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# Televiser MONTHLY

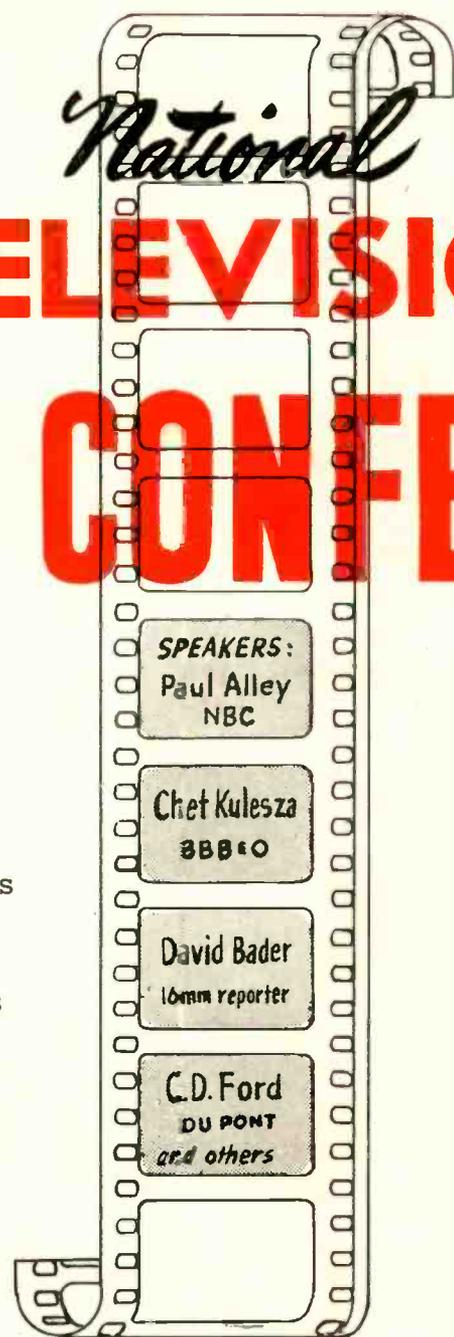
JOURNAL OF TELEVISION

• JANUARY, 1948 — 35c a copy, \$3 a year •

## National TELEVISION FILM CONFERENCE

### Program

- 25 Film Uses
- Film Commercials
- Rental Practices
- Clearance Rights
- Getting Business
- Film Standards
- Film Packages
- Films Wanted



JANUARY 26, 1948

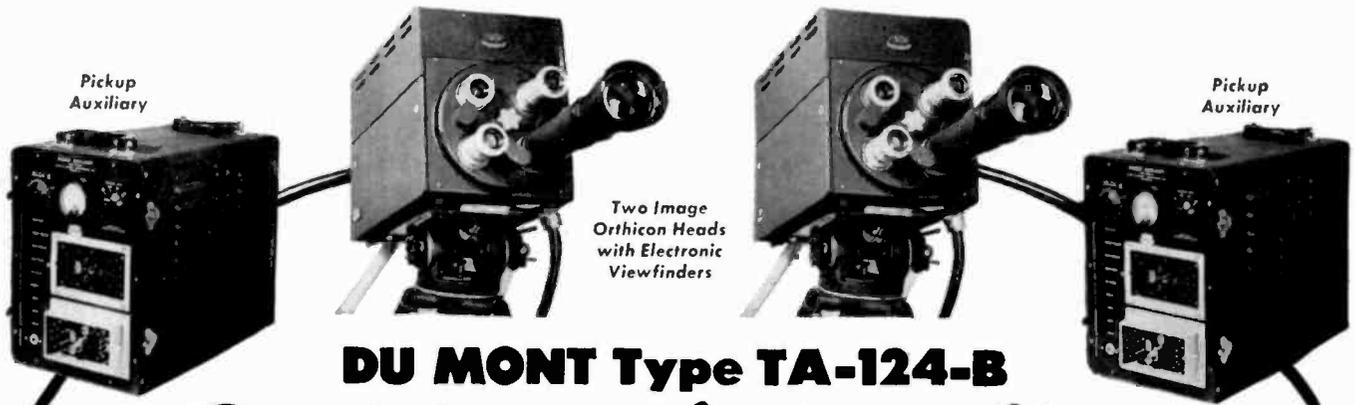
*Hotel Commodore*  
New York City

\$5.00 Admission  
includes Lunch

TELEVISER  
11 W. 42nd St.  
New York 18, N. Y.

*Send for Tickets Today*

TELEVISER IS NOW ONLY 35c per copy . . . \$3 per Year



Pickup Auxiliary

Two Image Orthicon Heads with Electronic Viewfinders

Pickup Auxiliary

# DU MONT Type TA-124-B Dual Image Orthicon Chain

Split-second action through quick setup and finger-tip controls; accessibility for time-saving inspection and immediate maintenance; superlative image pickup with precise electronic viewfinder checkup; handy matched units for all required power, synchronizing, amplifying and monitoring functions plus latest camera effects—such explains the popularity of the Du Mont Type TA-124-B Dual

Image Orthicon Chain for studio and outdoor telecasts alike.

Whatever your telecasting plans or requirements—from modest start (Acorn Package) to most ambitious setup—whether local station or network—be sure to get the details of this outstanding camera equipment. From camera to antenna, it's DU MONT for "The First with the Finest in Television."

### FEATURES...

Heavy-duty cables and "Jifty" Connectors for trouble-free operation. Built-in intercommunications.

Camera: Four-lens turret. Electronic viewfinder and camera integral assembly, but separately operable. Heater and blower for wide variation of ambient temperatures. Pan-handle operation of focus control. Remote iris adjustment from camera rear. No screwdriver controls. Factory-aligned peaking in video pre-amplifier.

Auxiliary: Pentode control of focus-coil current. Independent cable delay compensation for multiple camera hook-ups.

Power Supplies: Rugged construction. Super-regulating supplies for video circuits.

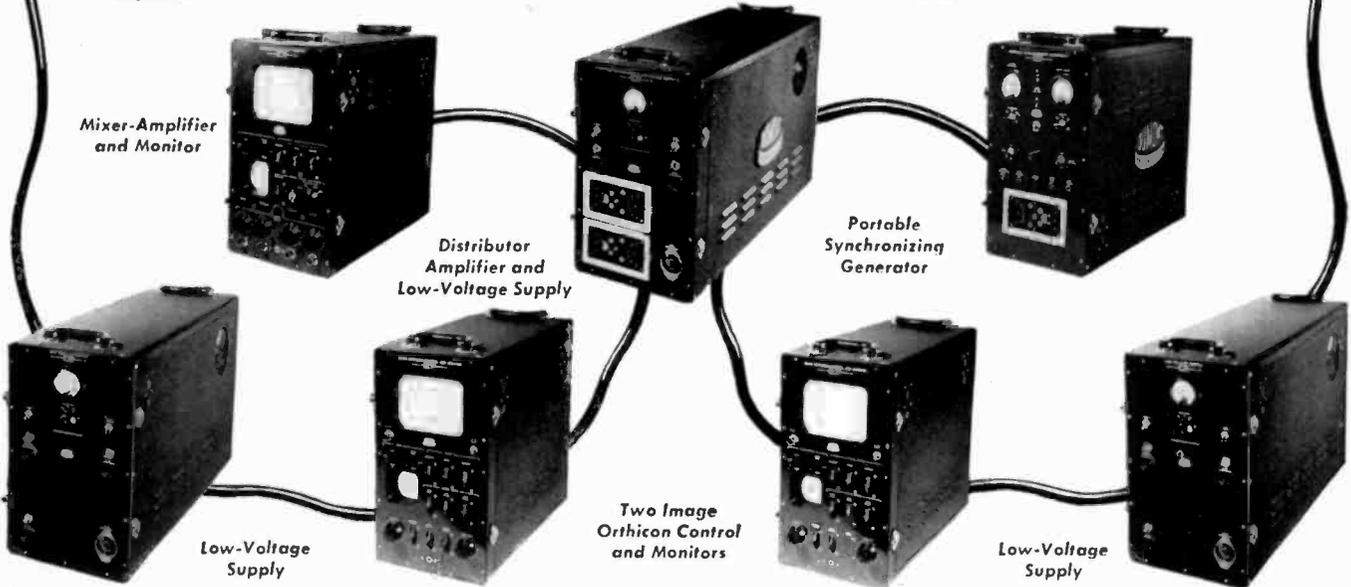
Control and Monitor: Thumb-wheel controls. Line-to-line clamp circuits. Single-camera chain operation if necessary.

Sync Generator: Smallest and lightest

portable unit extant. Better rise time of pulses and freedom from adjustments than most studio type sync generators.

Distribution Amplifier; Equipment set up to handle up to four cameras without use of junction boxes.

Mixer Amplifier and Monitor: Automatic lap dissolve and fading circuits (four speeds) applicable up to four channels. Normal manual mixing and fading, also built in.



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ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, 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.

January  
1948

# Televi<sup>o</sup>viser

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No. 1

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# LETTERS TO THE TELEVISER

SIRS: Your November-December issue of TELEVISER is absolutely *outstanding!*

After a year of constantly reviewing trade and technical publications in the aural-visual broadcast field, I have substantial basis for this evaluation.

WM. P. PENCE  
Pence & Company  
Johnson City, Tenn.

SIRS: After reading your November-December 1947 issue, we would like to continue receiving TELEVISER. Enclosed is our check covering a 2-year subscription.

MELVIN LAHR, Gen. Mgr.  
Station WSAR  
Fall River, Mass.

## Writer Problem . . .

SIRS: Why not list a comprehensive group of television markets for the writer, along with rates, requirements, etc. Lots of us with the video bug are anxious to get started, but the question is where to send what.

NEW ORLEANS READER

EDITOR'S NOTE: Now that television has started going places commercially, your idea of a comprehensive survey of script requirements and possible markets is a good one. As to where to send material you may have on hand, you will find a list of operating stations in the November issue of TELEVISER. Our Directory of TV Stations will be revised and republished in the March and April issues.

## Appreciation . . .

SIRS: We appreciate the work that you are doing in promoting the advertising, and consequently the sales, of television sets.

W. C. JOHNSON, Vice Pres.  
The Artophone Corporation  
St. Louis 8, Mo.

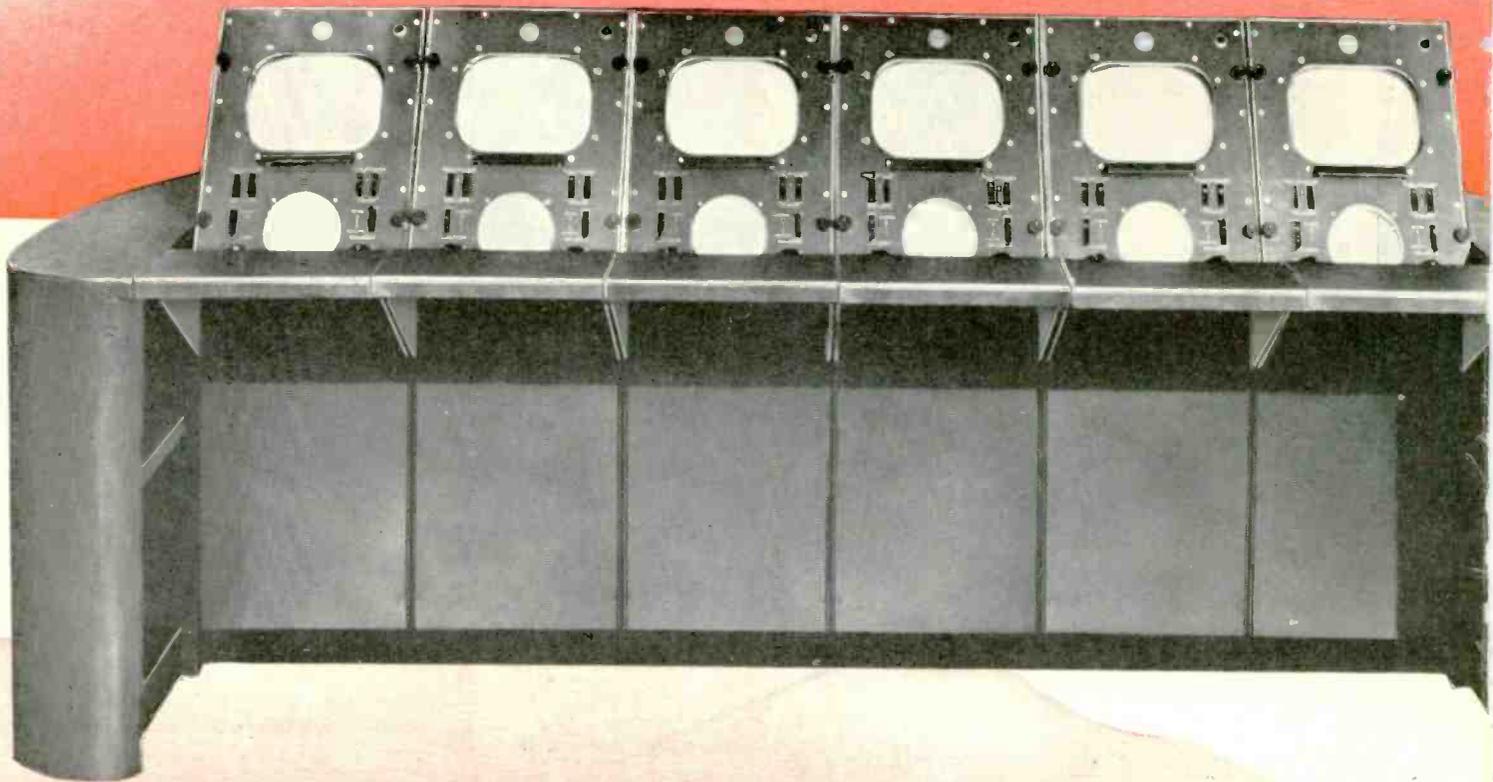
## TELEVISER NOW A MONTHLY

● Beginning as a Quarterly at \$1 per copy in 1944, Televi<sup>o</sup>viser became a bi-monthly a year later. This month Televi<sup>o</sup>viser becomes a proud monthly. The editors extend their thanks to all of its readers and advertisers for their past cooperation and continued goodwill.

Single Copies, Now 35¢

ANNUAL SUBSCRIPTION RATE  
\$3 PER YEAR

# Now... a delay

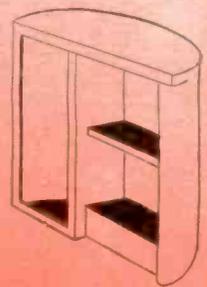
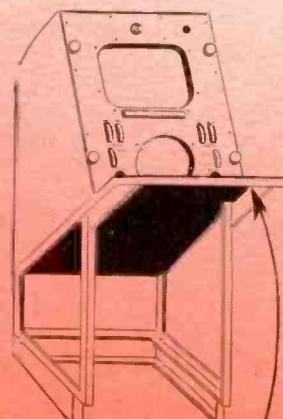
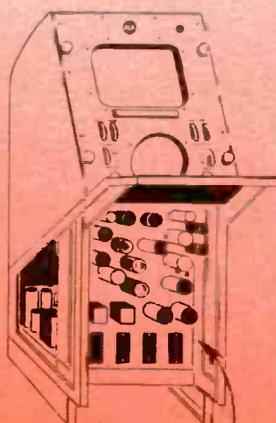
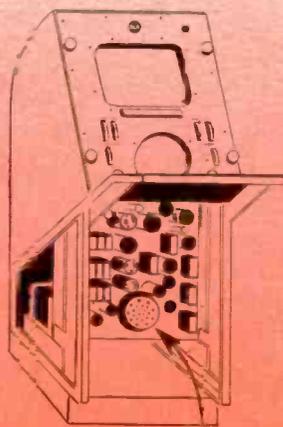
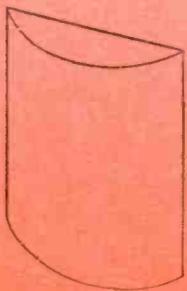


THE NUMBER OF UNITS DEPENDS UPON THE SIZE OF YOUR STATION

CAMERA MONITOR SECTION  
ONE FOR EACH STUDIO  
AND FILM CAMERA)

PROGRAM MONITOR SECTION

PREVIEW MONITOR SECTION



HOUSING END SECTION  
(LEFT END)

CAMERA CONTROL UNIT

CAMERA SWITCHING UNIT

ON-THE-AIR  
CAMERA SWITCH

HOUSING END SECTION  
(RIGHT END)

# Studio Console

## for smooth video programming

Includes every practical facility and refinement for monitoring, dissolving, fading, and switching.



**H**ERE'S THE CONSOLE that puts all electronic aspects of television programming "under control." It is already in production at RCA.

It contains everything needed to monitor, control, and switch the outputs of several studio cameras, film cameras, and network lines. Ten-inch Kinescopes provide for direct picture monitoring; five-inch oscilloscopes for checking video signal components. It's easy to increase picture brilliance, adjust contrast and focus, and provide proper shading.

Complete switching facilities centralize the selection of all video program material . . . permit push-button control of closeups, long shots, film commercials, station breaks, fadeouts, dissolves, wipes, special effects, and network programs.

*Engineered with an eye to the future:*

The number of units in the video console depends upon the size of your station. RCA's "add-a-unit" design gives you a compact, unified console, whatever your requirements . . . permits easy and economical addition of extra units as your

station expands . . . without discard of any original equipment.

To co-ordinate all programming directions, provision has been made for telephone communication between key studio personnel and console operators.

This console, we believe, is a real contribution to convenient video control . . . another step by RCA to assure smoother studio programming . . . more interesting, more dramatic telecasting. We'll be glad to make specific recommendations for your station. Write Dept. 89-A

Normally, two operators handle a 5-monitor console . . . one selects the "on-the-air" signal at the request of the program director; the other has technical control of the individual cameras.



**TELEVISION BROADCAST EQUIPMENT**  
**RADIO CORPORATION of AMERICA**  
**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.**

In Canada: RCA VICTOR Company Limited, Montreal

*Coming  
Soon!*  
A NEW  
**TELEVISION  
STATION**

**CHANNEL  
13**

ASK YOUR  
W A A T M A N  
ABOUT  
**WATV**  
SERVING NEW  
JERSEY AND  
METROPOLITAN  
NEW YORK!

New Jersey's 1<sup>st</sup> Station  
**WATV**  
CHANNEL 13  
NEWARK-NEW JERSEY

## Program of First National Television Film Conference

Jan. 26, 1948—Hotel Commodore, N. Y. C.  
MORNING: 10am-Noon. (West Ballroom)

Chester Kulesza, *Chairman*

1. "Video's 25 Uses for Film"—Thomas A. Wright, Research Director, Motion Picture & Television Dept., Batten, Barton, Durstine & Osborne, N.Y.C.
2. "Film Commercials for Video"—Chester Kulesza, Film & Television Production Supervisor, Batten, Barton, Durstine & Osborne, N.Y.C.
3. "What About Costs?"—Dave Grudbrod, Head, Motion Picture Bureau, and Don McClure, Head, Television Bureau, N. W. Ayer Sons, New York City.
4. "How We Have Used Video Films"—Chas. A. Durban, Assistant Advertising Mgr., U. S. Rubber Co., New York City.

LUNCHEON: 12:15-1:45 p.m. (Grand Ballroom)

5. "Film Rental Practices"—Speaker to be announced.
6. "Video Clearance Rights"—David A. Bader, Editor, 16mm Reporter.
7. "Getting Business Now"—A Report by Irwin A. Shane, Publisher, The Televiser.

AFTERNOON: 2-3 p.m. (West Ballroom)

8. "Filming News & Special Events"—Paul Alley, Director of Film Programs, N. B. C.—Television, New York City.
9. "Raw Stock for Television"—C. D. Ford, Development Section, Photo Products Department, E. I. Du Pont de Nemours & Co., Wilmington, Delaware.
10. "Film Standards for Television"—Rudy Bretz, Film Department, WCBS-TV, New York City.

OPEN DISCUSSION: 3:30-4:30p.m. (W. Ballroom)

11. Answers to questions submitted in advance and from the floor.
12. "Break-up" into agency and station panels for intimate discussions.

SCREENINGS: 4:30-10pm. To be announced.



*currently serving:*

<b>WNBT</b>	<b>WPTZ</b>
<b>WCBS</b>	<b>WMAR</b>
<b>WABD</b>	<b>WTMJ</b>
<b>WMAL</b>	<b>WLWT</b>
<b>WBKB</b>	<b>WWJ</b>
<b>WEWS</b>	<b>KTLA</b>
<b>WFIL</b>	<b>KSD</b>

*with:*

- **Features**
- **Westerns**
- **Serials**
- **Travelogues**
- **Sports**
- **Cartoons**
- **Musicals**

*From our library of almost  
1000 films for video*

**FILM EQUITIES CORP**

Jay Williams, Television Director

1600 BROADWAY

N. Y. 19, N. Y.

CI 7-5850

THE TELEVISER

# NEW SKYWAYS -FOR TELEVISION -FOR TELEPHONE



**O**N NOVEMBER 13, the Bell System demonstrated its new experimental radio relay system between New York and Boston, bringing television within reach of vast new audiences.

The tower you see here is part of it. It's one of seven similar structures which relay microwaves between the two cities, carrying television programs with high fidelity. This new system will, of course, be used for the transmission of Long Distance telephone calls and radio programs.

Used in conjunction with the Bell System's coaxial cable, the new radio relay system now makes it

possible to bring television to a potential audience of some 25,000,000 people along the eastern seaboard. And already work is under way on additional Bell System radio relay projects which will link New York and Philadelphia and extend west all the way to Chicago.

The Bell System may be relied upon to provide the most efficient, dependable facilities for the transmission of communications.

**BELL TELEPHONE SYSTEM**



# Advance Registration—Television Film Conference

- Alexander Film Co., 500 Fifth Ave., New York 18, N. Y.  
Kilburn D. Clark, Ass't. to President
- Armaivac, Inc., 15 East 40 St., New York 16, N. Y.  
Abram Hourvitch, President
- N. W. Ayer & Son, 30 Rockefeller Plaza, New York 20, N. Y.  
Mr. John W. Essau, Writer Television Bureau
- Basch Radio Productions, 17 E. 45 St., New York 17, N. Y.  
Charles Basch, President
- Benton & Bowles, 444 Madison Ave., New York, N. Y.  
Herbe Leder, Director of Television
- John Bransby Productions, 1600 Broadway, New York, N. Y.  
John Bransby, Owner; David Bransby, Production Manager;  
David Richards
- Bray Studios Inc., 729 Seventh Ave., New York 19, N. Y.  
J. R. Bray, President; Paul A. Bray, Vice President; Richard  
N. Chindblom; Edgard Moody Harrington; Lucien G. Lambert
- British Information Services, 30 Rockefeller Plaza, N. Y.,  
Thomas Hodge, Director Films & Publications; Dorothy Danish,  
Film Division
- Capital Film, 1314 Vine St., Philadelphia 7, Pa.  
Edward Gabriel, Manager
- Caravel Film, Inc., 730 Fifth Ave., New York, N. Y.  
David I. Pincus, Treasurer
- Cinavision, 424 Madison Ave., New York, N. Y.  
Don A. Haldane, Vice-President; Walter P. Lewisohn, President
- Cineffects, 1600 Broadway, New York, N. Y.  
Nathan Sobel, President
- Cinemart, Inc., 101 Park Ave., New York 17, N. Y.  
Varian Fry, Vice-President & Gen. Mgr.
- I. T. Cohen, Advertising, 930 F St., N.W., Washington, D. C.  
Sidney Wolfe, Tele Dept.; I. T. Cohen, President
- Commonwealth Pictures Corp., 729 7th Ave., New York,  
Samuel Goldstein, President
- Connecticut Broadcasting Co., 750 Main St., Hartford, Conn.  
Walter B. Haase, Station Manager; Harvey H. Olson, Program  
Manager; Al Lytle
- Depicto Film, 245 W. 55 St., New York, N. Y.  
William Alley, Associate Producer
- Frank Donovan Associates, 1775 Broadway, New York, N. Y.  
Frank Donovan, Owner
- D P M Film Productions, Inc., 55 W. 45 St., New York 19,  
Mrs. Maurice T. Groen, President
- E. P. Dutton & Co., Inc., 300 Fourth Ave., New York 10,  
John Macrae, Jr., Chairman; Sherman Baker, Editor
- Emerson Yorke Studio, 35 W. 45 St., New York, N. Y.  
Emerson Yorke, Executive Producer
- Farnsworth-Television Corp., 3700 Pontiac Rd., Fort Wayne,  
W. R. McAllister, Eastern Regional Sales Manager
- Films of the Nations, Inc., 55 W. 45 St., New York 19, N. Y.  
Maurice T. Groen, President; Eugene W. Sennett, Business Mgr.
- Free Lance Productions, 163 E. 71 St., New York 21, N. Y.  
A. Stephen Anderson
- Gale, Bernays, Falk & Eisner, 40 Wall St., New York 5, N. Y.  
George Etkin, Ellis J. Freedman
- Gray-O'Reilly Studios, 480 Lexington Ave., New York 17,  
James E. Gray, Partner; John F. O'Reilly, Partner
- Guaranteed Pictures Co., Inc., 729 Seventh Ave., New York,  
M. D. Sackett, President
- Paul Hance Productions, 1776 Broadway, New York, N. Y.  
Paul Hance, Jr., President; Dermid Maclean, Director
- Hawley-Lord, Inc., 61 W. 56 St., New York, N. Y.  
Alfred di Pietro, Sales Manager
- House on 46th St. Inc., 230 E. 46 St., New York 17, N. Y.  
William Neumeyer, President
- Houston Corp., 11801 West Olympic Blvd., W. Los Angeles,  
D. J. Schoonmaker; George Lawler, N. Y. Rep.
- International Film Foundation, 1600 Broadway, Suite 1000,  
Ray Blackwell, Associate Director
- International Geographic Pictures, 1776 Broadway, New York  
J. Allen Julier, Executive President
- International Tele-Film, 121 E. 55 St., New York 22, N. Y.  
Paul F. Moss, President
- Herbert Kerkow, Inc., 480 Lexington Ave., New York 17,  
Herbert Kerkow, President; Rosemond Kerkow, Production Mgr.
- Knowledge Builders, 625 Madison Ave., New York, N. Y.  
John R. McCrory, Director
- David Lampe Adv. Co., 1721 Baltimore Trust Bldg., Balti-  
David Lampe, Owner
- Longines-Wittnauer Watch Co., 580 Fifth Ave., New York,  
Alan R. Cartoun
- March of Time, 369 Lexington Ave., New York 17, N. Y.  
Richard de Rochemont, Producer; Arthur B. Tourtellot, Ass't.  
Prod.
- Marschalk and Pratt Co., 535 Fifth Ave., New York 17, N. Y.  
Edward J. Whitehead, Television Dir.; Curt A. Peterson, Dir.  
of Radio
- Mutual Broadcasting System, 1440 Broadway, New York 18,  
E. P. H. James, Vice-President
- National Broadcasting Co., 30 Rockefeller Plaza, New York,  
Mr. E. F. England, Research Assistant
- News, The, 220 E. 42 St., New York, N. Y.  
Allan Lawrence, Broadcast Desk; Allen Martin, Ass't Broadcast  
Editor
- Orion Pictures, 5319 Hollywood Blvd., Hollywood 27, Calif.  
Ira H. Simmons, General Representative
- Pathscope Productions, 880 Fifth Ave., New York, N. Y.  
Ed. J. Lamm, President; Boris Kaplan, Writer-Producer; Erwin  
M. Solms
- Pictorial Films, Inc., 625 Madison Ave., New York 22,  
George J. Bonwick, Vice-President; Elmer C. Wolfe, Office Mgr.
- Post Pictures Corp., 115 W. 45 St., New York, N. Y.  
Harold Baumstone, Sales Prom. & Adv. M'gr.
- Precision Film Labs, 21 W. 46 St., New York 19, N. Y.  
Russell C. Holslag, Manager
- Sanft Television Features, 17 E. 42 St., New York 17, N. Y.  
Sidney Sanft, Executive Producer
- Sound Masters, Inc., 165 W. 46 St., New York 19, N. Y.  
Harold E. Wondsel, President; Gerard W. Kelly, Director Re-  
search & Planning; James B. Faichney; J. LeRoy Gibson
- Standard Oil Co. of N. J., 15 West 51st St., New York, N. Y.  
R. H. Crum
- Telecomics, Inc., 247 Park Ave., New York 17, N. Y.  
John F. Howell, Vice-President; Robert Sherry, Art Director
- Television Cartoons, Inc., 361 West B'way, New York 13,  
Bob Brotherton, President; Art Goldman, Treasurer; Robert  
Winkler; Sol Siegel
- Television Productions, Inc., 1501 Broadway, New York,  
Burt Balaban
- Tomlin Film Productions, Inc., 480 Lexington Ave., New  
York 17, N. Y.  
Frederick A. Tomlin, President
- Transfilm, Inc., 35 W. 45 St., New York, N. Y.  
Charles Merritt, Vice-Pres., Chg. Sales; Maury Glaubman, Sales  
Mgr.
- Transvideo Corp. of America, 2 W. 46 St., New York, N. Y.  
Theodore Parisi, President; Marie R. Passannante, Treasurer;  
George Luttinger, Secretary

[Continued on Last Page]

# ***DU PONT RESEARCH***

## ***Develops New Films for TV***

---

Long a leader in the motion picture film field, Du Pont photographic research has kept step with TV progress . . . constantly developing new films for a new industry. Look to Du Pont for the newest and best in film products for TV. Technical representatives at each of the offices listed below are ready to help you solve your film problems.

**E. I. DU PONT DE NEMOURS & COMPANY**

**INCORPORATED**

**PHOTO PRODUCTS DEPARTMENT**

**WILMINGTON 98, DELAWARE**

New York 11: 248 West 18th Street

Hollywood 38: 6656 Santa Monica Boulevard

Atlanta 3: 129 Peachtree Street, N. E.

Chicago 1: 225 North Wabash Avenue

Boston 11: 210 South Street

Philadelphia 2: 225 South 15th Street



**BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY**

# *How to use* **MOVIES**

*to train workers . . . sell goods*

Here is a detailed and non-technical manual for business executives, sales managers, personnel managers, and others concerned with the application of visual aids to the problems of industry. The book is a practical guide to modern practices in the use of the non-theatrical motion picture slidefilm. Fully illustrated, and containing numerous case histories, the book discusses the various ways in which visual aids can be profitably applied to your individual business needs—training personnel, advertising products, promoting safety campaigns, etc.

**Just  
Published**

# **FILMS**

## **IN BUSINESS AND INDUSTRY**

By Henry Clay Gipson

President, FILMFAX, Productions; Formerly Production Director, Education Department, Films, Inc.

Fully illustrated, 5½ x 8, \$4.00

Covering in detail the developments of the past fifty years in the non-theatrical film field, this book brings out much new material on the use of motion pictures as vital means of communication. The advantages of the motion picture over the printed and spoken word are carefully weighted, as well as the disadvantages. The author, from his years of experience in this field, warns against the more common faults made in using visual aids for industrial purposes, and shows you how to avoid them. Special sections devoted to the use of films in television and related fields, make the book of paramount interest to television producers, script writers, educators, religious teachers, and others.

In the author's own words this book "is designed to tell not only when and how to use films, but to give a basic understanding of the grammar of the screen—the how and why of film construction. It does not tell how to make a motion picture, but it does tell how writing, photography, sound recordings, and film editing combine to form the most potent medium for the transmission of thought since the invention of the printing press."

**Learn how to put visual aids to work in our business . . . why, when, and how to use them . . . how to supervise their production.**

**MAIL THIS COUPON TODAY!**

Televiser Magazine, 11 W. 42 St., N. Y. 18

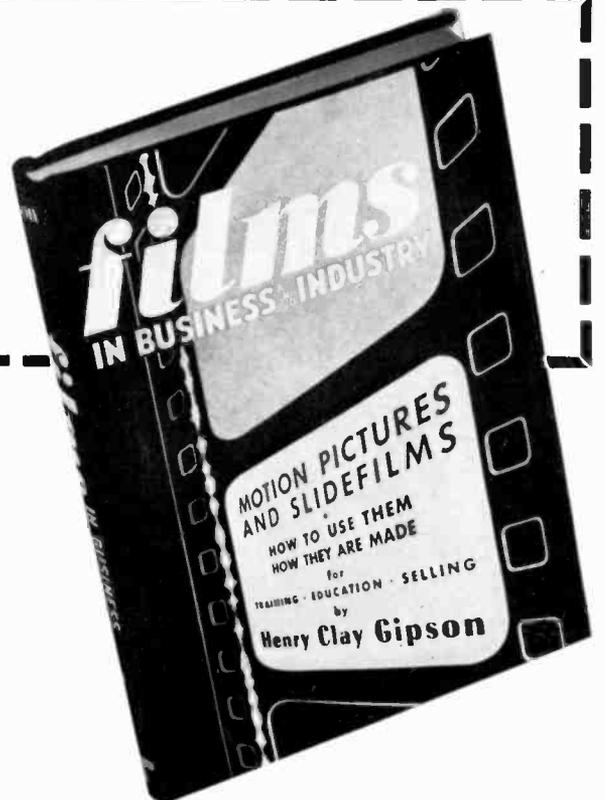
Enclosed you will find \$4.00, plus few cents postage, for which I would like you to send me a copy of Gipson's **FILMS IN BUSINESS AND INDUSTRY**.

Name .....

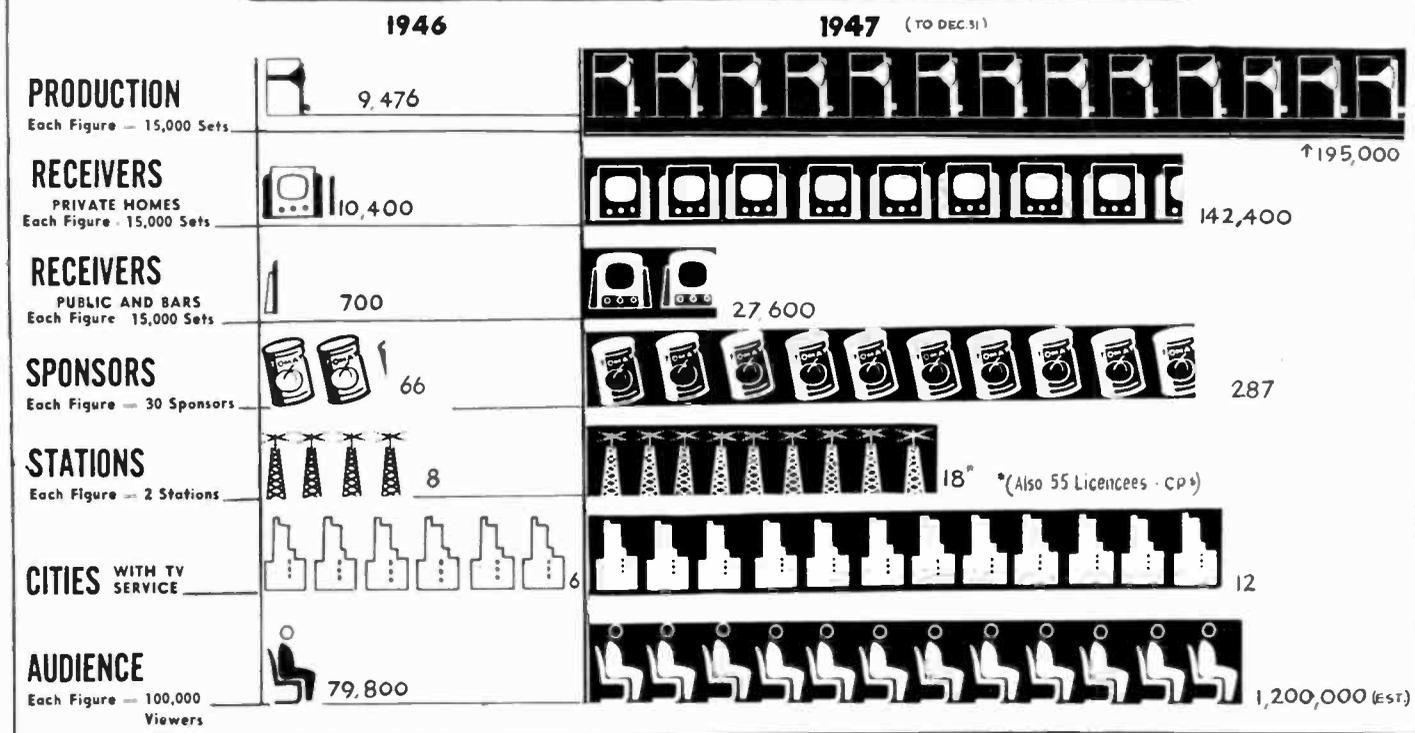
Address .....

City .....

State .....



# TELEVISION *at a Glance*



NEW FCC CHAIRMAN Wayne Coy has been named by President Truman and his nomination sent to the Senate. President also named George E. Sterling to succeed Comr. E. K. Jett.

FROM FCC to station is the step taken by Ewell K. Jett when he resigned to assume post of vice president of the A. S. Abell Company, Baltimore, and director of the *Sunpapers* radio division. He returns to *The Sun* after an absence of nearly 40 years.

TELE STATIONS not on the Atlantic Coast TV network are making plans to cover the Republican and Democratic National Convention in Philadelphia next June by newsreel. A sub-committee of video men are setting up plans to facilitate quick distribution of film. They are also probing costs, necessary facilities and camera locations at the convention site.

COLUMBUS, Ga. is latest city to receive a TV bid. The Georgia Alabama Broadcasting Corp. has filed for a station. If granted, expects to spend \$250,000 according to A. E. Mickel, general manager. Company operates WGBA; is owned by *Ledger-Enquirer*.

Sponsors on television in 1947... 287  
Sponsors on air during Dec. '47... 164

MULTIPLE TELE SETS: Resident of St. Louis has three television receivers: one in his office and two at home. Employees presented his first at the opening of KSD-TV. Wife gave him one for their living room; and son, one for his bedroom to watch the fights and news in comfort. There's a daughter who may donate a fourth.

TEN NEW COAXIAL cable links for television service are provided in the \$93,000,000 expansion program that AT&T proposes for 1948. TV links will allow programs to originate in Baltimore, Richmond, Pittsburgh and Cleveland for network telecasting.

FORT INDUSTRY Company has established New York headquarters for its National Sales Department at 527 Lexington Ave., with Tom Harker in charge. Fort Industry planning on acquiring a chain of independent television stations, holds CPs for Detroit, Toledo and Atlanta with an application pending for Miami, Fla.

THE SCRIPPS-HOWARD Cleveland *Press* devoted two full sections of its Dec. 16th, 1947 issue to television, introducing WEWS to the community. Station opened formally on the 17th.

WAIVER of the 28-hour minimum operating rule for television station has been extended by the FCC from Dec. 31, 1947 to March 31, 1948. TBA requested extension pending further recommendations which it is studying.

FILM COMMERCIALS, particularly for spot announcements, are being required by stations. WEWS, Cleveland, is requesting sound film spots to avoid tying up announcer and studio crew. WCBS-TV and WMAL-TV will use silent film, with sponsor providing an announcer. WNBT is requesting sound film spots.

SERVICE to trade papers: WNBW is issuing a monthly Commercial Report, listing sponsors and programs broken down into One-Time Announcements, Continuing Announcements and Programs. Under programs, brief resume sums up show format.

LATE BULLETIN: 780 tele sets installed in Milwaukee as of Jan. 5, reports WTMJ-TV.

(Continued on Page 11)

# "America's Television Training Center"

*Announces Its New 10-Week Term*

**FEB. 16 - APR. 23**

N. Y. STATE  
APPROVED



APPROVED FOR  
VETERANS

## EVENING COURSES — Each one Night per Week

- 1. Introduction to Television . . . . .**  
An introductory course to acquaint beginners with this medium, giving them an overall view of video.  
Mondays: 6—8 pm. Rudy Bretz. \$25.
- 2. Basic Production . . . . .**  
Basic Elements of program production: script, casting, gray-scale, staging, make-up, effects, etc.  
Mondays: 8—10 pm. Irwin A. Shane. \$25.
- 3. Program Workshop — Advanced Production . . . . .**  
Discussion and laboratory work covering each type of program: drama, variety, dance, remotes, etc.  
Tuesdays: 6—8 pm. Peter Strand. \$25.
- 4. Films for Television . . . . .**  
Use and production of film as television program material and commercials discussed, demonstrated.  
Tuesdays: 8—10 pm. John Flory. \$25.
- 5. Writing for Television . . . . .**  
Preparation of original material; adapting material for video. REQUIRED: Courses Nos. 1 & 2.  
Wednesdays: 6—8 pm. Ed Stasheff. \$25.
- 6. Television Directing . . . . .**  
Problems and techniques in directing television programs. Special emphasis given to laboratory work.  
Wednesdays: 8—10 pm. Ed Stasheff. \$25.
- 7. Script-Writing Seminar . . . . .**  
A seminar course for writers. REQUIRED: "Writing for Television" (Course No. 5)—or equivalent experience.  
Thursdays: 6—8 pm. Ed Stasheff. \$30.  
(Lab. fee covering cost of scripts, \$5)
- 8. Studio Aspects of Production . . . . .**  
Production from the studio standpoint: cameras, lenses, lights, control equipment, film, and remotes.  
Thursdays: 8—10 pm. Rudy Bretz. \$25.
- 9. Advertising and Commercials . . . . .**  
The commercial aspects of television: the preparation and production of commercials for television.  
Fridays: 6—8 pm. Tom Wright & Chet Kulesza. \$25.
- 10. Production Forum . . . . .**  
Television's foremost writers, producers, directors, film men, advertising executives speak before each class.  
Fridays: 8—10 pm. Peter Strand, Chrmn. \$25.

## DAY CLASSES (Daily)

Each term a small, highly select group of "apprentices" is admitted for intensive training and experience. Classes: 1-3 pm. daily; rehearsals, 3-5 pm. daily. Opportunity present to assist in Workshop's nation-wide, inter-station repertory groups. To place trainees, the Workshop maintains a free placement service, which conducts periodic job surveys. Trainees receive instructions as follows:

Introduction to Television	Feb. 16—Feb. 28
Basic Production	March 1—March 13
Advanced Production	March 15—March 27
Acting for Television	March 29—April 3
Television Directing	April 5—April 17

Register Now for New Term—Send for Course Schedules

# TELEVISION WORKSHOP of NEW YORK

(A TBA Educational Member — Established in 1943)

ELEVEN WEST FORTY-SECOND STREET

NEW YORK 18, N. Y.

# TELEVISION *at a Glance*

(Cont'd from Page 9)

WBZ-TV HAS inaugurated a three-step training program for its initial crew of seven technicians to handle its Boston TV station which goes on the air in March. Program includes: Getting familiar with equipment, training in field with remote gear, and simulation of actual televising. Station has a two-camera RCA image orthicon field pickup unit. Crew will move into new WBZ quarters on Soldiers' Field Road, Allston, in about a month.

BULLETIN'S WCAU television tower started to mushroom atop the Philadelphia Saving Fund Society Building. When completed the 255-ft. tower will soar 737 feet above the street, highest antenna in mid-Philadelphia.

WBEN-TV IS gearing for on-the-air program operations for March 1, with test pattern on the air early in February. New Personnel includes: John L. Hutchinson, Jr., trainee of the Television Workshop of New York and Roy T. Black, Jr., formerly with a Boston advertising agency.

WPIX, THE New York *Daily News* TV station, has contracted for \$150,000 worth of studio and monitoring equipment from General Electric; and \$225,000 for a 5-kw transmitter and field pickup and relay equipment from RCA. WPIX will operate on Channel 11 (198-204 mc) and expects to be on the air by September.

THIRTEEN TV stations are now equipped with RCA transmitters: WCAU-TV, Philadelphia, scheduled to be on the air this month; WBAL-TV, Baltimore, and WATV, Newark. All three operate in the upper group of tele channels. Antennas are six-section RCA super turnstile mounted on top of two-section FM Pylon antennas. Other TV stations that have already received units are: WMAR, Baltimore; WNBW and WMAL-TV, Washington; KSD-TV, St. Louis; WBEN-TV, Buffalo; KOB-TV, Albuquerque; WFIL-TV, Philadelphia; WTMJ-TV, Milwaukee; WLW-TV, Cincinnati; WBZ-TV, Boston.

GENERAL ELECTRIC will supply complete transmitting equipment for WNAC, Yankee Network station in Boston, sched-

uled to be on the air in the spring. GE is building tele transmitters for WGNA, Chicago, and WOR, New York.

LICENSEE: WNBW-NBC, Washington, is the first postwar station to receive a commercial television license, bringing total licensed video outlets to 7. Other new TV stations hold construction permits.

ORDERS for television equipment, including studio, transmitter and antennas, totalled \$1,862,140 and deliveries amounted to \$1,354,633 for the first half of 1947, the Radio Manufacturers Association reported.

NBC COAST-to-COAST television relay system is being built by broadcasting company. First regional link, a radio relay system, is being completed between Philadelphia and Baltimore. Testing of relay with microwave transmitters at Philadelphia, Brandywine, Del., Elkneck, Md., and Baltimore, gets under way in February. Coast to coast net expected to be in operation by 1949.

C. E. HOPPER is setting up continuous television audience measurements, starting soon with New York area. Two techniques, similar to radio methods, will be utilized: diary and telephone coincidental. Eric Sundquist will handle survey details.

● Jose di Donato has joined Edward Petry & Co., station representatives, as television director. He was formerly with Doherty, Clifford and Shenfield, Inc.

● Edward Codel, former publisher of *FM Business*, is now head of television for the Katz Agency, station reps.

● Martin Hoade is editor of news film division, NBC Television. He'll assist Paul Alley, web's director of film programs.

● Thomas E. Howard is chief engineer at KSD and KSD-TV, succeeding Robert L. Coe.

● Richard W. Hubbell and Associates are now serving six stations on matters of television. Clients include: WJR, Detroit; WGAR, Cleveland; WJAR-TV, Providence; which holds a CP; WDRC, Hartford; KXOX, St. Louis; and Crosley Broadcasting.



A CLEAR PICTURE OF OTHER NATIONS

A Series of forty 16mm, up-to-date, short films of outstanding quality on foreign nations available for

## TELEVISION USE

on a sustaining or sponsored basis

### NEW PRODUCTIONS ONLY

More being added monthly. Made for American audiences.

**FILMS OF THE NATIONS, Inc.**

(A non-profit membership organization)

55 WEST 45th STREET  
NEW YORK 19, N. Y.

Official distributors for the Information Services of the Governments of:

Belgium	Czechoslovakia
Denmark	India
Netherlands	Norway
Poland	Sweden
Switzerland	Union of South Africa
the United Nations and others.	

# 750,000 Tele Receivers Planned for 1948 Production

TELEVISION'S red letter day has arrived: over 200,000 receivers produced in 1947, the figure set as a goal a year ago. This achievement, by both national and local manufacturers, assures the success of industry leaders' present predicted 750,000 television receiver production in 1948.

In dollar volume, the 1947 production represents over \$74,000,000 and the predicted 1948 output adds up to the staggering amount of \$387,000,000, according to the Television Broadcasters Association.

The market for the 1948 television receiver output is expanding weekly. Two new stations went on the air in December 1947, bringing television to Milwaukee and Cleveland. Another two stations will shortly bring television to two additional areas, Boston and Richmond, Va. Nineteen forty-eight will see television stations in at least 23 major market areas in the United States. A total of 69 stations, in 31 additional cities, has been authorized

by the Federal Communications Commission, and new applications are being received daily.

Coast to coast network is predicted for 1949; regional TV networks are already in operation and others are being planned.

The National Broadcasting Company's full-page advertisement, costing \$60,000, which recently appeared in 37 papers in 18 cities, heralded the coming 12 months as "1948, Television's year."

## TELEVISION RECEIVER DISTRIBUTION

(cities without TV service shown in *light face*)

As of January 1, 1948

Area	Total Receivers	—Distribution of Tele Receivers—			Dealer Stores
		Installed	Homes	Public Pls. <sup>1</sup>	
Baltimore	3,500	3,000	1,800	1,200	500
Boston	200	100	—	100	100
Buffalo	100	—	—	—	100
Chicago	15,500	13,500	9,500	4,000	2,000
Cincinnati	1,400	900	500	400	500
Cleveland	1,000	500	350	150	500
Detroit	6,000	5,000	3,500	1,500	1,000
Los Angeles	16,000	13,000	10,000	3,000	3,000
Milwaukee	1,000	500	300	200	500
New York (N. J.-Conn.)	120,000	106,000	93,000	13,000	14,000
Philadelphia	20,000	18,000	16,000	2,000	2,000
Schnccdy-Albany-Troy	2,500	1,800	1,500	300	700
St. Louis	3,500	2,600	1,900	700	900
Toledo	300	100	50	50	200
Washington, D. C.	7,000	5,000	4,000	1,000	2,000
	198,000	170,000	142,400	27,600	28,000
Unassigned	20,000				
Total Receivers	218,000	(Jan. 1, 1948)			

## TOTAL TELEVISION RECEIVER PRODUCTION

As of January 1, 1948

Radio Manufacturers Assoc. (RMA) set production, Jan. thru Sept. 1947	101,398
RMA October report of television receiver production	23,693
RMA November report of television receiver production	24,135
RMA report of television receivers Jan. thru Nov. 1947	149,226
RMA report of television receiver production in 1946	6,476
Estimated RMA television set production for December 1947	27,298
Total 1947 television receivers reported by RMA	183,000
Prewar sets in use (estimated)	4,000
Total RMA Receivers including prewar sets	187,000
Non-RMA mfrs. production, including kits, as of Nov. 1, 1947	15,500
Non-RMA mfrs. Nov. report of tele sets and kits	5,795
Estimated non-RMA tele set production for Dec. 1947	9,705
Total non-RMA tele set production reported to TELEVISER	31,000*
Total tele receivers in U.S.A.	218,000

<sup>1</sup>Public Places include offices, etc., as well as bars and grill.

\*The production during 1947 of 31,000 television receivers and kits reported by non-RMA manufacturers should not be ignored. These sets are a substantial percentage of "sets installed" in the U.S.A. today—EDITORS.

### RICHARD W. HUBBELL AND ASSOCIATES

### Television Consultants

The Only Complete  
Management Consultant Service  
for the Broadcaster, Licensee,  
or Applicant

- Economic Research
- Analysis of operating costs and potential revenue
- Engineering Consultation
- Design and Construction
- Programming
- Sales Development
- Promotion

Richard W. Hubbell and Associates

2101 International Building  
ROCKEFELLER CENTER  
New York 20, N. Y.

# 1: SPONSOR & AGENCY ACTIVITY



Here is a segment of 1947's 1,200,000 viewers who watched television in bars and homes. They are customers. TELEVISER, July-Aug., 1947

## Bar and Home Audiences in 1947 Reached by 287 Sponsors

**D**URING 1947, television was used by 287 advertisers, an increase of 230% over 1946. Of these, 169 advertisers sponsored various programs, both studio and remote; 91 advertisers used spot announcements; and 30 advertisers used the medium only once. Eliminating 257 bona fide sponsors using television in 1947.

During the month of December, 229 sponsors used television on one or more of the 16 operating commercial stations.

The 1947 list of sponsors (see list on this page) includes top-budget national advertisers such as Ford, American Tobacco Co., General Foods, Gillette, and such local sponsors as department stores, household appliance dealers and specialty shops.

### Product List

The breakdown by products shows that the top sponsors of television time are the manufacturers of television receivers and their dealers. Ranking second is household appliances which include refrigerators, deep freezers, vacuum cleaners, etc. The breakdown also reveals that 22 department stores in the various video areas and 16 beer sponsors bought television. The table listing the sponsors by products is shown on page 15.

Of interest to station managements is

the comparative table showing the number of sponsors on the various television stations during 1947. As of December 31 there were 16 operating commercial TV stations—two went on the air in December, WEWS in Cleveland and WTMJ-TV in Milwaukee.

An analysis of the types of programs advertisers used during 1947 will be published in the February issue of TELEVISER.

### 1947 SPONSORS

#### Alexander Stores (dept. stores)

Allied Artists Production (film trailer)  
The Harry Alter Co. (Crosley tele sets)  
American Oil Co. (Amoco gas)  
American Packing Co. (meat)  
American Pipe Cleaning Co. (pipe cleaners)  
American Safety Razor Co. (cigarette lighter)  
American Shops (men's clothing)  
American Tel & Tel (communications)  
American Tobacco Co. (Lucky Strikes)  
A R A Distributors (Crosley tele sets)  
Arbee Food Products (household appliances)  
Arcade-Pontiac Co. (automobiles)  
Armour Co. (meats)  
Artophone Co. (Philco tele sets)  
Atlas Prager Brewing Co. (beer)  
Atlantic Refining Co. (motor oil)  
Austin Nichols (Moquin wine)  
Auto Mfg. Association (automobiles)  
Automobile Club of Michigan (auto insurance)

#### B. T. Babbitt, Inc. (Bab-O)

J. S. Bache & Co. (financial house)  
Barbey's Inc. (Sunshine beer)

Barr's Jewelers (jewelry)  
Bartel's (home appliances)  
James S. Beattie (advertising agency)  
Bemis Bag Co. (paper bags)  
Beneficial Savings Fund (bank)  
Benrus Watches (watches)  
Frederick W. Berens (investments)  
Better Cars (used cars)  
Birds Eye-Snyder Inc., Div. of General Foods (frozen foods)  
Bonded Auto Sales (used cars)  
Borden Co. (dairy products)  
Boston Stores of Milw. (dept. stores)  
Botany Worsted Mills (men's ties)  
Bowman Gum Co. (bubble gum)  
Brentwood Sportswear (clothing)  
Brighton Hotel (hotel)  
Bristol-Myers Co. (Ipana, Vitalis, Minit Rub)  
Broadwood Hotel (hotel facilities)  
Broadway House of Music (radios)  
Brown & Williamson (tobacco)  
Buchanan & Co. of L.A. (ad. agency)  
Jay Bucknell, Inc. (men's shirts)  
Judson C. Burns (Crosley tele sets)  
M. Buten & Sons (men's clothing)  
Bulova Watch Co. (watches)  
B.V.D. Corporation (men's clothing)  
**Cabana Beachwear (fashions)**  
Canadian Ace Brewing Co. (beer)  
Canine Food & Prod. Co. (dog food)  
Chevrolet Div. of Gen. Motors (automobiles)  
Chex Candy Co. (candy)  
Chicago N. W. & Union Pacific R.R. (r.r.)  
Chicago Television Dealers (tele sets)  
Click Restaurant (restaurant)  
Cluett-Peabody, Sanforized Div. (fabrics)  
Coblentz Bags (fashions)  
Coburn Farm Products Co. ("Sondra" brand)  
Columbia Wholesalers (Philco tele sets)  
Comet Candy (confectioneries)  
Commonwealth Edison (utilities)  
Arnold Constable (dept. stores)  
Crosley Dealers- St. Louis (Crosley tele sets)  
Cutter Cravats (men's ties)  
**Dad's Root Beer (soft drink)**  
Elizabeth Davidson (furniture & accessories)  
A. Davis & Sons (women's coats, suits)  
Dazey Corp. (kitchen appliances)  
Del-Mont Motors, Inc. (auto dealers)  
DeLuxe Cafeteria (restaurants)  
Detroit Edison Co. (utilities)  
Devonshire, Inc. (women's shops)  
Dewco Tire Co. (auto accessories)  
Diener's Rug Co. (rugs and carpets)  
Bert D'Orsay (tele sets)  
Drake Hotel (hotel)  
Duffy's Tavern (tavern)  
Allen B. DuMont Labs., Inc. (tele sets)  
DuMont Marine Service, Inc. (motor boats)  
**Edelweiss Beer (beer)**  
Electrical Center (tele sets)  
Elgin National Watch Co. (watches)  
Emergency Radio & Appliance & Philco Distrib. (Philco tele sets)  
E-Z Thread Co. (shoulder pads)

**The Fair (dept. store)**

Mort Farr (household appliances)  
 Firestore Tire & Rubber Co. (tires)  
 Fischer Baking Co. (bread and cake)  
 F. W. Fitch Co. (shampoos)  
 N. C. Flynn Co.  
 Ford Associated Dealers (automobiles)  
 Ford Motor Co. (automobiles)  
 Peter Fox Brewing Co. (beer)  
 Sam Friedlander (women's dresses)  
 Frigidaire Div., Gen. Motors (home appl.)  
**General Electric Co. (appliances)**  
 G. E. Supply Co. (tele sets and appliances)  
 General Foods, Cereal Div. (Post Toasties)  
 General Foods, Coffee & Tea Div. (Maxwell House Coffee)  
 General Foods, LaFrance & Satina Div.  
 General Foods, Sanka & Jello Div.  
 General Foods, Gaines Dog Food Div.  
 General Mills (cereals)  
 General Motors (automobiles)  
 Georges Radio & Tele Stores (appliances)  
 A. Gettleman Brewing Co. (beer)  
 Gillette Safety Razors (razors)  
 Gimbel Bros. of Phila. (dept. store)  
 Gimbel Bros. of Milwaukee (dept. store)  
 Girard Chevrolet Co. (automobiles)  
 Gleitman, Choop & Sadowsky  
 Goebel Brewing Co. (beer)  
 Good House Stores (dept. stores)  
 Gough Industries & Philco Corp. (Philco sets)  
 Griesedieck Bros. Brewery (beer)  
 Grinnel Bros. (dept. store)  
 Grissom Chevrolet Co. (automobiles)  
 Gruen Watch Co. (watches)  
 Gulf Oil Corp. (oil, gas, motor oils)  
 Gunther Brewing Co. (beer)

**W. Harris Haft & Bros. (women's coats and suits)**

Wm. Hahn Co. (shoes)  
 Hallahan Real Estate (real estate)  
 Hamilton Hotel (hotel)  
 Hamilton Watch Co. (watches)  
 Hanniel Food Products (pepcorn chips)  
 Hat Research Foundation (institutional)  
 Havens Electric Co. (appliances)  
 The Hecht Co. (dept. store)  
 Heinel Motors (automobiles)  
 Height's Auto Sales (Kaiser-Frazer autos)  
 Holt-DeLand, Inc. (used car dealer)  
 Hot 'n' Kold (appliances)  
 House of Hawick  
 J. L. Hudson Co. (dept. store)  
 Hyde Park Breweries Assoc. (beer)

**Ida's Dept. Store (dept. store)**

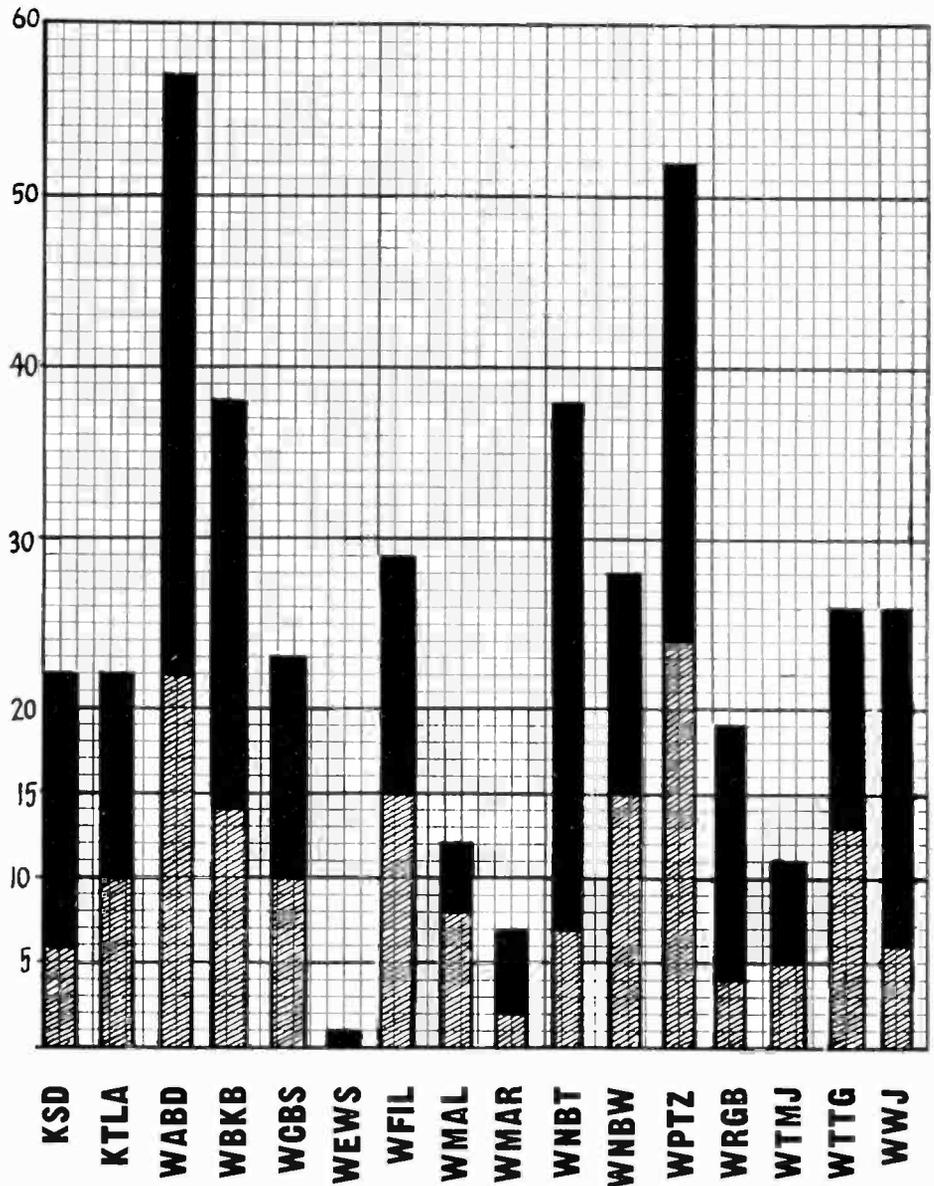
International Dress Co. (dresses)  
**Jamaica Radio & Tele Co. (tele sets)**  
 Jay Day Dresses Co. (dresses)  
 Jay Jay Jr., Inc. (dresses)  
 Jiffy Products (starch)  
 Johnson, Stephens & Shinkle Shoe Co. (men's shoes)  
 Junior First, Inc. (teen clothes)

**K&G Export Packing Co. (mail order-foods)**

Kass Clothiers (men's clothing)  
 Kassen-Stein (appliances)  
 Henry Kaufman (dept. store)  
 Keeley Brewing Co. (beer)  
 Kelvinator Div. of Nash Kel. (home appl.)  
 Keystone Plating & Rust Proofing Co. (bldg. materials)  
 Philip Klein (ad agency)  
 Knox the Hatter (men's & women's clothing)

**SPONSORS ON TV STATIONS DURING 1947**

*(Shaded portion indicates advertisers using spot announcements)*



Kraft Foods (cheese, mayonnaise)

**Lacy's (appliances)**

LaPointe-Plascomold Corp. (tele antennas)  
 Lektrolite Corp. (Lektrolite lighters)  
 Lit Bros. (dept. store)  
 Longines-Wittnauer Watch Co. (watches)  
 Lord & Lord (men's clothiers)  
 Henry C. Lytton & Sons (dept. store)  
 Merrill, Lynch, Pierce, Fenner & Beane (investment firm)

**R. H. Macy & Co. (dept. store)**

Manhattan Soap Co. (Sweetheart soap)  
 Marshall Field & Co. (dept. store)  
 Marcus & Co. (printing)  
 Maryland Pharmaceutical Co. (drugs)  
 James McCreery (dept. store)  
 McKee-Pontiac Co. (automobiles)  
 Meadow Gold Ice Cream (ice cream)  
 Leo Meyberg (RCA tele receivers)  
 Melville Shoe Corp. (men's shoes)

Michael Bros. (dept. store)

I. Miller (shoes)

Milwaukee Western Fuel Co. (fuel)  
 Missouri, Kansas, Texas R.R. (r.r.)  
 Modern Radio Appliances (tele sets)  
 Monsanto Chemical Co. (fabrics, plastic)  
 Motorola Corp. (tele sets)  
 C. F. Mueller Co. (foodstuff)

**National Brewing Co. (beer)**

National Women's Neckwear and Scarf Assoc. (women's clothing)  
 Ned's Auto Supply (automobiles)  
 J. P. Nee Furniture Co. (household furniture)  
 William Nemerov (women's suits)  
 New Era Potato Chips Sales Corp.  
 Norge Div., Borg-Warner Corp. (home appl.)  
 Norge Dealers, Radio Distrib. Co. (home appl.)  
 Norma Pencil Co. (pencils)  
 North Star Woolen Mills Co. (blankets)

**Oldsmobile (automobiles)**

**Pabst Sales Co. (Blue Ribbon Beer)**

- Packard Bay Ridge, Inc. (Packard autos)
- Peake Motor Co. (Plymouth-DeSoto)
- Pelta Furs (furs)
- Pep Boys (used cars)
- Pepsi-Cola Bottling Co. (Evervess)
- Pepsi-Cola Co. (Evervess)
- Pepsi-Cola Co. (Pepsi-Cola)
- Perma Stone Corp. (building materials)
- Philadelphia Electric Co. (utilities)
- Philco Corp. (tele sets)
- Philco Distributors, Inc., of Detroit (tele sets and appliances)
- Philco Distributors of Phila. (tele sets)
- Phillip's Radio & Appliance (Philco sets)
- Pontiac Dealers Assoc. (automobiles)
- Power's Inc. (tele sets)
- Previews Inc. (real estate)
- Purofied Down Products Corp. (pillows)
- Purity Bakeries (cake, bread)

**Radio Distributing Co. (see Norge)**

- Radio Specialty Co. (radios)
- Radio Corporation of America (tele sets)
- RCA Victor Dealers-St. Louis (tele sets)
- RCA Victor Dealers-S. Cal. (tele sets)
- RCA Victor Dist. Corp.-Chicago (tele sets, records)
- RCA Victor Distrib-Dealers, Detroit (tele sets)
- Raymond Rosen (Bendix home appliances)
- Reed Candy Co. ("paloops," candy suckers)
- Jacob Reed's Sons (clothiers)
- Reid's Ice Cream, Div. of Borden Co. (ice cream)
- Rem Cough Syrup (drug)
- Richards (tele sets)
- David T. Robinson Co.
- Robinson-Lloyd (Dry Imperator champagne)
- Ruppert Brewery, Inc. (beer and ale)
- Max Rusoff, Inc. (furs)
- Ryan's Army-Navy Stores (men's clothing)

**Sam's Inc. (dept. store)**

- Tilly Schanzer (women's dresses)
- Ed Schuster & Co. (dept. store)
- Schwabacher-Frey (women's clothing)
- Scott & Grauer (Ballantine Beer)
- Sears Roebuck & Co. (appliances; mail order)
- Servel, Inc. (home appliances)
- Seven Up Co. (Seven Up)
- The Shade Shop (home furnishings)
- Shell Oil Co. (Shell gasoline and oil)
- Springs Mills (cotton goods)
- Alexander Smith Carpet Co. (rugs, carpets)
- Southern Venetian Blind Co. (blinds)
- Southwestern Bell Telephone Co.
- Southern Wholesalers & RCA Dealers, Washington, D. C. (RCA tele sets)
- Standard Brands (Tenderleaf Tea, Chase &

- Sanborn)
- Standard Oil of N. J. (Esso gasoline and oil)
- Stern's of Phila. (dept. store)
- St. Louis Fashion Creators (fashions)
- St. Louis Independent Packing Co. (food)
- Stoumen Rug Co. (rugs and carpets)
- Strauss Stores (home furnishings; toys)
- Harry Suffrin (men's clothing)
- Sun Radio Stores (appliance and tele sets)
- Superfine Appliance Co. (appliances)
- Superfine Fuels Co. (coal)
- Swift & Co. (meats)
- Swope Jewelry Co. (jewelry)

**Teldisco Inc. (tele sets)**

- Telestores Corp. of America (mail order)
- Television News (publication)
- Television Specialists (tele sets)
- Terman Television Sales (Walco lense, Motorola, Philco, Crosley)
- Tivoli Brewing Co. (lager beer)
- Tom's (Chrysler-Plymouth automobiles)
- Trailer Coach Mfg. Assoc. (trailers)
- Transmirra Products Corp. (image definer)
- Transvision (tele kits)
- Trilling & Montague (Norge products)
- Tuppman Motors (automobiles)

**Union Electric Co. (utilities)**

- Union Pacific Railroad (r.r.)
- United States Rubber Co. (keds)
- United States Rubber Co. (institutional)
- Universal-International Pictures (motion pictures)

**Wadham Div. of Socony-Vacuum Oil Co. (gas, oil)**

- Waltham Watches (watches)
- (Cont'd on Page 27)*

**SPONSORS**  
By Products Advertised  
During 1947

ADVERTISER	NUMBER
Amusements (motion picture trailers).....	2
Automobiles .....	25
Automobile accessories .....	3
Banks and investments.....	4
Beer .....	16
Wine .....	2
Bread and cereals .....	4
Building materials .....	2
Cigarettes, tobacco, lighters .....	4
Cleanders (soaps, starches, etc.).....	3
Coffee and tea .....	3
Department stores .....	22
Dog foods .....	2
Drugs (proprietary medicines) .....	2
Fabrics .....	3
Foods .....	10
Fancy goods and notions .....	2
Floor covering (rugs and carpets).....	3
Furs .....	2
Fuel .....	2
Gasoline and Lubricants .....	6
Household Appliances (refrigerators, etc.)..	24
Household furnishings and furniture.....	8
Hotels, real estate .....	6
Jewelry, watches, etc. ....	9
Men's clothing and furnishings.....	14
Mail order houses .....	2
Razors .....	1
Restaurants .....	3
Shoes .....	5
Soft drinks .....	5
Sweets .....	7
Toilet requisites .....	3
Transportation (railroad) .....	3
Television and radio receivers, kits, enlarg- ing lenses, etc. ....	40
Women's clothing and furnishings.....	16
Utility companies .....	4
Misc. (boats, pencils, ad agencies, print- ing, paper bags, phone co., ins.).....	15
Total .....	287

**TELEVISION CARTOONS INC.**

PRODUCERS OF

**TELETOONS**

TRADE MARK

**GIVE YOUR PRODUCT LIFE**

*With Our Animation "Tailored for Television"  
Qualified Experts at the Price You Want to Pay*

- ANIMATED CARTOONS
- SCHEMATICS

- TITLES
- SLIDES

**TELEVISION CARTOONS INC.**  
361 West Broadway, New York 13, N. Y.

**BEekman 3-7176**

# "WHO'S WHO" of New York Tele Station Executives

## WNBT - NBC



**Frank E. Mullen**  
NBC Exec. Vice President



**John F. Royal**  
Vice President, Talent and Features Dev'l'p'm't



**Noran E. Kersta**  
Director, NBC Television Operations



**Reynold Kraft**  
Manager, Television Sales

## WCBS - TV



**Lawrence W. Lowman**  
Vice Pres., Charge of Television



**Worthington C. Miner**  
Director of Television



**George L. Moscovics**  
Commercial Manager



**Halsey V. Barrett**  
Promotion Manager

## WABD - DuMont



**Lawrence Phillips**  
Director, DuMont Television Network



**John H. McNeil**  
Manager, Network Commercial Operations



**Charlotte F. Stern**  
Manager, Advertising Sales Promotion



**James Caddigan**  
Manager, Program Planning

PART I: Top management will be spotlighted in *Televiser's* new pictorial feature.  
Philadelphia next. Engineers in separate series.

**WPIX—Daily News**



**F. M. Flynn**  
Pres. & Gen'l Mgr., News Syndicate Co.



**Robert L. Coe**  
Television Station Manager



**B. O. Sullivan**  
Commercial Manager



**Clifford E. Denton**  
Operations Manager

**WATV—Bremer**



**Irving R. Rosenhouse**  
President, Bremer Broadcasting Corp.



**Edmund S. Lennon**  
Vice President, Television Sales Manager



**Paul Belanger**  
Program Director



**John L. Moore**  
Sales Promotion Manager

**WJZ—TV (ABC)**



**Charles Barry**  
Vice Pres., ABC Programs & Television



**Paul Mowrey**  
National Director of Television  
(Other TV Dep't Heads Not Yet Appointed)

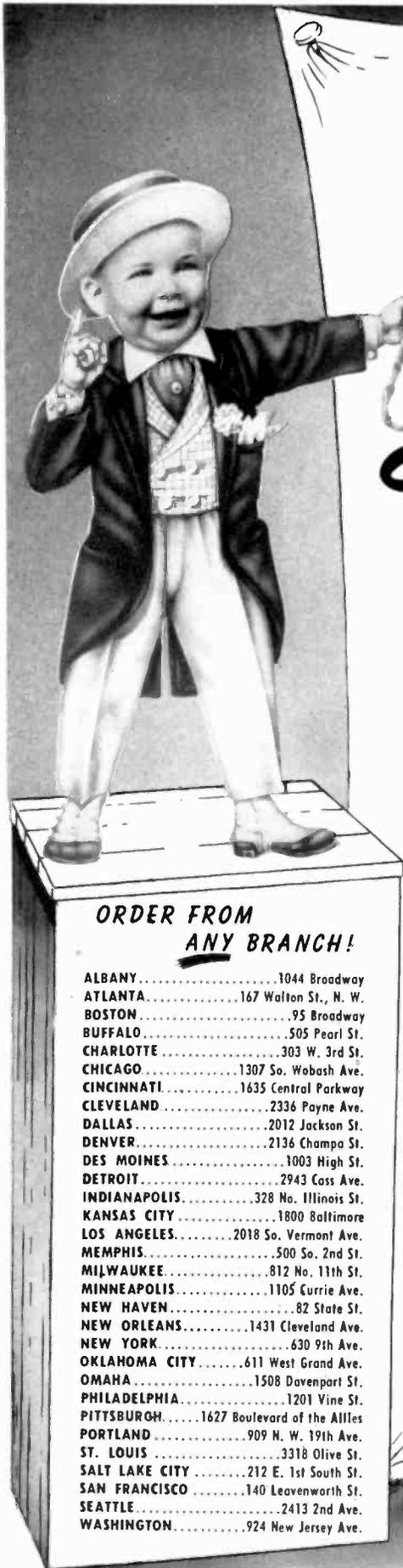
**WOR—TV**



**Theodore C. Streibert**  
President, Bamberger Broadcastng Serv., Inc.



**Jack R. Poppele**  
Vice President, Chief Engineer  
(Other TV Dep't Heads Not Yet Appointed)



# TRAILERS.. TITLES.. *Special Effects..*

on 35mm Film!  
from the Company  
**BEST EQUIPPED**  
to **PRODUCE** them!

***Give Your Television Program The BEST!***

The same expert craftsmanship that has made our Prevue Trailers the standard of Showmanship in motion picture theatres, goes into your Television Trailers, Titles or Special Effects.

**4 GREAT LABORATORIES** in New York, Hollywood, Chicago and Dallas... modern, and fully-equipped, with experienced Art Departments, animating equipment and complete cinematic facilities.

**31 BRANCH OFFICES** located in key cities throughout the country... to **SERVE YOU**... Promptly and Efficiently!

**27 YEARS OF SERVICE** to the motion picture industry... producing and distributing Trailers for Feature Pictures...

## **YOUR ASSURANCE OF DEPENDABILITY!**

Give Us Your Next Trailer Job... and learn for yourself why *Trailers - Titles - Special Effects* are best from

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

**HOME OFFICE**

**630 NINTH AVENUE, NEW YORK 19, N. Y.**

### **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.

## 2: FILMS & STUDIO PRODUCTION



John Carridine played Scrooge in the WABD presentation of Dickens' "A Christmas Carol."

[See Review on Page 27]

major fights, championship tennis, etc., will find cross-country audiences similar to radio today. Purely regional sports events will be programmed locally.

What types of programs then will be carried by the networks? Kraft *Television Theater* and NBC's Theatre Guild and ANTA series of top dramas have established network audiences. Films—educational films and documentary films as well as features and shorts—already are beginning to find established acceptance among television viewers. Networks have set up exchange arrangements for newsreels and documentary films from France, Russia, Sweden, England and other countries.

The three press associations, Associated Press, United Press and International News Service, are making bids to service television news programs to protect the money they are getting out of radio. Rapid developments of TV news coverage has indicated that newsreels are popular and are partly the answer to video reporting. Consequently the three news gathering bureaus have set some form of newsreel coverage. INS has announced working agreement with Telenews Productions; UP is working with Acme. AP is building its own newsreel.

Children's programs have taken over the afternoon hours on TV stations in Chicago, Detroit and Washington, and with considerable audience acceptance. These hour programs, sponsored by set manufacturers, have proved popular. A survey made in early December by the J. Walter Thompson Company in Chicago showed that 58% of the 5,376 tele sets then in homes were tuned in during the RCA Victor program; and that there was an average of 4.0 viewers per set. Program has a flexible format, combining puppets, films, guests, school-kid skits, plays and professional entertainers.

What comparative audiences preference ratings are today is a moot question. However with C. E. Hopper's announcement that he is establishing a continuous audience measurement for television comparable to his radio Hooperatings, the answers to program preferences may be forthcoming before too long.

### "1948, Television's Year," Gets Off to a Flying Start

WITH an anticipated \$10,000,000 expenditure for programming by advertisers and broadcasters 1948 may well set a show formula for the video medium, according to Frank E. Mullen, NBC executive vice president.

Top sponsor and viewing preferences have been sports, 1948 starting with the signing of a sports contract by Ballantine Beer to sponsor the New York Yankees (baseball) on WABD-DuMont. CBS Television has an SRO sign out for its Madison Square Garden remotes, which include basketball, ice shows, hockey and the circus.

New stations too, depend upon local sports events for top sponsor money and, in most cases, clubs are cooperating with TV managements. In Milwaukee, basketball coach Bill Chandler of Marquette University went so far as to refurbish both gymnasium and team for television. A new lighting system was installed in the gym for television pickup. Special basketball suits were made on rush order for the boys. White trunks with black stripes running down the sides and around the edges of the entire suit are used. Large black numbers and lettering

clearly mark the players for easy identification by viewers. And, a new scoreboard was set up for camera coverage.

The recent General Foods survey ranks sports tops in viewing preference, based primarily on male audience choice. Live drama (preferred by women first, men third) ranked second, with feature films and children's programs following in that order.

Sports attracted the early television audience particularly when most receivers were located in bars and grills. A report from Chicago shows that 25% of the sets are in taverns as of December 31st while at the beginning of 1947 over 70% of the TV sets were in bars and grills. This is a reversal of receiver-locations in less than a year. Set distribution figures tabulated on page 12 indicate that 16% of present receivers are located in public places including taverns.

#### **Influence of Networks**

With network television a reality on a regional basis and coast-to-coast chains predicted for 1949, top programming undoubtedly will be influenced by national tastes. Collegiate and national sports,

# TV Inspires Low Cost Animation

By AL STAHL  
Director, Animated Art Productions

TELEVISION people—whether station, sponsor or advertising agency planning to use animated film commercials or animated film titles for the first time, usually want complex character movement and then are aghast at the cost of animation. What! \$3,500 for a one-minute spot? They seem to have no idea how that Lucky Strike cigarette emerges from a pack, or how Botany's wooley lamb gambols along.

How, then, can animation, one of the oldest of the visual arts, be adapted to television, the newest of the visual sciences—at a price the advertiser can pay?

Animation, as we know it today, is a costly and highly complicated method of film production. It involves the use of expensive studio camera facilities, highly skilled story men, directors, animators, assistant animators, inbetweeners, inkers, opaquers, background men and other specialists—not to mention sound and its accompanying army of technicians.

Animation is achieved by a sequence of drawings of a character or characters shown in different positions to create the illusion of movement. The sketches are drawn on paper by animators; they are

inked onto sheets of celluloid and then opaqued (painted). Backgrounds for each scene must be made. The drawings are then photographed one by one on individual frames of motion picture film. Each foot of film (35mm) contains 16 of these frames. Since the film is projected at the rate of 90 ft. per minute, actually 1,440 frames (or drawings) are required. However, some drawings may be used several times (for example, a repeat cycle of a character walking) thus reducing the number of required drawings to approximately 1,200 for a one-minute fully animated spot commercial.

Constant movement of a character or characters on the screen is termed *full animation*. Obviously, it cannot be achieved unless all sequence drawings of character movements are utilized, and this involves various skilled operations to transfer these drawings to film. If the advertiser wants full animation he must be prepared to foot the costs—\$50 per second (film speed) to keep a character moving. Full animation is expensive and there is no way to cut its cost. However, *limited animation* can be used.

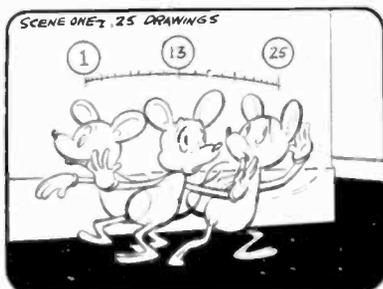
In order to reduce the cost of "ani-

mated" films, it is necessary to limit the number of separate drawings used. This *can be done* without destroying illusion. It is my conviction that between 25 and 75 per cent of the animator's drawings can be eliminated (depending on production budget) by this new technique of *limited animation*. However, when drawings are eliminated the action stops on the screen—and something else must be used to bridge that gap. Why not "sound suggestion" and camera effects?

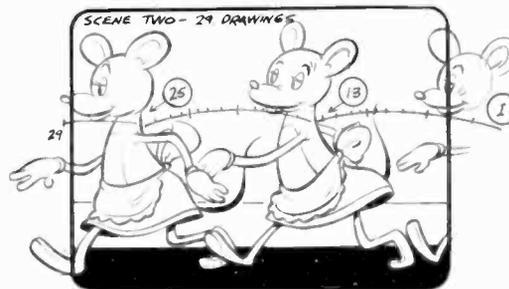
Television has movement, warmth, intimacy. The receiver screen is not more than six to eight feet from your armchair. Imagine there is a picture of a door on your tele-screen. If you *hear* a knocking at the door, it isn't necessary for you to *see* the hand in action. If a little mouse says, "Here comes Mama Mouse," and he looks to the right, you listen and *hear* approaching footsteps. Mama Mouse appears, head and shoulders. It is not necessary for an animator to draw 100 separate actions showing Mama Mouse walking—or draw the entire figure at all!

Sound suggests action. This is the first principle of low-cost animation—employing sound to suggest action. The radio,

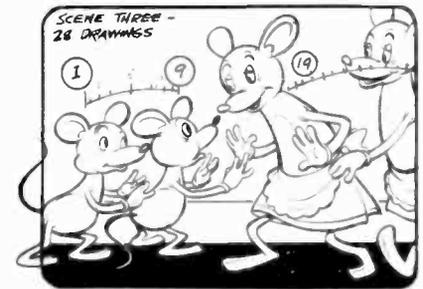
**FULL ANIMATION:** Screen Time, 7 1/2 Secs.; Film Footage (35mm), 10 Ft.; Total Drawings, 82; Approx. Cost, \$300.



Sequence portrays fully animated action. Here mouse turns to listen, requiring 25 drawings.

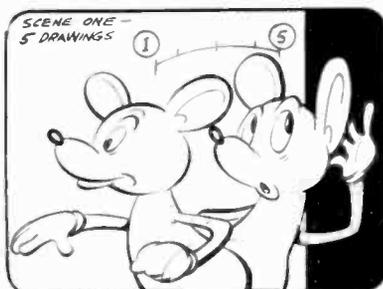


Action of Mama Mouse walking across screen requires another 29 drawings for full animation.

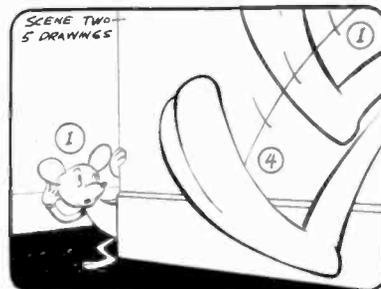


Another 28 drawings complete the sequence. Total drawings required for three scenes: 82.

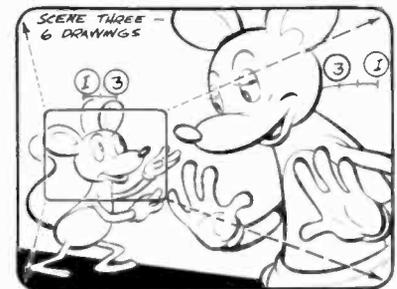
**LIMITED ANIMATION:** Screen Time, 7 1/2 Secs.; Film Footage, (35mm), 10 Ft.; Total Drawings, 16; Approx. Cost, \$50.



Sequence eliminates 80% of drawings. Closeup looks better on TV; requires only 5 drawings.



SOUND of approaching footsteps (off stage) suggests movement. Only 4 drawings required.



CAMERA EFFECTS save drawings. Zoom from closeup brings Mama into scene in 3 drawings.

an intimate medium also, has conditioned the public to anticipate action through sound. Voices, musical background, and sound effects are potent emotional stimuli. Why not combine them judiciously with animation?

Radio, also, can contribute musical bridges and narration which mix readily with motion picture's lap dissolves, fades, zooms and other optical effects to further reduce animation costs. This is the second principle of low cost limited animation—using camera effects for movement.

Optical effects can be used to create motion. For instance, return to that door on your tele-screen. By using a zoom shot the picture area can be reduced, narrowing the field of vision and closing in on the keyhole. In fact, the shot can be taken, by means of camera techniques and optical effects, right through that keyhole to action taking place beyond the door. Yet, only one animator's draw-

ing was required for the keyhole sequence and a second to get to the room beyond.

However, one requirement for low cost animation is a good story, well developed, where sound and camera shots can enhance the animation. Consequently, the final draft of the selected script, or even before that, should be written in consultation with an animation director. He can suggest "story-telling effects" to eliminate drawings and to point up sequences where full animation must be used to achieve the overall effect the ad agency and client wants.

This limited animation technique, using fewer drawings and combining sound and optical effects to create movement, will meet the low cost budgets of present television advertisers. The advertising agency and the advertiser getting acquainted with the medium, can "afford" to put their sales message on film when the cost is within reason.

## Agency Memo: *Television . . .*

**QUESTION:** How does an advertising agency select a teleshow idea for a client, develop the program, and get it on the air?

**ANSWER:** By Don McClure, Director of Television at N. W. Ayer & Sons, Inc.

○ *Memo:* ○

**TO:** *Television Bureau*  
**FROM:** *Plans Department*  
**CLIENT:** *Oil & Gas Corporation*  
**SUBJECT:** *Television Proposal*

Please attend meeting on Tuesday, 10:00 A.M., to discuss television recommendations for this client. Suggest you review copy policies—"do's and don'ts"—talk to Service Department on objectives of present advertising. If possible, have show ideas for discussion and rough cost estimates.

*Signed: P. D.*

The above memorandum, in theory is how the wheels of a television operation within an advertising agency should begin to roll—but rarely do. Of course, by the time the show arrives on the screen of the television audience, all departments and facilities of the agency have

played their part in varying sequences. Rather than outline the routine, functions, activities and services of an advertising agency, let us assume the agency has recommended the client get into television *now*. The reasons for "getting into television now," of course, vary from sponsor to sponsor. Experiment, learn to use the medium, test show ideas, develop effective commercials, protect valuable rights, pre-empt good time segments, promote and publicize leadership in a new medium with distributors, employees and the public—these are a few of the reasons.

### **Board Selects Show**

At N. W. Ayer, television draws upon the same creative brains that go into radio, magazines, newspapers and other advertising media. A Television Advisory Board—made up of representatives from programming, planning, copy, motion pictures, art and radio departments—breathe the first breath of life into the new baby. Once the Board has agreed upon a show idea, a copy writer is assigned to work with the producer. From then on the ward's growth is debated, planned and scrutinized by each dotting department guardian. The styling and



## **JUNIOR PROGRAMS, INC.**

—Specialists in Kid Shows the whole family can enjoy

### **OFFERS YOU**

**SCRIPTS:** Complete with tested video cues (if desired) timed with no re-writing needed; prop lists; notes for settings, etc.

**PACKAGE SHOWS:** Carefully cast, ready for final camera rehearsal.

## *Sponsors Will Like These Ideas:*

QUIZ SHOWS with new twists  
 MYSTERY and ADVENTURE SERIES  
 CHILD PARTICIPATION PROGRAMS  
 SHORT PLAYS & SPECIAL HOLIDAY SHOWS

*Television experience since 1940—  
 2000 stage performances to  
 4,000,000 children  
 coast-to-coast*

## **JUNIOR PROGRAMS, INC.**

22 Lawrence Street  
 Newark 5, N. J.

design of the show and its commercial components are developed by the art and copy departments along with the producer and program supervisor.

This being a commercial show, with a sponsor to finance its development and presentation to the public, suppose we follow through on the commercials. The commercials can either be done live or on film. For varied reasons, live commercials may be recommended. Should "live" require actors, this naturally becomes a part of the show production—but "live" can also mean another technique developed by N. W. Ayer. A story book or turning of pages of type, the use of ballopticon or superimposition—all require the art department's close supervision. Cost estimates, choice of artist, form and size of the commercial, are each considered and passed upon.

On the other hand, should the recommendation for the client's commercial be film, the Commercial Motion Picture De-

*(Cont'd on Page 28)*

# TELEVISER'S MONTHLY FILM BOARD

Televiser Will Reserve This Space Each Month for Film Companies Making a Bid for Video Business. Stations and Agencies are Urged to Become Better Acquainted with the Film Companies Advertising Here.

## "LIBERIA— Africa's Only Republic"

New addition to Firestone's Television Series begun in 1946.

## "FIRE and ICE"

Televised on NBC Television Network January 12, 1948, effectively from color film.

Productions by:

## LEWIS SOUND FILMS

Studio 71 West 45 Street  
New York 19, New York  
BRyant 9-5963

For Television Films . . .  
produced to your specifications  
. . . Phone **COLUMBUS 5-7621** —  
Ask for Bill Alley, Assoc. Producer  
**DEPICTO FILM**  
245 W. 55th St., N. Y. 19, N. Y.

**FILM HIGHLIGHTS, INC.**  
Distributors of 16mm Sound Film  
•  
330 West 42nd St., N. Y., N. Y.  
Telephone: LOnacre 4-0590

Serving Television . . .  
Since 1940  
**EQUITY FILM EXCHANGES, INC.**  
341 W. 44th St., N. Y. 18, N. Y.

**WEST COAST SOUND STUDIOS, INC.**  
510 West 57th Street  
New York 19, N. Y.  
•  
Experienced Producers of Video Films  
Complete Movie Studio  
RCA Sound

**TELESCRIPTIIONS**  
"The 16mm sound picture record  
of your television show . . .  
taken directly off the kinescope."  
**HU CHAIN ASSOCIATES**  
60 E. 42nd St., N. Y. 17 • MU 2-7125

**TODDY PICTURES CO.**  
Negro & White films  
3 min., 8 min., & feature  
Bands & slapstick comedies  
723 Seventh Ave., N. Y. 19 • CI 5-6347

**Memo**  
to Advertising Agencies:  
Yes, there is a real difference when  
Films are directed and processed ES-  
PECIALLY FOR TELEVISION. Ask for a  
Story Board on your problem product.  
Oland Killingsworth  
EXEC. PRODUCER  
**H B & K FILMS for TELEVISION**  
1560 Broadway, New York 19, N. Y.  
Tel. BRyant 9-5579

Write for information on  
**JULIEN BRYAN PRODUCTIONS**  
Available for Television  
★  
**International Film Foundation**  
1600 Broadway, Suite 1000, N. Y.

A Complete Film Service For  
Television Stations and Sponsors  
**TELEVISION FILM INDUSTRIES CORP**  
340 Third Ave. (at 25th St.) N. Y. 10, N. Y.  
Phone LExington 2-6780-1-2-3

Designed for television . . .  
**"SITTING RIGHT"**  
Glamour program for women —  
of interest to men too!  
REVIEWS: "Charming . . ." "Attention catching . . ."  
"Lively . . ."  
•  
9 minutes 16mm sound  
Wire or write for rates and particulars  
**GRANT, FLORY & WILLIAMS, INC.**  
441 LEXINGTON AVE., N. Y. 17, N. Y.  
Phone: VAnDerbilt 6-5770

## FILMS for TELEVISION

- Musicals
- Comedies
- Novelties
- Features
- Educational

**Skibo Productions, Inc.**  
165 West 46th St., N. Y. 19, N. Y.  
Phone: BRyant 9-4755

## KNICKERBOCKER PRODUCTIONS INC.

Producers of Films  
for Television

1600 Broadway, N. Y. 19 • Circle 6-9850

## KNOWLEDGE BUILDERS

Educational and Human Interest  
Films Available for  
Television

625 Madison Ave., N. Y. 22 • EL 5-2848

## For Television Today!

Announcing a series of  
"OPEN-END" 1 Min. Film Commerc's

**UNIQUE** [ FORMAT  
TECHNIQUE  
SELLING PLAN

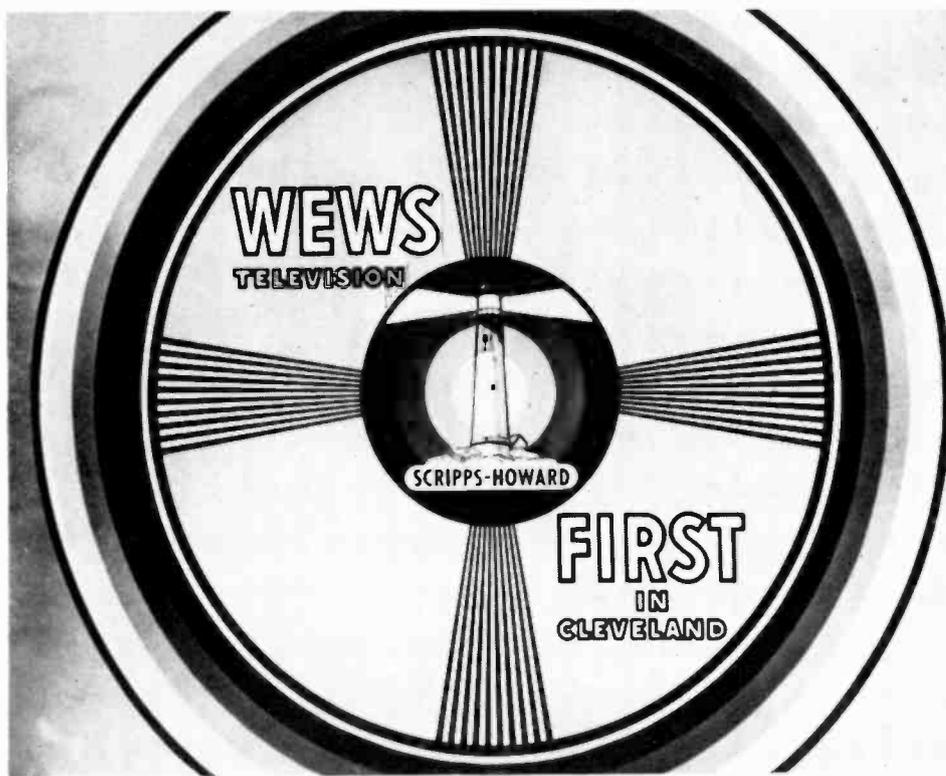
**VIDEO ASSOCIATES**  
INCORPORATED

515 MADISON AVE., N. Y. 22  
PLaza 3-7960

**MORE  
FILM COMPANIES  
ADVERTISE  
IN  
TELEVISER**

Than any other Television  
publication . . .

# 3: OPERATION & MANAGEMENT



Shiny-new test pattern signed on WEWS, Cleveland's first TV station on December 17, 1947.

## TIMETABLE

The "Current" time-table for new stations to go on the air with regular program service in the next two months is:

### February 1948

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

WBAL-TV—Hearst Radio; Ch. 11 (198-204)  
(First test in Dec.; service in Jan.)  
2610 North Charles St., Baltimore, Md.  
Manager (WBAL): Harold C. Burke  
Dir. of Tele: Harold See  
H.Q.: Hearst Radio, Inc., 959 8th Ave., N.Y.C.

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

WGNA—Chicago Trib.; Ch. 9 (186-192 mc)  
(Test exp'l in Dec., service in Jan.)  
Tribune Towers, Tribune Sq., Chicago, Ill.  
H.Q.: 441 N. Michigan, Chicago 11, Ill.  
Gen. Mgr. (WGN, Inc.) F. P. Schreiber

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

WLWT—Crosley; Channel 4 (66-72 mc)  
W8XCT, exp'l sta., on air with programs;  
Carew Towers, Warner & Chicksaw Sts.  
H.Q.: Crosley Square, Cincinnati 2, Ohio  
Pres., Crosley Bcstg; James D. Shouse  
Act'g. Dir. of Tele: J. R. Duncan  
Tele Sales & Promotion: Milton F. Allison

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

WCAU-TV—Bulletin; Ch. 10. (192-198 mc)  
Corporate name: WCAU, Inc.  
Studios: Philadelphia Fund Society  
H.Q.: 1622 Chestnut St., Philadelphia 3, Pa.  
Chairman: Robert McLean  
President & General Manager: Leon Levy  
Ass't. Gen. Mgr.: Joseph L. Tinney  
Director of Television: G. Bennett Larson  
Television Engr. Robin Compton

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

WTVR—Havens & Martin; Ch. 3 (60-66 mc)  
3301 W. Broad St., Richmond 20, Va.  
General Manager: Wilbur M. Havens

### March 1948

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

WBZ-TV—West'g'h; Channel 4 (66-72 mc)  
Studio: Soldiers Field Rd., Allston, Mass.  
H.Q.: Hotel Bradford, Boston 16  
Gen. Mgr. (WBZ): W. C. Swartley  
Chief Engineer: W. H. Hauser  
Tele Tech. Supervisor: Sidney V. Stadig  
V.P. West'g'h Bcstg. Div.: Walter E. Benoit (Grant Bldg., Pittsburgh 19, Pa.)

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

WBEN-TV; Channel 4 (66-72 mc)  
(On air: tests, Feb.; programs April 1)  
Hotel Statler, Buffalo, N. Y.  
Vice Pres.: A. H. Kirckhofer  
Ass't Prog. Dir: Richard W. Morgan  
Television Director: J. Woodrow Magnuson  
Reinotes: Edwin W. Reimers  
Film & Studio: Edward J. Wegman  
Copy Editor: William T. McBurnie

## 12 Major Cities With TV Service; 32 By End of '48

**A** PPLICATIONS for commercial TV stations are being filed daily, and are crowding the dockets of the Federal Communications Commission, a reversal of last year's procedure when stations were withdrawing "because of color."

The box score as of January 1, 1948 shows 66 applications on file. During the year and to date, the Commission had granted 65 stations construction permits, of which 11 stations are on the air. Currently with the six licensed and 2 experimental stations which are telecasting regularly, there are now 18 TV stations serving 12 major communities.

Two new stations which went on the air with regularly-scheduled service in December, WTMJ-TV, the Milwaukee Journal station in Milwaukee on December 3rd; and WEWS, the Scripps-Howard station in Cleveland on Dec. 17th.

It is expected that the number of operating stations will increase to 15 within the next few months and will jump to 50 by the end of 1948. By next year, nearly one-third of the nation, over

40,000,000 persons, will be served by the medium, according to Frank E. Mullen, NBC executive vice president.

For the first time, television is a major factor in industry. "Television's basic experimental days are over," Stanley Glazer, Radio and Television Manager of the Crosley Division, Avco Manufacturing Corp., stated in his year-end report. "With an investment of 20 years and 50 million dollars spent on research and development, the industry is now ready to become one of the giants of our day," he stressed.

The Commission granted permission to the Philadelphia Bulletin to change the call letters of its television CP from WPEN-TV to WCAU-TV. The WCAU-TV station is well along the way with its construction and expects to air the first test pattern mid or late January and to start regular programming about February 1st.

The Daily News station call letters have been changed from WLTV to WPIX. On-the-air plans still schedule September for its operation.

# New Rates Announced By Tele Stations

WITH the new year, upped television rates have been put into effect by the Columbia Broadcasting System for its New York TV station. This follows the trend set by the National Broadcasting Company which increased WNBT charges as of January 1, 1948 for a period of three months. (TELEVISER, Nov.-Dec., 1947).

The second increase in rates for WNBT has also been announced. With these changes NBC has inaugurated a policy of guaranteeing a six-month protection period to advertisers on the air. Increases for advertisers do not become effective until six months after *date of announcement*—not effective date of new increase.

DuMont has announced that it does not contemplate boosting time charges at WABD—at least not until March 1. Of the new stations, WMAL-TV in Washington, D. C., has issued its first official rate card.

The new rate cards are shown below:

**HARVEY MARLOWE**  
TELEVISION ASSOCIATES, Inc.  
*Consultants*

★

Live & Film Productions

- Commercials
- Minute Spots
- Weather Spots
- Animation
- Semi-animation
- Stop Motion
- News-reels
- Documentaries

★

**Film series for Television**  
Now in Production—  
Screening on Request

Visit, write or phone  
**HARVEY MARLOWE**  
TELEVISION ASSOCIATES, Inc.  
221 W. 57th Street, New York 19, N. Y.  
Circle 7-5919-20

**Cleveland, Ohio**  
Pop: 1,332,600\*\*  
Sets in Area: 1,000

## WEWS—Scripps-Howard

	1-13 Times	13 Times (After 1st 13)
LIVE		
1-Hour .....	\$480	\$240
1/2-Hour .....	336	168
1/4-Hour .....	240	120
10 Mins. ....	192	96
5 Mins. ....	120	60

FILM		
1-Hour .....	\$240	\$120
1/2-Hour .....	168	84
1/4-Hour .....	120	60
10 Mins. ....	96	48
5 Mins. ....	60	30

SPOTS		
Live .....	\$70	\$35
Film .....	50	25

### REMOTES

Quotations upon request.

REHEARSAL: time in ratio of 2:1 included in time rates. In excess of 2:1 but less than 4:1 ratio: \$50. In excess of 4:1 ratio: \$75 per hour.

\*\*Est'd 1947 pop. by Sales Management Mag.

**New York, N. Y.**  
Pop. 12,684,411  
Sets in Area: 120,000

## WCBS-TV—CBS

Effective Jan. 1, 1948

	Transmitter (air time)	Film Facilities
1-Hour .....	\$400	\$125
40 Mins. ....	320	105
1/2-Hour .....	240	85
20 Mins. ....	200	75
1/4-Hour .....	160	65
10 Mins. ....	135	55
5 Mins. ....	115	45

Film facilities presume use of sound film and includes pre-broadcast run-through. Silent film requiring rehearsal: facilities charge per hour ..... \$100

### SPOT ANNOUNCEMENTS

1 Min. includes film facilities..... 100

### TIME SIGNALS

20 Sec. on sound film..... 50

### REMOTES

Use of normal equipment and crew, and normal setup .....\$700  
Use of film pickup with remote, add film facilities charge.

OTHER SERVICES: Quotations upon request.

## WNBT—NBC

Effective April 1, 1948

### TRANSMITTER CHARGES

Base charge for Monday thru Friday, 7:00-11:00 PM; and Saturday and Sunday, 1:00-11:00 PM. Monday thru Friday, 5:00-7:00 PM, at three-fourths the base charge. All other periods at one-half base charge.

1-Hour .....	\$750	1/4-Hour .....	\$300
40 Mins. ....	600	10 Mins. ....	260
1/2-Hour .....	450	5 Mins. ....	175
20 Mins. ....	375		
1 Min. (film only, includes film facilities) .....	175		
20 Secs. (slide or film only includes facilities) .....	100		

### PROGRAM FACILITIES CHARGES

	Studio 8-G	Film Studio
1-Hour .....	\$1,000	\$250
40 Mins. ....	800	225
1/2-Hour .....	600	200
20 Mins. ....	500	175
1/4-Hour .....	400	150
10 Mins. ....	300	125
5 Mins. ....	200	100

### FIELD PICKUPS

Quotation given on request.

REHEARSAL: time allowed free in ratio to broadcast time:

	Studio 8-G	Film Studio
1-Hour .....	5 Hours	3 hours
40 Mins. ....	4 hours	2 1/2 hours
1/2-Hour .....	3 hours	2 hours
20 Mins. ....	2 1/2 hours	1 1/2 hours
15 Mins. ....	2 hours	1 hour
10 Mins. ....	1 1/2 hours	45 mins.
5 Mins. ....	1 hour	1/2 hour

Additional rehearsal time: (1) Studio 8-G, \$100 per 1/2 hour; (2) Film Studio, \$25 per 1/2 hour.

If full allowed rehearsal time is not required, charge for Studio 8-G facilities: \$200 per hour actually used for both rehearsal and broadcast. Minimum charge: \$200.

Film studio used in conjunction with Studio 8-G, flat rate: \$75.

## Washington, D. C.

Pop: 1,205,220  
Sets in Area: 7,000

## WMAL—Evening Star

Effective Jan. 5, 1948

Includes transmitter and film facilities, services of staff announcer, recordings.

1-Hour .....	\$200.00
1/2-Hour .....	150.00
1/4-Hour .....	100.00
5 Mins. ....	50.00

### SERVICE ANNOUNCEMENTS

Time or weather: 6 a wk., 1 a day..\$120  
Discounts effective after 13 consecutive weeks and rebates after 26 weeks.

### SPOT ANNOUNCEMENTS

1 Min. or less, each .....\$25.00  
13 times within a year, each..... 23.75  
260 times within year, each..... 18.75

OTHER SERVICES and talent: Rates on request.

# 4: MONTHLY REVIEW of TELE RECEIVERS



The new General Electric table model combines three broadcast services—tele, AM and FM—for the price of \$465, plus installation. Set has a 10-inch tube, giving a 6" x 8" picture.

## New Receiver Models Pushed By Andrea, Cleervue, Garod, Others

**A**NDREA, Cleervue and Garod are making top bids for national markets for their recently-introduced television receivers. Andrea has been running two-column ads in the *New York Times* drum-beating its de luxe combination with 12-inch tube for "under \$1,000." Garod now making its initial deliveries of the "Royal" five-in-one combination (tele, FM, AM, short wave and automatic record changer) is emphasizing cabinet design and low cost. The mahogany finish 18th Century cabinet console sells for \$695 plus installation.

Cleervue has started an advertising campaign on the West Coast with initial receiver deliveries and is featuring the Hollywood swivel model with its 10-inch tube screen that can be directed for easy viewing. Cabinet was designed by Modernage.

Currently, there are 40 companies manufacturing television receivers—28 are nationally known names; 9 are new manufacturers; and three are concentrating on industrial tele sets.

An estimated 750,000 to 1,000,000 tele receivers are being quoted as the 1948 output. Both RCA and Philco, leaders in set production, have earmarked top advertising budgets for "1948, Television's Year."

### GE's Table Model

General Electric's three-way table model, incorporating AM, FM and TV, is scheduled for dealer deliveries in early 1948. The set, Model 803, with a 10-inch direct-view tube, designed to receive all 13 TV channels, is priced \$465 plus installation. Separate circuit for each channel insure best possible reception and its automatic clarifier assures sharp, clear pictures, eliminating fuzzy edges and reducing effects of interference, company claims. A built-in Beamascope is provided for AM reception. Cabinet is of Honduran mahogany.

### GE Projection Model

General Electric's first projection set Model 901, giving an 18" x 24" image is priced at \$2,250 plus installation. Console, including AM, FM, short wave, au-

tomatic phonograph and television, is equipped with GE automatic clarifier to eliminate picture fuzziness and effects of interference. Set, using a five-inch tube and Schmidt optical system reflecting image upon reverse side of a translucent screen, is now reaching dealers.

### RCA Promotion Stunt

To introduce its television-radio line to distributors and dealers, RCA is using four-color, three dimensional view-in-depth slides. Company's field men, equipped with slides and portable viewing devices call upon distributors, who in turn use slides and viewers for receiver demonstrations to dealers. Slides show sets as "living" models, not flat photographs.

### Philco's Carmine

James H. Carmine, formerly vice president in charge of merchandising, has been upped to newly-created position of Vice President in Charge of Distribution. He will be responsible for all Philco sales, merchandising and advertising activities. Thomas A. Kennally has been appointed Vice President and Assistant to the President. He will assist John Ballatyne, President, in the over-all direction of the Corporation.

### Bendix Antenna

Don Kresge, service manager for Bendix Radio, advocates that tele set owners convert their long distance FM (ADIFOO) antennas to double for video. The simple addition of two lengths of aluminum tubing, crimping them in when the desired length is reached, will do the trick, he claims. Bendix will market its own TV antenna with its new television receivers in 1948.

### RCA Image Magnifier

Designed for use with seven or ten-inch picture tubes, the RCA picture magnifier is reported to give an image approximating in size and brilliance one produced by a 15-inch tube. The new magnifier, a transparent Plexiglas lens, is filled with a clear oil having the same optical properties as the plastic material, transforming it into a true optical lens. Designed for use with all direct-view home television receivers, the new lens is expected to be

especially useful in taverns and clubs where a larger picture is desired from a 7 or 10-inch tube set. Measuring 14½" high and 17½" wide, with one flat surface and one spherical and an optical aperture 12" by 15", the magnifier (RCA 203P1) weighs approximately 24 pounds when filled. List price, \$59.50.

## AVAILABLE!

**Video Production Assistant  
for  
TV Station Anywhere**

- Thoroughly trained in all phases of television programming and production. Varied theatrical, radio, managerial background. Will accept position anywhere in U. S. if terms are right.

Write, Wire BOX JR

**TELEVISER, 11 W. 42nd St.  
New York City**

## THE FINEST IN 16 MM. TELEVISION ENTERTAINMENT

### FEATURES

Available for Television

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Starring Kermit Maynard

### ACTION

### MELODRAMAS

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Starring Pinkie Tomlin

### SYMPHONIC SHORTS

Aida

Rosamunde

Also Documentary and Educational Short Subjects Available for television

Send for our latest catalog of MAJOR COMPANY features, serials and short subjects.

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16 MM Distributors*

**COMMONWEALTH PICTURES  
CORP.**

729 Seventh Avenue, New York 19, N.Y.

*Announcing . . .*

**A new product of interest to  
TV STATIONS — CP's**

## **PROGRAM MONITORS**

**for Studio-Control-Audition-Client Use**

- Top quality picture and sound reproduction.
- Operates from Standard RMA video and sound.
- 15 or 20 inch direct view units.
- Tuner available for off-the-air monitoring.
- Tamper proof—No exposed operating controls.
- Steel frame construction, wood-grain finish.

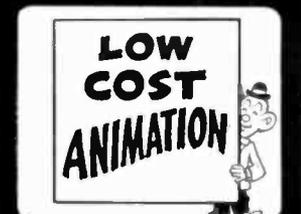
**Write for complete details**

**IT-4R 15" Monitor →**



 **INDUSTRIAL TELEVISION INC.**  
359 Lexington Ave., Clifton, N. J. — GRegory 3-0900

**INDUSTRIAL TELECEIVERS—GUEST TELEVISION**



## LOW COST ANIMATION FOR TELEVISION

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### *Full Animation*

Costs are cut between 25%-75% by Skillful Direction. Use of Sound Suggesting Action, Special Camera, and Optical Effects. Fully Animated Minute Spots, \$750 to \$1000.

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Costs no more than ordinary slides by an entirely new Animation Technique using a stand with our Zoomar lens. Limited Animated Minute Spots, \$350 to \$500.

*For further information or story boards on any animation problem contact our Mr. Al Stahl, production manager.*

## **ANIMATED ART PRODUCTIONS**

13 East 37th Street New York, N. Y.

MURRAY HILL 5-7523

## REVIEWS of TELE- SHOWS

By Judy Dupuy

### "A Christmas Carol"

(Two versions: Film and Studio)

**Station:** WNBT-NBC; Dec. 24; 8:30 p.m.  
**Style:** English-made film, Twickenham Productions with Seymour Hicks as Scrooge; presented on Alma Kitchell's *In the Kelvinator Kitchen*.

**Sponsor:** Kelvinator Div., Nash-Kelvinator Co.  
**Agency:** Geyer, Newell & Ganger.

Also on

**Station:** WABD-DuMont; Dec. 25, 5-6 p.m.  
**Style:** Hour-long studio show, starring John Carridine as Scrooge.

**Adaptation:** David P. Lewis.  
**Director-Producer:** David P. Lewis.  
**Settings:** Rudy Lucek.  
**Technical Director:** Frank Bunetta.  
**Sponsor:** Kaiser-Fraser Corp.

Charles Dickens' *A Christmas Carol* is shaped for verbal storytelling. Its spoken phrases give it charm. Listen to Lionel Barrymore's Scrooge, a perennial radio classic. Evidently, the producers whose presentation were seen on television, film and live studio, were overawed by the tradition of the childhood-cherished story for they stuck too closely to original text. Neither version caught the flavor and spirit of the holiday tale while telling the story picture-wise. They were disappointing.

The two shows emphasized the basic differences between motion pictures and television productions—the film seeking atmosphere in long shots; video presenting its story through close-ups. Neither technique obviously is the TV answer.

The film included many scenes of delightful photography, particularly the opening street sequences which attracted and held interest. The studio version's slow, drawn-out opening became tedious, particularly since John Carridine's Scrooge lacked conviction. He was too ready to be kind—never the nasty, selfish, money-grubbing tyrant of Dickens. In the film Hick's Scrooge was forceful, mean and believable.

Tiny Tim, in both versions, as in the Dickens original, was seen too infrequently. He was never spotlighted, even in the Cratchet family scene of the David P. Lewis production which had charm and reality. Most effective bit was the nephew-Scrooge scene. Ray Morgan as the nephew did a job. He was also good as the narrator.

Lewis deserves a hand for his production of a complex program with only two studio

### "TELE-PHOTOGRAPHY"

Sequence Stills of Your Video Show for Advertising, Publicity Purposes

**MORT NASH**

63 Fifth Ave., N. Y. • ORegon 4-2857

cameras at his disposal. The public, however, is not concerned with technical difficulties. They want a show. Television still has the task of presenting a vibrant Dickens' *Christmas Carol*.

#### Production Details

□ The film was more engrossed with street scenes, low key lighting, and "faithful" recording of a "spoken" story than with a film script.

□ In the studio version, 11 sets were used. Working with only two studio cameras, Lewis depended upon performers to "disappear" rather than doing the trick electronically. Consequently the spots were ragged and unconvincing. The mechanics showed through.

□ Also, Scrooge sleeping fully clothed upon the bed was obviously a concession to television production difficulties. It didn't help the plot.

□ Again, in the live version, the note of warning when the door knocker turns into the face of long-dead Morley was lost since the face was shown to narrator's comments and not with Scrooge in the scene. Scrooge came in as the face was disappearing and shrugged his shoulders to the seeming apparition.

□ Lewis' use of recorded choral music, *God Rest Ye Merry Gentlemen*, with a group of live singers was an effective bridge device.

□ About 15 hours of dry rehearsal went into the live production, with less than five hours of camera rehearsal. The cameramen gave Lewis full support.

□ Settings by Rudy Lucek were in keeping with the story mood.

□ The Kaiser-Fraser sponsorship of the DuMont presentation came at the last moment. Commercial credit was given preceding and following the play.

### "Junior Scrapbook"

**Style:** Half-hour children's program for 6 to 16 year olds; home participation.

**Leaders:** Gil Fates and Jini

**Writers:** Gil Fates and Jini

**Drawings and Sketches:** Georg Olden

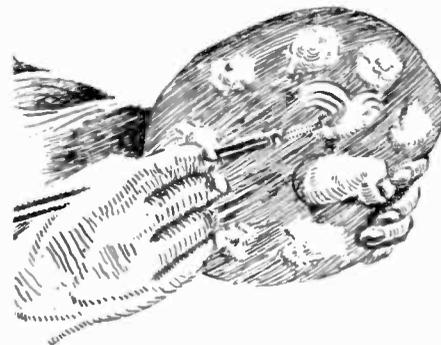
**Station:** WCBS-TV, Sun., 6:30 to 7 p.m.

**Reviewed:** Dec. 15th; 28th, Jan. 5

Of all the children's programs seen on television, *Junior Scrapbook* contains more originality, excitement and possible home participation fun. It is a more developed *Small Fry*, (forerunner of current children's programs). It appeals to the young teen, age 7 to 15, with secret codes for the Jets (junior editors of the television scrapbook), with "storials," with contests and the reliable membership personals.

The half-hour, which utilizes film room facilities only (drawings, pull-throughs and film, the reliable news presentation technique developed by CBS) breathes and moves principally through the glowing, vibrant personality of Jini. Her excitement and enthusiasms convey the impression that the viewer is actually seeing her while watching a pictorial pull-through illustrating Jini's storial—a yarn she starts and which a Jets member finishes.—best ending winning a choice of two prizes

It's a top show which attracts young viewers—and should attract a sponsor.



## BLENDING . . .

the visual arts to make your product as appealing as popcorn at the circus . . . enabling you to sell . . . with a whisper. The ingenuity and proven production facility of

## SPRINGER PICTURES, Inc.

has earned a reputation which assures every client of unequalled consideration.

#### TELEVISION

Gainsborough Associates (N.Y.)  
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Murray Hill 7-6577

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Fisher Building  
TRinity 1-6220

Televiser's  
Circulation  
Grows  
Daily  
By  
Leaps  
and  
Bounds . . .

Write for Information  
Regarding Ad Rates

## S P O N S O R S

(Cont'd from Page 15)

John Wanamaker-New York (dept. store)  
Ward Radio Co. (tele sets)  
Warren Connelly Dist. (Bendix tele set)  
Jack Weiner Assoc. (women's coats)  
Westinghouse Appliance Div. (electric blankets)  
Wheeler Motor Co. (Chrysler-Plymouth)  
White Cloud Appliances (Dishomatic)  
Wilf Bros. (appliances)  
Winston Radio & Tele Corp. (DuMont tele sets)  
Wynn's Co. (appliances)

## TELEVISION BROADCASTERS:

We are the producers and copyright owners of the following feature sound motion pictures. We will consider it an infringement of our rights, and will take steps to protect our rights, if any of these motion pictures are booked from any other sources other than our authorized representative:

### RANGE BUSTERS

Range Busters  
Trail of the Silver Spur  
Fugitive Valley  
Wrangler's Roost  
Tumbledown Ranch in Arizona  
The Kid's Last Ride  
Trailing Double Trouble  
West of Pinto Basin

### REX BELLS

Men of the Plains  
Idaho Kid  
Law and Lead  
Stormy Trails  
Too Much Beef  
West of Nevada

### KEN MAYNARD

Phantom Rancher  
Flaming Lead  
Death Rides the Range  
Lightning Strikes the West  
OTHER MOTION PICTURES  
Songs and Saddles—Gene Austin  
City of Missing Girls  
I'll Sell My Life

Our only authorized booking agent and representative for 16mm or 35mm is J. H. Hoffberg Productions, Inc. 620 Ninth Avenue, New York 18, and we respectfully refer all those who are interested in booking the aforementioned motion pictures to deal with J. H. Hoffberg and no one else.

## MAX ALEXANDER PRODS.

6040 Sunset Boulevard, Hollywood, Cal.

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## Televiser's

## 3rd Annual

# TELEVISION INSTITUTE

& INDUSTRY TRADE SHOW

APRIL 19-20,  
1948

Hotel Commodore  
New York City

Reservations Now Being Accepted for  
Booth Space

## AD AGENCY MEMO

(Cont'd from Page 21)

partment of the agency is consulted. Costs and production schedules, needless to say, are among the most important considerations. The motion picture producer's ability to see, understand, and help solve the unique problems offered by television also go into the decision as to who will be given the job of making the film.

During the formative stage of the commercials, the producer, along with the time-buying and program supervision departments, is active in clearing station time and facilities and getting cost estimates.

Although our show baby is coming to life, it must be acceptable to its sponsor. Again, standard practices and procedures in selecting and presenting an idea to a client rarely follow the same line each time. Usually, however, with all creative factors known, a presentation is prepared or a memorandum is assembled under the guidance of the Plans and Service Departments for the client's consideration. Again, the presentation of the television recommendation varies from agency to agency and from client to client. Anything from a telephone call to a small army of experts descending en masse is used to deliver the proposal. Once the client's approval has been granted, the child's future assured by its guardian, its development and "Hooper" position is largely in the hands of the creative brains of the advertising agency and the sponsor. The Television Department then rolls up its sleeves and goes to work to put the show baby on the air.

## Radio-Television Electronics

Practical and Theoretical Course leads to opportunities in Industry, Broadcasting or own Business. Day and Eve. Sessions. Enroll now for new classes. Qualified Veterans Eligible.

### RADIO-TELEVISION INSTITUTE

480 Lexington Ave., N. Y. 17 (46th St.)  
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## CLASSIFIED ADS

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

### POSITION WANTED

#### Production Assistant:

Two years of studio operation experience with prominent station in all vital phases of video production. Possess excellent studio knowledge to liaison and coordinate production between agencies, sponsors, and stations. Will travel. Box A.W.T. c/o Televiser, 11 W. 42nd Street, N. Y. C.

#### FOR SALE

RCA TELEVISION RECEIVER, 12 inch tube, with radio, shortwave, and attached phonograph (automatic changer). In a modern mahogany console cabinet, this is 1941 model but has all features of latest receivers, PLUS! In excellent condition. Installed now in Times Square area for your inspection. Price \$500. Write Box BB, Televiser.

NEW 16MM. AURICON pro sound camera complete with noise reduction amplifier, mike, cables, \$1,191. Berndt-Maurer turret sound outfit, complete \$4,475. Cine Kodak special, 1" FL. 9 Lens, 200 Foot magazine, Zoomar model A lens, \$2,000. Brush soundmirror magnetic tape recorder \$229.50. Also, film, disc and wire recorders. All 16-35mm. motion picture production and laboratory equipment in stock—write for catalog V5. CAMERA MART, 70 West 45th Street, New York, N. Y.



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select short subjects of unusual  
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• WRITE FOR COMPLETE LIST AND SERVICE DETAILS

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Phone BR 9-4655

# ADVERTISING AGENCIES WITH TV ACCOUNTS

## THE AITKIN-KYNETT CO.

1400 South Penn Square, Philadelphia 2, Pa.  
(Rittenhouse 6-7810)

Radio-Tele Director.....D. Langan

## ALLIED ADVERTISING AGENCIES

167 S. Vermont Ave., Los Angeles 4, Calif.  
(DRexel 7331)

Gen. Mgr. & Television Head.....William Welsh  
Director-Writer.....Stuart Heinmann  
Director-Writer.....Hal Knutson

## ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York 20, N. Y.  
(Columbus 5-4868)

V.P., Charge of Television.....Karl Knipe  
TELE ACCOUNTS: Alexander Smith & Sons

## ANFENGER ADVERTISING AGENCY, INC.

1706 Olive St., St. Louis 3, Mo.  
(CHestnut 6380)

V.P., Dir. of Tele-Radio.....Vernon L. Morelock  
TELE ACCOUNTS: American Packing Co.;  
Katy Railroads. Inactive: Community Chest;  
Red Cross Campaigns.

## ATHERTON & CURRIER, INC.

420 Lexington Ave., New York 17, N. Y.  
(MOhawk 4-8795)

Radio Div., Ch'g. of Tele.....John P. Atherton

## N. W. AYER & SONS, INC.

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

V.P.: Tele, Radio, Film.....H. L. McClinton  
Director of Television.....Donald McClure  
Plans.....G. D. Gudebrod  
Art Director.....Howard Henry  
Writers.....John Esau, Ken Redford

TELE ACCOUNTS: Atlantic Refining Co.;  
American Tobacco Co. Inactive: Encyclo-  
paedia Britannica Films; Plymouth Motor Car  
Co.; Waltham Watch Co.; Goodyear Tire &  
Rubber Co.

## BADGER & BROWNING & HERSEY, INC.

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

Television Head.....Wm. Doty Edouarde

## BATTEN, BARTON, DURSTINE & OSBORNE

383 Madison Ave., New York 17, N. Y.  
(ELdorado 5-5800)

Dept. Supervisor.....Wickliffe W. Crider  
Tele Dept. Head.....William J. Morris  
Producer-Director.....Chester Kulezsa  
Research & Admin.....Thomas A. Wright, Jr.  
Writer.....James S. Campbell  
Talent, Scripts, & Prod. Ass't.....Miriam Goetz

TELE ACCOUNTS: Hamilton Watch Co. IN-  
ACTIVE: Serval, Inc.; North Star Woolen Mills;  
Corning Glass Co.; Reader's Digest; E. I.  
du Pont de Nemours & Co. Inc.; Liberty Mu-  
tual Ins. Co.; Wm. Carter Co.; General Elec-  
tric Co.; Wildroot Co.; Easy Washing Ma-  
chine Co.; Remington Arms; Lever Bros.;  
Waitt & Bond, Inc.; B. F. Goodrich Co.;  
Nehi Bottling Co.

## BENTON & BOWLES, INC.

444 Madison Ave., New York 22, N. Y.  
(Murray Hill 8-1100)

V.P., Charge of Tele-Radio.....Walter Craig  
V.P., Dir. of Radio.....Ted Steele  
Director of Television.....Herb Leder  
Ass't to Dir. of Tele.....Bill Vallee  
TELE ACCOUNTS: General Foods Corp.

Listings of additional ad agencies  
with TV accounts will be made  
from time to time together with  
personnel changes and corrections.

## THE BLOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.  
(Circle 6-9300)

Director of Radio & Tele.....John Hymes  
TELE ACCOUNTS: Bulova Watch Co.

## W. EARL BOTHWELL, INC.

600 Grant St., Pittsburgh 19, Pa.  
(Court 6565)

Dir. of Radio & Tele.....G. Taylor Urquhart

## BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson St., Detroit 14, Mich.  
(VA-2-9700)

Director of Television.....James B. Hill  
Art Director.....Dick Riens  
Writer.....Dick Goodwin  
TELE ACCOUNTS: Goebel Brewing Co.

## BUCHANAN & CO., INC.

1501 Broadway, New York 18, N. Y.  
(MEdallion 3-3380)

Director of Tele & Radio.....Martin Jones  
Writer.....Lester Dember  
Casting.....David McAneny  
Time Buyer.....William Smith  
242 North Canon Dr., Beverly Hills, Calif.  
Mgr. Commercial Div.....R. E. Jacobson  
TELE ACCOUNTS: Allen B. DuMont Labs;  
Texas Co.

## HAROLD CABOT & CO., INC.

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

Director of Television.....Jan Gilbert

## CAMPBELL-EWALD COMPANY-DETROIT

General Motors Bldg., Detroit 2, Mich.  
(TRinity 2-6200)

V.P., Charge of Tele.....Winslow H. Case  
Director-Writers.....R. S. Field, R. J. Mauer  
Art Director.....D. O. Chance  
TELE ACCOUNTS: Chevrolet Motor Div. of  
General Motors Corp., Norge Division of  
Borg-Warner Corp., Detroit Edison Co., Mish-  
awaka Rubber & Woolen Co.

## CAMPBELL-EWALD CO. OF NEW YORK, INC.

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

Director of Television.....Kenneth Young  
Writer.....Seymour Frolick  
TELE ACCOUNTS: United States Rubber Co.

## CAPLES COMPANY

535 Fifth Ave., New York 17, N.Y.  
(LEXington 2-0850)

Nat'l Dir. of Tele & Radio.....David P. Lewis  
Ass't to Dir.....Ruth Anne Keith  
Writers.....Jean Lewis, Bob Wald  
Art Director.....Alvin Schwietzer  
Casting Director.....Nell C. Fay  
TELE ACCOUNTS: Union Pacific Railroad;  
Chicago North Western RR. INACTIVE: Pre-  
views, Inc.

## THE CHERNOW COMPANY

Empire State Bldg., New York 1, N. Y.  
(PENnsylvania 6-3520)

Director of Radio & Tele.....Morton Junger

## DOHERTY, CLIFFORD & SHENFIELD, INC.

350 Fifth Ave., New York 1, N. Y.  
(BRyant 9-0445)

Dir. of Tele & Radio.....Chester MacCracken  
TELE ACCOUNTS: (Inactive) Bristol-Myers  
Co., Reid's Ice Cream.

## DONAHUE & COE, INC.

1270 Sixth Ave., New York 20, N. Y.  
(Columbus 5-4252)

Director of Television.....A. Carl Rigrod  
TELE ACCOUNTS: Lektrolite Corp.

## DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 17, N. Y.  
(PLaza 3-4848)

Television Dept. Head.....Walter Ware  
TELE ACCOUNTS: Muellers Macaroni.

## L. J. DuMAHAUT ADVERTISING AGENCY

827 David Stott Bldg., Detroit 26, Mich.  
(RANdolph 9480)

TELE ACCOUNTS: Grissom Chevrolet.

## ROBERT J. ENDERS, ADVERTISING

1415 K St., N. W., Washington 5, D. C.  
(EXecutive 5834)

Dir. of Television.....John Barnes  
Director.....William Fitzgerald  
Writers.....Raine Bennett, Sheila Ryan  
Art Director.....Don Hague  
TELE ACCOUNTS: Georges Radio Co.

## ERWIN, WASEY & CO., INC.

420 Lexington Ave., New York 17, N. Y.  
(MOhawk 4-8700)

Television Dept. Head.....H. G. Cottington

## WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.  
(CALedonia 5-1900)

Dir. of Tele & Radio.....Thomas D. Luckenbill  
Tele Dept. Head.....Kendall Foster  
TELE ACCOUNTS: (Inactive) Colgate-Palm-  
olive Peet Co.; Tea Bureau, Inc.

## FEDERAL ADVERTISING AGENCY

385 Madison Ave., New York 17, N. Y.  
(MUrray Hill 8-4200)

V.P. Dir. of Tele.....Francis C. Barton, Jr.  
Dir. of Tele Production.....Thomas Hicks  
Writer.....Robert Kuhn  
Time Buyer.....Penelope Simmons  
TELE ACCOUNTS: American Safety Razor  
Corp.

## FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.  
(WICKersham 2-6600)

V.P. Charge of Television.....Ralph Austrian  
Dir. of Television.....Roger Pryor  
601 Fifth St., Los Angeles 13, Calif.  
(MICHigan 7651)

Television Mgr. L.A. Office.....Arnold Maguire  
TELE ACCOUNTS: American Tobacco Co.,  
Union Oil Co., RKO-Radio Pictures. Inactive:  
Safeway Stores.

**ALBERT FRANK-GUENTHER LAW, INC.**  
131 Cedar St., New York, N. Y.  
(COrtland 7-5060)

*Dir. of Tele & Radio*.....John V. McAdams  
TELE ACCOUNTS: (Inactive) Merrill Lynch,  
Pierce, Fenner & Beane.

**AD FRIED ADVERTISING AGENCY**

208-209 Easton Bldg., Oakland 12, Calif.  
(Higate 4-6580)

*President, Charge of Tele*.....Ad Fried

**FURMAN, FEINER & CO., INC.**

117 West 46th St., New York 19, N. Y.  
(BRyant 9-2927)

*President, Chg. of Tele*.....Norman Furman  
*Radio & Tele Producer*.....John O'Rourke  
TELE ACCOUNTS: Transvision.

**GARDNER ADVERTISING COMPANY**

915 Olive St., St. Louis 1, Mo.  
(GARfield 2915)

*V.P., Chg. Tele-Radio (St. Louis)*  
C. E. Claggen

*Branch Office*

9 Rockefeller Plaza, New York 20, N. Y.  
(Columbus 5-2000)

*V.P., Chg. of Radio-Tele*.....Roland Martini  
TELE ACCOUNTS: Hyde Park Brewing Co.;  
Union Electric Co.

**GEYER, NEWELL & GANGER, INC.**

745 Fifth Ave., New York 22, N. Y.  
(Wickersham 2-5400)

*V.P., Charge of Tele-Radio*.....Donald Shaw  
*Dir. of Television*.....Fred A. Long  
TELE ACCOUNTS: Knox The Hatter; Nash  
Kelvinator Corp.

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(LONgacre 5-2616)

*Exec. V.P., Dir. of Tele*.....Arthur A. Kron

**GREY ADVERTISING AGENCY, INC.**

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

*Dir. of Tele & Radio*.....Richard Marvin  
*Time Buyer*.....Harriett M. BeLille  
TELE ACCOUNTS: B.V.D. Corp.; Hat Re-  
search Foundation; Gruen Watch Co.; Lam-  
bert Bros. Jewelry Co. *Inactive*: Tussy.

**H. B. HUMPHREY CO.**

1235 Statler Bldg., Boston 16, Mass.  
(Liberty 4714)

*Dir. of Tele*.....Walton Butterfield  
*Branch Office*

599 Madison Ave., New York 22, N. Y.  
(ELdorado 5-1270)

**KAL, EHRlich AND MARRICK, INC.**

314 Star Building, Washington 4, D. C.  
(Executive 3700)

*V.P., Chg. of Tele & Radio*.....Alvin Q. Ehrlich  
*Tele & Radio Copy Chief*.....Jean E. Palmer  
*Writers*.....David P. Thomas, Toni Pearson  
Marjorie G. Guggenheim

*Art Director*.....Bernard Linkens  
TELE ACCOUNTS: Good Housekeeping Stores;  
Arcade Pontiac, Sun Radio Stores, Columbia  
Wholesalers, Inc.

**KAPLAN & BRUCK**

250 West 57 St., New York 19, N. Y.  
(Columbus 5-3190)

*V.P., Charge of Tele*.....Marvin Ira Rudwick  
*Tele Dept. Head*.....Seymour Robbins  
*Writer*.....Sidney Engel

TELE ACCOUNTS: (Inactive) Schutter Candy  
Div. of Universal Match Corp.

**JOSEPH KATZ CO.**

8 South St., Baltimore 2, Maryland  
(Lexington 1500)

*Director of Tele & Radio*.....Robert G. Swan  
*Ass't Director*.....Margaret Currens  
*Copy Chief*.....H. E. Hudgins  
*Writer*.....Alvan Sommerfield  
*Art Director*.....George Adams  
*Tele Production Ass't*.....R. E. Birkmaier  
TELE ACCOUNTS: American Oil Co., Mary-  
land Pharmaceutical Co.

**HENRY J. KAUFMAN & ASSOCIATES**

Homer Bldg., Washington 5, D. C.  
(District 7400)

*V.P., Dir. of Radio-Tele*.....Jeffrey A. Abel  
*Dir. of Tele*.....Robert Maurer  
TELE ACCOUNTS: Lacy's Dept. Store; Swope  
Jewelry Co.; Tom's Auto Service; Pepsi Cola.

**KENYON & ECKHARDT, INC.**

247 Park Ave., New York 17, N. Y.  
(PLaza 3-0700)

*Director of Television*.....Frank Palmer  
TELE ACCOUNTS: 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

# AD AGENCY

**AL PAUL LEFTON COMPANY, INC.**

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

*Branch Office*

521 Fifth Ave., New York 17, N. Y.  
(VAnderson 6-4340)

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

**LENNEN & MITCHELL, INC.**

17 East 45 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 49 St., New York 17, N. Y.  
(ELdorado 5-3545)

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

**MALCOM-HOWARD ADVERTISING  
AGENCY**

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

*Director of Tele*.....Arthur M. Holland  
*Writer*.....Ruth Hudson

*Director*.....Allan Sweetow  
TELE ACCOUNTS: Keeley Brewing Co.; Kass  
Clothiers; Dad's Root Beer.

**MARSCHALK AND PRATT CO.**

535 Fifth Ave., New York 17, N. Y.  
(VAnderson 6-2033)

*Tele 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)

*Director of Motion Pictures-Tele*  
William H. Vilas

*Ass't to Director*.....Ann Moore

**MAXON INC.**

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

*Tele 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 Tele-Radio*.....James McCormick  
TELE ACCOUNTS: Sears Roebuck & Co.

**McCANN-ERICKSON, INC.**

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

*Director of Tele*.....Lee Cooley  
*Assistant to Dir*.....John Franck

*Producer-Director*.....Tom Hutchinson  
*Art Director*.....Bill Duffy

*Stylist*.....Ollie Tucker  
*Fashion Coordinator*.....Lucille Hudiburg

*Writer*.....Elizabeth Evans  
TELE ACCOUNTS: Swift & Co.; Westing-  
house Electric Corp.; Gruen Watch.

**EMIL MOGUL COMPANY, INC.**

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

*Director of Tele-Radio*.....Louis M. Heyward

THE TELEVISER

# DIRECTORY

## NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.  
(Circle 7-4230)  
V.P., Charge of Tele-Radio

William Pierce Brown

## RAYMOND E. NELSON, INC.

341 Madison Ave., New York 17, N. Y.  
(Murray Hill 5-1762)  
Television Dept. 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 COMPANY

35 E. Wacker Drive, Chicago, Ill.  
(State 3381)  
V.P., Charge of Television.....I. J. Wagner  
Director of Television.....George Rich  
Art Director.....Harold Adler  
Assistants to Dir.....Joan Lee, Ann Grimes  
TELE ACCOUNTS: Atlas Brewing Co.; Edel-  
weiss Beer.

## 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 Ave., New York 17, N. Y.  
(PLaza 3-0900)  
Dir. of Radio & Tele.....Arthur Sinsheimer

## PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.  
(PLaza 5-1500)  
V.P., Charge of Radio-Tele.....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  
Copy Chief.....Charles W. Tennant, Jr.  
Writer.....Kay Robinson  
Art Director.....W. E. Sproat  
TELE ACCOUNTS: Commonwealth Edison Co.

## PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., 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)  
Director of Television.....Albert A. Fiore

## THE L. W. RANSEY ADVERTISING AGENCY

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

## RAYMOND ADVERTISING AGENCY

11 Commerce St., Newark 2, N. J.  
(MArket 2-6811)  
Television Dept. Head.....Milton C. Tauder  
Art Director.....William Wilbur  
TELE ACCOUNTS: Teldisco, Inc.

## ARTHUR ROSENBERG, INC.

570 Seventh Ave., New York 18, N. Y.  
(Chickering 4-4420)  
Director of Tele & Radio.....Arthur Rosenberg  
TELE ACCOUNTS: Longine-Wittnauer Watch  
Co.

## RUTHRAUFF & RYAN, INC. (of Chicago)

405 Lexington Ave., New York 17, N. Y.  
(Murray Hill 6-6400)  
Branch Office  
360 N. Michigan Ave., 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.

## SCHECK ADVERTISING AGENCY, INC.

9 Clington St., Newark 2, N. J.  
V.P., Charge of Television.....E. Grant Scheck  
TELE ACCOUNTS: Fisher Baking Co.

## SCHWIMMER & SCOTT, INC.

75 E. Wacker Dr., Chicago 1, Ill.  
(DEArbourn 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.

## SIMONS-MICHELSON CO.

Lafayette Bldg., Detroit 26, Mich.  
(CH 3000)  
Television Dept. Head.....Glenn Kyker  
TELE ACCOUNTS: General Electric Supply  
Corp.; Grinnell Bros.; Suffrins's.

## SHOW PRODUCTION, INC.

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

## STRAUCHEN & McKIM

6 East 4th St., Cincinnati 2, Ohio  
(Main 1618)  
Tele Dept. Head.....John Maupin

## 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 Dept. Head.....Howard Reilly  
Writers.....Ed Rice, Phyllis Merrill  
Producers.....Stanley Quinn, Harry Hermann,  
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. In-  
active: Standard Brands, Inc.; Lamont Corliss  
Co.; Textron, Inc.; American Assoc. of Playing  
Card Manufacturers; American Home Prod-  
ucts; National Peanut Council; Pan American  
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## WILLIAM WARREN AGENCY

122 East 42nd St., New York 17, N. Y.  
(LExington 2-1795)  
Television Dept. Head.....Stevens P. Jackson  
Writer.....J. C. Silverman  
Comm. Copywriter.....William Warren Solow  
TELE ACCOUNTS: Bonded Auto Sales. In-  
active: Alexander's Dept. Stores.

## WOLFE-JICKLING-DOW & CONKEY, INC.

76 West Adams Ave., Detroit 26, Mich.  
(CADillac 1865)  
Dir. of Television & Radio.....J. A. Christensen  
Ass't to Director.....Cyrilla Anderson  
TELE ACCOUNTS: The J. L. Hudson Co.

## YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.  
(Murray Hill 3-8400)  
V.P., Charge of Television-Radio.....Pat Weaver  
Television Dept. Head.....William E. Forbes  
Directors.....S. Wesley McKee, David Levy,  
Will Thomson, Hildegard Reigl  
TELE ACCOUNTS: General Foods; Pepsi Cola  
Co.; Cluett-Peabody (Sanforized Div.)

## Case of the Removed Antenna . . .

TELEVISION'S ever-present antenna problem received judicial attention recently when a landlord was hailed into a Manhattan court for removing a tenant's antenna eight months after the tenant received permission to erect a dipole. Charged with malicious mischief, the landlord was held for the Court of Special Sessions to answer for his deed.

Although the examining magistrate found the evidence overwhelmingly against the landlord, the case has not yet been concluded. It is therefore premature to assay what protection a television set owner has against the acts of a whimsical landlord.

In the case before the courts, the tenant failed to sign a new lease, "voluntarily" granting the building owners a 15% increase. Ten other tenants suffered the landlord's retributive action.

Regardless of the final outcome, the decision will not affect new receiver purchasers. If a landlord refuses permission to erect a dipole, there is no law to compel him to do so. Under present laws he has the right to give permission to one and refuse permission to another; he has a right to ban television antennas entirely, if he so desires.

This recent case points up the need for a solution to the antenna problem once and for all. TBA made a start with its antenna committee, which did some valuable work in preparing a legal document termed the "interim agreement." This offers a temporary solution if the landlord is willing to sign the agreement.

The recent case points up the need for "freedom from antenna jitters." It can only come if the television industry stops burying its head in sand and does something, namely:

1. *Develop a low-cost master-antenna system.* (In the case before the courts, it was estimated that to furnish video outlets to the building's 235 apartments would cost \$18,000!)

2. *A scheme of antenna rental facilities.* (A Philadelphia firm recently announced a master antenna system which costs nothing to a building: television set owners pay \$10 for their initial installation and \$10 per year rental. Sounds interesting. If practical, every effort should be made by the industry to get the system installed in every apartment build-

ing in the country!)

3. *Development of a scheme whereby one's telephone lines might be used as lead-ins.* (Not to be confused with Zenith's "phone-vision.")

On the other hand, there is much evidence that a roof antenna is not essential in many cases. Yet the popular impression is that an outdoor antenna is always essential. Most of the 11 other tenants whose antennas were removed found indoor antennas very satisfactory—and in some cases, better! Tenants living in enclosed court areas were the only ones who couldn't use indoor antennas.

Where roof antennas are desirable and a landlord refuses permission, it should be pointed out to him that: (1) There's no law against antennas on a roof; (2) liability insurance rates have not increased; (3) antennas do not draw lightning, but on the contrary, act as lightning arrestors; (4) a television antenna on a roof is a symbol of progress!

## Commentators and Press Associations Cover TV

IS television the answer to the current crop of unemployed war commentators who lost their radio jobs in the swirl of "peace"? Latest of the growing list of top-flight reporters taking to television is NBC's Richard Harkness with a weekly *Story of the Week* out of Washington. Seeing and observing his public-figure guests [Rep. Charles Halleck (R., Ind.), Sir John Boyd Orr of the Food and Agriculture Org.] give a new dimension to home broadcast listening which may boom the popularity of television news-feature reporting.

Jumping on this same bandwagon, as a matter of economic survival, are the press services. Within the past six months, AP, UP, INS and the picture bureaus have set up working departments which are servicing stations with newsreels as well as world-wide news reports and still-photo coverage.

Here, too, newsreels of events on the air the same day of occurrence, getting the story to the public while it is hot news, are building a box-office for television.

The press associations with their extended bureaus are in a position to convert to film reporting and to establish their newsreel services. It is the film newsreel people who have to look to their financial laurels and get on the bandwagon quickly if they are to survive.

## Advance Registration—(Cont'd from Page 7)

20th Century-Fox Films, 444 West 56 St., New York, N. Y.  
Peter G. Levathes, Director of Short Subjects; Irving B. Kahn, Director of Radio

United World Films, Inc., 445 Park Ave., New York, N. Y.  
William F. Kruse, Vice-President, Pub. Rel.

Unitel, Inc., 1730 N. Las Palmas, Hollywood 28, Calif.  
Stanley Simmons, Pres., Prod. Supervisor & Director; Ezra S. Dabah, Producer

WOR, 1440 Broadway, New York, N. Y.  
Norman S. Livingston, Dir. Commercial Progrm. Operations;  
Donald C. Hamilton, Ass't Pgrm. Director

Walters Electric, 740 Third Ave., New York 17, N. Y.  
W. H. Walters, Owner

West Coast Sound Studios, 510 W. 57 St., New York 19,  
A. W. Manchee, President; G. W. Goman, Vice-President; Martin Henry, Vice-President

## Last Minute Reservations . . .

Communications Eng. Co., 318 Evans Bldg., Wash. 5, D. C.  
Melvin Cohen, Pres.; Robert L. Carnine, Vice-Pres.

J. M. Mathes Inc., 122 East 42 St., New York 17, N. Y.  
William H. Vilas, Director, Motion Pictures & Tele  
Prestige Pictures, 445 Park Ave., New York, N. Y.

L. A. Rudrain, Director of Advertising  
Tele. Adv. Productions, 360 N. Michigan Ave., Chicago 1  
Donovan Faust, Vice-President

## UNAFFILIATED

Boris Conus, 56 E. 89 St., New York, N. Y.  
Pearl Lemert, 5035 N. 10th St., Phila. 41, Pa.  
Dr. John Reich, 150 E. 39 St., New York 16, N. Y.  
James R. Thomson, 128 East 62 St., New York 21, N. Y.

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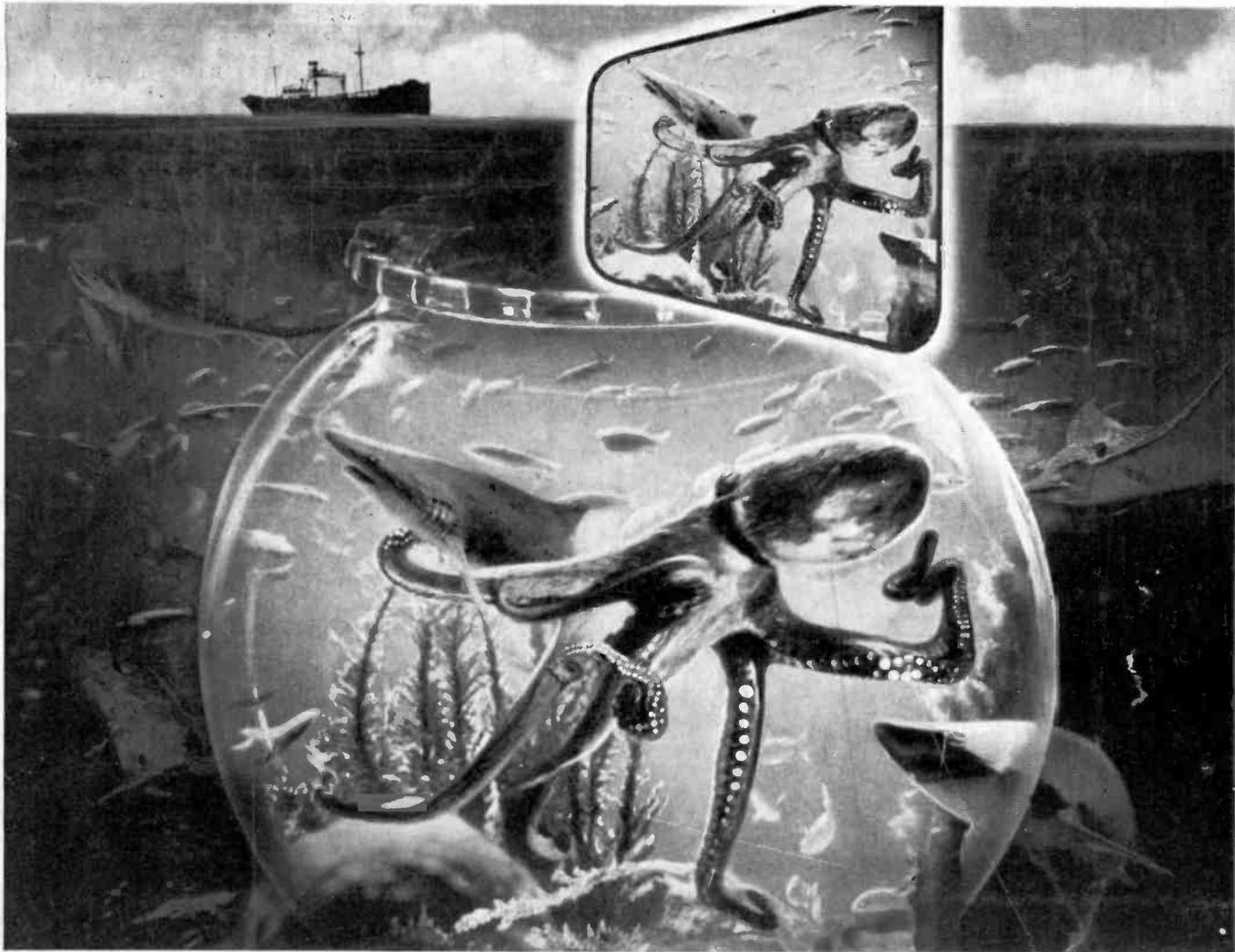
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