yes	Yes	200	120	80	60		Radio Sales, 485 Madison Ave., N.Y.C.	
		WFIL-TV	•	ABC	2	25'x55'; 15'x20'	2	RCA	6 RCA	Own Design	2	0	2	0	Yes	5	Yes	Houston	Yes	Yes	300	180	120	90	60	40	John E. Surrick, Sales Director and The Katz Agency, 500 5th Ave., N.Y.C.
		WPTZ	•	NBC	2		2	RCA	4 RCA	RCA	1	2	3	1	Yes	4	No		Yes	Yes	300	180	120	100		J. D. McLean, Commercial Manager	
Richmond, Va.		WTVR	•	NBC	1	29'x17 1/2'	2	DuM	1 DuM	DuMont	2	2	0	0		1	No	No	Yes	175	97.50	70	55	30	NBC Spot Sales Div., and J. Blair & Co., 3301 W. Broad St., Richmond, Va.		
St. Louis, Mo.		KSD-TV	•	NBC	1	24'x44'	2	RCA	2 RCA	RCA	1	0	0	0		2	No	Yes	Yes	250	150	100			40	Free & Peters, 444 Madison Ave., N.Y.C.	
St. Paul, Minn.		KSTP	•	NBC	1	30'x40'	3	RCA	3 RCA	3	2	0	2	0	Yes	3	Yes	Houston	Yes	Yes	200	120	80	50	45	Edward Petry Co., 17 E. 42nd St., N.Y.C.	
San Francisco, Cal.		KPIX	Dec.		3	(2)20'x30'; 25'x40'	2	RCA	2 RCA	Own Design	2	0	2	0	Yes	2	No		Yes	Yes	250	150	100			The Bolling Co., 480 Lexington Ave., N.Y.C.	
Toledo, Ohio		WSPD-TV	July	NBC	1	25'x55'	2	RCA	2 RCA	RCA	2	0	0	0		3	No		Yes	Yes	250	150	100	75	50	40	The Katz Agency, 500 Fifth Ave., N.Y.C.
Washington, D. C.		WMAL-TV	•	ABC	1	50'x25'	2	RCA	2 RCA	Own Design	2	0	0	0		2	No		Yes	Yes	300	180	120	100	60	Ben B. Baylor, Jr.; ABC Spot Sales	
		WNBW	•	NBC	1	52'x76'	3	RCA	2 RCA	2-RCA	1	2				2	No		Yes	Yes	250	170	120	100		NBC Spot Sales Div.	
		WOIC	Oct.	MBS	1		1	RCA	3 DuM	DuMont	2	2				2	No		Yes	Yes							
		WTTG	•	DuM	1	18'x35'	2	DuM	4 DuM	DuMont	2	0	0	0		2	No		No	Yes	250	150	100	50	25	DuMont Tele. Network, 515 Madison Ave., N.Y.C.	



WTMJ-TV, Milwaukee Journal Station, is Model Smaller City Tele Operation

WTMJ-TV, The Milwaukee Journal television station, began commercial broadcasts on channel 3 on December 3, 1947. Prior to that date the station was on the air occasionally during the preceding two months with test programs.

"T-Day" came to Milwaukee after many years of television research and experimenting by The Journal Company. First steps towards video were taken by The Journal in 1930 when experimental work started. A year later, a license was received for station W9XD. Later, as a result of difficulties encountered in the high technical research, the tempo slowed down for a few years. Then in 1941 a construction permit was granted for experimental television station W9XMJ, and later the same year a permit was granted for commercial television station WMJT.

Pre-T-Day Plans

Milwaukee's Radio City was designed as the first structure to house all three types of broadcasting—AM, FM and television. When it was built in 1942, it became the most modern plant of its kind in the country. The largest studio at Radio City was especially reserved for television, and a 300-foot tower was built for future television use. They are now being utilized by WTMJ-TV.

When the station went on the air last December, it started broadcasting with the firm knowledge that every prepara-

tion had been made in advance to insure the best possible television. Many months of work, study and experimentation were carried out before "T-Day" in Milwaukee.

Detailed operational planning began when the green light went on for technical equipment after the close of the war. Early in 1947, when assurances of equipment were made, The Journal Company started actual operational planning. At that time, a complete 19-page outline, called "Developmental Plans for The Milwaukee Journal Television Station WTMJ-TV," was prepared.

This long range plan was the result of months of extensive study of the entire television picture. The study included extended visits to television centers and other stations. Briefly, the plan was a detailed operational schedule of program, technical, and personnel work projects and requirements, leading up to and following T-Day. The plan set up a goal to work for with deadlines to observe, with nothing left to haphazard chance that could be foreseen and accomplished.

Included in the plans were large scale promotions to acquaint Milwaukee with television both before and after WTMJ-TV went on the air. All possible means were used for promotion and publicity. Among the many preparations for "T-Day" were plans for television programs and the sales of these shows. Before the station started its broadcasts,

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BEN GRAUER

By BOB HARRIS

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Question: "What type of preparation is necessary on your part for remote shows like *Eye Witness*?"

Answer: "A surprising amount of detailed and exacting rehearsal. For instance, when we described the RCA tube out at Harrison, New Jersey, we went over that darn production line about ten times—watching out that our description was authentic and that we covered the major points while still making it interesting and non-technical enough so that the average viewer could get it, all the time watching out for camera angles, shifting of equipment from one spot to another, sequence of incidents when I had to be sure to introduce Jones ahead of Smith. This took literally all day. Preceding that day of rehearsal, there were three or four days of 'scouting' the

layout by—in this case—Garry Simpson, an NBC director, and members of the staff, to sift out the best material for the television eye."

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STUDIO AND PRODUCTION FACILITIES

City	State	Station	On Air	Affiliation	No. of Studios	Sizes of Studios	Studio No.	Cameras Make	Field Cameras No. Make	Mobile Unit Make	Film Projectors		Newsreel Film Cameras		
											16mm	35mm	16mm	35mm	
Albuquerque, N. M.		KOB-TV	Aug.	NBC	2	20'x32'; 20'x25'	0		2 RCA	Own Design	1	0	0	0	
Baltimore, Md.		WAAM	Aug.		1	60'x60'		2 RCA	2 RCA			2	0	1	0
		WBAL-TV	•	NBC	3	30'x50'; 15x17' 24'x34'		2 RCA	2 RCA	RCA		3	0	0	0
		WMAR-TV	•		1	(App. 1,200 sq. ft.)	2	RCA	3 RCA	Own Design		2	0	7	0
Boston, Mass.		WBZ-TV	•	NBC	2	28'x30'; 40'x45'	2	RCA	2 RCA	RCA		2	2	0	0
Buffalo, N. Y.		WBEN-TV	•	NBC	1	22'x36'	2	RCA	2 RCA	RCA		2	0	0	0
Chicago, Ill.		WBKB	•	Par	2	25'x25'; 35'x50'	6	DuM	4	2		1	0	0	0
		WGN-TV	•	MBS	1	38'x42'	9	(7-RCA; 2-DuM)		Own Design		1	2	5	0
Cincinnati, O.		WLWT	•	NBC	2	100'x30'; 25'x20'	2	RCA	3 RCA	ACF-Brill		2	2	1	0
Detroit, Mich.		WWJ-TV	•	NBC	2	44'x26'; 40'x28'	5	DuM	2 RCA	GMC		1	0	1	0
		WXYZ	Nov.	ABC	1	32'x38'	3	RCA	4 RCA	RCA		2	2		
Los Angeles, Cal.		KTLA	•	Par	2		6		4	2		3	0	2	0
		KTSL	•	MBS	6	60'x100'; 26'x46' (4)65'x70'	4	RCA	2 RCA	RCA		2	0		
Louisville, Ky.		WAVE-TV	Sept.		1	36'x44'	0		2 RCA	GM		1	0	1	0
Memphis, Tenn.		WMC	Nov.		2	28'x34'; aud. seating 1,000	2	RCA	2 RCA	RCA		1	0	2	0
Milwaukee, Wisc.		WTMJ-TV	•	NBC	1	30'x54'	2	RCA	2 RCA	RCA		1	0	1	0
Minneapolis, Minn.		WTCN	Nov.	ABC	1	59'x30'	1	RCA	2 RCA	RCA		1	0	1	0
New Haven, Conn.		WNHC-TV	•	DuM	1	60'x30'	2	DuM	2 DuM	DuMont		1	0	1	0
New York, N. Y.		WABD	•	DuM	2	50'x60'; 30'x40' 34'x30'; 20'x38'	6	DuM	6 DuM	DuMont		1	2	1	2
		WATV	•		3	84'x82'; 65'x45' 31'x13'	4	RCA	2 RCA	RCA		2	2	1	1
		WCBS-TV	•	CBS	3	(2)55'x85'; aud. for 1,000	4	RCA	10 RCA	RCA		3	2	4	0
		WNBT	•	NBC	5	(2)30'x65'; 30'x50' 50'x90'; 75'x90'	16	RCA	6 RCA	Own Design		1	2	3	8
		WOR-TV	Nov.	MBS	4		3	RCA	2 DuM	DuMont		2	2		
		WPIX	•		2	46'x29'; 15'x21'	3	GE	7 RCA	RCA		2	2	15	0
		WCAU-TV	•	CBS	3	55'x32'; 42'x29'; auditorium	5	RCA	5 RCA	RCA		2	0	2	1
Philadelphia, Pa.		WFIL-TV	•	ABC	2	25'x55'; 15'x20'	2	RCA	6 RCA	Own Design		2	0	2	0
		WPTZ	•	NBC	2		2	RCA	4 RCA	RCA		1	2	3	1
		WTVR	•	NBC	1	29'x17 1/2'	2	DuM	1 DuM	DuMont		2	2	0	0
Richmond, Va.		WTVR	•	NBC	1	29'x17 1/2'	2	DuM	1 DuM	DuMont		2	2	0	0
St. Louis, Mo.		KSD-TV	•	NBC	1	24'x44'	2	RCA	2 RCA	RCA		1	0	0	0
St. Paul, Minn.		KSTP	•	NBC	1	30'x40'	3	RCA	3 RCA	3		2	0	2	0
San Francisco, Cal.		KPIX	Dec.		3	(2)20'x30'; 25'x40'	2	RCA	2 RCA	Own Design		2	0	2	0
Toledo, Ohio		WSPD-TV	July	NBC	1	25'x55'	2	RCA	2 RCA	RCA		2	0	0	0
Washington, D. C.		WMAL-TV	•	ABC	1	50'x25'	2	RCA	2 RCA	Own Design		2	0	0	0
		WNBW	•	NBC	1	52'x76'	3	RCA	2 RCA	2-RCA		1	2		
		WOIC	Oct.	MBS	1		1	RCA	3 DuM	DuMont		2	2		
		WTTG	•	DuM	1	18'x35'	2	DuM	4 DuM	DuMont		2	0	0	0

OF OPERATING STATIONS AND C.P.'s

Sound	No. of Slide Projectors	Yes No	Process Unit Make	Make for Sponsors		Station Rates (* A' Time, Live) (Exclusive of Transmitter Charge)						Station Representative
				Film	Slides	60'	30'	15'	10'	5'	1'	
No	2	No		Yes	Yes	(Not Formulated)						Free & Peters, 444 Madison Ave., N.Y.C.
Yes	4	No		Yes	Yes							
No	4	No		No	No	350	185	125	100	65		Kenneth Carter, Commercial Manager
I	3	Yes	Houston	Yes	Yes	200	120	80		40	32	
	3	No		No	No	250	150	100		65	50	Herbert Masse, Commercial Manager
No	2	No		No	Yes	220	132	88		55	30	Edward Petry Co., 17 E. 42nd St., N.Y.C.
	1	No		No	Yes	500	375	200			45	
No	1	Yes	Houston	No	Yes	400	240	160		100		Wm. A. McGuineas, Commercial Mgr.
Yes	2	Yes	Houston	No	No	250	200	150	100	50	25	WLW Radio & Television, Inc., N.Y.C.
No	1	No		No	No	350	210	140		70	35	Geo. P. Hollingbery, 307 N. Michigan, Chicago
	2	Yes		Yes	Yes	350						ABC Spot Sales
Yes	2	No			Yes	400	280	150		100	50	John Fulton, Sales Rep., KTLA, Los Angeles
Yes	1	No		Yes	Yes	300	180	120	90	75	60	Sydney Gaynor, Gen. Sales Mgr., Los Angeles; John Blair & Co., N.Y.C.
No	1	No		No	No	(Not Formulated)						Free & Peters, 444 Madison Ave., N.Y.C.
No	2	No		No	Yes	(Not Formulated)						The Branham Co., N.Y.C., Chicago, St. Louis, etc.
Yes	2	No		Yes	Yes	250	150	100		50	45	
Yes	1	Yes	RCA	Yes	Yes	(Not Formulated)						
Yes	1	Yes	DuMont	No	No	250	150	100	75	50	25	DuMont Network, 515 Madison Ave., N.Y.C.
Yes	2	Yes		No	No	800	480	320		160	120	DuMont Network, 515 Madison Ave., N.Y.C.
Yes	2	No		Yes	Yes	450	300	200	160	120	100	
Yes	2	Yes		No	No	700	420	280	235	200	150	Radio Sales, 485 Madison Ave., N.Y.C.
Yes	3	No				750	450	300		175	175	NBC Spot Sales Div., N.Y.C.
	2	Yes		Yes	Yes	(Not Formulated)						
Yes	3		(2)Houston (1)Bell Howell	Yes	Yes	1,200	720	480	420	340	250	Free & Peters, 444 Madison Ave., N.Y.C.
Yes	2	Yes	Houston	Yes	Yes	200	120	80		60		Radio Sales, 485 Madison Ave., N.Y.C.
Yes	5	Yes	Houston	Yes	Yes	300	180	120	90	60	40	John E. Surrick, Sales Director and The Katz Agency, 500 5th Ave., N.Y.C.
Yes	4	No		Yes	Yes	300	180	120		100		J. D. McLean, Commercial Manager
	1	No		No	Yes	175	97.50	70		55	30	NBC Spot Sales Div., and J. Blair & Co., 3301 W. Broad St., Richmond, Va.
	2	No		Yes	Yes	250	150	100			40	Free & Peters, 444 Madison Ave., N.Y.C.
Yes	3	Yes	Houston	Yes	Yes	200	120	80		50	45	Edward Petry Co., 17 E. 42nd St., N.Y.C.
Yes	2	No		Yes	Yes	250	150	100				The Bolling Co., 480 Lexington Ave., N.Y.C.
	3	No		Yes	Yes	250	150	100	75	50	40	The Katz Agency, 500 Fifth Ave., N.Y.C.
	2	No		Yes	Yes	300	180	120	100	60		Ben B. Baylor, Jr.; ABC Spot Sales
	2	No		Yes	Yes	250	170	120	100			NBC Spot Sales Div.
	2	No		Yes	Yes							
	2	No		No	Yes	250	150	100		50	25	DuMont Tele. Network, 515 Madison Ave., N.Y.C.



WTMJ-TV, Milwaukee Journal Station, is Model Smaller City Tele Operation

WTMJ-TV, The Milwaukee Journal television station, began commercial broadcasts on channel 3 on December 3, 1947. Prior to that date the station was on the air occasionally during the preceding two months with test programs.

"T-Day" came to Milwaukee after many years of television research and experimenting by The Journal Company. First steps towards video were taken by The Journal in 1930 when experimental work started. A year later, a license was received for station W9XD. Later, as a result of difficulties encountered in the high technical research, the tempo slowed down for a few years. Then in 1941 a construction permit was granted for experimental television station W9XMJ, and later the same year a permit was granted for commercial television station WMJT.

Pre-T-Day Plans

Milwaukee's Radio City was designed as the first structure to house all three types of broadcasting—AM, FM and television. When it was built in 1942, it became the most modern plant of its kind in the country. The largest studio at Radio City was especially reserved for television, and a 300-foot tower was built for future television use. They are now being utilized by WTMJ-TV.

When the station went on the air last December, it started broadcasting with the firm knowledge that every prepara-

tion had been made in advance to insure the best possible television. Many months of work, study and experimentation were carried out before "T-Day" in Milwaukee.

Detailed operational planning began when the green light went on for technical equipment after the close of the war. Early in 1947, when assurances of equipment were made, The Journal Company started actual operational planning. At that time, a complete 19-page outline, called "Developmental Plans for The Milwaukee Journal Television Station WTMJ-TV," was prepared.

This long range plan was the result of months of extensive study of the entire television picture. The study included extended visits to television centers and other stations. Briefly, the plan was a detailed operational schedule of program, technical, and personnel work projects and requirements, leading up to and following T-Day. The plan set up a goal to work for with deadlines to observe, with nothing left to haphazard chance that could be foreseen and accomplished.

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salesmen had sold nine programs and several spots. Among the sponsors were the Boston Store with a "how-to-do-it" series, Gimbels department store with a newsreel, A. Gettelman Brewing Company with wrestling and "Sports Thrills," the Wadham's Division of Socony Vacuum Oil Company with Marquette University basketball, Radio Specialty Company (Philco) with news, Schuster's department stores with a live variety show, and Broadway House of Music with high school basketball games.

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WTMJ-TV is on the air five days a week, Wednesday through Sundays, with an average of 20 hours a week of programs. Afternoon programs start at 3:30 P.M. and last about two hours. Evening broadcasts begin at 7:45 P.M. During the first three months of operations, two field cameras and a film chain were used for all programs. This limited the number of rehearsals and studio shows. Now the station has added equipment consisting of two new studio type cameras and a mobile unit. The latter cost \$10,000 and is especially designed for television remote broadcasts.

WTMJ-TV has been carrying a good amount of remotes each week. The peak was reached one week in February when the station had six straight nights of remotes of sports events. During the week, February 9-14, three nights of

Golden Gloves boxing was presented from the Milwaukee auditorium, two professional games, a wrestling show, and a Marquette University basketball game.

Sports broadcasts have been the most popular with television audiences in Milwaukee. During the winter, 33 basketball games were broadcast. Fifteen were college games played by Marquette University, 16 were high school games and two were professional games. Other sports broadcasts during the first three months of operations included 13 wrestling shows, 7 boxing cards, 12 table tennis programs, 2 ice hockey games, 2 bowling programs, one dartball and one fencing demonstration. WTMJ-TV will broadcast the 77 home games to be played by the Milwaukee Brewers of the American Association.

Among the top programs are a series of Sunday night variety shows, a "how-to-do-it-program" by the Boston Store on Thursdays, bowling demonstrations on Friday nights, a teen-age show on Saturdays and a newsreel program on Sundays. Also on Sunday nights, top sports personalities are guests of Bob Heiss on "The Sportsman" program which has wide appeal. A half-hour to three-quarters of an hour of special children's programs are featured afternoons, Wednesdays through Fridays.

In March, Wisconsin radio history was made with the first simultaneous broadcast on AM, FM and television. The occasion was the broadcast of a "Candidates Forum" as a public service feature. Fourteen candidates for Mayor of Milwaukee appeared on the one hour program. It was presented on two successive Sunday afternoons over the three stations. This also marked the first time in the history of Wisconsin that any candidates for public office appeared on television.

Video Sales Value

WTMJ-TV has had an outstanding example in sales value of television in the A. Gettelman Brewing Company's sponsorship of sports on television. Since WTMJ-TV began commercial operations on December 3, 1947, Gettelman has sponsored wrestling shows every Thursday from the South Side Armory, a 20-minute "Sports Thrills" film program before 13 Marquette University basketball games, three nights of Golden Gloves boxing and a couple of one-minute spots a week.

After six weeks of operation, the Kramer-Crasselt Advertising Agency of Milwaukee made a television survey. When the results of the survey were published, it was revealed that Gettelman had rated 100% in advertising effectiveness. Every one of the television set owners in Milwaukee who were interviewed in the survey knew the name of the sponsor of the wrestling shows.

The sponsoring of wrestling on television brought new dealers and distributors for Gettelman. Those watching television at the bars began asking for Gettelman beer, and taverns not carrying it had to order some to meet the demand. Those who had Gettelman reported increases in their sales and that customers were switching from other popular brands. After less than three months of sponsoring television programs, Gettelman had more than 60 new dealers.

Facilities and Personnel

Gettelman uses simple commercials with slides and cards showing a bottle of beer and the Gettelman trade mark. Some live commercials are used with beer poured from the bottle into a glass.

Another example of television effectiveness was shown in February. The Gimbels department store, sponsors of a newsreel on Sunday nights, made an offer of a sample tube of lipstick and some lipstick tissues. This offer was made on one program only. The offer was made only on television and those interested were instructed to pick up the sample the next day at one of the cosmetic counters. On Monday, 257 responded to the one day offer. At the time there were only 1,000 television sets in the Milwaukee area.

The station facilities are as follows: WTMJ-TV has two studios, one a live studio (30 by 54 feet) and the other a film studio (10 by 20 feet). Four cameras

are used; two are field image orthicons, and two are new studio image orthicons.

The station has: Associated Press news service and pictures (also news and pictures gathered by The Milwaukee Journal) NBC Thesaurus transcription service and sound recording facilities; one film camera, one 16-mm projector, one dual slide projector, one balopticon for handling cards and pictures up to 5 by 6-2/3 inches. The station also has a new mobile unit, with one microwave unit, and complete camera equipment for field pickups.

Live talent on the station includes local variety acts, Milwaukee choirs and singing groups, teen agers representing Milwaukee County high school in a weekly program on their own, members of our own staff such as Radio City vocalist, Paul Skinner, with a 15-minute weekly program, and sportscaster, Bob Heiss, in a weekly sports show.

WTMJ-TV personnel includes: Walter J. Damm, Vice-president and General Manager of Radio, The Journal Company; L. W. Herzog, Assistant General Manager; R. G. Winnie, Station Manager; James Robertson, Program Manager; Phil B. Laeser, Chief Engineer, FM and television facilities; Edwin L. Cordes, FM and Television Supervisor; Henry Goeden, Field supervisor in charge of the television mobile unit; Charles Zoekler, Production Manager; George Marr, Special Events Director; Scott Young and Colby Lewis, Studio directors; and Dorothy Saper, Film Director.

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Eliminate Video's Uncertainties Essential to Video's Future

By HARVEY MARLOWE, Program Mgr.
Station WPIX - New York City

TELEVISION programming in the past has been full of mechanical and engineering question marks. How many sets are there? How many cameras? Can a signal be transmitted without washing out the details with floods of light?

Within the past few months we have seen many of these questions begin to answer themselves. We now have a large and ever-growing audience. Stations capable of producing good programming are being built. No longer is the mere fact that it is possible to get a picture on the air sufficient reason for celebration. But with the evolution of an audience and the mechanics for producing programs, a new set of questions comes into being.

These new questions have to do with timing, camera techniques and action. From the stage of the theatre we bring the technique of direct action. A director for the theatre must be sure that by physical action of his players, the audience, which is separated from the stage by footlights, understands the villain's relationship to the heroine, and vice versa. The where, when, and why of the use of direct action in television programming is yet to be worked out.

In the filming of a motion picture the director, through the medium of his camera and by the cutting of his film, employs the technique of reaction. By turning his audience's eyes from the face of the villain to the face of the heroine in close-ups, he can establish their relationships and reactions to the story line. This method of story telling is a "must" on television with its inherent qualities of *intimacy* and *immediacy*.

Timing

From radio, television must learn well-developed methods of timing. With the advent of network programming, getting a show on the air can no longer be a hit-or-miss affair. Also from radio we must learn to use the perspective of sound. We hope for that day when the actor at the rear of the set does not sound as if he were next to the actor close-up in the foreground. All these things are our tools to be used in the creation of programs for television.

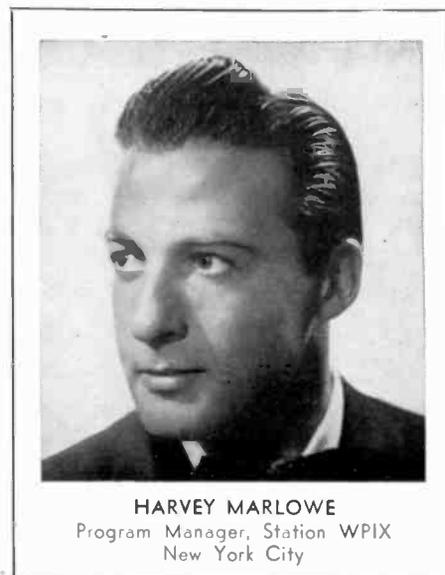
The next great question is, "Will it be feasible to produce variety and dramatic shows economically when network operations come into being?" As for co-ax, it looks as if it is going to take a large bankroll to relay a half-hour variety show from New York to the West Coast. Sometime, in the not too distant future, we are going to have to consider costs on flying our cast, director and technicians to Chicago and Los Angeles, as compared with the costs of sending the programs over the wires.

Relaying of Shows

Such a solution also would answer another problem that is tied up with the relaying of shows. That is the time difference between New York, Chicago and Los Angeles. It is obvious that the cable cost will not be greatly reduced for a re-broadcast three hours later. And I suspect that Chicagoans will find the program just as interesting on Wednesday as New Yorkers did on Monday. And at a time more in keeping with their dining habits.

If *immediacy*, that overworked but hard to replace word in television, is not of primary importance to the program, the alternative solution can be film, allowing for a far greater scope for placing of programs on networks to fit with local patterns of programming.

Each month is seeing the growth of our audiences. As they grow they become more



and more selective in their viewing habits. Television programs are going to live or die in direct ratio to how much they please those audiences. How to please them lies in the elimination of the question marks of television.

Retooling the Audience Survey for Television

By C. E. HOOPER, President
C. E. Hooper, Inc.

AUDIENCE researchers have marched arm in arm with the engineer in the advance of television. The pattern is already set for large scale reporting of the television audience size and other characteristics and the beginnings of continuous comparative reports have been made.

There are two basic methods of audience measurement, both pioneered and developed by radio to which video is falling full heir. One is telephone coincidental, the other is the listener diary.

The telephone coincidental has been and is radio's source of low cost, frequent reports of comparative program popularity, sponsor identification and details on the number, sex and age of listeners. To retool this method for television involves the following:

In radio we say:

1. Were you listening to the radio just now?
2. To what program?
3. Over what station?
4. What is advertised?
5. How many men, women and children are listening?

In television:

1. Were you looking at or listening to a broadcast just now?

2. To what program?
3. Over what station?
4. What is advertised?
5. How many men, women and children are listening or looking?

Three words are added, two are substituted.

The telephone coincidental embraces the basic concept of attentiveness. In telephone coincidental measuring, one has to be listening attentively to become a statistic.

Pump up that attentiveness factor to the nth power and you have a gauge of its significance in the effectiveness of television.

The listener diary is radio's (and television's) comparative information source between flow of audience from program to program—or from station to station, frequency of listening to programs aired more than once weekly, duplication of listening between two or more programs advertising either the same or competitive products and other audience characteristics.

FOREIGN NOTES: BBC telecasts three plays a week inasmuch as drama leads by far with British audiences, according to Dennis Johnston, former BBC program manager. Twelve producers are constantly assigned to drama production.

people . . .

NEW PERSONNEL

WCAU: Raymond Freedman, Harry Remmers, E. Louis Sturgatch, Robert H. Shufelt and Irvin Gubin, technicians; Daniel T. Jones, to drive television mobile unit and assist with studio lights. Dave Kaigler and Bill Sears, production-direction-writing department. Paul Barnes, art work and set designing.

WATV: James N. Furness, formerly with WCBS-TV, named Television Operations Manager.

WPIX: Jack McCarthy and Guy Lebow to announce sports programs. John Bolton, formerly with WNEW, to announce special events and newscasts. Rex Marshall, previously with WCAU, Philadelphia, and the ABC network in New York, to handle both political conventions in Philadelphia this summer and will be heard on daily TV newsreels. John Tillman, formerly with CBS Television, to handle studio shows. Florence Greene named casting director; Clark R. Jones, director-producer; Peggy Gannon, assistant director; Louis B. Ames, music librarian; Frederic H. Stange, floor manager and Albert T. Knudsen, copyright supervisor. Jack Martin and Marcia Drennen, News and Special Events Department writer-editors. Samuel Forman Jackson and Barnes Compton, Jr., former members of the News advertising department, appointed to sales staff. Sidney Davidson, named studio supervisor; William J. Kelly, transmitter supervisor, and Joseph Strockbine, supervisor in charge of transmitter maintenance. Engineers: Charles Anthony Voso, John F. Costello and Kenneth Petersen, formerly of WABD; Stanley Paul Palasek from CBS-TV; Michael Vardakis, formerly of Stewart Warner Corporation, Chicago, Ill.; Robert Lansing Maloff, from WGYN-FM; John R. Rieger, Jr., of United Nations radio staff; Ephraim M. Abramson; C. Russell Lea, Jr., formerly of WJBW, New Orleans; Dominick Bruno; Michael Freier and Harold V. Smith.

STAFF PROMOTIONS

ABC-TV: Richard Goggin, of New York television production staff, will become network's Los Angeles director, and will assist J. Donald Wilson, western head of division with programming of KGO-TV, San Francisco.

CBS-TV: Lawrence W. Lowman, former vice president in charge of television, appointed vice-president and general executive; J. L. Van Volkenburg, former director of station administration now vice-president and director of television operations; J. Kelly Smith, former director of station relations, now vice-president in charge of station administration. William A. Schudt, Jr., former Eastern manager of station relations, succeeds Mr. Smith as network director of station relations. Ed-

ward E. Hall succeeds Mr. Schudt as Eastern Division manager of station relations.

NBC: Robert Clark, New York television operations supervisor, transferred to same position for network's Hollywood division. Reid R. Davis, video control supervisor, to replace Clark as New York television operations supervisor. Sidney N. Strotz, vice-president in charge of Western division, named administrative v.p. in charge of television. Charles P. Hammond, vice-president and executive assistant to Mr. Mullen, named assistant to the president, Niles Trammel. Nolan E. Kersta, director of the Television Department, named director of television operations.

WCAU-TV: John Ferlaine, formerly with station's printing and art department, will handle art work and set designing.

WAAM (Baltimore): Ted Estabrook, former WFIL-TV studio director, named program director.

WENR-TV (Chicago) John Gibney, former production manager, Television Advertising Productions, named production manager.

MISCELLANEOUS

WILLIAM J. MORRIS, formerly television engineer of BBD&O, now supervisor of television and motion picture department Biow agency.

DON BRINKLEY, former WGN staff writer, now at Television Advertising Productions, as script editor and writing chief.

ROBERT P. KUKUCK, has been appointed director of recently expanded television department of Flint Advertising Associates, New York.

DON L. KEARNEY, formerly national sales manager of Mutual network cooperative programs, will rejoin the Katz Agency, Inc. as account executive, specializing in television.

FREDERICK D. OGILBY, formerly sales manager of Radio Division of Philco Corp., appointed to newly-created position of manager of television sales.

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receiver distribution

(as of June 1, 1948)

(Cities without TV service shown in Italic)

AREA	— Distribution of Tele Receivers —			Dealer Stores
	Installed	Homes	Public Pls.	
Baltimore	11,500	—	—	—
Boston	3,000	—	—	—
Buffalo	2,000	—	—	—
Chicago	22,390	18,103	4,287	1,429
Cincinnati	2,440	1,840	610	—
Cleveland	5,000	—	—	—
Detroit	8,800	7,200	1,600	—
Los Angeles	23,000	21,160	1,840	—
Milwaukee	3,276	2,424	852	—
<i>New Haven-Bridgeport Area</i>	3,000	—	—	—
New York (N. J.-Conn.)	209,200	195,200	14,000	—
Philadelphia	39,500	37,250	2,250	3,500
Richmond	1,250	1,190	60	400
Salt Lake City	350	—	—	—
Schcdy-Albany-Troy	5,000	—	—	—
St. Louis	6,500	5,100	1,400	—
St. Paul-Minneapolis	5,500	—	—	—
<i>Toledo</i>	500	—	—	—
Washington	12,000	—	—	—
Total Installed	364,206			

Receiver Production Setting Record

By TED LUCAS
Philco Radio & Television Corp.

RECEIVER PRODUCTION GOT UNDER way from a mere trickle of sets in January 1947 to a running rate for the industry of about 7,000 sets a week in December of last year. 500,000 receivers is a safe estimate for the total production of sets by all television manufacturers, with a retail value of about \$325,000,000, depending upon general business conditions. A Philco executive predicted recently that at the end of 1948, television production would be six times that of the present and that the demand would still exceed our capacity to build sets.

The latest count of television receiver sets in use is well over 250,000 sets installed in all television areas. One-tenth that many sets were in use two years ago. Only 10% of all television receivers are in public places—night clubs, taverns, business and clubs, churches, theatres and other places.

Outstanding market for television receivers and for sponsors is undoubtedly the home. Recent surveys indicate that more than half of the video sets are in the homes of people with middle, lower middle and

even low incomes. This is natural. Television keeps people at home, saves money they might spend in other ways and each day brings them a choice of interesting, amusing, educational entertainment.

Sponsors now using television realize that it is here to stay, and that it sells merchandise. Television commercials are remembered, and the impact lingers on for months.

The broadcaster, advertiser and receiver manufacturer can be greatly profited by *community stations*. It is economically desirable for a metropolitan television station (a big city station) to build satellite stations in smaller communities within easy reach by microwave relay. These community stations, if properly selected, can add substantially to the coverage of a metropolitan station and may easily do it at a lower cost per viewer because the community station will depend very largely on network television programs. Philco has applied for CP's in two of these smaller communities near Philadelphia, intending to extend television service to new communities which would otherwise be blind spots on the video map.

By and large, a good television receiver today is one of the best dollar values. There are 1000 different component parts in a typical television set, and with the cathode ray tube itself costing as much as a small radio, it becomes an established fact that

television manufacturers are doing everything possible to bring the public a product that is moderately priced and a good value.

In 1926, a good radio might have cost \$400 with an A battery, a B battery and, during thunderstorms, considerable static. Now, for an equivalent sum, one may purchase a modern 10-inch direct-view television set with clear pictures and noise-free FM.

receiver notes . . .

A portable television receiver with a 3-inch screen to retail at \$99.95 was introduced last week (6/7) by Pilot Radio Corp. The tiny receiver requires no antenna, weighs but 15 pounds, and may be plugged into any AC wall socket. The 21 tube set is marketed with a carrying case, emphasizing the portable features of this unique receiver . . . Another low price receiver, in a metal cabinet, was announced by National Co., Malden, Mass., for August distribution. Featuring a 7" tube, the set will sell for \$189.50

Brunswick's new line of tele receivers shown for the first time at Music Industry Trade Show last week (6/14). Line includes two table models, featuring 10" and 15" tubes . . . New York City received 56,645 tele receivers during 1947, according to figures released by Radio Manufacturers Assn. Other cities: Newark, 22,132; Philadelphia, 18,923; Chicago, 13,723; Los Angeles, 7,868; Detroit, 4,582; Washington, D. C., 4,782; St. Louis, 4,090; Baltimore, 3,666; Hartford, 2,946; Albany, 2,918; and Milwaukee, 2,315 . . . Chicago TV sets sales lagging after initial promotion punch of WGN-TV's opening . . . Industrial Television, Inc., of Clifton, N. J., has announced distributor set-up now from coast-to-coast . . . \$600,000,000 of TV receiver sales within five years was forecast by A. A. Brandt, s.m. of General Electric Co. electronics dept. He also foresaw a \$40 to \$50 drop in prices by year's end . . . G. E.'s lowest priced receiver, a table model with a list price of \$229.50, being shipped to distributors . . . RCA dealers in Louisville, Ky., and Providence, R. I., received briefing on television by Dan Halpin and Jack Williams in two separate meetings, held a week apart . . . Formation of the Royal Television and Radio Corporation, headed by Irving Kane, former president of Viewtone, Inc., recently announced . . . Debut of mail-order tele-receivers by Speigel's, Ward's and Sears awaited.

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DIRECTORY OF OPERATING STATIONS

Baltimore, Md. (Pop: 1,306,040*)

WBAL-TV—Hearst Radio; Ch. 11 (198-204)
2610 North Charles St., Baltimore 18, Md.
V.P., Chg. of WBAL.....Harold C. Burke
Director of Television.....Harold P. See
Program Manager.....John J. Dickman
Production Manager.....James McMurry
Writer-Director.....Peter Strand
Gen. Sales Mgr. AM-TV.....Kenneth Carter
Video Oper. Engineer.....George G. Jacobs
Chief Trans. Engineer.....Richard S. Duncan

WMAR-TV—Sunpapers; Ch. 2 (54-60 mc)
(On the air: Oct. 30, 1947)
Sun Bldg., Baltimore & Charles Sts. Balt.
Director of Television.....Ewell K. Jett
Program Director.....R. B. Cochrane

Boston, Mass. (Pop: 2,549,700*)

WBZ-TV—Westinghouse; Ch. 4 (66-72 mc)
(On the air: June 9, 1948)
Studio: Soldiers Field Road, Boston 34, Mass.
General Manager.....W. C. Swartley
Chief Engineer.....W. H. Hauser
Tele. Techn. Supervisor.....Sidney V. Stadig
Pres., Westinghouse Brdctg.....Walter Evans

Buffalo, N. Y. (Pop: 905,600**)

WBEN-TV; Channel 4 (66-72 mc)
(On the air: May 14, 1948)
Hotel Statler, Buffalo 2, N. Y.
Exec. Vice President.....A. H. Kirchhofer
Television Director.....J. Woodrow Magnuson
Station Manager.....C. Robert Thompson
Sales Manager.....Frank W. Kelly
Chief Engineer.....Ralph J. Kingsley
Executive Producer.....Joseph A. Jenkins

Cincinnati, Ohio (Pop: 885,400**)

WLWT—Crosley; Channel 4 (66-72 mc)
(On the air commercially: Feb. 9, 1948)
(On the air: W8XCT, since Sept. 1947)
Crosley Square, Cincinnati 2, Ohio
President.....James D. Shouse
V. P. & Gen. Mgr.....R. E. Dunville
Acting Dir. of Tele.....J. R. Duncan
Tele Sales & Promotion.....Milton F. Allison

Chicago, Ill. (Pop: 4,644,640*)

WBKB—Balaban & Katz; Ch. 4 (66-72 mc)
190 N. State St., Chicago 1, Ill.
Station Director.....Capt. William C. Eddy
Program Manager.....Beulah Zachary
Comm'l Operations Dir.....Geo. Shupert
1501 Broadway, N. Y. C.

WGN-TV—Chicago Trib.; Ch. 9 (186-192)
(On the air: Apr. 5, 1948)

Tribune Towers, Tribune Sq., Chicago, Ill.
H. Q.: 400 N. Michigan, Chicago, 11, Ill.
Gen. Mgr. (WGN, Inc.).....F. P. Schreiber
Dir. of Television.....Vernon Brooks

Cleveland, Ohio (Pop: 1,332,600**)

WEWS—Scripps-Howard; Ch. 5 (76-82 mc)
(On the air: Dec. 17, 1947)
1816 East 13th St., Cleveland, Ohio
General Manager.....James C. Hanrahan
Station Manager.....J. Harrison Hartley

Detroit, Mich. (Pop: 2,702,398*)

WWJ-TV—Evening News; Ch. 4 (66-72 mc)
Stroh Building, Detroit 26, Mich.
General Manager.....Harry Bannister
Commercial Mgr.....W. E. Wallbridge

Los Angeles, Calif. (Pop: 3,916,875*)

KTLA—Paramount; Channel 5 (76-82 mc)
5451 Marathon St., Hollywood 38, Calif.
West Coast Director.....Klaus Landsberg
Pres.: Paul Raibourn, 1501 B'way, N. Y.
Comm'l Operations Director.....Geo. Shupert

KTSL—Don Lee Bdcstg. Sys; Ch. 2
(On the air: May 14, 1948)
(On the air: (experimentally): 1931)
3800 Mt. Lee Drive, Hollywood 28, Calif.
V.P. & General Mgr.....Lewis Allen Weiss
Director of Television.....Harry R. Lubecke

Milwaukee, Wisc. (Pop: 883,000**)

WTMJ-TV—Journal; Channel 3 (60-66 mc)
(On the air: December 3, 1947)
720 East Capital Drive, Milwaukee, Wisc.
V.P. & General Mgr.....Walter J. Damm

New Haven, Conn. (Pop: 352,036*)

WNHC-TV—Elm City Bdcstg; Ch. 6
(82-88 mc)
(On the air: June 7, 1948)
1110 Chapel St., New Haven, Conn.
President.....Patrick J. Goode
Gen. Mgr. & Sta. Mgr.: James T. Milne

New York, N. Y. (Pop: 12,684,411*)

WABD—DuMont; Channel 5 (76-82 mc)
Studios: Wanamaker's, 9th and B'way
H. Q.: 515 Madison Ave., N. Y. 22
Manager, WABD.....Leonard Hole
Dir. DuMont Television.....Lawrence Phillips
Production Dir.....James Caddigan

WATV—Bremer Bdcstg; Ch. 13 (210-216)
(On the air: May 15, 1948)

Studio: Television Center, Newark 1, N.J.
H. Q.: Television Center, Newark 1, N.J.
Pres. & Gen. Mgr.....Irving R. Rosenhaus
V.P.—Engineering.....Frank V. Bremer
V.P.—Nat'l. Sales.....Edmund S. Lennon
Dir. of Comm'l. Programs.....George Green
Program Director.....Paul Belanger
Operations Director.....James Furness
Production Art Dir.....Lawrence Goldwasser
Dir. of Graphic Arts.....Thomas F. Naegele
Film Director.....Robert Paskow
Director of Remotes.....Donald Hallmann
Music Director.....Jay Stanley
Dir. of Educ. Activities.....

Robert B. Macdougall
Dir. of Film Production.....Fred Pressburger
Pub. Relations Director.....Roland Trenchard
Publicity Director.....Ira Y. Hecht, Jr.
Promotion Director.....James Sondheim
Tech. Dir.—Trans. Op.: Henry Dabrowski
Tech. Dir.—Remote Op.: Robert Kearney
Tech. Dir.—Studio Op.: Thomas Magee
Coordinator of TV Tech. Op.: Edward Reeves
Television Consultant: Herbert DeRyder

WCBS-TV—CBS; Channel 2 (66-72)
Studio: 15 Vanderbilt Ave., N.Y. 17, N.Y.
V.P. & Gen. Exec.....Lawrence W. Lowman
V.P. & Dir. of Tele Op.

J. L. Von Volkenburg
V.P., Chg. of Sta. Admin.: J. Kelly Smith

WNBT—NBC, Channel 4 (66-72 mc)
30 Rockefeller Plaza, New York 20, N.Y.
Exec. V.P. Tele.....Sidney N. Strotz
Dir., NBC Television.....Noran E. Kersta
Station Manager.....Carleton D. Smith

WPIX—Daily News; Ch. 11 (198-204 mc)
220 East 42nd St., New York 17, N.Y.
Station Manager.....Robert L. Coe
Commercial Manager.....B. O. Sullivan
Chief Engineer.....Thomas Howard
Mgr. of Programs.....Harvey Marlowe
Mgr. of News & Spec. Events.....Carl Warren
Film Manager.....James S. Pollak
Mgr. of Research & Development

Cliff Denton
Publicity Manager.....Frank Young

Philadelphia, Pa. (Pop: 3,372,690*)

WCAU-TV—Bulltin; Ch. 10 (192-198 mc)
(On the air: May 23, 1948)

Corporate name: WCAU, Inc.
Studios: WCAU Building, Philadelphia
H. Q.: 1622 Chestnut St., Phil. 3, Pa.
Chairman.....Robert McLean
President & General Mgr.....Leon Levy
Ass't. General Manager.....Joseph L. Tinney
Director of Television.....G. Bennett Larson
Television Engr.....John G. Leitch
Publicity Director.....Chick Kelly

WFIL-TV—Phil. Inquirer; Ch. 6 (82-88 mc)
(On the air: Sept. 13, 1947)

Studios: Phila. Arena, 46th & Market
General Manager.....Roger Clipp
WPTZ—Philco; Channel 3 (60-66 mc)
(On the air: Aug. 1, 1941)

Architects Bldg., 17th & Sansom, Phila. 3
V.P. & General Manager.....E. B. Loveman
Ass't. General Manager.....Rolland V. Tookey
Commercial Manager.....James D. McLean
Chief Engineer.....Raymond J. Bowley
Program Manager.....Ernest Walling
Sales Representative.....Robert L. Jawer
Dir. of Special Events.....Clarence Thoman
Program Directors.....Preston Stover,
J. Paul Nickell, C. Burton Jones
Art Director.....W. Craig Smith
Music Librarian.....Harriette Voice
Traffic Manager.....Samuel J. Stewart
Continuity Director.....David Carlisle
General Correlator.....Daniel Lounsbery
Director, Film Programs.....Albert J. Mann

Richmond, Va. (Pop: 330,200**)

WTVR—Havens & Martin
Channel 6 (82-88 mc)
3301 W. Broad St., Richmond 20, Va.
General Manager.....Wilbur H. Havens
Ass't Manager.....Walter A. Bowry, Jr.

Schenectady, N. Y. (Pop: 427,400)

WRGB—GE; Channel 4 (66-72 mc)
60 Washington Ave., Schenectady 5, N.Y.
Station Manager.....G. Emerson Markham
Station Supervisor.....Al Zink

St. Louis, Mo. (Pop: 1,584,044)
 KSD-TV—Post Dispatch; Ch. 5 (76-82 mc)
 (On the air: Feb. 1947)
 1111 Olive St., St. Louis 1, Mo.
 General Manager.....George M. Burbach

Washington, D. C. (Pop: 1,205,220*)
 WMAL-TV—Evening Star
 Channel 7 (174-180 mc)
 (On the air: Feb. 1947)

H. Q.: 724 14th St., N.W., Wash. 5, D.C.
 Studio: Commonwealth Building
 General Manager.....Kenneth H. Berkeley

WNBW—NBC; Channel 4 (66-72 mc)
 H. Q.: 724 14th St., N. W., Wash. 5, D.C.
 Studio: Commonwealth Building
 Program Director.....John Gaunt

WTTG—DuMont; Channel 5 (76-82 mc)
 Harrington Hotel, Washington, D. C.
 General Manager.....Walter Compton

November 1948

Memphis, Tenn.
 (Pop: 402,752*)
 WMCT—Memphis Pub. Co.; Ch. 4 (66-72)
 Third and Madison, Memphis 1
 PresidentEnoch Brown
 Comm'l ManagerJ. C. Eggleston

Minneapolis, Minn.
 (Pops 1,006,278*)
 WTCN-TV—St. Paul Dispatch;
 Ch. 4 (66-72)
 Westley Temple Bldg., Minneapolis 4
 General ManagerF. Van Konynenburg

TIMETABLE OF C.P.'s

July 1948

Miami, Florida
 (Pop: 351,500*)
 WTVJ—Southern Radio-Tele; Ch. 4 (66-72 mc)
 Studio: 306 N. Miami Ave.
 P. O. 2440, Miami 31, Fla.
 On-the-Air: July 20, 1948
 General ManagerRobert G. Venn

Toledo, Ohio
 (Pop: 352,600*)
 WSPD-TV—Fort Industry; Ch. 13 (210-216 mc)
 Broadcast Bldg., 136 Huron St., Toledo
 General ManagerE. Y. Flanigan

August 1948

Albuquerque, N. M.
 (Pop: 50,000**)
 KOB-TV—Albuquerque Bdstg; Ch. 4 (66-72 mc)
 H. Q.: 234 South 5th (P.O. Box 1319)
 Chief EngineerGeorge S. Johnson

Los Angeles, Calif.
 (Pop: 3,916,875*)
 KFI-TV—Earle C. Anthony; Ch. 9 (186-192 mc)
 H. Q.: 141 No. Vermont Ave., Los Angeles 54
 Charge of TeleH. J. Tyler
 Program DirectorCharles B. Brown

September 1948

Atlanta, Ga.
 (Pop: 302,288*)
 WAGA-TV—Fort Industry; Ch. 5 (76-82 mc)
 1018 West Peachtree, N. W.
 DirectorWilliam R. Leroy

Bloomington, Indiana
 (Pop: 20,870*)
 WTTV—Tarzian; Channel 10 (192-198 mc)
 537 So. Walnut St.
 PartnerSarkes Tarzian

Detroit, Michigan
 (Pop: 2,702,398*)
 WTVO—Fort Industry; Channel 2
 6559 Hamilton, Detroit 2
 Gen'l ManagerLee B. Wailes
 Station ManagerRalph G. Elvin

*1940 Census
 **1948 Census

Chief EngineerPaul O. Frincke
 Chief Consulting Engr.Glenn Boundy
 PresidentTheodore C. Streibert
 V. P. Chg. Engineering.....J. R. Poppele
 Program DirectorDonald C. Hamilton
 Promotion & Adv.Joseph Craemer
 Publicity DirectorRobert Blake
 Production ManagerJ. Rosser Smith

Fort Worth, Texas
 (Pop: 314,00**)
 WBAP-TV—Star Telegram; Ch. 5 (76-82 mc)
 Medical Arts Building, Ft. Worth 2
 Studio: (under construction) 3900 Colvin St.
 PresidentAmon Carter
 DirectorHarold Hough
 ManagerGeorge Cranston
 Comm'l ManagerRoy Bacus

Louisville, Ky.
 (Pop: 434,408*)
 WAVE-TV
 334 East Broadway
 ProducerJohn M. Boyle
 Program DirectorGeorge Patterson
 Chief EngineerWilbur Hudson
 Promotion ManagerE. W. Leake, Jr.

New York, N. Y.
 (Pop: 12,684,411*)
 WOR-TV—Bainberger Bcstg. Svce., Inc.
 1440 Broadway, New York 18
 Publ. DirectorRobert Blake

October 1948

Los Angeles, Calif.
 (Pop: 3,916,875*)
 KNBH—Nat'l Bcstg. Co.
 Sunset and Vine
 ManagerHarold J. Bock

Washington, D. C.
 (Pop: 1,205,220*)
 WOIC—Bamberger Bcstg.
 40th and Brandywine Sts.
 PresidentTheodore C. Streibert
 V. P. in Chg. Engr'ng.J. R. Poppele
 Program DirectorDonald C. Hamilton
 Promotion and Adv. Dir.Joseph Creamer
 Publicity DirectorRobert Blake
 Production ManagerJ. Rosser Smith

Richmond, Virginia
 (Pop: 193,042*)
 WRMV
 H. Q.: 2001 Mass. Ave., N.W., Wash. 6, D.C.

January 1949

San Francisco, Calif.
 (Pop: 634,536)
 KPIX-TV—The Associated Broadcaster's Inc. (KSFO)
 H. Q.: Mark Hopkins Hotel, San Francisco, Calif.
 General ManagerPhilip Lasky
 KRON-TV—Chronicle; Ch. 4 (66-72 mc)
 Fifth & Mission Sts., San Fran. 19, Calif.
 PresidentGeorge T. Cameron
 Charge of TeleCharles Thieriot

New Orleans, Louisiana
 (Pop: 494,537)
 WDSU-TV—Stephens Bcstg.; Ch. 6 (82-88 mc)
 Hotel Monteleone
 Mgn'g PartnerFred Weber
 Chief EngineerLindsey Riddle

Omaha, Neb.
 (Pop: 247,562)
 KMA-TV—Radio Station KMA, May Broadcasting Co.
 2615 Farnam St., Omaha
 H. Q.: May Broadcasting Co., Shenandoah, Iowa.

February 1949

St. Petersburg, Florida
 (Pop: 60,812*)
 WSEE-TV—Sunshine Television Corp.
 PresidentR. R. Guthrie

March 1, 1949

Indianapolis, Indiana
 (Pop: 386,972*)
 WFBM-TV—WFBM, Inc.
 48 Monument Circle
 Phone: 8506

Cincinnati, Ohio
 (Pop: 789,309*)
 WCPO-TV—Scripps-Radio, Inc.
 3800 Carew Tower Bldg.
 H. Q.: Union Central Bldg.
 Program DirectorGlenn Miller

May 1949

Louisville, Kentucky
 WHAS-TV—WHAS Inc., Ch. 9 (186-192 mc)
 Studio: 6th & Broadway
 H. Q.: 300 W. Liberty St.
 DirectorVictor A. Sholis

FILM PACKAGE GROUPS

Alkar Productions

Bernard E. Karlen
545 Fifth Ave., New York 17, N. Y.
MUrray Hill 7-6865

AVAILABLE: *I'd Like to See*, film-live show (travel-fashion-science-sports), 1/2 hour; others.

Doug Allan Productions, Inc.

Doug Allan, President
112 W. 89th St., New York, N. Y.
SCHuyler 4-6480, 1

AVAILABLE: Travelogues, adventures.

Irving Browning

70 West 45th St., New York 19, N. Y.
MUrray Hill 2-7490

AVAILABLE: "Come Along With Linda"; "Little Journeys" (fall release).

Contemporary Enterprises

John Gruenberg, II and Richard R. Strome
1416 South Penn Square, Phila., Pa.
LOcust 7-5834

AVAILABLE: Features; scientific, industrial

Cruger Radio-Tele Productions

5800 Carlson Way, Hollywood 28, Calif.
HE 8254 — GR 8608

AVAILABLE: Short subjects (in production)
OTHER SERVICES: Comm'l spots: live or film.

Film Equities Corp.

Jay Williams, Television Director
1600 Broadway, New York 19, N. Y.
Clrcle 7-5850

AVAILABLE: "Sports Scrapbook," others.

Five Star Productions

Harry Wayne McMahan, Producer
6526 Sunset Blvd., Hollywood 28, Calif.
HOLlywood 5280

AVAILABLE: *Tele-Spots* (Custom Built Com-
mercials).

Gainsborough Associates, Inc.

Nathan M. Rudich, Television Director
234 West 44th St., New York 18, N. Y.
CHickering 4-5141

AVAILABLE: *New York Nightlife*, candid film
shots of celebrities (\$250); *Great Movie
Scenes* (\$250); *Candid Camera* (\$450).

Edna Gamble & Associates

Edna Gamble, President
Neil Courtney, Writer-producer
341 West 47th St., New York, N. Y.
Clrcle 6-5952

AVAILABLE: Hilegarde Halliday in *Winnie
Windblast* (comedy); *Alice in Wonderland*
series.

Peak Films Productions

65 Barons Keep, London W. 14

AVAILABLE: British 16mm newsreels.

Springer Pictures, Inc.

R. D. Farrell, New York Manager
341 East 43rd St., New York 17, N. Y.
MUrray Hill 7-6577

AVAILABLE: Foreign feature films, in English
or with English commentary titles. On-the-
air trailers, spot commercials and tele-film
packages. Library of self-produced films
covering educational, industrial, medical
and public relations fields.

Telecomics, Inc.

Stephen Slesinger, General Manager
247 Park Ave., New York 17, N. Y.
ELdorado 5-2544

AVAILABLE: Film comic strips.

Telefilm, Inc.

Don McNamara, Dir. of Television
6039 Hollywood Blvd., Hollywood 28, Calif.

AVAILABLE: *Telefilm Snaps* (newsreel); others.

Video Events

(Div. of Radio Events, Inc.)

Judy Dupuy, Director
535 Fifth Ave., New York 18, N. Y.
MUrray Hill 7-1668

AVAILABLE: *Know Your America* and *Know
Your World* (studio and film program de-
picting the state or country being "visit-
ed"); *Your Forum* (Gordon Halstead,
moderator, with guests, express views on
national and world questions); *Titl-O*
(audience participation); *Indian Folklore
and Dances*; *Paunee Pow-wow* (boys pro-
gram on woodlore); *Tom Corey* (script
series).

FILM DISTRIBUTORS

A. F. Films, Inc.

(*Les Actualites Francaises*)
Rosalind Kossoff, Director
1600 Broadway, New York 19, N. Y.
Clrcle 7-2850

AVAILABLE: Documentaries from France.

Acus Pictures Corporation

Patrick E. Shanahan, President
165 West 46th St., New York 19, N. Y.
PLaza 7-2265

AVAILABLE: 7 Features.

Advance Television Picture Service, Inc.

Charles A. Alicoate, President
729 Seventh Ave., New York 19, N. Y.
COLumbus 5-5400

AVAILABLE: 75 Westerns; 50 musical shorts;
50 features; 10 sports; 50 others.

Adventure Films, Inc.

William Alexander, President
165 West 46th St., New York 19, N. Y.
PLaza 7-2320

AVAILABLE: Features-travels and adventure.

Aguila Films, S. A.

Oscar Dancigers, General Manager
Havre #43-BIS, Mexico, D. F.
Phone: 11-26-9 & 36-59-30

AVAILABLE: 12 features, 1 western.

Doug Allan Productions, Inc.

Doug Allan, President
112 West 89th St., New York, N. Y.
SCHuyler 4-6480, 1

AVAILABLE: Adventure, travelogs, etc., Also
package film shows.

American Film Co.

Ben Harris, Manager
1329 Vine St., Philadelphia 7, Pa.
WALnut 2-1800

AVAILABLE: Westerns, musicals, cartoons,
serials, sports.

Astor Pictures Corp.

R. M. Savini, President
130 West 46th St., New York 19, N. Y.
BRyant 9-2457

AVAILABLE: 33 Westerns; 25 musical shorts;
6 cartoons; 50 features.

Bell Picture Corp.

Lawrence Kulick, Sales Director
630 Ninth Ave., New York, N. Y.
Clrcle 6-1383

AVAILABLE: 22 features; shorts; 6 musicals;
sports.

Brandon Films, Inc.

Thomas J. Brandon, President
1600 Broadway, New York 19, N. Y.
Clrcle 6-4868

AVAILABLE: Shorts: 50 documentary, educ'l.

Bray Studios, Inc.

J. R. Bray, President
729 Seventh Ave., New York 19, N. Y.
Clrcle 5-4582

AVAILABLE: Shorts: 50 educational, travel and
documentary.

Capital Film Exchange

Edward G. Gabriel, Manager
1314 Vine St., Philadelphia, Pa.
SPruce 4-2698

AVAILABLE: Features and shorts, including
westerns, musicals, cartoons, serials.

Casino Film Exchange, Inc.

Joseph Scheinman, President
210 East 86th St., New York, N. Y.
BUtterfield 8-0561

AVAILABLE: 100 features; 20 shorts.

SPECIALTY: German, Austrian and Swiss lan-
guage films in 35 and 16 mm, with English
titles.

Celebrity Productions, Inc.

Patrick A. Powers, President
723 Seventh Ave., New York 19, N. Y.
Clrcle 5-5970

AVAILABLE: 76 cartoons.

China Film Enterprises of America, Inc.

K. C. Tsien, General Manager
132 West 43rd St., New York 18, N. Y.
WIsconsin 7-6872, 3, 4
AVAILABLE: 29 shorts (films about China).

Leo B. Cohen

150 West 49th St., New York 19, N. Y.
CIRCLE 5-6498; CIRCLE 6-1868
AVAILABLE: 5 features; 1 short.

Commonwealth Pictures Corp.

Jerome Hyams, Sales Manager
729 Seventh Ave., New York 19, N. Y.
CIRCLE 5-6456
AVAILABLE: 200 features; 100 shorts, westerns,
cartoons, serials on 16mm sound.

Crystal Pictures, Inc.

Melvin M. Hirsh, President
1564 Broadway, New York 19, N. Y.
PLaza 7-5130
AVAILABLE: Westerns, features, sports, etc

Davis & Geck, Inc.

Ethel Balko, Director of Film Distribution
57 Willoughby St., Brooklyn 1, N. Y.
MAin 5-1350
AVAILABLE: Surgical films.

Emerson Yorke Studio

Emerson Yorke, Owner-Exec. Producer
35 West 45th St., New York 19, N. Y.
BRyant 9-9091
AVAILABLE: Shorts for lease—informative,
documentary, entertainment, musicals,
sports.

Equity Film Exchanges, Inc.

Myron Mills, Charge of Television
341 West 44th St., New York 18, N. Y.
CIRCLE 6-8546
AVAILABLE: 50 westerns; 25 musical shorts;
50 features; 25 others.

Excelsior Pictures Corp.

Walter Bibo, President
723 Seventh Ave., New York 19, N. Y.
CIRCLE 5-6157
AVAILABLE: 25 features, 30 shorts, (westerns,
musicals, sports, cartoons).

Favorite Films Corp.

Leo Seligman
729 Seventh Ave., New York, N. Y.
CIRCLE 5-4353
AVAILABLE: 15 serials; 1 Western.

Film Equities Corp.

Jay Williams, Television Director
1600 Broadway, New York 19, N. Y.
CIRCLE 7-5850
AVAILABLE: "Sports Scrapbook," others

Film Highlights

Sy Weintraub, Director of Television
330 West 42nd St., New York, N. Y.
LONGacre 4-0590
AVAILABLE: 10 Westerns, 30 musical shorts,
75 features, 5 serials, 10 sports, 150 others

Film Studios of Chicago

H. A. Spanuth, Producer
135 S. LaSalle St., Chicago 3, Ill.
CENTral 8147
AVAILABLE: "Woman Speaks," topical series;
Vod-A-Vil, movies, features.

Films of the Nations

Maurice T. Groen, President
55 West 45th Street, New York 19, N. Y.
CHickering 4-8420
AVAILABLE: 6 sports, 40 others.

Gainsborough Associates, Inc.

Mike Jablons, Director
234 West 44th St., New York 18, N. Y.
CHickering 4-5141
AVAILABLE: Foreign-made films, "Open City,"
"Paisan," "Portrait of A Woman" and
others. Also short subjects.

Gallagher Films

J. C. Gallagher, President
113 So. Washington, Green Bay, Wisc.
639 N. 7th St., Milwaukee 3, Wisc.
AVAILABLE: Features and shorts; westerns;
musicals; cartoons; sports; serials.
SPECIALTY: Football shorts.

General Film Productions Corp.

Harry A. Kapit, President
1600 Broadway, New York 19, N. Y.
CIRCLE 6-6441
AVAILABLE: Features and Shorts.

Guaranteed Pictures Co., Inc.

M. D. Sackett, President
729 Seventh Ave., New York 19, N. Y.
AVAILABLE: 100 features, 100 shorts, West-
erns, musicals, cartoons, sports, serials.

Hartley Productions

Irving Hartley, President
20 West 47th St., New York 19, N. Y.
LONGacre 3-2343
AVAILABLE: Educational films, travelogues,
etc.

Herald Pictures

Jack Goldberg, President
1650 Broadway, New York 19, N. Y.
CIRCLE 6-0691
AVAILABLE: 6 features. Also musicals, serials.
SPECIALTY: Negro cast pictures.

Hoffberg Productions, Inc.

J. H. Hoffberg, President
620 Ninth Ave., New York 18, N. Y.
CIRCLE 6-9031
AVAILABLE: 50 features; 100 shorts. Also
westerns, musicals, sports, others.

Ideal Pictures Corp.

Elmer R. Willoughby, Manager
26-34 East 8th St., Chicago 5, Ill.
HARRison 5354
AVAILABLE: Features and Shorts, 16mm.

International Film Foundation

R. E. Blackwell, Associate Director
1600 Broadway, New York 19, N. Y.
CIRCLE 6-9438
AVAILABLE: 35 shorts (how people live in
various countries of the world).

International 16MM Corp.

Patrick E. Shanahan, President
165 West 46th St., New York 19, N. Y.
PLaza 7-2265
AVAILABLE: Shorts, musicals, cinelogs, others.

Jewel Productions, Inc.

S. Cummins, General Manager
165 West 46th St., New York 18, N. Y.
PLaza 7-6227, 8
AVAILABLE: Features.

Karel Sound Film Library

Albert G. Karel, Owner
410 Third Ave., Pittsburgh 19, Pa.
GRant 3313
AVAILABLE: Features and Shorts—serials,
westerns, adventure. 16mm film distributors.

Knowledge Builders

John R. McCrory, Director
625 Madison Ave., New York 22, N. Y.
ELdorado 5-2848
AVAILABLE: Educational films.

Majestic Productions, Inc.

Jules Levey, President
2008 RKO Bldg., New York 20, N. Y.
CIRCLE 7-7956
AVAILABLE: 4 westerns, 1 musical short, 4 ser.

Metropolitan Life Insurance Co.

D. B. Armstrong, M.D.
Second V.P., Health & Welfare
1 Madison Ave., New York 10, N. Y.
MURray Hill 3-7000
AVAILABLE: Health and safety education, both
16mm and 35 mm, on loan basis.

Mogull's Film & Camera Exchange

Charles Mogull, Vice President
68 West 48th St., New York 19, N. Y.
PLaza 7-1414
AVAILABLE: Religious, features, shorts.

National Safety Council

Paul Jones, Dir. of Public Information
20 N. Wacker Drive, Chicago, Ill.
AVAILABLE: Safety subjects, 16mm, for non-
commercial programs.

Ted Nemeth Studios

Ted Nemeth, Producer-Director
729 Seventh Ave., New York 19, N. Y.
CIRCLE 5-5147, 8
AVAILABLE: 5 musical shorts. Also produces
spot commercials, shorts in 35 and 16mm.

Nu-Art Films, Inc.

G. W. Hedwig, President
145 West 45th St., New York 19, N. Y.
BRyant 9-3471
AVAILABLE: 70 features; 150 shorts; also
Westerns, musical shots, sports, serials.

Official Films, Inc.

Irving Leos, Ass't to President
25 West 45th St., New York
BRyant 9-4655
AVAILABLE: 60 shorts (sports, news, musicals,
westerns, others).

Samuel Orleans and Associates, Inc.

Samuel P. Orleans, President
211 West Cumberland, Knoxville 15, Tenn.
Phone: 3-8098, 4-1301
AVAILABLE: Muscial shorts, others.

Harold Orlob

1564 Broadway, New York 19, N. Y.
PLaza 7-5790, 7-3985
AVAILABLE: Two features.

Photoart Visual Service

Roa Kraft Birch, President
844 N. Plankinton Ave., Milwaukee 3, Wisc.
AVAILABLE: 50 features, 500 shorts—all 16 mm. Westerns, educational, musicals, sports, cartoons, serials.

Pictorial Films, Inc.

625 Madison Ave., New York 22, N. Y.
PLaza 5-9600
AVAILABLE: Musicals, Puppatoons, Sportreels.

Post Pictures Corp.

H. A. Post, President
Harold Baumstone, Adv. & Sales Prom. Mgr.
Milton J. Salzburg, Sales Manager
115 West 45th St., New York 19, N. Y.
LOnacre 4-7470
AVAILABLE: 11 features; 82 shorts; also Westerns, dramas, mysteries, sports, music, etc.

Regal Television Pictures Corp.

M. Kerman, President
151 West 46th Street, New York, N. Y.
COlumbus 5-4810
AVAILABLE: 38 features; 40 comedies.

Scandia Films, Inc.

Ernest Mattsson, President
220 West 42nd St., New York 18, N. Y.
WISconsin 7-7049
AVAILABLE: 50 features with Swedish dialogue and English superimposed titles; shorts—travelogues with English commentary.

Leo Seligman

Leo Seligman, President
729 Seventh Avenue, New York, N. Y.
CIrcle 5-4353
AVAILABLE: 1 Western; 15 features.

Simmel-Mersey, Inc.

Louis C. Simmel, President
321 S. Beverly Drive, Beverly Hills, Calif.
BRadshaw 2-3874
AVAILABLE: 16mm films.

Sixteen MM Pictures, Inc.

Frank Percy Bibas, V.P. Sales Mgr.
1600 Broadway, New York 19, N. Y.
CIrcle 6-1647
AVAILABLE: 2 features, 8 westerns, 6 comedies.

Skibo Productions, Inc.

Patrick E. Shanahan, President
165 West 46th St., New York 19, N. Y.
PLaza 7-2265
AVAILABLE: Musicals, comedies, novelties.

SPONSORS

Your audience will be thrilled by
our NEW Sport Motion Pictures
Also Hugh Horman Cartoons
Radiovision Corporation
Box 968, Hollywood 28, Cal.

Telenews Productions, Inc.

John H. Tobin, Dir. of Production
Charles N. Burris, Sales & Adv.
1600 Broadway, New York 19, N. Y.
CIrcle 7-7364
AVAILABLE: Newsreels, special features, documentary shorts, commercials.

Television Film Industries Corp.

George H. Cole, President
340 Third Ave., New York 10, N. Y.
LEXington 2-6780

AVAILABLE: Features, shorts; musicals, cartoons, sports, industrial serials.

Toddy Pictures Co.

Ted Toddy, General Manager
723 Seventh Ave., New York 19, N. Y.
CIrcle 6-9446, 7
AVAILABLE: 30 features; 80 shorts—musicals; sports, 300 ft. subjects; library of Negro shorts and features.

Twentieth Century Fox Film Co.

Peter Levathes, Director of Television
444 West 56th St., New York, N. Y.
COlumbus 5-3320
AVAILABLE: Cartoons, features. Claim "largest film library in the world for TV material."

U. S. Dept. of Agr., Motion Picture Service

James E. Alford, Asst. to Chief of Distribution
Washington 25, D.C.
AVAILABLE: 16mm and 35mm.

United World Films, Inc.

(Distributor of J. Arthur Rank, Castle and Bell & Howell Films).
445 Park Ave., New York 22, N. Y.
PLaza 9-1200
AVAILABLE: Features, sports, cartoons, other short subjects.

Winik Films Corp.

Leslie Winik, President
625 Madison Ave., New York 22, N. Y.
PLaza 3-0684
AVAILABLE: Sports and musicals.

World Today Inc., The

Maynard Gertler, Sec'y-Treas.
450 West 56th St., New York 19, N. Y.
CIrcle 5-5067
AVAILABLE: Civic, industrial, educational, science, public affairs, arts, geography.

Young America Films, Inc.

James R. Brewster, Ass't Editor
18 East 41st St., New York 17, N. Y.
LEXington 2-4111
AVAILABLE: 30 educational films.

For Television Films . . .

produced to your specifications

. . . Phone

Columbus 5-7621 —

DEPICTO FILMS, Inc.

245 W. 55th St., N. Y. 19, N. Y.

FILM PRODUCERS

A. F. E. Corporation

P. Graetz, President
1270 Sixth Ave., New York 20, N. Y.
CIrcle 6-8927
On Assignment

Alexander Film Co.

J. Don Alexander, President
Alexander Film Bldg., Colorado Springs, Colo.
Kilburn D. Clark, Tele Representative
500 Fifth Ave., New York 18, N. Y.
PENnsylvania 6-3028
Commercials. Does animation, optical effects.
Has studio facilities in Colorado Springs, Colo.

Alkar Productions

Bernard E. Karlen
545 Fifth Ave., New York 17, N. Y.
MUrray Hill 7-6865
Tele commercials, etc.

All-Scope Pictures, Inc.

Gordon S. Mitchell, President
1209 Taft Bldg., Hollywood 28, Calif.
Hollywood 8298
Educational, advertising. Does animation, trick effects. Color or black and white, 16mm or 35mm.

Fred Amster Television Cartoons

Fred Amster, President
36th St. & Bunker Hill Road
Mt. Rainier, Md.
UNion 7696
Animated cartoons, pictorial bridges, titles, etc. Has studio facilities.

Audio Productions, Inc.

Film Center Building, 630 Ninth Avenue
New York 19, N. Y.
COlumbus 5-6771
F. K. Speidell, President
P. J. Mooney, Secretary
Instructional, institutional, medical, and commercial. Spots for television. Animation and optical effects.

Bray Studios, Inc.

J. R. Bray, President
729 Seventh Ave., New York 19, N. Y.
CIrcle 5-4582
Production facilities including animation.

Byron, Inc.

1226 Wisconsin Ave., Washington 7, D.C.
DUpont 1800
16mm, all phases. Does animation and optical effects. Has studio facilities and sound stage.

Campus Film Productions

Nat Campus, Owner-Producer
161 Remsen St., Brooklyn 2, N. Y.
TRIangle 5-6296
Tele commercials, tele film clips; educational, documentaries; has studio, sound facilities.

Chicago Film Studios

Walter Colby
18 W. Walton Place, Chicago 10, Ill.
WHitehall 6971
Educational, commercial or advertising motion pictures and sound slide films; 35mm and 16mm black and white or color.

FILM PRODUCERS

Cinetech Company, Inc.

J. Seiden, President
106 West End Ave., New York, N. Y.
TRaifalgar 3-1411

On assignment from writing to finished picture; complete studio facilities.

Cinetel

Irvin P. Sulds, President
Richard B. Conrad, Vice President
654 Madison Ave., New York 21, N. Y.
TEmpleton 8-6584

Spots, open-end packages.

Contemporary Enterprises

John Gruenberg, II, and Richard R. Strome
1416 South Penn Square, Phila., Pa.
LOcust 7-5834
News features; special assignments.

Corcoran Productions, Inc.

Laurence Corcoran, President
654 Madison Ave., New York 21, N. Y.
TEmpleton 8-6900
Packaged shows (film and live). Spot commercials, writing and production.

Courneya Productions

Jerry Courneya, President
1566 N. Gordon St., Hollywood 28, Calif.
Sport shots, comedies, travelogues, educational; 16mm. and 35mm.

DeFrenes & Company

Joseph DeFrenes, Owner
Joseph V. Noble, Production Manager
1909 Buttonwood St., Philadelphia 30, Pa.
Rittenhouse 6-5928
All types commercials, industrial, educational and documentary films: 35mm and 16mm. Has complete studio facilities, including effects, animation, sound.

Depicto Films, Inc.

William Alley, Associate Producer
245 West 55th St., New York 19, N. Y.
COlumbus 5-7621
Sponsored motion pictures and slide films of any type or length. Does animation, optical effects. Has studio facilities.

Harry Dugan Productions

Wynnewood, Penn.
Ardmore 7089
Coast: 2020 Grace Ave., Hollywood 28, Cal.
Travelogues; color shorts and full length travel features.

Emerson Film Corporation

William Norins, President
9113 Sunset Boulevard, Hollywood 46, Calif.
CRestview 6-9070
Encyclopaedia Britannica Films.

Jerry Fairbanks, Inc.

Jerry Fairbanks, President
6052 Sunset Blvd., Hollywood, California
Jack Pegler, Gen. Mgr. Eastern Representative
292 Madison Ave., New York 17, N. Y.
MUrray Hill 5-0877
Entertainment, commercial. Does animation,

process shots, optical and special effects. Has Hollywood studios. (Produces, supervises and buys NBC's television films.

Famous Studios

Sam Buchwald, General Manager
25 West 45th St., New York 18, N. Y.
BRyant 9-1600

Cartoons, commercials. Does animation, trick effects. Specialty: *Popeye the Sailor* and *Little Audrey*.

Film Arts Corp.

Milton H. Abram II, Exec. Vice President
1032 No. 6th St., Milwaukee, Wis.
DA. 8-5670

Original shorts, full length commercials; news and commercials.

Film Associates, Inc.

E. Raymond Arn, Jr., President
440 E. Schantz Ave., Dayton 9, Ohio
WA 2164

Industrial. Does animation.

Film Center

Myron Bresnick, President
Laurence Saltzman, Sec'y-Treasurer
25 West 45th St., New York 19, N. Y.
Educational, entertainment, documentary.

Film Highlights

Sy Weintraub, Dir. of Television
330 West 42nd St., New York, N. Y.
LONGacre 4-0590
Spots, open-end packages.

Film-Makers, Inc.

Jean H. Lenauer, President
11 West 42nd St., New York 18, N. Y.
BRyant 9-4780
Theatrical, television and commercial films.

Film Studios of Chicago

H. A. Spanuth, General Manager
135 So. LaSalle St., Chicago 3, Ill.
CEntral 8147
Animation, process shots and trick effects; produces shorts and features.

Films of the Nations

Maurice T. Groen, President
55 West 45th St., New York 19, N. Y.
CHickering 4-8420
Short subjects on foreign nations.

Graphic Films Corp.

J. S. Goldberg, Sec'y-Treas.
1108 Lillian Way, Hollywood 38, Calif.
GR. 2191
Sales training, industrial films; films for children.

H. B. & K. Films for Television

1560 Broadway, New York 19, N. Y.
LeRoy B. Pitkin & Oland Killingsworth
PLaza 7-0759
Producers for animated and live action films exclusively for video research.

The Jam Handy Organization

Harry Willard, Contact
1775 Broadway, New York 19, N. Y.
COlumbus 5-7144
Charles Renfrew, Sales

2851 E. Grand Blvd., Detroit 11, Mich.
MADison 2450

Has complete studio facilities in Detroit. Does animation, optical and special effects and process shots.

Hartley Productions

Irving Hartley, President
20 West 47th St., New York 19, N. Y.
LONGacre 3-2343
Advertising and educational motion pictures, both 16mm and 35mm.

Hu Chain Associates

Hubert Chain, President
60 East 42nd St., New York 17, N. Y.
MUrray Hill 2-7125
On client assignment; commercials for television, special events; others.

Jewel Productions, Inc.

S. Cummins, General Manager
165 West 46th St., New York 18, N. Y.
PLaza 7-6227, 8
Educational and scientific. Plans to produce films for television.

Herbert Kerkow, Inc.

Herbert Kerkow, President
480 Lexington Ave., New York 17, N. Y.
EL 5-5635
Documentaries, commercials; film slides. Does animation, optical effects. Has sound studio, complete 35mm recording equipment.

Knickerbocker Productions, Inc.

Howard A. Lesser, President
1600 Broadway, New York 19, N. Y.
CIRcle 6-9850
Industrial, educational, public relations.

Knowledge Builders

John R. McCrory, Director
625 Madison Ave., New York 22, N. Y.
ELDorado 5-2848
Educational and documentary.

Leo Lieb

14 West 58th St., New York 19, N. Y.
PLaza 3-9355
Tele commercials, scenes, etc.

Majestic Productions, Inc.

Jules Levey, President
2008 RKO Bldg., New York 20, N. Y.
CIRcle 7-7956
Animation, process shots and trick effects.

Marshal Templeton, Inc.

Marshal Templeton, President
1856 Penobscot Bldg., Detroit 26, Michigan.
CADillac 6868
Motion pictures, slide films, television commercials, live shows, animation.

Motion Picture Associates

Carl V. Voelker, Film Programs Director
86 George St., Mt. Ephraim, N. J.
News, special events, commercials, time and weather spots, dramatic sequences for dramatic shows, etc. 16mm and 35mm.

News Reel Laboratory

(Subsidiary: Video Productions, Inc.)
Louis W. Kellman, Adv. Manager
1733 Sansom St., Philadelphia 3, Pa.
RI 6-3892

Training and sports. Also on advertiser assignment: Commercials, etc. Does animation, trick effects; 16mm and 35mm.

Sam Orleans and Associates, Inc.

Sam Orleans, President
211 W. Cumberland, Knoxville 15, Tenn.
Phone: 3-8098, 4-1301
All types of films on location or in own studios in Knoxville and Memphis, Tenn.

George Pal Productions, Inc.

Harry Hinkle, Secretary
1041 N. McCadden Pl., Hollywood 38, Calif.
Animation, process shots and trick effects, shorts, educational and institutional films.
SPECIALTY: Combining live-action with third-dimensional animation.

Pathescope Productions

Henry Strauss, Vice President
580 Fifth Ave., New York 19, N. Y.
PLaza 7-5200
16mm. and 35mm.; color and black-and-white; sound. Animation stop motion and trick effects.

RKO Pathe, Inc.

Jay Bonafield
625 Madison Ave., New York 22, N. Y.
PLaza 9-3600
Commercials for television.

Ray Patin Productions

Ray Patin, Producer
540 So. Parish Pl., Burbank, Calif.
CHarleston 8-1019
Commercial and educational films in modern cartoon style; tele commercials; animation and film strips.

Ruby Film Company, Inc.

Edward Ruby, General Manager
729 Seventh Ave., New York 19, N. Y.
CIrcle 5-5640
On specific orders—any type: Special events, spot news, commercials, etc. Does animation, optical and special effects.

Sarra, Inc.

J. Cullen Landis, Producer
John Henderson III, Assoc. Producer
200 East 56th St., New York 22, N. Y.
PLaza 3-3790
16 East Ontario St., Chicago 2, Ill.
WHitehall 5151
Spot commercials, third dimension animation and stop motion.

Science Pictures, Inc.

Francis C. Thayer, General Manager
642 Lexington Ave., New York 22, N. Y.
PLaza 8-2038
Production resources for television commercials and theatricals.

Special Purpose Films

Hampton W. Howard, President
16 East 58th St., New York 22, N. Y.
PLaza 9-3820
Television commercials: opening, closing and film sequences.

16MM Pictures, Inc.

Frank P. Bibas, Vice President
1600 Broadway, New York 19, N. Y.
CIrcle 6-1648
Comedy and documentary.

Springer Pictures, Inc.

R. D. Farrell, New York Manager
341 East 43rd St., New York 17, N. Y.
MUrray Hill 7-6577

Complete production service for animation, minimodels, film packages. Large studio, camera, lighting and editing facilities. Recording, consultation and viewing room privileges.

Mickey Schwartz Productions

Mickey Schwartz, Producer
723 Seventh Ave., New York 19, N. Y.
CIrcle 6-5388
Films for television.

Somerset Pictures Corporation

Walter Colmes, President
9113 Sunset Blvd., Hollywood 46, Calif.
CRestview 6-9070

Swank Films, Inc.

J. A. Swank, President
U. B. Building, Dayton 2, Ohio
HE 2379
Technical and training films, animation.

Tele-Color Films

Tom Seidel, Producer-Director
853 Seventh Ave., New York 19, N. Y.
CIrcle 7-0575
Advertising. Does animation, optical effects.

Telefilm, Inc.

Don McNamara, Dir. of Television
6039 Hollywood Blvd., Hollywood 28, Calif.
Special events; fashion shows, others. Does animation, optical effects, complete 16mm production facilities.

Telenews Productions, Inc.

John H. Tobin, Dir. of Production
Advertising
Charles N. Burreis, Dir. of Sales & Adver.
Advertising
1600 Broadway, New York 19, N. Y.
CIrcle 7-7364
Daily and weekly television newsreel services, special news features, documentaries. Complete production facilities.

Television Advertising Productions, Inc.

Ardien B. Rodner, President
360 N. Michigan Ave., Chicago 1, Ill.
STate 5941

Consultation, planning, writing, talent, production and publicity for live and film shows and film commercials. Tailored to fit clients selling problem. Chicago, New York and Hollywood facilities.

Television Art Enterprises

Shamus Culhane, Producer
4333 Rhodes Ave., North Hollywood, Calif.
SU. 3-1923
Animated and live-action time signals and one-minute commercials; advertising shorts; animated titles; stop motion and puppet animation; educationals.

Television Screen Productions, Inc.

Charles J. Basch, Jr., President
17 East 45th St., New York 17, N. Y.
MUrray Hill 2-8877

Television spots, industrial and slide films, educational and training films.

Toddy Pictures Co.

Ted Toddy, General Manager
723 Seventh Ave., New York 19, N. Y.
CIrcle 6-9446, 7

Spot commercials and one reel subjects; complete motion picture studio and facilities for 35mm and 16mm direct sound or background track; projection rooms 35mm and 16mm, also cutting room, etc.

Transfilm Incorporated

Walter Lowendahl, Vice President
35 West 45th St., New York 19, N. Y.
BRyant 9-6540
All types. Animation, special effects shots, studio facilities.

Twentieth Century Fox Film Co.

Peter Levathes, Director of Television
444 West 56th St., New York, N. Y.
COLUMbus 5-3320

All types of films on assignment.

William Wilder Productions

William Wilder, Producer-Director
5746 Sunset Blvd. Hollywood 28, Calif.
HO. 5358
Features for television.

LOW COST

ANIMATION

OPEN END
Time Spots
Weather Spots
•
Live Action Film
Commercials
•
Call
MURRAY HILL
7-6577

SPRINGER PICTURES, INC.

Fisher Building
DETROIT
341 E. 43rd St.
NEW YORK

SPECIAL FILM SERVICES

Advance Television Picture Service, Inc.

Charles A. Alicoate, President
729 Seventh Ave., New York 19, N. Y.
COlumbus 5-5400
Shipping and inspection service, cutting rooms, projection theatres, rehearsal rooms.

C. & G. Film Effects Co.

Hugo A. Casolaro & Milton M. Gottlieb
723 Seventh Ave., New York 19, N. Y.
PLaza 7-4558
PRODUCTION SPECIALTY: Optical effects and titles. Does animation, trick effects.

Cineffects, Inc.

Nathan Sobel, President
1600 Broadway, New York 19, N. Y.
CIrcle 6-0951, 2, 3, 4, 5

SPECIALTY: Special effect photography, animation, trick and general reproduction photography.

Macwell Desser

424 Madison Ave., New York 17, N. Y.
PLaza 5-7778

Commercial slide films, slide films for training and public relations. Does animation for slide films.

Gallagher Films

J. C. Gallagher, President
113 So. Washington, Green Bay, Wisc.
639 No. 7th St., Milwaukee, Wisc.

SPECIALTY: Animation, optical effects.

Jack Goetz

245 West 55th St., New York 19, N. Y.
CIrcle 7-1920

SPECIALTY: Laboratory processing.

OTHER SERVICES: Animation, special effects. Has laboratory facilities.

National Screen Service

Herman Robbins, President
Melvin L. Gold, Adv. & Pub. Director
630 Ninth Ave., New York 19, N. Y.
CIrcle 6-5700

SPECIALTY: Animation, process shots, trick effects, titles, narration.

Peerless Film Processing Corporation

Kern Moyse, President
Victor C. Krupa, Vice-President
1560 Broadway, New York, N. Y.
PLaza 7-3630

SPECIALTY: Film treatment to increase resistance to damage, and provide smooth projection and prolong film life.

Precision Film Laboratories

Russell C. Holslag, Manager
21 West 46th St., New York 19, N. Y.
BRyant 9-8396

SPECIALTY: Film laboratory techniques; 16mm developing, printing, sound, special work.

August Schomburg, Artist

220 West 42nd St., New York 18, N. Y.
BRyant 9-3548

SPECIALTY: Art work for titles and effects.

Fletcher Smith Studios, Inc.

Fletcher Smith, President
1585 Broadway, New York 19, N. Y.
CIrcle 6-5280

SPECIALTY: Animation.

OTHER SERVICES: Film Production.

Sound Masters, Inc.

Harold E. Wondsel, President
165 West 46th St., New York 19, N. Y.
PLaza 7-6600

SPECIALTY: Creative writers, photography, animation, sound studios, editing, screening; spots, commercials, shorts. Workshop for exploring ideas and developing new techniques in television films.

Telscriptions, Inc.

Hu Chain Associates
60 East 42nd St., New York 17, N. Y.
MUrray Hill 2-7125

SPECIALTY: Film recordings of teleshows: off the monitor, with sound, for client and agency study use.

Marshal Templeton, Inc.

Marshal Templeton, President
1856 Penobscot Bldg., Detroit 26, Mich.
CADillac 6868

Motion pictures, slide films, television, commercials, live shows, animation.

Vacuamate Corporation

(Vaporate Co., Inc.)
446 West 43rd St., New York 18, N. Y.
LONGacre 4-1887

SPECIALTY: Film treatment to prolong the life of film and offer better projection. Film cleaning service, also film storage and shipping facilities for libraries, etc.

Welgot Trailer Service

Charles Welsh and Martin Gottlieb, Props.
630 Ninth Ave., New York 19, N. Y.
CIrcle 6-6450

SPECIALTY: Trailers, motion picture developing and printing.

OTHER SERVICES: Animation and optical effects; industrial, commercial, television shorts producer; advertising.

Wilding Picture Productions, Inc.

J. W. Inglefield, Vice President
385 Madison Ave., New York 17, N. Y.
PLaza 8-1727

Studios: Chicago, Detroit, Los Angeles. On assignment. Does animation, optical effects.

Winik Films Corp.

Leslie Winik, President
625 Madison Ave., New York 22, N. Y.
PLaza 3-0684

On assignment of advertiser or station; cover sports, etc.

Emerson Yorke Studio

Emerson Yorke, Owner-Exec. Producer

CINEFFECTS, INC.

Nathan Sobel, Pres.

1600 BROADWAY, NEW YORK 19

East Coast's Foremost Producer's Aid.

Special Effects, Titles, Animation,
Slide Films, Inserts, Trailers . . .

Kodachrome Duplications for
Slides & 16mm Novelty Song

Reels, Comic Reels, Merchandising
Trailers, Station

Breaks, etc.

CINEFFECTS, INC.

1600 Broadway, NYC. • Circle 6-0951



630 NINTH AVENUE
New York 19, N. Y.

Complete Motion Picture
Production Service for the
Television Industry

•
Longines-Wittnauer Watches

•
Dry Imperator Champagne

•
Alexander Magic Carpet
(3 Kids on a Flying Rug)

Bulova Watch Company
and others

Serving the Motion Picture Trade
For 28 Years

CHARLES L. WELSH
MARTIN GOTTLIEB

35 West 45th St., New York 19, N. Y.
BRyant 9-9091

Various types-news coverage, special events,
documentary and entertainment. Does ani-
mation and optical effects. Has studio facil-
ities.

Harold Young Productions, Inc.

H. Young, President
119 West 57th St., New York 19, N. Y.
CIrcle 5-8459

Commercials, documentary; educational, theat-
rical.

Raphael G. Wolff Studio

Raphael G. Wolff, Owner
1714 N. Wilton Pl., Hollywood, Calif.

Industrial, business, documentary. Does ani-
mation, process shots, special effects. Has
studio facilities.

LIVE-TALENT PACKAGE GROUPS . . .

Basch Radio & Television Productions

Charlie Basch
17 East 45th St., New York 17, N. Y.
MUrray Hill 2-8877

AVAILABLE: *Harem Scarem* (participation); *Smart Set Club* (variety); *Let's Play Reporter* (participation); *Hospitality House* (interviews of women), etc.

OTHER SERVICES: Facilities for film commercials, industrial and educational films in 35 and 16 mm.

Al Buffington Co., The

Albert B. Buffington, President
2104 N. Charles St., Baltimore 18, Md.
Belmont 1960

AVAILABLE: *Quiz of Two Cities*; *Sports Picture Puzzlers*.

OTHER SERVICES: Spots (live and film).

Choreographers' Workshop

471 Park Ave., New York 22, N. Y.
PLaza 9-6239

AVAILABLE: Dance programs (built to order).

Virginia Doak Agency, Inc.

Paul Crugar, Story Dept. Head
Kathleen Hope, Ass't
1523 N. Hudson

AVAILABLE: Custom-built productions.

OTHER SERVICES: Complete talent.

Finley Transcriptions, Inc.

Jos. P. Landis, Charge of Television
Los Angeles, Calif.

AVAILABLE: Package shows.

Paul Cruger, General Manager

Gainsborough Associates, Inc.

Nathan M. Rudich, Television Director
234 West 44th St., New York 18, N. Y.
CHickering 4-5141

AVAILABLE: *Mental Marathon* (quiz participation, \$1000); *Curtain Time* (Alfred L. Golden and guests, \$400); *Alley-Oops* (bowling participations, \$750); *Crossroads* (mystery participation, \$1000); *At Home, With Felix Knight and Mimi Benzell* (musical variety, \$1,450).

Edna Gamble & Associates

Edna Gamble, President
Neil Courtney, Writer-Producer
341 W. 47th St., New York City
CIRcle 6-5952

AVAILABLE: *Hildegard Halliday in Winnie Windblast* (comedy); *Buddy Hackett, comedian in Billy Bump*, (children's show); *Town Mailman* (drama series).

Green Associates

Lew Green, Radio-Television Director
360 N. Michigan, Chicago, Ill.
CENTral 5593

AVAILABLE: Package shows.

OTHER SERVICES: Commercials, Animated spots.

Lilian Okun, Inc.

Lilian Okun
2 West 67th St., New York 23, N. Y.
TRafalgar 7-8916

AVAILABLE: *The Children's World* (\$200).

OTHER SERVICES: Scripts; Live Package Shows.

Marshal Templeton, Inc.

Marshal Templeton, President
1856 Penobscot Bldg., Detroit 26, Mich.
CADillac 6868

AVAILABLE: Television commercials, live shows.

Nelson Productions, Inc.

Raymond E. Nelson, President
341 Madison Ave., New York 17, N. Y.
MUrray Hill 6-5862

AVAILABLE: Shows upon request.

OTHER SERVICES: Custom packaging; free lance direction; writing services.

Sanft Television Features

17 E. 42nd St., New York 17 N. Y.
MUrray Hill 2-6770, 1

AVAILABLE: "A Date With Mother Goose," (children's show); "Classics for Moderns," (famous plays); "Remember That Face!" (public service-audience participation); "Candance Coleman," (situation comedy); "Melody Rainbow," (musical-variety).

OTHER SERVICES: Open-end films, live or film programs to order, video commercials.

Sigmund Spaeth

400 East 58th St., New York 22, N. Y.
PLaza 8-0879

AVAILABLE: *Ask the Tune Detective, At Home With Music*, etc.

OTHER SERVICES: MC for any musical program, song-leader, commentator, etc.

Springer Pictures, Inc.

Robert M. Campbell, Television Director
341 East 43rd St., New York 17, N. Y.
MUrray Hill 7-6577

716 Fisher Bldg., Detroit, Mich.

TRinity 1-6220

AVAILABLE: *Animal Tracks*, (live or film); *Fantasy Impromptu* (pantomime playlets, sophisticated fairy tales); *Souvenir* (ballet drama); *Formula For Murder* (drama); *Minipaks* (9 to 90 second attention getting formats for spot commercials and show intros).

Television Workshop of N. Y.

Irwin A. Shane, Executive Director
Zina Provendie, Ass't Exec. Director
11 West 42nd St., New York 18, N. Y.
LONgacre 5-1683, 4

AVAILABLE: Repertory of low budget touring shows with choice of: straight, period and suspense dramas; variety shows; documentaries; children's shows; audience participation, and dance. Available to New York City and out-of-town stations on sustaining or limited commercial basis; to sponsors on limited commercial basis.

OTHER SERVICES: Rehearsal studio facilities; film screening; scripts; personnel training; program consultation.

United Productions, Inc.

George Scheck and Lou Dahlman
654 Madison Ave., New York 21, N. Y.
TEmpleton 8-8300

AVAILABLE: *Doorway To Fame* (\$200); *Birthday Party* (\$200); *Alan Dale's Music Shop* (\$200)—all participation.

OTHER SERVICES: Production.

Video Events

(Div. of Radio Events, Inc.)
Judy Dupuy, Director
535 Fifth Ave., New York 18, N. Y.

MUrray Hill 7-1668

Represent film companies which make and rent film. Make both commercials and entertainment films for television.

Videor Productions (Div. of Video Ent.)

Franklin O. Pease, General Manager
1414 So. Penn Square
Suite 307-10
Philadelphia 2, Pa.
LOCust 4-3966

AVAILABLE: *Scrapes of Scrappy* (Juvenile strip show); "Parade of Bands" via film and live breaks; others.

OTHER SERVICES: Script, management, consultants.

Waas Associates

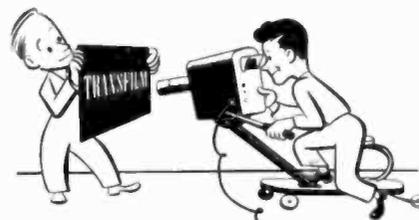
Les Waas, President
1414 S. Penn Square, Philadelphia 2, Pa.
LOCus 4-1257

AVAILABLE: "Bedlamania" 7-sponsor co-op show or syndication to stations. Also 4 package shows.

CLASSIFIED ADS

\$5 for 50 Words; \$8.50 up to 100 Words

AVAILABLE IMMEDIATELY: Producers, directors, writers, video film men, time salesmen. All personnel trained at Television Workshop to fit your television needs. Our trained personnel now staff TV stations throughout the country. Full details sent upon request. No obligation entailed. Write TELEVISION WORKSHOP, 11 West 42nd St., N. Y. 18, N. Y.



For the BEST in

TELEVISION COMMERCIALS

Follow the Leaders

- CAMEL Cigarettes
 - LIFE Magazine
 - PIEL'S Beer
 - GULF OIL
 - Super-Suds
 - MOTT'S Apple Juice
- (thru Wm. Esty Co.) (thru Young and Rubicam)

Transfilm is keyed to give creative ideas for selling—merchandising—promotion. Complete facilities for live or animated film spots or features that do the job for you.

TRANSFILM

INCORPORATED
35 West 45th Street, New York 19, N. Y.
LONgacre 4-0750

January 1, 1950

Birmingham, Ala.

(Pop: 407,851*)

WAFM-TV—Radio Stations, WAPT-WAFM
701 Protective Life Bldg.

H.Q.: Voice of Alabama, Inc.

PresidentThad Holt

Date Unspecified

Erie, Pa.

(Pop: 116,955*)

WICU—Dispatch, Inc.

20 East 12th Street

Indianapolis, Ind.

(Pop: 455,357*)

WWHB—Wm. H. Block; Ch. 3 (60-66 mc)

Vice PresidentM. S. Block

Tele DirectorMerrill Lindley

Cleveland, Ohio

(Pop: 1,332,600*)

WXEL—Empire Coil Co., Ch. 9 (186-192
mc)

Transmitter at Parma (Cleveland suburb)

Empire Coil Co., Inc., 238 Huguenot St.,
New Rochelle, N. Y.

Pres. & Gen. Mgr.Herbert Mayer

Providence, R. I.

WJAR-TV—Outlet Co.; Ch. 11 (198-204)

176 Weybosset St.

PresidentMortimer L. Burbank

Portland, Oregon

(Pop: 406,406*)

KGWG—The Oregonian, Ch. 6 (82-88 mc)

1320 S. W. Broadway

General ManagerH. Quentin Cox

Toledo, Ohio

(Pop: 282,349*)

WTOL-TV

Bell Building, Toledo 2, Ohio

Dallas, Texas

(Pop: 376,548)

KRLD-TV—Daily Times Herald

H.Q.: Hotel Adolphus

Managing DirectorClyde W. Rembert

Columbus, Ohio

(Pop: 365,796)

WBNS-TV—T V Inc., Columbus, Ohio

33 North High Street

Vice PresidentLester H. Nafzger

Madison, Wisconsin

(Pop: 78,349*)

WIBA-TV

110 E. Main Street

Phone: Fairchild 8800

ANIMATED COMMERCIALS

We are the leading commercial animation studios in the East. Completely equipped for 16 and 35mm. Many years of experience.

Fletcher Smith Studios, Inc.

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ADVERTISING AGENCIES WITH TV DEPTS.

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35 West 53 St., New York, N. Y.
(Circle 5-4915-6)

PresidentJohn Sheppard, Jr.

Vice-PresidentPaul La Porte

Vice-PresidentEdward J. Horton

AGENCY SERVICE CORP.

66 E. South Water St., Chicago 1, Ill.
(Central 5255)

Exec. Vice Pres.Alfred C. Houser

Script EditorWalter J. Fay

Time BuyerT. Kiley

TELE ACCOUNTS: Chicago Motor Club (inactive).

ALLEN & REYNOLDS

Insurance Bldg., Omaha 2, Nebraska
(Atlantic 4445)

Chrmn. TV Develop. Comm.Jack Anderson

Co-chairmanRobert Sanford

WriterJan Haggert

WriterBeth Crabbe

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York 17, N. Y.
(Lexington 2-8795)

Director of TelevisionJohn P. Atherton

AUBREY, MOORE & WALLACE, INC.

230 North Michigan Ave., Chicago 1, Ill.
(Financial 1600)

TV Dep't. HeadJ. H. North

Ass't HeadR. Fechheimer

N. W. AYER & SON

30 Rockefeller Plaza, New York 20, N. Y.
(CI. 6-0200)

V. P., TelevisionH. L. McClinton

Ass't HeadG. D. Gudebrod

Production SupervisorDon McClure

Copy ChiefJohn Esau

Film Supervisor-WriterDon Jones

Time BuyerT. J. McDermott

Producer, DirectorAnne Bachner

TELE ACCOUNTS: American Tobacco Co.;
Atlantic Refining Co.; United Air Lines.

BADGER, BROWNING & HERSEY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
(Circle 7-3720)

Director of TelevisionWm. Doty Edwards

TELE ACCOUNTS: American Chicle Co.

STUART BART, INC.

114 E. 32nd St., New York 16, N. Y.
(Lexington 2-2323)

Vice PresidentBudd Getschal

BENTON & BOWLES, INC.

444 Madison Ave., New York, N. Y.
(Murray Hill 8-1100)

Director of TelevisionHerb Leder

Ass't to Dir. of Tele.Bill Vallee

TELE ACCOUNTS: Diamond Crystal Salt,
Post Cereals, Maxwell House. Inactive:
Gaines, Certo.

THE BLOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
(PLaza 7-4100)

Department HeadWilliam Morris

Ass't HeadDorothy P. Gabriel

TELE ACCOUNTS: Bulova Watch Co., Schenley Distillers, Philip Morris & Co., Ltd.

W. EARL BOTHWELL, INC.

600 Grant Street, Pittsburgh 19, Pa.
(COurt 6565)

Television DirectorTaylor Urquhart

Mgr., Hollywood OfficeNathan Tufts

Mgr., New York OfficeHoward Black

Mgr., Chicago OfficeCharles Pettengill

ARTHUR BRAITSCH, ADVERTISING

15 Westminster, Providence 3, R. I.
(DExter 4115 and DExter 5313)

ManagerArthur Braitsch

Ass't ManagerJohn Lorimer

BROOKE, SMITH, FRENCH & DORRANCE, INC.

East Jefferson at Burns, Detroit 14, Mich.
(Valley 2-9700)

Director of TelevisionJames B. Hill

Copywriter & ProducerRichard L. Goodwin

TELE ACCOUNTS: American Blower Corp.;
Goebel Brewing Co.

BUCHANAN-THOMAS ADV. CO.

412 So. 19th St., Omaha 2, Nebraska
(Atlantic 2125)

Dept. HeadAdam Russmund

TELE ACCOUNTS: Perfex Co.

BYER & BOWMAN

203 E. Broad St., Columbus 15, Ohio
(Main 3276)

Television DirectorBill Copeland

Acc't. ExecutiveS. N. Hallock

Public RelationsNeil Collins

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
(HAncock 6-7600)

Creative HeadHenry W. Patterson

Time Buyer(Miss) Jan Gilbert

Copy ChiefHenry Peterson

Copy WriterBetty Parks

Copy WriterCourtney Crandall

TELE ACCOUNTS: Haffenreffer & Co., Inc.

CAMPBELL-EWALD OF NEW YORK, INC.

10 Rockefeller Plaza, New York 20, N. Y.
(Circle 7-6383)

Director of TelevisionKenneth Young

WriterSeymour Frolick

TELE ACCOUNTS: United States Rubber Co.

CAMBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
Minneapolis, Minn.
(Lincoln 8824)

Department HeadArthur H. Lund

StaffJohn Forney, Eugene Peterson,
A. C. Clement

SOLIS S. CANTOR1711 Walnut St., Phila. 3, Pa.
(Locust 7-8141)

Dept. Head Robert Weiner
 Art Director Robert Hersh
 TELE ACCOUNTS: Lou Block Studebaker;
 Locust Radio; Jacque Ferber Furs; Chex;
 Melville Storage; Fred Dannenhaver; Heinel
 Motors; Snellenburg's: Hill Shoe Co.

CAYTON, INC.Empire State Bldg., New York 1, N. Y.
(BRyant 9-0390)

President W. D. Cayton
 Continuity & Commercials Al Black
 Time Supervisor S. G. Matthews, III
 TELE ACCOUNTS: Polaroid Television Filter.

THE CLEMENTS COMPANY, INC.1601 Chestnut Street, Philadelphia 3, Pa.
(RIttenhouse 6-0236)

Department Head Alice V. Clements
 Ass't Head Robert H. Smith
 Writer-Producer Marilyn Gusten
 Art Director Stanley Squire
 TELE ACCOUNTS: Horn & Hardart, Time
 Watches, Irac Corp., Mrs. Morrison's Pud-
 dings, Ritter Chili Sauce Relish, Hornung
 Beer.

CONTI ADVERTISING AGENCY505 5th Ave., New York, N. Y.
MUrray Hill 7-90924 E. Ridgewood Ave., Ridgewood, N. J.
RIdgewood 6-8234

Director E. Conti

COLE & CHASON, INC.8 West 56th St., New York 19, N. Y.
(Circle 7-2664)

Principal Herbert S. Chason

**JOHN GILBERT CRAIG
ADVERTISING, INC.**913 Washington Street, Wilmington 99, Del.
(Wilmington 5-6185)

Acct. Executive Kathleen A. Walsh
 TELE ACCOUNTS: Delaware Steeplechase &
 Race Assoc.

THE CRAMER-KRASSELT CO.733 N. Van Buren St., Milwaukee 2, Wisc.
(DAly 8-3500)

Radio-Tele Director J. S. Stolzoff
 Time Buyer Loretta Mahar
 Scheduling and Script Lois Craft
 Script Writer Patricia Noble
 TELE ACCOUNTS: Broadway House of Mu-
 sic, Ed. Schuster & Co., Inc.

DUANE JONES COMPANY, INC.570 Lexington Ave., New York, N. Y.
(PLaza 3-4848)

Television Director Walter Ware
 Production Ass't Olive Bablow
 TELE ACCOUNTS: Sweetheart Soap, Bab-O,
 Mueller's Macaroni.

JIMM DAUGHERTY, INC.706 Chestnut St., St. Louis 1, Mo.
(Main 0790)

TELE ACCOUNTS: Pepsi-Cola Bottlers.

EDELSTEIN-NELSON ADV. AGENCY, INC.27 East Monroe Street, Chicago 3, Ill.
(ANdover 3-3867, DEaborn 2-5976)

President Edward Edelstein
 Vice Pres. Lloyd C. Nelson

ROBERT J. ENDERS ADVERTISING1415 K St., N.W., Washington 5, D. C.
(EXecutive 5834)

Television Director John Barnes
 Writer Harriet Miller
 Director Hank Enders
 Director William Fitzgerald
 Director of Film Production Sam Rosenberg
 TELE ACCOUNTS: George's Radio & Tele-
 vision Co.; Admiral Corp.; Hecht Brothers;
 Golden Star Valet; Kool Vent Awnings.

ERWIN, WASEY & CO., INC.420 Lexington Ave., New York 19, N. Y.
(LEXington 2-8700)

Television Dept. Head Joe Brattain
 Ass't. Dept. Head John Halpern

WILLIAM ESTY & COMPANY100 East 42 St., New York 17, N. Y.
(MUrray Hill 5-1900)

V.P. & Radio Director Thomas D. Luckenbill
 Director of Television Kendall Foster
 TELE ACCOUNTS: R. J. Reynolds Tobacco
 Co.; Piel's Beer.

ALBERT EVANS ADVERTISING AGENCY909 Dan Waggoner Bldg.
Fort Worth 2, Texas
(Phone 2-3371)**FEDERAL ADVERTISING AGENCY**385 Madison Ave., New York 17, N. Y.
(MUrray Hill 8-4200)

V.P. & Dir. of Tele. Francis C. Barton, Jr.
 Time Buyer Penelope Simmons
 Writer Kenneth Kear
 Administrator George Burbach
 TELE ACCOUNTS: Inactive: American Safety
 Razor.

LAWRENCE FERTIG & CO., INC.149 Madison Ave., New York 16, N. Y.
(MUrray Hill 9-7100)

Director Henry Bretzfeld

FREITAG ADVERTISING AGENCY761 Peachtree St., Atlanta 5, Georgia
(HEmlock 1345)

Television Director Norman Frankel
 Art Director Harald Torgesen

HARRY M. FROST COMPANY, INC.260 Tremont Street, Boston 16, Mass.
(LIBerty 2-0813)

Director Harvey P. Newcomb

GEYER, NEWELL & GANGER745 Fifth Ave., New York 22, N. Y.
(WICKersham 5-5400)

Vice President Donald S. Shaw
 Manager F. A. Long
 Writers Leslie Munroe, Joseph Gousha
 TELE ACCOUNTS: Knox Hat Co.; Kelvin-
 ator.

GOTHAM ADVERTISING COMPANY, INC.2 West 46th St., New York 19, N. Y.
(LONgacre 5-2616)

Director of Television Arthur A. Kron
 Ass't. Director Herman Krone

GILHAM ADVERTISING AGENCYContinental Bank Bldg.
Salt Lake City 1, Utah
(Phone: 4-5516)

Dir. of Radio & Tele Victor V. Bell
 Assistant Robert Rohlfing
 Film Technician Richard V. Thiriot
 TELE ACCOUNTS: Utah Power & Light Co.

GREY ADVERTISING AGENCY, INC.166 West 32 St., New York 1, N. Y.
(CHickering 4-3900)

Dir. of Tele & Radio Richard Marvin
 Video Time Buyer Harriett M. BeLille

JULIAN GROSS ADVERTISING AGENCY11 Asylum St., Hartford 3, Conn.
(HARTford 7-7179)

President Julian Gross

M. H. HACKETT COMPANY9 Rockefeller Plaza, New York 20, N. Y.
(Circle 6-1950)

Department Head M. H. Hackett
 Assistant Head George Schiffmacher
 Copy Chief Helen Gunn

HICKS & GREIST, INC.420 Lexington Ave., New York 17, N. Y.
(MUrray Hill 3-9135)

Director of Television Peter A. Krug
 Writer-Producer C. V. Skoog, Jr.
 TELE ACCOUNTS: Inactive: Churchward &
 Co.; Lake State Products.

H. B. HUMPHREY CO.1235 Statler Bldg., Boston 16, Mass.
(LIBerty 4714)

Branch Office

599 Madison Ave., New York 22, N. Y.
(ELdorado 5-1270)**HENRI HURST & McDONALD, INC.**520 N. Michigan Ave., Chicago, Ill.
(SUperior 3000)

Director W. E. Jones
 Associate Director Charles Pumpian
 Writer Dana Campbell
 TELE ACCOUNTS: Carolene Product Co.

CHARLES W. HOYT COMPANY, INC.551 Fifth Ave., New York 17, N. Y.
(MUrray Hill 2-0850)

Television Director William Philip Smith

KAPLAN & BRUCK250 West 57th St., New York 19, N. Y.
(Columbus 5-3190)

V.P. Chg. of Tele. Marvin Ira Rudwick
 Television Dept. Head Seymour Robbins
 Writer Sidney Engel
 TELE ACCOUNTS: Inactive: Schutter Candy
 Div. of Universal Match Corp.

KAL, ERLICH AND MARRICK, INC.314 Star Building, Washington 4, D. C.
(EXecutive 3700)

V.P. Chg. of Tele & Radio Alvin Q. Ehrlich
 Production Supervisor Sol Panitz
 Writers D. Thomas, T. Pearson, P. Roll
 TELE ACCOUNTS: L. P. Steurat, Inc.; Sun
 Radio Stores; Ward Radio Co.; Mayflower
 Motors; Evening Star; Logan Motors (Ford
 Dealer); Lacy's & Philco; Jos. M. Zamoiski
 Co.; J. C. Harding Co. Stores.

JOSEPH KATZ CO.8 South St., Baltimore 2, Maryland
(LEXington 1500)

Director of Television & Radio Robert G. Swan
 Copy Chief Graydon Walker
 Art Director George Adams
 TV Spot Announcements Edward Kassa
 Production Assistant R. E. Birkmaier
 TELE ACCOUNTS: Globe Brewing Co.; The
 Hub; The Fashion Shop; Calvert Hats; Amer-
 ican Oil Co.; Maryland Pharmaceutical.

HENRY J. KAUFMAN & ASSOCIATES
Homer Bldg., Washington, D. C.
(Dlstrict 7400)

Partner Jeffrey A. Abel
Manager-Director Robert S. Maurer
Writers Elizabeth Carroll, Jean Purcell
TELE ACCOUNTS: Tom's Auto Service;
Peake Motor Co.; Lacy's; Skinker Bros.;
Southern Wholesalers. Inactive: Swope Jewel-
ry; Potomac Electric Power Co.; The Hecht
Co.

KENYON & ECKHARDT, INC.
247 Park Avenue, New York 17, N. Y.
(PLaza 3-0700)

Director of Television Frank Palmer
TELE ACCOUNT: Borden Co.

KIESEWETTER, WETTERAU & BAKER, INC.
9 East 40 St., New York 16, N. Y.
(LExington 2-0025)

Manager Edward G. Chase
Time Buyer Elizabeth Thompson
Writers William Hines, Gloria Brown
Art Director Frederick Russell

KIRCHER, HELTON & COLLETT, INC.
Mutual Home Bldg., Dayton 2, Ohio
(FULton 5161)

Dir. of Television & Radio Chuck Gay

KUDNER AGENCY, INC.

International Bldg.
Rockefeller Center, N. Y. C.
(CIRCLE 6-3200)

Television Dept. Head Myron P. Kirk
Ass'ts W. B. Templeton, Hugh Brown
TELE ACCOUNT: Texas Co.

J. R. KUPSICK ADV. AGENCY, INC.
122 East 42nd Street, New York, N. Y.
(MURray Hill 5-0144, 5, 6, 7)

V.P., Charge of Television Saul Kampf
Time Buyer Beth Leveson
Director Dick Roffman
Writer Robert Kupsick
TELE ACCOUNT: Brentwood Sportswear.

LANG, FISHER & STASHOWER, INC.
1010 Euclid Ave., Cleveland, Ohio
(MAin 6579)

Radio-Tele Director Alvin B. Fisher
TELE ACCOUNTS: Cotton Club Beverages.

AL PAUL LEFTON CO., INC.

1617 Penna Blvd., Philadelphia 3, Pa.
(RIttenhouse 1500)

Branch Office

521 Fifth Avenue, New York 17, N. Y.
(VAnderbilt 6-5340)

Director of Television-Radio S. Carl Marx
Ass't to Dir. W. William Wolfston, Jr.
TELE ACCOUNTS: Lit Bros.

LEIGHTON & NELSON ADV. AGENCY
619 State St., Schenectady 7, N. Y.
(Phone: 6-4202)

Director of Television Edward F. Flynn
Writer-producer Robert S. Cragin
Writer-producer George R. Nelson
TELE ACCOUNTS: Inactive: Empire State
Distributors, Sears Roebuck & Co.

LENNEN & MITCHELL, INC.

17 East 45th St., New York 17, N. Y.
(MURray Hill 2-9170)

Television Producers Mann Holiner
Ted E. Sherdeman
TELE ACCOUNTS: Jacob Ruppert Brewery.

A. W. LEWIN CO.

40 East 49th St., New York 17, N. Y.
(ELdorado 5-3545)

Television Dept. Head Gerald Law
TELE ACCOUNTS: Powers, Inc.; Corsetorium.

LILLER, NEAL & BATTLE ADV. AGENCY

810 Walton Bldg., Atlanta 3, Ga.
(CY. 6521, 2, 3)

TELE ACCOUNTS: Brock Candy Company.

**MALCOLM-HOWARD ADVERTISING
AGENCY**

203 N. Wabash St., Chicago 1, Ill.
(RANdolph 7942)

Director of Television Arthur M. Holland
Ass't Director H. A. Barkun
Writer-Producer Allan Sweetow
Writer-Producer Robert Zelens
TELE ACCOUNTS: Harry Alter Co.; Dad's
Root Beer; Inactive: Keeley Brewing Co.;
Kass Klothers; Motorola.

MARSCHALK AND PRATT CO.

535 Fifth Avenue, New York 17, N. Y.
(VAnderbilt 6-2022)

Television Dept. Head Edward J. Whitehead
TELE ACCOUNTS: Inactive: Standard Oil
Co. of N. J. (Esso Marketers)

J. E. MATHES, INC.

122 East 42nd St., New York 17, N. Y.
(LExington 2-7450)

Dir., Films & Television Wm. H. Vilas
Ass't Director Ann Moore
TELE ACCOUNTS: Canada Dry.

MAXON, INC.

570 Lexington Avenue, New York 22, N. Y.
(ELdorado 5-2930)

Television Dept. Heads Ed Wilhelm,
P. H. Pumphrey
TELE ACCOUNTS: Gillette Safety Razor Co.

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 15, Calif.
(PROspect 0101)

Director of Television-Radio

James McCormick

TELE ACCOUNTS: Sears Roebuck & Co.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
(CIRCLE 5-7000)

Director of Television Lee Cooley
Ass'ts Ted Huston, John Franck
Director Tom Hutchinson
Ass't Director Lou Sposa
Writer Elizabeth Evans
Art Director William Duffy
TELE ACCOUNTS: Swift & Co.

McKEE & ALBRIGHT, INC.

1400 S. Penn Square, Philadelphia 28, Pa.
(LOcust 7-4737)

President R. J. McKee
Vice President J. H. McFadden
TELE ACCOUNTS: Breyers Ice Cream.

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MELAMED-HOBBS, INC.

400 Second Ave. S., Minneapolis 1, Minn.
(BRidgeport 1225)

Television Dept Head J. Frank Johns
Writer Doug Smith
TELE ACCOUNTS: Roycraft & Co.

MESAL ORGANIZATION

300 West 23rd St., New York 11, N.Y.
(WAtkins 4-0460)

Director Adv. and Publ. Sally Perle
Publicity Manager Shirley Graf

ARTHUR MEYERHOFF & COMPANY

410 No. Michigan Ave., Chicago, Ill.
(DElaware 7860)

Director of TV Benjamin J. Green
Ass't Dir. of TV Maggie Dillard
Producer George Rich
Writer George Taylor

DAN B. MINER CO.

765 Spring St., Los Angeles 14, Calif.
(TRinity 9711)

Television Director Hilly Sanders
Time Buyer Terri Brady

EMIL MOGUL CO., INC.

250 West 57th St., New York 19, N. Y.
(COLUMbus 5-2482)

Production Director Emil Mogul
Time Buyer Helen Munroe
Writer Max Sapan
Production Director Ben Parker
TELE ACCOUNTS: Barney's Clothiers, Inc.,
Stuarts Clothiers.

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
(Phone: 4-6141)

Director of Media Laura B. Mang

NEFF ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.
(CIRCLE 7-4230)

Department Head William Rogow
Ass't Head Stewart Pierce Brown

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
(MURray Hill 3-4900)

Television Chairman George F. Foley, Jr.
TELE ACCOUNT: Liggett and Myers.

RAYMOND E. NELSON, INC.

341 Madison Ave., New York 17, N. Y.
(MURray Hill 5-1762)

Television Dep. Head Raymond E. Nelson
Production L. Pemberton
Account Executive Henry E. Meyer
TELE ACCOUNTS: Sears Roebuck & Co.;
Dewco Tire Service Co.; Inactive: Hanniel
Foods, Inc.

OLIAN ADVERTISING CO.

334 Pure Oil Bldg., Chicago 1, Ill.
(STate 3381)

Vice President I. J. Wagner
Ass't Head Joan Lee
TELE ACCOUNTS: Schoenhofen-Edelweiss
Co.; Inactive: Atlas Brewing Co.

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
(PLaza 8-2400)

V.P., Chg. Tele & Radio
David Hale Halpern
TELE ACCOUNTS: National Brewing Co. of
Baltimore.

PECK ADVERTISING AGENCY, INC.
400 Madison Avenue, New York 17, N. Y.
(PLaza 3-0900)
Dir. of Tele & Radio.....Arthur Sinsheimer

PEDLAR & RYAN, INC.
250 Park Avenue, New York 17, N. Y.
(PLaza 5-1500)
V.P. Chg. Tele & Radio.....E. G. Sisson, Jr.

J. R. PERSHALL COMPANY
105 West Adams St., Chicago 3, Ill.
(FRAnklin 8440)
V.P., Charge of Television George B. Bogart
Writer.....Kay Robinson
TELE ACCOUNTS: Inactive: Commonwealth
Edison Co.

PRATER ADVERTISING AGENCY, INC.
705 Chestnut Street, St. Louis 1, Mo.
(GA 6490)
Director of Tele & Radio Ray D. Williams

**RADIO ADVERTISING CORP.
OF AMERICA**
47 Audubon Ave., Jersey City 5, N. J.
(BERgen 4-2332)

Dir. of Television.....Michael A. Fiore
Asst. Head.....Albert A. Fiore
Director.....Albert A. Fiore
Cameraman.....John McGowan

RANSEY ADVERTISING AGENCY
430 Union Arcade, Davenport, Iowa
(Phone: 3-1889)
V.P. & Account Executive.....W. J. Henderson
Television Dept. Head.....W. J. Henderson
TELE ACCOUNTS: The F. W. Fitch Co.

RAYMOND ADVERTISING AGENCY
11 Commerce St., Newark 2, N. J.
Director.....Joe Gans
Assistant Director.....Eleanor Lambeck
Art Director.....John R. Morrissey
TELE ACCOUNT: Teldisco, Inc.

REDFIELD-JOHNSTONE, INC.
420 Madison Ave., New York 17, N. Y.
(PLaza 3-6120, 1, 2, 3)
Dept. Head.....R. F. Johnstone
Ass't Head.....Mary Ripple
Writer.....Anne Shelasse
TELE ACCOUNTS: Howard Clothes; (in,
active) E-Z Thread Co.

RODGERS & BROWN
131 West 52nd St., New York City
(PLaza 7-8040)
Dir. Radio & Television.....J. Edward Boyle
Prod. Head.....Lloyd Howard
Writer.....Ann Seltzer
TELE ACCOUNTS: Preview Fashions, Ripley
Clothes.

ROIZEN ADVERTISING AGENCY, INC.
291 Delaware Avenue, Buffalo 2, N. Y.
(CLEveland 5975)
President.....Manus Roizen
Account Executive.....David I. Levy
TELE ACCOUNTS: Bickford Bros. Co.; Sat-
tler's.

**RONALDS ADVERTISING AGENCY
LIMITED**
1440 St. Catherine St. West, Montreal, Que.
(PLateau 4803)
Director.....Frank Starr
Assistant to Director.....S. Boyd Hayward

IRVING ROSEN ADVERTISING
160 Fifth Ave., New York 10, N. Y.
(CHelsea 2-7930)
Time Buyer.....Irving Rosen
Associate Producer.....H. Price

ROSS, GARDNER & WHITE
2412 W. 7th St., Los Angeles 5, Calif.
(DRexel 7211)
Tele Director.....Frank Ryhlick
Ass't Tele Director.....Jack D. Behr
Copy & Research.....Deun Coakley,
Susan Lowery

TELE ACCOUNTS: G. E. Supply Corp.,
Barker Bros., Snowden Chemical Co., Harbor
Boat Building Co.; inactive: D'Orsay Tele-
vision Co.

ARTHUR ROSENBERG, INC.
570 Seventh Avenue, New York 18, N. Y.
(CHickering 4-4420)
Director of Tele & Radio.....Arthur Rosenberg
TELE ACCOUNT: Longine-Wittnauer Watch
Co.

RUTHRAUFF & RYAN, INC.
405 Lexington Avenue, New York 17, N. Y.
(MUrray Hill 6-6400)
Branch Office
360 N. Michigan Avenue, Chicago 1, Ill.
(Franklin 0485)

V.P., Charge of Tele-Radio Rozwell Metzger
Television Dept. Head.....Fran Harris
TELE ACCOUNTS: Griesedieck Brothers. In-
active: Henry C. Lytton & Co.; James F.
Goodwin; Acrobat Shoe Co.

LEWIS EDWIN RYAN
726 Jackson Place, N.W.
Washington 6, D. C.
(RE 7606)
Radio-Tele Director.....Gordon Manchester

SCOTT'S ADVERTISING AGENCY
11 Pemberton Square, Room 701,
Boston 8, Mass.
(CApitol 7-2425)

Treasurer.....George L. Stingel
Secretary.....Marie T. Linskey
Artist.....James M. Mohan

SCHECK ADVERTISING AGENCY, INC.
9 Clinton St., Newark 2, N. J.
(MARket 2-0480)
V.P. Charge of Television.....E. Grant Scheck
TELE ACCOUNTS: Fisher Baking Co.; Walco
Televue-lens.

SCHWIMMER & SCOTT, INC.
75 E. Wacker Drive, Chicago. Ill.
(DEARborn 1815)
Dir. of Radio & Tele.....Alan M. Fishburn
Producer.....W. Earl Bronson
Script Chief.....Kenneth Houston

RUSSEL M. SEEDS COMPANY, INC.
Palmolive Bldg., Chicago, Ill.
(DELaware 1045)
Director of Tele & Radio.....Jack Simpson
TELE ACCOUNTS: Brown & Williamson To-
bacco Corp.

SHOW PRODUCTION, INC.
(Division of Dancer-Fitzgerald-Sample)
247 Park Ave., New York 17, N. Y.
(WICKersham 2-4200)
President.....Adrian Samish
Television Dept. Head.....Carl Stanton
Ass't to Tele Head.....Ronni Racette
TELE ACCOUNTS: General Mills.

THE SIGNET CORPORATION
188 West Randolph St., Chicago 1, Ill.
(STate 2254-2255)
President.....Karl A. Kopetsky

BILL SILBERT ADVERTISING
435 Book Bldg., Detroit 26, Mich.
(WOodward 5-1751)
Vice-President.....Robert Longwell
Account Executive.....Harry Howe
Writer.....Joan H. Cox

SIMMONDS & SIMMONDS, INC.
201 N. Wells St., Chicago 6, Ill.
(ANdover 6645)
General Manager.....Phil W. Tobias, Jr.
Account Executive.....L. Dale Wilson

SIMONS-MICHELSON CO.
Lafayette Bldg., Detroit 26, Mich.
(CH 3000)
Television Dept. Head.....Glenn Kyker
Assistant Head.....Marian Sanders
Staff.....Ruthven Simons, Shirley Frank

SMITH, BULL & McCREERY, INC.
6642 Sunset Blvd., Hollywood 28, Calif.
(HEmpstead 5671)
Director-Producer.....Mayfield Kaylor
Writer.....Dick Parker
TELE ACCOUNTS: Ice Capades of 1948;
Inactive: Ice Follies of 1948.

SMITH, TAYLOR & JENKINS, INC.
223 Fourth Avenue, Pittsburgh 22, Pa.
(AT 9312)
President & Producer.....Ron P. Taylor
Director of Tele & Radio
Thomas J. MacWilliams
Writer.....Les B. Sterne

**SON DE REGGER ADVERTISING
AGENCY, INC.**
212 Shops Bldg., Des Moines, Iowa
(Phone: 3-3185)
President.....Les Son De Regger
Manager.....James Hill

STERNFIELD-GODLEY, INC.
280 Broadway, New York, N. Y.
(BARclay 7-3030)
Manager.....Ralph Sternfield
TELE ACCOUNTS: Winston Electric; In-
active: Philco Radio; Monarch Wine Co.

STRAUCHEN & McKIM
1301 Ingalls Bldg., Cincinnati 2, Ohio
(MAin 1618)
Director of Television.....John G. Maupin
Assistant.....Mary H. Taylor
TELE ACCOUNTS: George Wiedemann
Brewing Co.

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17, N. Y.
(MUrray Hill 3-2000)
V.P., Charge of Tele-Radio.....John V. Reber
Television Department Head.....Howard Reilly
Writers.....Ed Rice, Phyllis Merrill
Producers.....Stanley Quinn, Harry Herrmann,
William McCarthy

Talent Buyer.....Virginia Spragle
TELE ACCOUNTS: Elgin National Watch
Co.; Kraft Foods Co.; Ford Motor Co.; RCA
Victor Dealers; Scott & Grauer; Shell Oil
Co.; Inactive: Standard Brands, Inc.; La-
mont Corliss Co.; Textron, Inc.; American
Assoc. of Playing Card Manufacturers;
American Home Products; National Peanut
Council; Pan American Airways.

TRACY-LOCKE COMPANY, INC.1307 Pacific Ave., Dallas 1, Tex.
(Riverside 8655)

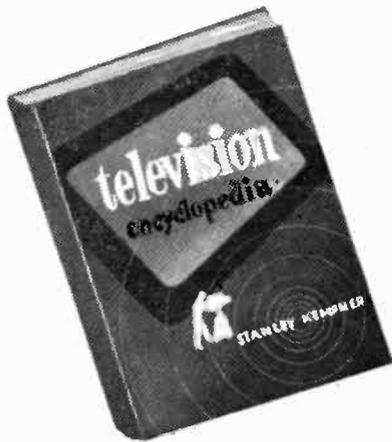
Television Department Head.....Monty Mann

WALKER & DOWNING532 Oliver Bldg., Pittsburgh, Pa.
(GRand 1900)Suite 832-3, St. Regis Hotel,
New York, N. Y.
(PLaza 3-4500)Director of Television.....R. C. Woodruff
N. Y. Dir. of Television.....Victor Seydel
Writers.....Fred E. Newmeyer, J. T. Wallace,
C. P. RichardsonProduction.....Victor Maitland
Films.....James L. BakerTELE ACCOUNTS: Allegheny-Ludlum Steel
Co.; Kaufman's.**WILLIAM WARREN AGENCY**122 East 42nd St., New York 17, N. Y.
(LExington 2-1795)Television Dept. Head.....Stevens P. Jackson
Assistant to Director.....Rodney N. Thompson
Writer.....J. C. Silverman
Comm. Copywriter.....William Warren SolowTELE ACCOUNTS: Bonded Auto Sales;
Lucele Ltd.; Warren-Connelly Co.; Strauss
Stores; Alexanders Department Stores; F.
Electro-Mirro.**WILLIAM WEINTRAUB & CO., INC.**30 Rockefeller Plaza, New York 20, N. Y.
(CIRcle 7-4282)V.P., Chg. of Tele & Radio.....Harry Trenner
Director of Tele.....William H. Weintraub, Jr.

TELE ACCOUNTS: The Frank H. Lee Co.

WEISS & GELLER, INC.400 Madison Avenue, New York 17, N. Y.
(PLaza 3-4070)General Manager.....Lester J. Mallets
Media Director.....Max Tendrich**JOSEPH R. WEISSER CO., INC.**31 Wilk St., Boston, Mass.
(HAncock 6-1214)Director of Television.....Joseph R. Weisser
Assistant Director.....Henry Golden
Writer.....Bernice Resnick
Production, N. Y.....Robert Lambert**WOLFE-JICKLING-DOW
& CONKEY, INC.**76 West Adams Ave., Detroit 26, Mich.
(CADillac 1865)Director of Tele & Radio.....J. A. Christensen
Ass't to Director.....Cyrilla Anderson
Continuity.....Patricia Murphy, Ruth Rice,
Jerome ShermanSales Contact.....Florentine Urban, R. L. Wolfe
TELE ACCOUNT: The J. L. Hudson Co.**YOUNG & RUBICAM, INC.**285 Madison Avenue, New York 17, N. Y.
(MUrray Hill 3-8400)V.P., Charge of Tele-Radio.....Pat Weaver
Television Dept. Head.....William E. Forbes
Directors.....W. Wesley McKee, David Levy,
Will Thomson, Hildegards ReiglTELE ACCOUNTS: General Foods; Pepsi-
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THEATRE? YES. Have had ten years in
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Just completed intensive Television
course. Will consider production assist-
ant on station or agency job as Televis-
ion program spotter and package organ-
izer. Box BW, **Televiser**, 11 W. 42 Street,
N.Y.C.**POSITION WANTED:** Desire position as
television cameraman, microphone boom
operator or studio assistant. Studied and
trained at New York University and City
College in conjunction with DuMont and
William Still's Studios, Worked on 16mm
and 35mm cameras. Have two years ex-
perience. Anxious to remain in television.
Will travel anywhere. Box FM, **Televiser**,
11 W. 42nd St., N. Y. C.

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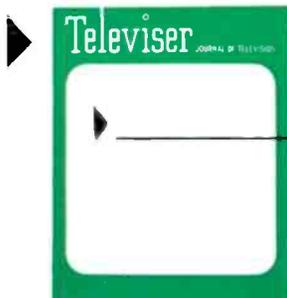
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- advertiser
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Beyond its value *within* a store, “Shop-by-Television” is already reaching across the air waves to enter customers’ homes. How convenient it will be to *see* merchandise on the screen of your RCA Victor television receiver, and then

be able to do much of your shopping by telephone!

Such types of progressive research lead to new uses for radio-electronic products and services, and to the quality you associate with the names RCA, and RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. *Radio Corporation of America, RCA Building, Radio City, N. Y. 20.*



RADIO CORPORATION of AMERICA