

Film Report



THESE key figures in the DuMont Television Network were among DuMont executives attending a recent business conference at the network's New York headquarters. They are (l to r): Standing, Frank P. Schreiber, manager, WGN-TV Chicago; Comdr. Mortimer W. Loewi, director of the DuMont Television Network; James L. Caddigan, network program director; seated, Chris J. Witting, assistant network director.

Surrender

TELEVISION performed an unusual service to the public when an appeal to wanted criminals to surrender themselves was made on *The Black Robe* (NBC-TV Thursday, 8 p.m. EST) on its Feb. 9 telecast. The appeal, made by the program's judge and two masked ex-convicts, hit its mark when two Massachusetts youths, one 14 and the other 15, arrived at Andover, Mass., police headquarters shortly after the program went off the air and confessed to a robbery made some time ago.

SURGICAL TV

WKY-TV Uses Closed Circuit

FIRST telecast of a surgical operation in Oklahoma has been presented by WKY-TV Oklahoma City, the station reports. A closed-circuit pick-up viewed by more than 80 doctors, of an hour-long surgical demonstration was fed to an auditorium by the \$90,000 mobile unit used by WKY for remote telecasts.

With this initial accomplishment, WKY reports the new Veterans Administration hospital slated for Oklahoma City plans to install TV equipment in the main surgical room, thus promising continuous medical use of television in that area. Demonstrations were staged by the station for the Oklahoma City Obstetrical and Gynecological Society. Doctors saw a complete hysterectomy, a Caesarian birth and three examples of obstetrics and gynecology using mannequins.

TV COMMITTEE

FCC Reaffirms Its Stand

FCC HAS reaffirmed its intention not to participate in the newly-formed National Television System Committee, created by the Radio Mfrs. Assn. to work on color TV standards [TELECASTING, Jan. 23].

The Commission declared its hands-off policy in early January, when it said, however, that it would welcome the committee's participation in the color TV hearing [TELECASTING, Jan. 9]. FCC declined the committee's invitation to participate in a letter sent a fortnight ago to Dr. W. R. G. Baker, NTSC chairman. The letter said in part:

You will recall that in our letter to you of Jan. 3, 1950, we stated that if a national television systems committee should be formed under the auspices of the Radio Mfrs. Assn., "and it is prepared to present testimony at the forthcoming television hearing on behalf of the interests it represents, the Commission will welcome its participation in that hearing." At the same time, we indicated that the formation of such a committee should remain entirely in the hands of the industry and that the Commission's position was dictated by its desire to avoid any implication that such committee "is to be regarded as an advisory committee named by the Commission." Since it appears from your letter and enclosure that the formation of the NTSC is substantially that which was contemplated by the Commission when it wrote to you on Jan. 3, 1950, the Commission is of the opinion that no basis exists for a change in its announced position.

Kellogg Renewal

KELLOGG Co., Battle Creek, Mich., has renewed Irene Wicker—"The Singing Lady"—on ABC-TV Sunday, 6-6:30 p.m., and expanded the station lineup to 15. Renewal, for 52 weeks, was planned by Kenyon & Eckhardt, New York.

CASTON PRODUCTIONS, Los Angeles, producing series of four one-minute television commercials for Buzza-Cardoza (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, Col., Feb. 13-18, was filmed for television by Harry Lehman for Cine-Tele, Hollywood . . . Filmack Trailer Corp., Chicago, releasing three one-minute title commercials to Schmidt Baking Co. (Old Home Bread), Baltimore, for eastern stations. Agency: E. J. Sperry. Same firm has completed spots for Libby Furniture Store, Allied Automobile Co. and Studebaker Dealers, all Chicago.

Filmtone Inc., Los Angeles, has leased Darmour Studios at Santa Monica Blvd. and Van Ness Ave. Isidore Lindenbaum, president of company, says expansion is necessary because of "expected increase in filming of television shows" . . . Three DuMont Network kinescoped shows are being offered for local participating sponsorship by KTSL (TV) Hollywood. Included are *Famous Jury Trials*, *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*; Erskine Johnson's *Hollywood Reel*, children's show *Gigi and Jack*, *See It and Believe It*, *Short Shorts* (series of 300 five-minute films based on short stories by famous authors), and Leo Guild's *Wizard of Odds*, half-hour show based on newspaper feature.

United Productions of America Inc., Burbank, Calif., reveals gross income of over a million dollars was made by firm for 1949. Company has started production of new series of 10 one-minute combination animated and live action films for Ford Motor Co. Agency: J. Walter Thompson Co.

Astatic Corp., Conneaut, Ohio, announces it will use TV on national scale for advertising its TV booster. First commercial one-minute spot produced by Cinecraft Productions Inc., Cleveland, will appear over WNBK (TV) Cleveland. Agency: Wearstler Adv. Inc., Youngstown, Ohio . . . Jerry Fairbanks Productions, Hollywood, announces purchase of "Your Show

Time" film series originally filmed for Lucky Strike by Grant-Realm Productions, Los Angeles. Series of 26 half-hour segments to be known as "Master Works of Famous Authors." Russ Johnston, Fairbanks vice president, also announced plans to do test film this month of CBS *Silver Theatre* for International Silver Co. Frank Telford, director of TV show for Young & Rubicam Inc., will go to Hollywood to supervise filming of what firm termed "first major New York live show" to test film as substitution for kinescope.

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 Corp. told the Washington Ad Club at a Tuesday luncheon session. Demonstrating technique with short advertising films, 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.

Telepix Corp., Hollywood, has completed series of one-minute commercials for four Los Angeles De Soto-Plymouth dealers. Agency: Liddiard & Co., Los Angeles . . . WOR-TV New York has purchased American Releasing Corp., Hollywood, TV show *Time for Beany* . . . Holcombe Parkes, former vice president in charge of public relations of National Assn. of Manufacturers, has joined staff of Apex Film Corp., Los Angeles.



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

TV Components Guide

THE TELEVISION COMPONENTS HANDBOOK for the Philco Corp. Technical Advertising Assoc. 160 pp. \$2.50.

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