GASTON PRODUCTIONS, Los Angeles, producing series of one-minute television commercials for Buzza-Cardosa (greeting cards), Los Angeles. Placed direct KEYL (TV) San Antonio and WFBM-TV Indianapolis have purchased Telemount Pictures Inc., Los Angeles, Magic Lady and Boko TV film series for 13 weeks . . .

Eddie Stanley, star of his own show on KTTV (TV) Los Angeles, joins Telemount Pictures Inc., that city, as head of production firm. Mr. Stanley will write and produce TV packages for national distribution.

Six day Federal Internationale de Ski meet at Aspen, Colo. Feb 18, was filmed by Harry Lehman for Cine-Tele, Hollywood. Filming was done for Telemount Corp, Chicago, releasing three one-minute title commercials to Schmidt Baking Co. (Old Home Bread), Baltimore, for eastern stations.

Asst. E. Speretti, Telemount has completed spots for Libby Furniture Store, Allied Automobile Co. and Studebaker Dealers, all Chicago.

Holocene Inc., Los Angeles, has leased Darron Studios at Santa Monica Blvd. and Van Ness Ave. Isidore Lendenbaum, president of company, says expansion is necessary in filming of television shows . . .

Three DuMont Network kinescoped shows are being offered for local participating sponsorship by KTSU (TV) Hollywood. Included are Famous Jury Trial, The Plainclothes Man and Front Row Center.

TEEVEE Film Co., Beverly Hills, Calif., has announced availability of six TV shows on syndicate-regional or national sponsorship basis. Included are Veronica, Dr. Johnson's Health Foundation's program for children's show Gipsy and Jack, See It and Believe It, Short Shorts (series of 300 five-minute films based on short stories by famous authors), and Leo Guld's Wizard of Odds, half-hour show based on newspaper feature.


Film can create a better television network than coaxial cable—and cheaper. Melvin L. Gold, president of the National Television Film Council and advertising director of National Screen Service Co., said the Washington Ad Club at a Tuesday luncheon session. Demonstrating technique with a short advertising film, Mr. Gold pointed out that film has the advantage of perpetuating a show, giving opportunity to edit and of using talent when and where it is available. He said it is cheaper and just as acceptable as live shows.


SCENE from King Midas and the Golden Touch, 10-minute television film released by Coronet Films, Chicago (TELECASTING, Feb. 6).


THIS handbook is a companion volume to the Radio Components Handbook previously published. It contains technical data on component parts in television receivers together with general component and television data. Both books may be obtained through component distributors or directly from Philco Corp., Accessory Division, Philadelphia.