

JANUARY 15, 1949

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Televiser

JOURNAL OF TELEVISION

for producers

"packages" and tv commercial spots

Fortunately we are part of an industry that is dramatically quickening the pulse of America . . . Television!

Today, we announce our policy.

Having built up the finest facilities for TV film production in New York City . . . we now offer them to the men who want television to fulfill its bright promises at the earliest practicable moment.

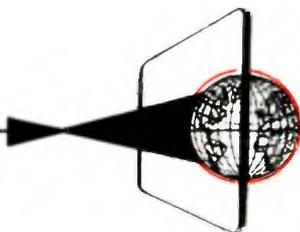
Our facilities include:

- *Three studios in the Grand Central Palace equipped with the most advanced sound equipment and offering the foremost camera techniques!*
- *Production both on 35 mm. and 16mm. color and black-and-white film.*
 - *Top 35 mm. magnetic film recording.*
 - *Complete and up-to-date music library.*
 - *Sound trucks for location shots.*
- *Special-type screen designed for creating new, spectacular effects.*

We feel that a rigid policy of working exclusively through producers in the creation of "packages" and TV spots . . . other commercial films . . . industrials and documentaries . . . will best serve Television.

Phone or write us for a technical consultation.

tvf



television features, inc.

motion picture producers

480 Lexington Avenue, New York 17, N. Y.

Telephone Plaza 5-5714 • Plaza 5-5585

A DIVISION OF LARRY GORDON STUDIOS

With more and still more telecasters it's Du Mont
TV camera equipment because of outstanding

DEPENDABILITY



DU MONT Type TA-124-B

Image Orthicon Chains

◆ Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pickups, alike.

But of even greater significance is the growing use of Du Mont cameras and auxiliary equipment by TV stations originally using other makes of equipment; by intra-store television demonstrations; by wired television installations; by movie producers experimenting with television production possibilities; by TV training schools; by government

agencies both here and abroad.

The Du Mont advantages are many: Split-second action through quick set-

up; finger-tip controls; superlative image pickup with precise electronic viewfinder checkup; accessibility for time-saving inspection and immediate maintenance; handy matched units, jiffy-connected, for all required power, synchronizing, amplifying and monitoring functions, plus the latest camera effects.

But the outstanding characteristic of this popular Du Mont Type TA-124-B Image Orthicon Chain is **DEPENDABILITY**. That, in the final analysis, is the all-important consideration. For "The show must go on," regardless.

$$SD+QW = \frac{D}{FWFT}$$

(Simple Translation)

**SUPERIOR DESIGN plus
QUALITY WORKMANSHIP equals
DU MONT**

First With the Finest in Television

◆ Consult us on your TV plans and requirements. Literature on request.

© ALLEN B. DU MONT LABORATORIES, INC.

DU MONT

First with the Finest in Television

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



Televiser



Dec. 15, 1948
to
Jan. 15, 1949

1780 Broadway, N. Y. 19. PL 7-3721

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NOTICE TO READERS

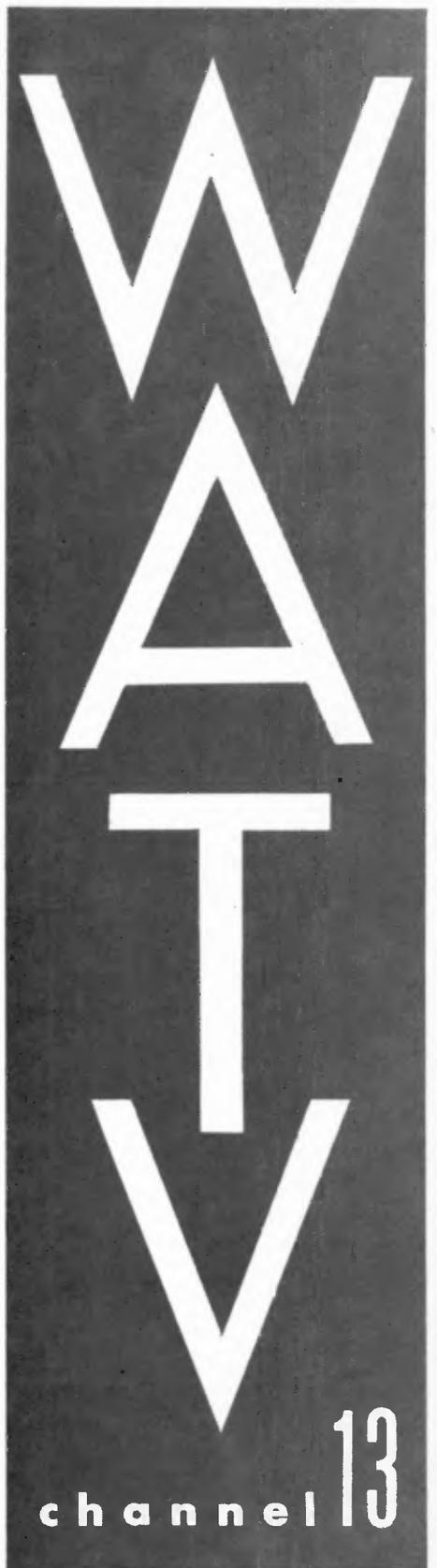
Because of the space required for the 1949 Planning Guide in this issue, many regular features and departments have been omitted. They will continue in February as regular presentations. These include: Programming and Production Features and News, Program Summaries, Production Notes, Operation and Management Features and News, Station Notes, Television At A Glance, and Television Scannings. In addition, several articles of universal interest including the second part of "Unauthorized Uses of Television Broadcasts," by David M. Solinger, are held for the next issue.

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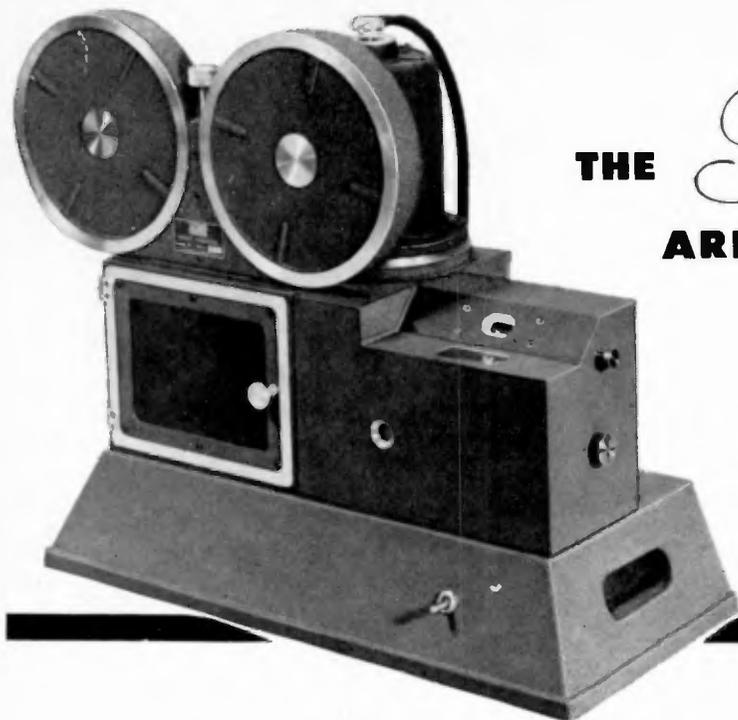
and territories, and Pan-American Countries; \$3.50 in Canada; \$4.00 elsewhere, payable in U. S. Currency). Advertising Rates Upon Request. Published monthly by Television Publications, 1780 Broadway, New York 19,

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THE ENTERTAINMENT-STATION

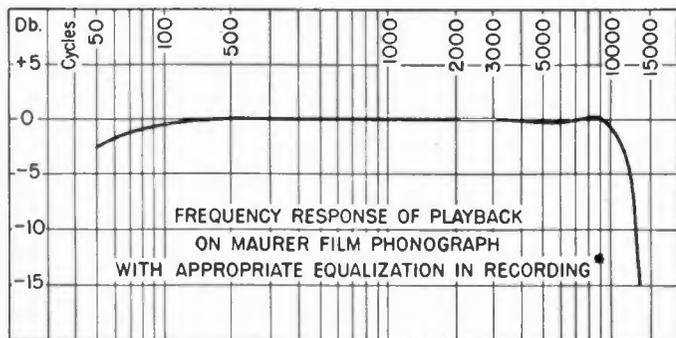
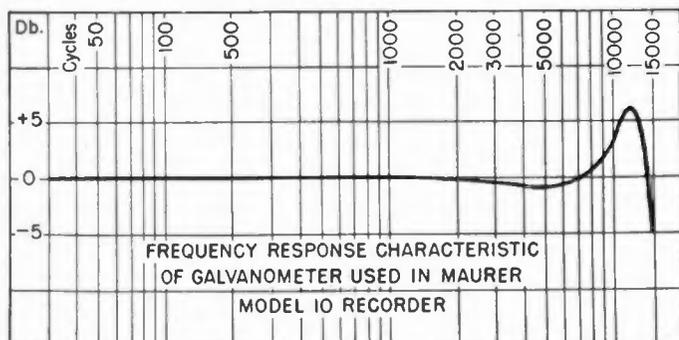


TELEVISION CENTER-NEWARK



THE *Future*
ARRIVES DAILY

**... and finds Maurer
16-mm equipment ready
to meet its demands**



*For those who may have been educated to believe that such a result is not possible with 16-mm film, we shall be glad to demonstrate that it is not only possible, but practical commercially now.

Since 16-mm sound projectors to date have been designed to reproduce only to about 6,000 cycles per second, ordinary sound-on-film recorders have been built to record only that range. But not so with the Maurer!

Anticipating a definite demand for a finer quality of recording including the higher frequencies, the Maurer Recording Optical System was designed to produce an extremely fine line image that makes possible the recording of frequencies well beyond 10,000 cycles, with very low distortion. The galvanometer of the postwar Maurer Model 10 System is tuned to 12,000 cycles. This is the model that has been sold to the trade for two years.

Now television has arrived—and it has brought a demand for high fidelity 16-mm recording. Only Maurer was ready with the equipment to meet this need, proving again the value of the Maurer policy of building, not merely for the present, but for the future.

16mm
maurer

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, N. Y.

Professional Motion Picture Cameras and
Recording Equipment for the Production of
Industrial, Educational and Training Films

THIS MONTH'S BOX-SCORE

(As of January 5, 1949)

Stations-on-Air	51
Cities with TV Service.....	29
Construction Permits.....	73
Applications	310

THIS MONTH—

In this issue the TELEVISER offers its 1949 Planning Guide as an aid to operating stations, advertising agencies, CP's, sponsors, film companies and other televisers in formulating their plans for the coming year.

Because of space requirements, certain directories including Special Film Services, Live Talent Package Groups, and Film Package Groups, will be carried in the next issue.

On page nine is the first in a series of Case Histories which demonstrate the success of television advertising. There has been a tendency to ignore all of the United States west of the Hudson River when discussing commercial television. This is the story of a Milwaukee department store, Schuster's, which has clearly demonstrated its intelligent approach to our industry and shown a wise appreciation of the dual requirement of its activities—selling television and using television to sell.

In the Sponsor and Agencies department are two new features, Sponsors on Key Television Stations, and Sustaining Programs Available to Sponsors. These will continue as regular features and will be expanded as more information becomes available.

NEXT MONTH—

In the February issue will be presented the rate and discount information of all operating stations and networks. In addition, all regular departments will be resumed. Among special features of general interest will be a report on kinescope recording.

JANUARY, 1949

BMI . . .

First in Television Music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog—*widely diversified from classic to be-bops*—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

For Appropriate Television Music

BRIDGES — MOODS — INTERLUDES

BMI has compiled a classified and cross-indexed reference book especially designed for Television programming. The first installment is ready now. Write to BMI for your copy and for future monthly releases.

BROADCAST MUSIC, INC.

580 Fifth Avenue

New York 19, N. Y.

Baltimore Television means WMAR-TV

AS MARYLAND'S pioneer television station, WMAR-TV consistently covers an area from Washington to Wilmington, (Del.), and from Pennsylvania to the Potomac.

The peerless propagation of Channel Two carries programs from TWO major networks, via the television station of the *Sunpapers* of Baltimore to televiewers in the Chesapeake basin area. WMAR-TV's own coverage of political campaigns, sports and special events—civic, patriotic, and cultural—is unequalled in this rich, productive area.

Represented by

THE KATZ AGENCY
INCORPORATED

ATLANTA • CHICAGO • DALLAS
DETROIT • KANSAS CITY • LOS ANGELES
NEW YORK • SAN FRANCISCO

RECEIVERS

receiver distribution

(as of January 1, 1949)

AREA	Installed	— Distribution of Tele Receivers —	
		Homes	Public Pls.
Albuquerque	250	150	100
Atlanta	4,400	3,600	800
Baltimore	35,649	33,149	2,500
Boston	34,000	30,350	3,650
Buffalo	9,900	8,300	1,600
Chicago	55,000	48,400	6,600
Cincinnati	12,500	10,120	2,380
Cleveland-Akron	20,600	17,800	2,800
Dallas	4,600	4,450	150
Detroit	35,000	33,000	2,000
Fort Worth	2,000	1,600	400
Houston	2,000	1,750	250
Los Angeles	72,000	67,680	4,320
Louisville	3,050	2,320	730
Memphis	2,200	2,140	60
Milwaukee	14,187	12,741	1,446
Minneapolis-St. Paul	9,200	7,400	1,800
New Haven-Bridgeport Area	17,200	15,800	1,400
New Orleans	2,685	2,430	255
New York	410,000	394,500	15,500
Philadelphia	100,000	97,000	3,000
Providence	4,900	3,850	1,050
Richmond	5,697	5,347	350
Salt Lake City	2,000	1,750	250
San Francisco	1,600	1,400	200
Schcdy-Albany-Troy	13,800	12,500	1,300
Seattle	2,000	1,700	300
St. Louis	15,500	13,700	1,800
Syracuse	600	500	100
Toledo	5,100	4,850	250
Washington	30,500	29,300	1,200
Total Installed	928,118	869,577	58,541

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946.

OF THE TELEVISER, published monthly at New York 19, New York for Oct. 1, 1948.
State of New York
County of New York, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Arthur Brodshatzer, who, having been duly sworn according to law, deposes and says that he is business manager of THE TELEVISER and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semiweekly or triweekly newspaper, by the act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher: Irwin A. Shane, 1780 Broadway, New York 19, N. Y.; Editor: Irwin A. Shane, 1780 Broadway, New York 19, N. Y.; Business Manager: Arthur Brodshatzer, 1780 Broadway, New York 19, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation,

the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Irwin A. Shane.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) Arthur Brodshatzer.

Sworn to and subscribed before me this 19th day of October, 1948.

Benjamin W. Orlander, Notary Public
(My commission expires March 30, 1949)

TELEVISER MONTHLY

Century throws light on television . . .

Here are a few of Century's lighting instruments and accessories... designed to answer many lighting problems. These are light in weight, contemporary in design, efficient in output, skillfully manufactured, reasonably priced.

Basic lighting instruments are designed to give even illumination to set and acting area. They are usually installed overhead, although some studios have found it advantageous to locate them on either side of the set. Units listed have fluorescent or incandescent light sources especially designed for this purpose.



Cat. #TV 1156
6 lt. Slimline Flood Yoke. \$150. Double swivel pipe clamp and pigtail Ballasts and Box extra \$48



Cat. #TV 1305
Alzak specular finish scoop flood with universal yoke; asbestos lead-grooved front for filter; covered for 1000-2500 W. PS lamp \$40.50

Accent spotlights are made in sizes ranging from 3" lens 100 watts to 14" lens 5000 watts. They are employed to obtain a highlighted acting area. Usually located overhead as well as on either side of set.

Exaggerated shadow effects are attained by locating units at floor level, focusing them upwards.

Hard face lines created by overhead lighting can be erased by employment of 100 watt spot focused head-on on actor's face.

Backlighting spotlights are mounted overhead, favoring back-part of the depth of stage and focused on hair and shoulders. A better effect of the third dimension is thus accomplished.

Both accent and backlighting require subtle and knowing manipulation in focusing.



Cat. #TV 508
100-150 watt 3" Fresnelite. Yoke; base; asbestos lead. \$15



Cat. #TV 500
500-750 watt—6" Fresnelite. Yoke; base; asbestos lead color frame. \$26.50

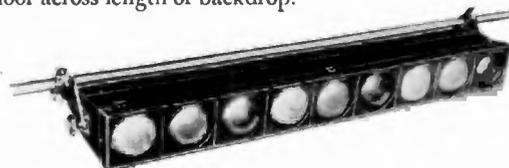


Cat. #TV 506
1000-1500 watt 8" Fresnelite. Yoke; base; asbestos lead color frame. \$54



Cat. #TV 510
2000 watt 10" Fresnelite. Yoke; base; asbestos lead color frame. \$75

Scenery and Background Units are used to light painted flats. When these scenic pieces are opaqued, it is customary to install the light units overhead and ahead of it, properly angled to give an even illumination. If a special effect is intended on translucent scenery, it becomes necessary to mount lighting units behind the translucency. When horizon effect is desirable, units are placed on the floor across length of backdrop.

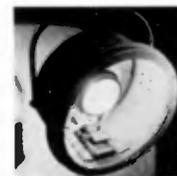


Cat. #TV 391—6' 12 lt. 3 cct. Strip with individual 55° spread lenses. Trunion 2 pc. base for plane mounting or pipe grip. \$87

Motivating Lights are units designed to create special effect, like sun and moon. The instruments are mounted overhead and angled to stimulate rising, high noon, setting sun or moonlight. They are focused through a window.



Cat. #TV 1515
10" Projector for 500 W. G30 lamp. Screw Feed Focus. Clamp clutch yoke for universal mounting. Color frame asbestos lead. \$48.50



Cat. #TV 1510
16" Projector for 1000-1500 G40 lamp. Screw Feed Focus. Yoke; color frame asbestos lead. \$75

Follow Spot. Century has employed its incandescent follow spot with great success. The old-fashioned carbon lamp has been superseded by the new 3000 watt Lekolite. This highly efficient instrument includes built-in externally operated iris for circular shaping of the beam; horizontal and vertical blades with rotating carrier for added oblique shaping. Operates on either A.C. or D.C. and is easy to operate.



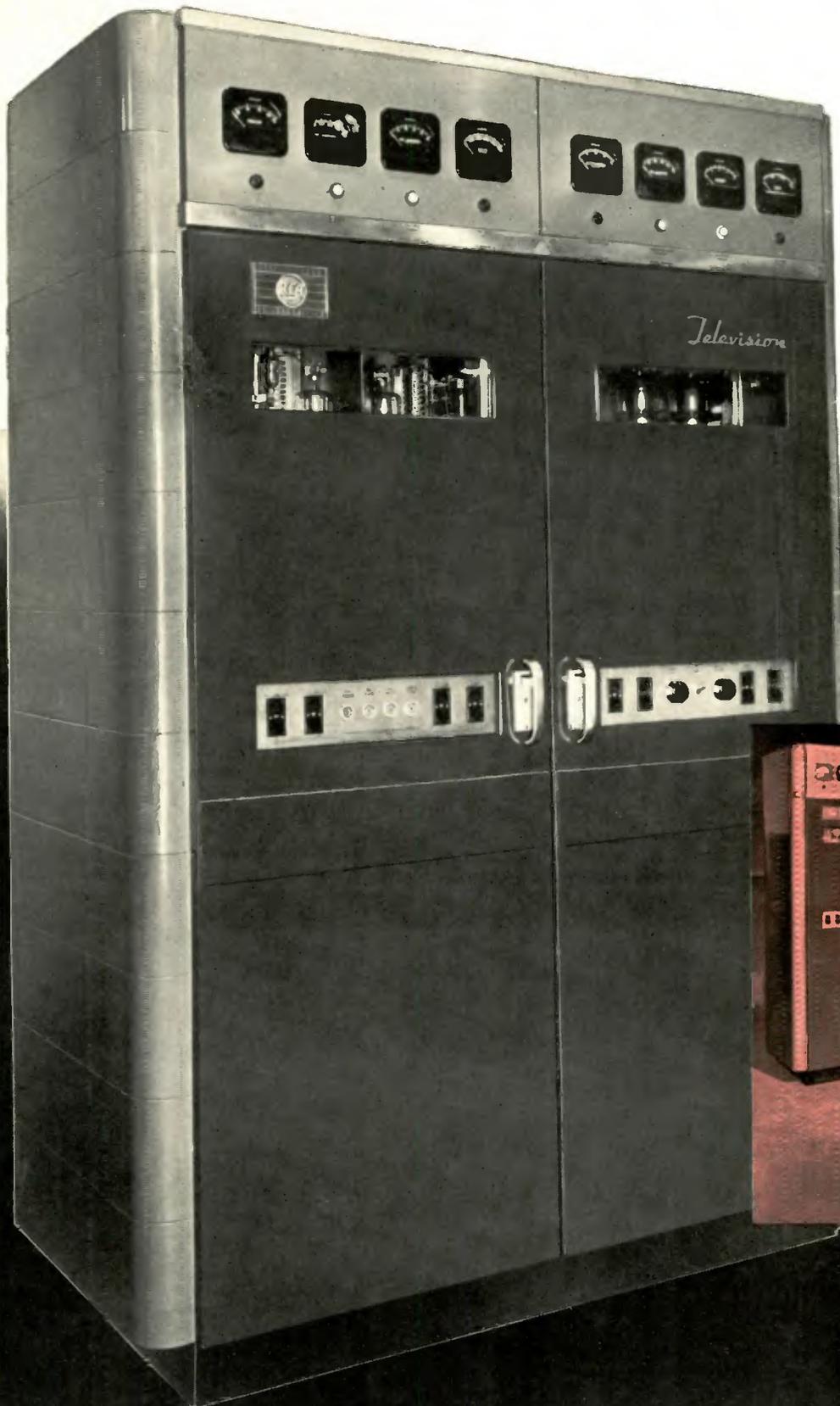
Cat. #TV 1540—3000 watt Lekolite. 12" dia. lens. Internal yoke. Castond stand. External iris. Horizontal and Vertical shutters for beam adjustment self contained blower. Follow handle and switch. \$450

Our Rental Department enables the Technical Director to experiment with equipment for a minimum weekly period at exceptionally low cost. In this way he can then commit himself to large purchases with greater certainty. (Fluorescent equipment is not included in Rental Department.)

CENTURY LIGHTING, INC.

419 West 55th Street, New York 19 • 626 N. Robertson Blvd., Los Angeles 46

RCA Announces



RCA's completely self-contained 500-watt TV transmitter is designed for locations where low power can provide adequate signal strength and sufficient coverage. In favorable locations it is capable of producing sound-and-picture quality that is comparable in every respect to the output of higher-powered transmitters.



RCA's 500-watt TV transmitter is as easy to operate and tune as a standard broadcast transmitter. Controls for each unit are all within handy reach.

The attractively styled control console (in foreground) is included with the transmitter. It contains all picture-and-sound gain controls, and complete monitoring facilities for picture and sound signals.

this revolutionary new 500-watt TV transmitter

for community service and big-station stand-by

- Type TT-500A for channels 2 to 6 (54-88 Mc)
- Type TT-500B for channels 7 to 13 (174-216 Mc)

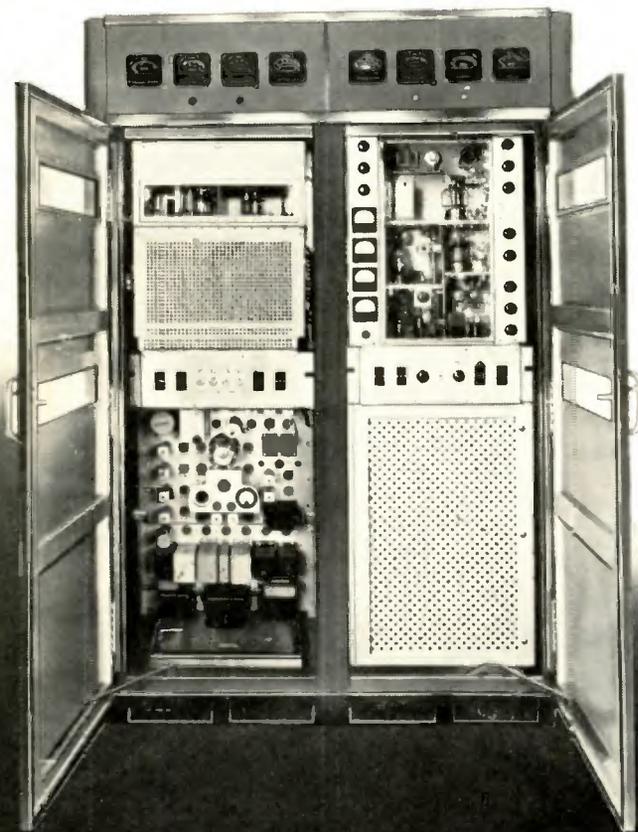
THIS LOW-POWERED television transmitter is designed to serve suburban communities—where terrain is relatively flat and where there are no large buildings to “shadow” the area. Operated in conjunction with an RCA high-gain Super Turnstile antenna, it is capable of radiating over 2 kilowatts of picture power and up to 1 kilowatt of sound power. The transmitter is a “natural” for stand-by work in the metropolitan station where maximum program continuity is required.

As simple to operate and tune as a standard broadcast transmitter, this transmitter uses high-level grid modulation and is capable of delivering the same high-definition picture quality and high-fidelity sound that has made RCA 5-kw TV transmitters famous. A vestigial sideband filter . . . pre-tuned at the factory . . . clips off a portion of the lower sideband and insures against interfering with other TV stations operating on adjacent channels. This feature eliminates the need for complicated stage-by-stage “tuning in” of the sideband and enables the operator to meter-tune each r-f stage as a straight class C amplifier.

RCA's 500-watt television transmitter is furnished in two types—both available for prompt delivery. Type TT-500A is designed for channels 2 to 6. Type TT-500B is designed for channels 7 to 13. Each transmitter is housed in two identical cabinets that can be mounted individually . . . or be readily bolted together as a single, compact unit. *Maximum over-all size of each cabinet of the transmitter is only 31 inches wide, 84 inches high, and 31 1/2 inches deep!*

Get in touch with your RCA Television Specialist for the complete facts. And by all means ask for your copy of the new brochure. Dept. 89L. RCA Engineering Products, Camden, N. J.

The One Equipment Source for Everything in **TV**—is RCA



Front view (doors open). Left cabinet houses the r-f driver, FM power amplifier, power supplies, and RCA's famous Direct-FM exciter. Right cabinet houses the TV r-f stages, the 3-stage video amplifier chain—with its sync expander and clamp circuit—and modulator. No neutralizing of r-f stages required. Standard, low-cost air-cooled tubes are used throughout.



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

In Canada: RCA VICTOR Company Limited, Montreal

Look to DUPONT . . .
for the newest and best in
FILMS FOR TELEVISION

Long a leader in the motion picture film field,
Du Pont research is constantly developing new
film products . . . already offers these for TV:

NEGATIVE TAKING STOCK
MONITOR TUBE RECORDING STOCK
DUPLICATING STOCK
RELEASE POSITIVE STOCK

Technical Representatives at each of the District
Offices listed below are ready to help you with
your problems.

E. I. DU PONT DE NEMOURS & CO. (INC.)
PHOTO PRODUCTS DEPARTMENT **WILMINGTON, DEL.**

NEW YORK 11: 248 W. 18th St.

BOSTON 10: 140 Federal St.

CHICAGO 1: 225 N. Wabash Ave.

ATLANTA 3: 1115 Candler Bldg.

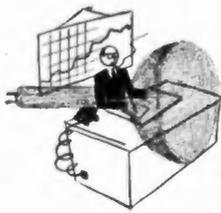
PHILADELPHIA 2: 225 S. 15th St.

CLEVELAND 14: 2028 Union
Commerce Bldg.

LOS ANGELES 38: 6656 Santa Monica Blvd.



BETTER THINGS FOR BETTER LIVING . THROUGH CHEMISTRY



SPONSORS AND AGENCIES



LEFT: In-store display is used to tie-in Schuster's television programs at the point of sale. Promotion material which is shown is for the Philco "Touchdown" show sponsored by the store during the football season.



RIGHT: Carol Beth Miles, four year old Milwaukee youngster, starred in Schuster's first Christmas program. The special holiday show will be built as an annual feature.

CASE HISTORY: Schuster's Milwaukee Department Store, Demonstrates Effectiveness of TV Advertising, Progressive Planning.

The effectiveness of a progressive approach to television as an advertising medium is clearly illustrated by the results of the activity of Schuster's (Milwaukee, Wis., department store) in recent months.

The important factor is that both the store and the agency concerned (Cramer Krasselt, Milwaukee), look at television as both a new product to be sold and a new advertising medium to be explored.

Today Schuster's is one of the country's biggest department store users of television. Its first year of television activities on WTMJ-TV, Milwaukee, have included a series of live studio programs, one-minute films, 20, 30, and 45-minute film programs and the start of a traditional Christmas program.

In early 1947, before television opened in Milwaukee, Schuster's signed the first TV time contract in the city. For the first six weeks of WTMJ-TV operation, they presented "Schuster's Open House", a program built around Carla, the popular commentator on one of Schuster's radio programs. Both Schuster's and Cramer-Krasselt agreed that the programs should be regarded as ex-

perimental. Six programs were planned. They ranged from film to interviews. Out of that series, Schuster's and its agency learned a number of lessons. Commercials, it was observed, could be dramatized, polished and controlled far better on film. Frequency, it was felt, was important.

Since the first "Open House" series ended, Schuster's television schedule has remained flexible but has followed a definite path.

One Minute Films

The Schuster's blinking sign that opens all of the store's announcements has become a familiar sight to Milwaukee's 15,000 set owners. All announcements are built around famous brand products featured at Schuster's. The sound films were scripted by the Cramer-Krasselt television department and filmed by the Cooley Company of Milwaukee. Products featured vary from men's suits to television receivers and from clothes dryers to electric ranges. Much of the sales effectiveness of the films appears to be in their simplicity and hard-hitting approach. A maximum number of close-ups are used. The visual features are emphasized. The drama-

tic night shot of Schuster's neon identification (the largest in Milwaukee) silhouetted against the sky, is considered one of the most powerful sponsor identity symbols in Milwaukee television. One minute spots are seen from seven to ten times weekly on WTMJ-TV.

"Touchdown"

Philco's football review films were sponsored for the full season. Letters showed that the series has salespower as well as institutional value. The programs varied in length from 20 to 45 minutes and were in a late Friday evening time slot to reach the maximum

TELEVISER DEPARTMENTS

Certain TELEVISER departments (General, Programming and Production, and Operation and Management) and certain features (Letters, Television Scannings, Television At A Glance) do not appear in this issue because of the space necessary for the 1949 TELEVISER PLANNING GUIDE (pages 17 to 48).

The regular TELEVISER departments and features, plus additional coverage and special information, will be published in the next issue and thereafter.

public installation audience as well as the basic home audience.

Schuster's perennial holiday radio show on WTMJ means Christmas to thousands of youngsters. Over 100,000 letters are addressed to Billie the Brownie each year. As an experiment, a special TV version of the show was run Christmas Eve of 1947. The reception of the audience was tremendous. One Milwaukee tavern keeper closed

What Are The Results of Schuster's TV Program?

Schuster's has the largest television set sales volume in Wisconsin.

for the entire evening, then invited parents and their children in to watch the show. Cloths were carefully placed over every bottle and only soft drinks were served.

A half hour version of the program was run the Sunday preceding Christmas 1948.

Schuster's promotions director and Cramer-Krasselt are investigating methods of putting the program on television on a more regular holiday basis without destroying the illusions created on the radio show. The large cost and elaborate settings required for the program are more than justified, Schuster's feels. The TV program, like its radio counterpart, carries no product commercials.

Special Programs

One of the most dramatic sales case histories in Schuster's television experience was with a special five minute program in June of 1948. An electronic piano was demonstrated. Viewers were invited to see it in person. The following day more people appeared and more sets were sold than had been produced by a full page newspaper advertisement that ran a few days earlier. At that time there were less than 5,000 sets installed. The product was so ideal for television that it is unfair to call the five minute program an accurate test. It did demonstrate, however, how powerful television can be.

Schuster's future plans for television are still in the formulative stage. With set sales mushrooming in Milwaukee, a mass audience of better than one person in eight can be reached each night as a mass medium. Television will continue to play an ever increasing role in Schuster's advertising plans.

General planning of Schuster's television is handled jointly by the general publicity director and special promotion director for the store. In addition, the television department of The Cramer-Krasselt Co. works closely with Schuster's and handles script, film, production and time buying.

Schuster's Set Sales

When Milwaukeeans settled back in their easy chairs last Thanksgiving Day and opened their copy of the *Milwaukee Journal*, they read one of the most unique television promotions ever undertaken by a retailer. A special eight page section packed with TV news was sponsored by Schuster's. With the exception of an eight inch box and editorial, the entire front page was devoted to news about local programming, network inter-connection with the midwest, and feature articles written by network specialists. Each of the inside pages carried a full column of editorial material in addition to side by side ads for seven national receivers featured by the store.

Exact sales figures for the period following the appearance of the section have not been released. It is interesting to note, however, that a member of Schuster's Radio-Television sales department said it was the first time he has ever seen people come in with a newspaper in hand, asking to see the models illustrated. Layout and copy for the front page were handled by Cramer-Krasselt. Schuster's advertising department produced the seven pages of set advertisements.

In addition to the Thanksgiving section, the store has run a continual barrage of newspaper advertisements up to four pages in a single night. The "Carla" program regularly promotes the advantages of television ownership. From two to four commercials for television sets are also heard on the other programs that round out Schuster's two hours and ten minutes of radio programming each day.

Schuster's role continues to be selling the *idea* of television, as well as building direct sales. They will continue to do an industry selling job as well as a store promotion.

SPONSORS ON KEY TELEVISION STATIONS

Listed below are the complete sponsor rosters for seven key television stations during November and December. In each case the total amount of time purchased during the indicated period is given. In succeeding issues of the *TELEVISER*, this department will be expanded to cover the sponsors and time bought on all stations and networks.

Total number of sponsors on all stations and networks, Nov. 20 to Dec. 20, 1948—672.

WBZ-TV, Boston. 84.6 hours sold (Nov. 20-Dec. 20), 41 total sponsors, seven new sponsors.

Admiral Corp. (2 hrs.), Philco Radio (4 hrs.), Chevrolet (2 hrs.), Gillette (12 hrs.), Proctor & Gamble (2 hrs.), Bates Fabrics (1 hr. 20 min.), Kraft Foods (4 hrs.), Motorola (1 hr.), Gulf Oil Co. (2 hrs.), General Electric (40 min.), General Foods (4 hrs.), R. J. Reynolds Co. (6 hrs. 40 min.), Firestone Corp. (2 hrs.), Texaco (2 hrs.), Cluett-Peabody (2 hrs.), Vick Chemical (40 min.), Julius Kayser (40 min.), Swift & Co. (2 hrs.), Bigelow-Sanford (2 hrs.), Haffner Co. (4 min.), National Shawmut Bank (14 hrs. 20 min.), Brentwood Sportswear (1 min. 20 sec.), Pioneer Scientific Corp. (4 min.), Phillips-Jones Corp. (2 hrs.), Ronson Art Metal (2 min. 40 sec.), Ingham Luggage (1 min. 20 sec.), Jordan Marsh Co. (8 min.), Bulova Watch Co. (9 min. 20 sec.), First

National Bank (4 hrs.), Narragansett Brewery (16 min.), Standard Oil of N. J. (20 min.), Transvision, Inc. (6 min.), Philip Morris Co. (20 min.), American Tobacco (8 hrs. 2 min.), Town and Country (4 min.), Eugene Rothmund (17 min. 20 sec.), Beacon Products (25 min. 20 sec.), Allen B. Dumont Labs, Inc. (16 min.), Toy Center (4 min.), Campbell-Fairbanks (40 min.), J. B. Herman Company (1 min. 20 sec.).

WGN, Chicago. 87 hours sold (Nov. 20-Dec. 20), 40 total sponsors, 13 new sponsors.

Elgin Watches, General Electric, Botany Mills, Lucky Strike (Am. Tobacco Co.), Polaroid (Pioneer Scientific), Local Loan Co., J. B. Simpson, Breitling Watches, Old Gold (P. Lorillard), B.V.D., Philip Morris, Rubin's, Inc., Dad's Root Beer, Bulova Watches, Chesterfield (Liggett & Meyers), Spiegel's, Inc., Unique Art., Pepsi-Cola, Admiral Radio,

Atlantic Brewing Co., Chicago Motor Club, Royal Typewriter, Toffenetti Restaurants, Heet (Demert & Dougherty), Dearborn Motors, Telematch, Allen B. DuMont, Matusek Music Co., Gibby's Restaurant, Elgin American, Sunbeam Shavemaster, Excel, Roman-Raichert, Emerson Radio, Harry S. Alter, Hallicrafters, Motorola, Philco, R.C.A. Victor, Zenith Radio.

KSTP-TV, Minneapolis. 34.8 hours sold (Nov. 20-Dec. 20), 21 total sponsors, six new sponsors.

American Tobacco Co. (21 min.), Bulova (27 min.), Schuneman's Dept. Store (1 hr. 4 min.), Disney Hats (47 min.), Motorola (7 min.), Philco (5 hrs. 36 min.), Polaroid (5 min.), Roycraft (1 hr. 8 min.), RCA Victor (2 hrs.), Keating Motor Co. (14 min.), Ronson (2 min.), General Electric (36 min.), G. E. Supply Corp. (19 hrs. 38 min.), Acme Laundry (2 min.), Twin City Motors (11 min.), Harold J. Slawik, Inc. (2 min.), Elgin American Co. (1 hr. 54 min.), Northeast Radio & Television Shop (2 min.), Hartley & Cravens (1 min.), F. C. Hayer (30 min.).

WPTZ, Philadelphia. 94.8 hours sold (Nov. 15 to Dec. 15), 75 total sponsors, seven new sponsors.

Bulova Watch Co. (1 hr. 24 min.), Heinel Motors (2 hrs.), Jiffy Products (16 min.), General Foods (4 hrs.), Irwin Schaffer (1 hr.), Shore Bros. (8 min.), Eclipse Sleep Prod. (4 min.), Camel Cigarettes (3 hrs. 20 min.), Parkway Baking Co. (8 min.), Chevrolet (2 hrs.), Ronson Lighters (8 min.), Firestone (2 hrs.), Breyer Ice Cream (12 min.), Selby Battersby (40 min.), Botany Worsted Mills (4 min.), Wm. Weisberg Sons (1 hr.), Harry Krouse (4 min.), Gillette (12 min.), Morrison Co. (1 hr.), Lichterman Furs (1 hr.), Texas Company (4 hrs.), BVD Corp. (8 min.); Sunshine Biscuit, Sylvania Products, Kemtone, E. R. Squibb, and Holmes & Edwards (3 hrs. 20 min.); Phila. Electric Co. (8 min.), Corn Exchange (2 hrs.), Beneficial Savings (8 min.), Bates Fabrics (1 hr. 20 min.), Yankee Maid (8 min.), Vick Chemical Co. (40 min.), Lou Block Motors (4 min.), Kraft Foods Co. (4 hrs.), Oldsmobile (1 hr.), Security Storage (4 min.), Julius Kayser (20 min.), Motorola (1 hr.), Swift & Co. (2 hrs.), Gulf Oil Corp. (2 hrs.), Bigelow Sanford (2 hrs.), George Gorson (4 min.), Gretz Brewing Co. (1 hr.),

Unique Art Co. (1 hr.), M. Jennings & Son (40 min.), Philco Distributors (1 hr. 20 min.), Pontiac Dealers (1 hr.), Gimbel Bros. (1 hr.), Gimbel Optical Dept. (4 min.), Arrow Store (4 min.), Proctor & Gamble (2 hrs.), General Electric (40 min.), Barbey's, Inc. (40 min.), Brentwood Sportswear (4 min.), Grabosky Bros. (4 min.), E. L. Cournand Co. (4 min.), Esslinger's, Inc. (4 min.), Elgin Watch Co. (4 min.), Atlantic Refining Company, Barr's (2 hrs.), Admiral Corp. (2 hrs.), Philco Corp. (2 hrs.), Disney Hats (40 min.), Wm. B. Margerum (4 min.), Cluett-Peabody Co. (2 hrs.), Stephen F. Whitman (4 min.), N. Snellenburg (10 min.), Sam Gerson (4 min.), Erwin Chevrolet (1 hr.), Al Berman (4 min.), RCA (4 hrs.), Chesterfield (16 min.), Lincoln Mercury of Gtn. (2 hrs.), Celomat Corp. (4 min.).

WTVR, Richmond. 50.7 hours sold (Nov. 20-Dec. 20), 40 total sponsors, four new sponsors.

Disney Hats, Admiral Corp., General Foods, Philco Corp., American Tobacco Co., Liggett & Meyers Tob. Co., Standard Oil Co., Chevrolet Auto. Dealers Assoc., Robertson Chevrolet Corp., Firestone Tire & Rubber Co., Bulova Watch Co., Lee Distributing Co., Gillette Safety Razor Co., Stephen F. Putnam & Sons, Owens & Minor Drug Co., R. J. Reynolds Co., Kane Plumbing Co., Texaco Company, Sylvania Company, International Silver Co., Squibbs Products, Sherwin-Williams Co., Sunshine Biscuit Co., Cluett Peabody Co., Bates Fabrics, Vick Chemical Co., Kraft, General Motors Corp., Julius Kayser Co., Motorola Corp., Swift & Co., Ronson Cigarette Lighters, Bigelow Sanford Carpet Co., Commonwealth Sales Corp., Proctor & Gamble Co., General Electric Co., Brentwood Sportswear, Walco Lens, Hudson Brothers Grill, Gulf Oil Company.

WSPD-TV, Toledo. 51 hours sold (Dec. 1-Dec. 31), 28 total sponsors.

Pioneer Scientific (4 min.), Athletic Supply Co. (Co-sponsored with Christian-Sheidler—16 hrs.), Driggs Dairy Farms, Inc. (4 min.), Bulova Watch Co. (4 min.), Ronson Cigarette Lighters (4 min.), Basch Jewelers (4 min.), C. R. Bundt & Co. (4 min.), Dr. Kenaga (4 min.), First Federal Savings & Banking Services (4 min.), Gallagher Cleaners (4 min.), Kopf Motor Sales Co. (20 min.), Kramer Stores, Inc. (4 min.),

Lowsbury Chevrolet Co. (20 min.), Main Line Dist. Co. (12 hrs.), Old Plantation Inn (40 min.), Carl F. Weissenberger, Inc. (20 min.), Jim White Chevrolet Co. (20 min.), Lee Motors (4 min.), Leisey Brewing (4 min.), Toledo Iron & Steel (4 min.), L. C. Worman (40 min.), Philco (5 hrs. 20 min.), Gross Electric (4 min.), General Electric (40 min.), Disney Hats (40 min.), Camel Cigarettes (40 min.), R.C.A. (4 hrs.)

WMAR-TV, Baltimore. 76.5 hours sold (Nov. 20-Dec. 20), 54 total sponsors, six new sponsors.

Martin J. Barry, Inc. (1 min.), Hauswald Bakery (1 hr. 5 min.), Davidson Transfer Co. (4 min.), Pollack's (5 min.), Camels (6 hrs.), Edgeworth Tobacco (40 min.), Emerson Radios (5 hrs.), Ford (2 hrs.), Gilbert Electric Trains (1 hr.), Gulf Co. (2 hrs.), Consolidated Gas, Electric & Power Co. (1 hr.), Virginia Driskill (20 min.), Century Shoe Repair (4 min.), Fox Chevrolet (5), Meyer & Thalheimer (24 min.), J. Norman Geipe Transfer (4 min.), Park Plaza (5 min.), State Motors (9

TALK
to the
SOUTH'S
**EAR
ZONE**

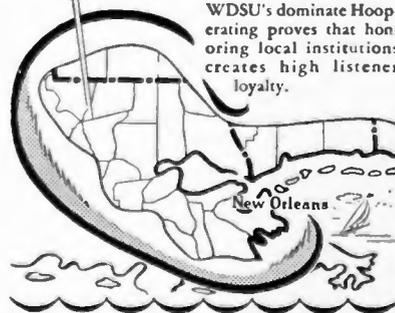
through
WDSU



WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.



NEW ORLEANS **WDSU** ABC Affiliate
1280 kc 5000 Watts

SPECIAL ADVERTISING REPORT:

Prepared for Televiser's exclusive use by the Television Research Institute

TRI Analysis How does television effect the premium industry?

By the early Spring, there should be a million video sets installed in homes, bars, theatres, and hotels. Figuring a regular audience rate of four people per set, there are four million video-viewers out of a nation of 140 million. To entertain these people there are only 51 stations and only the East Coast can be said to receive first-class television service. The Midwest has far more limited service, the Mountain Area none at all, and the West Coast only a few stations. . . .

More than 80% of all sets are in private homes. But the home-set percentage climbs steadily. By income groups, ownership has been changing rapidly. In October, '47 two surveys revealed 46% of sets in the hands of people paying more than \$100 monthly rental and earning above \$5,000 a year. Lately these percentages have changed. Now only 26% of owners are in the upper income group. Sixty percent are in the middle range, and 14% are in the low-income area. For the premium field this is good. Premium users prefer an audience from moderate income levels. . . .

Recent analyses in the Chicago area (where video is far worse than in East Coast markets) show that of 331 sets owners questioned, 200 had sharply reduced movie attendance, 114 had cut down on home reading, smaller percentages had cut off attendance at sports events. In every instance attention to the home radio had been cut sharply, though 167 interviewees considered radio programs better than those of television. As ownership increases and advertisers can spend more on programs, radio will fall off to almost nothing. . . .

Even now, though owners turn to radio for a favorite program, greatest interest focuses on the video screen. Early in set-ownership the video-viewer will look at anything, including shows he dislikes. Forty-seven percent leave on programs they don't like after 6 months of ownership. Television still is not very good. Entertainment quality is poor. Reproduction is strictly second-rate. Reception is only passable. Sponsorship is not great enough to foot the bills and available audience is not large enough to induce higher investments from sponsors. Yet television is doing a real selling job—a better one than any medium so far. . . .

When free campaign buttons were offered on NBC's Howdy Doody kid-show for writers-in, the first announcement brought a 20,000 response. Six announcements harvested a ripe crop of 55,000. A phone survey showed 31% of home sets tuned into the program. Projected against the 198,000 homesets then in operation. It meant 61,400 sets tuned in. So for every 61.4 sets tuned in, 55 people wrote in! . . .

Not all products go well on video. Fabrics can look bad. Things than can be promoted visually are doing fine. Things that must be talked about can be sold as well or better by radio. Premiums must be matched to the medium, and some of the old standbys will not do well. Where demonstration is required, however, television is perfect. . . .

Television commercials get far more attention than radio's. In a July '48 survey on advertising preferences, 400 owners were interrogated. Forty-five percent preferred magazine advertising. Forty-four percent liked what they saw on television. Only seven percent favored newspapers. One percent went for radio-selling. Texaco Star Theatre has a 95.5 rating on sponsor identification. Television Fashion Fair drew a nine percent response on a 20-second plug offering one free pair of nylons.

As daytime television becomes established, premium users will get to their two main targets—children and housewives. Ultimately the four million video-watchers should become more than 100 million eager customers. When that time comes most broadcasting advertising will be channeled into video. Now is the time for premium users to get into the act.

min.), Kool Vent Awnings (13 min.), Hecht Brothers (9 hrs.), Globe Brewing Co. (10 hrs.), The Hub (5 min.), S. & N. Katz (6 min.), American Tobacco (21 min.), Benrus Watches (15 min.), Brock Candy (9 min.), Bulova Watches (31 min.), B.V.D. (9 min.), Chesterfield (21 min.), Chevrolet (1 hr. 40 min.), Evergreen Soap (5 min.), Philip Morris (23 min.), Pioneer Scientific Corp. (11 min.), Ritters (5 min.), Ronson Lighters (8 min.), Zippy Products (5 min.), Eclipse Sleep Products (8 min.), Simon Distr. Corp. (2 min.),

Marty's (5 min.), National Brewing Co. (16 hrs. 5 min.), Johnson Bros. (8 min.), Paul's (4 min.), Robert's Jewelry Stores (3 min.), A. L. Robertson, Inc. (3 min.), Carl Mohr (1 hr. 23 min.), Gunther Brewing Co. (8 hrs.), Formstone (5 min.), Television Co. of Maryland (3 hrs. 2 min.) Frost Motors (3 min.), Royal Dunloggin Dairy (1 min.), Lipton Tea Co. (2 hrs.), American Brewing Co. (8 min.), Elgin American Compacts (4 min.), Sun Oil (1 hr. 15 min.).

Strikes and Spares—10:00 to 10:45 p.m.—Sunday. Weekly bowling match from Boston Bowladrome with Bump Hadley. Trophies given at end of season for leading individual and team bowlers. (\$445 per program).

WMAR-TV, Baltimore:

Television Playground—6:00 to 7:00 p.m.—Saturdays. Especially for children, combines all the elements of a successful juvenile show; comedies, cartoons and regular installments on an outstanding serial. Cameramen wander about the city making motion pictures of the children at play. (\$60 flat per participation).

WGN, Chicago:

Chicagoland Mystery Theater—8:30 p.m.—Mondays. Original mystery dramas and Chicago stage cast.

WPTZ, Philadelphia:

Musical Brevities—7:00 to 7:15 p.m.—Tuesday. Featuring Carol Reed, the video disc jockey. A wonderful opportunity for a sponsor to use one minute participation and a lively show.

SUSTAINING PROGRAMS AVAILABLE TO SPONSORS

The programs described in this department are being made available to advertisers by the respective television stations.

Because of the space necessary for the TELEVISER 1949 PLANNING GUIDE which appears in this issue, it was not possible to list all programs submitted. In following issues, the TELEVISER will continue this department in expanded form.

KSTP-TV, Minneapolis:

Telefoto News—Monday night—7:30 p.m. Local news stories photographed by KSTP-TV's teletographer. One time rate for 15 min. program—(\$165 per program).

Charade Parade—Tuesday Evening—7:50—Homey, intimate parlor game with a viewer participation stunt. Prizes awarded. 20 min. show (\$125 per program).

WTVR, Richmond:

Tele News—6:50 to 7:00 p.m.—Mon.-Fri. Late spot news pictorially reviewed with John Shand, WTVR news reporter. Still pictures used. (\$55 talent cost).

Richmond Roundtable—7:00 to 7:15 p.m.—Fridays. Allan Phaup of the WTVR news staff brings important personalities before cameras to discuss topics of importance to citizens of Richmond, the state of Virginia, and the nation as a whole. (\$20 talent cost).

WBZ-TV, Boston:

Skating Club Show—4:30 to 5:00 p.m.—Sunday. Pick-ups from Boston Skating Club, culminating with giant Ice Carnival. Famous Guests. (\$425 per program).

PEERLESS FILM PROCESSING CORPORATION
NEW YORK

Cinecolor
BURBANK

Pathe INDUSTRIES
HOLLYWOOD NEW YORK

JAM HANDY
DETROIT

Byron
WASHINGTON

Reid H. Ray
ST. PAUL

COLUMBIA PICTURES
HOLLYWOOD

CONSOLIDATED FILM INDUSTRIES
HOLLYWOOD NEW YORK

Sawyer's
PORTLAND

Atlas Film Corporation
CHICAGO

DE LUXE LABORATORIES, INC.
NEW YORK

TRIMBLE LABORATORIES, INC.
HOLLYWOOD

PEERLESS LABORATORIES
TORONTO

Master
BOSTON

acme film laboratories
HOLLYWOOD

Houston Color Laboratories
LOS ANGELES

PEERLESS FILM PROCESSING CORPORATION
Office: 165 W. 46th St., New York 19
Processing Plant: 130 W. 46th St., N. Y.

More and more from coast to coast

More and more motion picture laboratories from coast to coast are using Peerless Film Treatment to render their product resistant to damage and to prolong its serviceable life. For many, Peerless Film Treatment is part of their standard processing procedure. Whenever possible, have your prints treated where they are made. The laboratories marked ★ will also treat film printed elsewhere.

National Television Film Council

300 West 23rd St.

New York 11, N. Y.

President

MELVIN L. GOLD
National Screen Service Corp.
630 Ninth Avenue
New York 19, N. Y.
Circle 6-5700

Vice President

BURT BALABAN
Paramount Television
1501 Broadway
New York 18, N. Y.
BRyant 9-8700

Secretary

ROBERT H. WORMHOUDT
Telecast Films, Inc.
145 West 45th Street
New York 19, N. Y.
LUxemburg 2-2421

Treasurer

ROBERT M. PASKOW
Station WATV
1020 Broad Street
Newark, N. J.
Mitchell 2-6400

We Grind AXES

Board of Directors

JACK GLENN (Chairman)
March of Time

ED EVANS
WPIX • New York

JOHN NOVAK
WABD • New York

ELAINE PHILLIPS
WSPD • Toledo

GUS OBER
WMAR • Baltimore

SALLY PERLE
The Metal Organization

IRWIN SHANE
Televiser Monthly

ROSALIND KOSOFF
A. F. Films, Inc.

MYRON MILLS
Equity Film Exchanges

IRVING LEOS
Official Films, Inc.

JAY WILLIAMS
Film Equities, Inc.

Advisory Board

SEYMOUR PEYSER
Phillips, Nizer, Benjamin & Krim
(Legal Counsel)

WALTER J. DAMM
WTMJ • Milwaukee

RALPH I. POUCHER
Consolidated Laboratories

HAL HODES
Columbia Pictures

J. A. MAURER
R. E. BLACKWELL
International Film Foundation

JOHN H. MITCHELL
United Artists Corp.

GUS OBER
WMAR • Baltimore
(Chairman • TV Station Committee)

IRWIN SHANE
Televiser Monthly
(Chairman • Information Committee)

MYRON MILLS
Equity Film Exchanges
(Chairman • Distribution Committee)

IRVING LEOS
Official Films, Inc.
(Chairman • Membership Committee)

SALLY PERLE
The Metal Organization
(Chairman-Press Relations Committee)

JAY WILLIAMS
Film Equities Corp.
(Chairman • Program Committee)

JACK GLENN
March of Time
(Chairman • Production Committee)

IF YOU have an AXE to grind...for yourself...or for your
Business...in TELEVISION...

JOIN THE

National Television Film Council

Help to put into effect these outstanding contributions
to TELEVISION:

- (a) Standard Exhibition Contract
- (b) TV Film Clearance Bureau
- (c) Catalog of TV Films
- (d) Arbitration Board
- (e) TV Film Production Clinic
- (f) TV Film Forum
- (g) Annual TV Film Awards

Attend Next NTFC

Dinner Meeting

at the

Brass Rail
521 Fifth Avenue
New York City

Thursday Night - Jan. 27th - 7:00 P.M.

\$3.50 Per Person

JOIN THE NATIONAL TELEVISION FILM COUNCIL ---

the organization that is DOING something about TELEVISION!

THE OFFICERS AND BOARD OF DIRECTORS
OF THE NATIONAL TELEVISION FILM COUNCIL



A few of the 450 registrants at the 1948 Television Film Conference sponsored by Televiser last January.

Attend the 1949 TELEVISION FILM CONFERENCE

January 24, 1949 — Hotel Biltmore, New York City

Sponsored Annually By Televiser
As An Industry Service

IF YOUR work or your business is even remotely related to TV films, you'll want to be at the 1949 TELEVISION FILM CONFERENCE.

Station film directors from everywhere—as well as film producers, distributors, sponsors and advertising executives—will be on hand to discuss television's many film problems and their possible solutions.

Up for discussion, among other pressing matters, will also be the long-awaited Uniform Television Film Exhibition Contract.

If you have a stake in films you'll profit immensely by the full-day of intense discussions covering all phases of "Films for Television". Reserve your place today. \$7.50 covers admission to all panels, with a deluxe Hotel Biltmore lunch at no extra cost. Send your reservation today!

Film men meet station and agency men at the luncheon interval.



For Tickets, Write to
**TELEVISER
MONTHLY**
1780 BROADWAY, N. Y. C.

•

(Please Make Checks
Payable to TELEVISER)

1949 TELEVISION FILM CONFERENCE JANUARY 24th at BILTMORE HOTEL

A conference to discuss the film problems of stations and film distributors will take place January 24th at the Biltmore Hotel, it was announced by Irwin A. Shane, publisher of *Televiser*, and General Chairman of the conference.

Speakers will include film directors from stations in Toledo, Baltimore, Newark, New York and elsewhere throughout the country, and film distributors and producers representing Hollywood and New York interests.

PROGRAM:

Jan. 24, 1949—Hotel Biltmore, N. Y. C.

I. MORNING: 10 a.m.-Noon.

Station Panel

1. *The Stations' Chief Film Complaints*. Ed Evans, WPIX, N. Y. C. and others.
2. *What the Stations Want*—Elaine Philips, WSPD-TV, Toledo.
3. *Our System for Booking Films*—Bob Paskow, WATV, Newark.
4. *TV's Film Outlook*: (Speaker to be announced.)
5. *How We Produce Films for TV*: Gus Ober, WMAR-TV, Baltimore.

II. LUNCHEON: 12:15-2 p.m.

1. *Our Entrance Into the Film Business*—M. J. Rifkin, Frederick W. Ziv, Inc.
2. *Production for TV—When Will It Pay?*: John Mitchell, United Artists.

III. AFTERNOON: 2:15 to 4 p.m.

Film Business Panel

1. *What Is Today's TV Film Situation?* Ed Woodruff, Telecast Films.
2. *What Are the Distributors Chief Complaints?*—Myron Mills, Equity Film Exchanges, Inc.
3. *What May Be Done To Improve Film Conditions?* — Irving Leos, Official Films, Inc.
4. *Legal Problems Effecting the Telecasting of Films*—Seymour Peyser, Philips, Nizer, Benjamin and Krim.
5. *A Film Producer Has His Say*,—Ben Parker, Film Highlights.

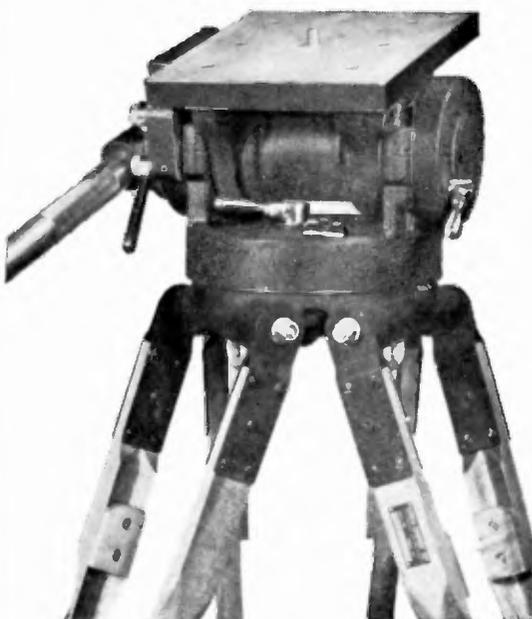
IV. OPEN DISCUSSION: 4:00 to 4:00 p.m.

1. Answers to questions submitted in advance and from the floor.
2. Organization of film and station panels—for discussion.

Information about the
**Fourth Annual
Television Institute
and
Industry Trade Show
New York City
April 18, 19, 20**

will appear in the next issue of
the **TELEVISER**.

Floating Action! for all TV Cameras



"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness & efficiency.

3 wheel portable
dolly with balanced
TV tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod. Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.



Write for further particulars

CAMERA EQUIPMENT
FRANK C. ZUCKER
1600 BROADWAY NEW YORK CITY

TELEVISER'S
1949
PLANNING GUIDE

(Pages 18-47)

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DIRECTORIES

- Film Distributors** (Pages 39-41)
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Operating Stations (Pages 24-29)
Advertising Agencies (Pages 30-38)

ANALYSIS AND FORECAST: Television, 1944 to 1952

	1944	1945	1946	1947	1948	1949	1950	1951	1952
Advertising Agencies With TV Departments	2	2	30	75	150	200	300	350	375
Personnel-Including Agencies	500	500	500	800	1100	2780	10,000	60,000	85,000
Stations On The Air	6	6	8	18	49	130	235	335	750
Cities Served By Television	4	4	6	12	27	55	75	90	140
Number Of Sponsors	*10	*10	66	161	644	750	800	1000	2200
Sets In Operation (in thousands)	7	7	10.4	142	870	2,470	5,270	9,070	13,520
Value of Trans. Equipment (in thousands)	\$850	\$950	\$1,050	\$5,000	\$10,350	\$25,000	\$40,000	\$50,000	\$300,000
Total Advert. Revenue (in thousands)	-	-	\$75	\$2,600	\$10,300	\$30,000	\$75,000	\$125,000	\$200,000

*experimental

Special Report The future of television depends largely on the industry's capacity to produce. There are other limiting factors, but basically its growth will be controlled in the next few years by the manufacture of station transmitting equipment (there are only three manufacturers now) and by the production and marketing of receivers at mass market price ranges.

The promise of television is obvious. Its phenomenal growth in the last twelve months is a matter of record. An exact prediction of its year-by-year future is not possible because of the many imponderables involved. The information listed here is in no way absolute. It is the consensus of industry researchers and executives of the direction television will take in the next four years.

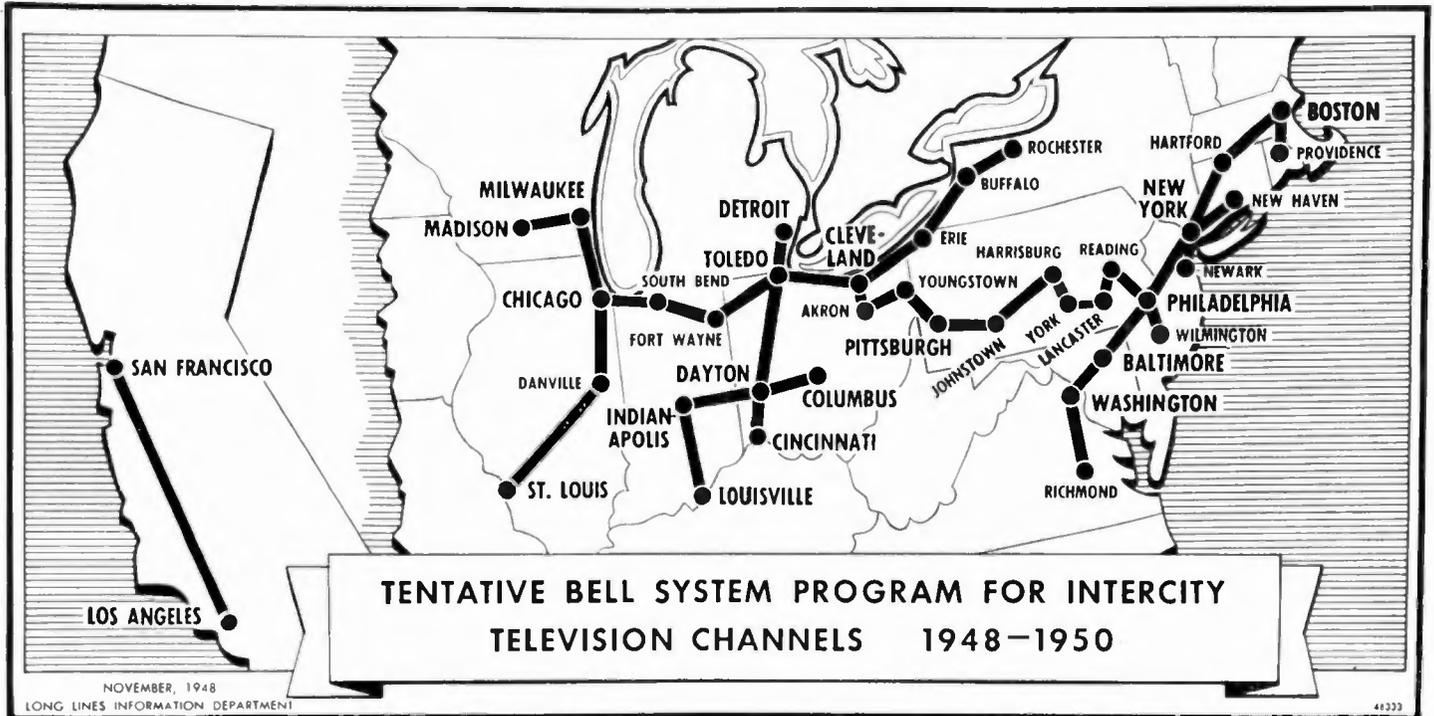
Many so-called television statistics which are available are at best informed guesses. The material in these pages is based on the direct questionnaire research of the TELEVISER, plus data from the Television Broadcasters Association, the Television Research Institute, leading advertising agencies, television administrators, and operating stations and permit holders.

Today there are 51 stations (73 construction permits) reaching an audience of 42,000,000 through 870,000 receivers. In January, 1948, there were 18 stations reaching 23,000,000 through 142,000 receivers. Listed in the accompanying chart are the predictions for the years 1949 to 1952. Beyond that time, experts foresee 1,000 stations by 1954. By 1958 coaxial connections will permit duplication of present radio networking. By then, television time sales will surpass present radio income (almost \$400,000,000 in 1948), will employ more than 500,000, and will telecast programs into every town over 10,000 population.

However radical this prediction may appear, it is interesting to contrast it to the statement of the Federal Radio Commission in 1928, (FRC Annual Report, 1928), "Visual broadcasting is only a matter of speculation."

In this 1949 Planning Guide, the TELEVISER says, "Television will permeate our national culture and economy in the next ten years to become one of the top ten industries with a total yearly income surpassing \$500,000,000."

NETWORK CONNECTIONS IN 1949



On the map above are shown the coaxial cable connections of the A. T. & T. now in use and planned construction for 1949 and 1950. This does not show radio relays or the plans of other companies. The number and direction of all types of connections now in use are:

General Electric Radio Relay: New York to Schenectady, one channel.

A. T. & T. Coaxial: New York to Philadelphia, three south, one north; Philadelphia to Washington, three south, one north; Washington to Richmond, one south only; Chicago to St. Louis, one north, one south; Chicago to Toledo, one east, one west; Chicago to Cleveland, one east, one west; Cleveland to Buffalo, one east only; Cleveland to Pittsburgh, one east, one west; Pittsburgh to Philadelphia, one east, one west.

A. T. & T. Radio Relay: Toledo to Detroit, one east, one west; New York to Boston, one north, one south; Chicago to Milwaukee, one north only.

Western Union Radio Relay: New York to Philadelphia, two reversible channels (experimental). Further WU expanding pending FCC ruling on interconnection of WU and A. T. & T.

NBC-Philco Jointly Owned Radio Relay: New York to Philadelphia, one south only; Philadelphia to Washington, one south only.

Note: Individual stations on occasion install radio relays for special programs (such as the WBKB, Chicago, South Bend to Chicago relay for Notre Dame football games).

NETWORK AFFILIATIONS: Web affiliations are complicated because the various outlets take programs from more than one network. Through such duplicate affiliations, and in some cases exclusive tie-ups, the networks offer service in the following cities:

NBC: New York, Philadelphia, Schenectady, Washington, Baltimore, Richmond, Boston, Buffalo, Detroit, St. Louis, Milwaukee, Toledo, Cleveland and Chicago. (After July 6, 1949—Providence and Wilmington.)

DuMONT: New York, Philadelphia, Baltimore, Washington, Boston, New Haven, Chicago, Schenectady, Buffalo, Detroit, Cleveland, St. Louis, Milwaukee, Pittsburgh, and Toledo. (After Feb. 15—Erie).

CBS: New York, Philadelphia, Baltimore, Washington, Boston, New Haven, Schenectady, Cleveland, Toledo, Detroit, Chicago, Milwaukee, and St. Louis.

ABC: New York, Philadelphia, Baltimore, Washington, Boston, Buffalo, Cleveland, Detroit, Toledo, Chicago and Milwaukee.

CONNECTION CHARGES: The base rate for a television channel between two cities is \$35 per month for each airline mile for eight consecutive hours each day. There is a charge of \$500 per month for station connections in each city. Charges for sound signals are the same as for radio.

Televiser Feature

1949 STUDIO AND PRODUCTION

CITY	STATION	CHANNEL	NO. OF STUDIOS	SIZE OF STUDIOS	STUDIO CAMERAS No.	Make
Albuquerque	KOB-TV	4	2	20'x32';20'x25'	0	
Atlanta	WSB-TV	8	1	30'x50'	2	RCA
Baltimore	WAAM	13	2	65'x25';20'x30x10'	2	RCA
	WBAL-TV	11	3	30'x50';15'x17';24'x34'	2	RCA
	WMAR-TV	2	2	20'x60';20'x20'	2	RCA
Boston	WBZ-TV	4	2	28'x30';40'x45'	2	RCA
Buffalo	WBEN-TV	4	1	22'x36'	2	RCA
Chicago	WBKB	4	2	25'x25';35'x50'	4	2DuM2RCA
	WENR-TV	7	2	25'x46';Civic Theater	2	RCA
	WGN-TV	9	2	34'x47';38'x42'	3	RCA
	WNBO	5	1	46'x70'x20'	3	RCA
Cincinnati	WLWT	4	2	40'x100'x30';40'x30'x15'	2	RCA
Cleveland	NEWS	5	3	75'x55';21'x15';33'x20'	7	DuM
	WNBK	4	1	35'x50'x18'	3	RCA
Detroit	WJBK-TV	2	2	32'x45';15'x11'	2	RCA
	WWJ-TV	4	2	44'x26';40'x25'	5	DuM
	WXYZ-TV	7	2	32'x39';48'x65'	3	RCA
Fort Worth	WBAP	5	3	45'x82';20'x30';14'x18'	3	RCA
Houston	KLEE-TV	2	1	38'x40'	1	GE
Los Angeles	KFI-TV	9	3	Stage 25'x35' & 35'x54'; 40'x70';30'x40'	2	RCA
	KLAC-TV	13	1	40'x50'	3	RCA
	KNBH	4	1	15'x45'	4	RCA
	KTLA	5	2	46'x36';36'x22'	5	4DuM1RCA
	KTSL	2	2	60'x100';60'x100'	4	RCA
	KTTV	11	1	40'x40'	2	RCA
Louisville	WAVE-TV	5	1	36'x44'	0	
Memphis	WMCT	4	3	28'x34';1 small;large aud.	2	RCA
Milwaukee	WTMJ-TV	3	1	30'x54'	2	RCA
Minneapolis	KSTP	5	2	60'x32';25'x35'	3	RCA
New Haven	WNHC-TV	6	1	26'x35'	2	DuM
New Orleans	WDSU-TV	6	1	21'x36'		
New York	WABD	5	2	50'x60';30'x40'	6	DuM
	WATV	13	3	84'x82';65'x45';31'x13'	4	RCA
	WCBS-TV	2	4	3713 sq.ft; 4109 sq.ft; 756 sq.ft; 1145 sq.ft.	7	RCA
	WJZ-TV	7	3	100'x200';32'x63';40'x60'	10	RCA
	WNBT	4	9	(2)30'x60';74'x90';50'x 87';30'x50';50'x80;29'x 78';48'x116';76'x130'	16	RCA
	WPIX	11	2	28'x46'x22';21'x14'x10'	3	RCA
Philadelphia	WCAU-TV	10	3	55'x32';42'x29';aud.	5	RCA
	WFIL-TV	6	2	25'x32'	2	RCA
	WPTZ	3	3	(2)27'x48';76'x27'aud.	2	RCA
Pittsburgh	WDTV	3				
Richmond	WTVR	6	1	29'x17½'x11½'	2	DuM
St. Louis	KSD-TV	5	1	24'x44'	2	RCA
Salt Lake City	KDYL-TV	4	2	22'x24';22'x45'	3	RCA
San Francisco	KPIX	5	3	(2)20'x30';25'x40'	2	RCA
Schenectady	WRGB	4	1	70'x40'	3	GE
Seattle	KRSC-TV	5				
Syracuse	WHEN	8	1	20'x40'	2	RCA
Toledo	WSPD-TV	7	1	25'x46'	2	RCA
Washington, D.C.	WMAL-TV	7	1	25'x46'	2	RCA
	WNBW	4	1	52'x76'	3	RCA
	WOIC	9	1	30'x40'	1	RCA
	WTTG	5	1	20'x40'	2	DuM

FACILITIES CHART OF OPERATING STATIONS

FIELD No.	CAMERAS Make	MOBILE UNIT Make	PROJECTORS			STATION REPRESENTATIVE
			16mm	35mm	Slide	
2	RCA	Own Design	1	0	2	Free & Peters, 444 Madison Ave., N.Y.C.
2	RCA	RCA	2	0	1	Edward Petry Co., 17 E. 42nd St., N.Y.C.
3	RCA	Own Design	2	0	2	Free & Peters, 444 Madison Ave., N.Y.C.
2	RCA	RCA	3	0	4	Kenneth Carter, Commercial Manager
5	RCA	Own Design	2	0	3	The Katz Agency, 500 Fifth Ave., N.Y.C.
2	RCA	RCA	3	0	4	Herbert Masse, Commercial Manager
2	RCA	RCA	2	0	2	Edward Petry Co., 17 E. 42nd St., N.Y.C.
6	RCA	Own Design	2	2	2	Weed & Co., 350 Madison Ave., N.Y.C.
4		2	2	2	2	ABC Spot Sales, 7 W. 66th St., N.Y.C.
6	RCA	Own Design	1	2	1	George W. Harvey, Sales Manager
6	RCA	Lynn	2	2	2	NBC Spot Sales, 30 Rockefeller Plaza, NYC
3	RCA	ACF-Brill	2	2	2	WLW, 630 Fifth Ave., N. Y. C.
7	DuM	Own Design	2	0	4	The Branham Co., 230 Park Ave., N.Y.C.
5	RCA	Lynn	2	2	2	NBC Spot Sales, 30 Rockefeller Plaza, NYC
2	RCA	Lynn	2	0	1	The Katz Agency, 500 Fifth Ave., N.Y.C.
2	RCA	GMC	2	0	4	George P. Hollingbery, 307 N. Mich., Chic.
5	RCA	RCA	2	2	3	ABC Spot Sales, 7 W. 66th St., N.Y.C.
2	RCA	RCA	2	0	1	Free & Peters, 444 Madison Ave., N.Y.C.
2	DuM	Lynn	2	0	1	Adam J. Young, Jr., Inc., 11 W. 42nd, NYC
2	RCA	RCA	2	0	1	Edward Petry Co., 17 E. 42nd St., N.Y.C.
3	RCA	RCA	1	0	1	Adam J. Young, Jr., Inc., 11 W. 42nd, NYC
4	RCA	RCA	2	2	2	NBC Sales Dept, 30 Rockefeller Plaza, NYC
4	RCA	Own Design	4	0	4	Weed & Co., 350 Madison Ave., N.Y.C. John Dickenson, 1501 Broadway, N.Y.C.
2	RCA	RCA	2	0	2	John Blair & Co., 22 E. 40th St., N.Y.C.
5	RCA	RCA	2	1	2	Radio Sales, 485 Madison Ave., N.Y.C.
2	RCA	Own Design	2	0	1	Free & Peters, 444 Madison Ave., N.Y.C.
2	RCA	RCA	1	0	2	The Branham Co., 230 Park Ave., N.Y.C.
3	RCA	RCA	1	0	2	Edward Petry Co., 17 E. 42nd St., N.Y.C.
3	RCA	2Ford 1Flex-Bile	2	2	3	Edward Petry Co., 17 E. 42nd St., N.Y.C.
2	DuM	DuM	1	0	1	W.G. Rambeau Co., 122 E. 42nd St., N.Y.C.
3	RCA	Lynn	2	0	1	John Blair & Co., 22 E. 40th St., N.Y.C.
6	DuM	DuM	2	2	4	DuMont Network, 515 Madison Ave., N.Y.C.
2	RCA	RCA	2	1	2	Weed & Co., 350 Madison Ave., N.Y.C.
11	RCA	RCA	3	2	2	J.L. Van Volkenburg, V.P. Dir. of Oper.
7	RCA	RCA	4	4	5	ABC Spot Sales, 7 W. 66th St., N.Y.C.
9	RCA	Own Design	3	4	4	NBC Spot Sales, 30 Rockefeller Plaza, NYC
4	RCA	RCA	2	2	3	Free & Peters, 444 Madison Ave., N.Y.C.
5	RCA	RCA	2	0	2	Radio Sales, 485 Madison Ave., N. Y. C.
5	RCA	Own Design	2	0	2	The Katz Agency, 500 Fifth Ave., N.Y.C.
4	RCA	RCA	1	2	1	NBC Spot Sales, 30 Rockefeller Plaza, NYC
2	DuM	DuM	2	0	2	DuMont Network, 515 Madison Ave., N.Y.C.
			2	0	1	NBC Spot Sales; John Blair & Co.
2	RCA	RCA	1	0	2	Free & Peters, 444 Madison Ave., N.Y.C.
2	RCA	RCA	1	0	1	John Blair & Co., 22 E. 40th St., N.Y.C.
2	RCA	Own Design	2	0	2	The Bolling Co., 480 Lexington Ave., NYC
2	GE	Own Design	1	2	3	NBC Spot Sales, 30 Rockefeller Plaza, NYC
2	RCA	RCA	2	0	1	Adam J. Young, Jr., Inc., 11 W. 42nd St., NYC
2	RCA		1	0	1	The Katz Agency, 500 Fifth Ave., N.Y.C.
2	RCA	RCA	2	0	3	The Katz Agency, 500 Fifth Ave., N.Y.C.
2	RCA	Own Design	2	0	2	ABC Spot Sales, 7 W. 66th St., N.Y.C.
2	RCA	2-RCA	1	2	2	NBC Spot Sales, 30 Rockefeller Plaza, NYC
6	RCA	RCA	2	2	4	WOR Sales, 1440 Broadway, N.Y.C.
4	DuM	DuM	2	0	2	DuMont Network, 515 Madison Ave., N.Y.C.

SPONSOR ACTIVITY IN TELEVISION

During 1948 more than \$10,000,000 (based on agency, station and network estimates) was spent by more than 700 television advertisers for time charges, production, talent and commissions. In the peak month, December, 626 sponsors (37 network, 216 selective, 373 local) bought time on 49 stations. This is in contrast to 160 sponsors on the air in December, 1947.

Total number of sponsors by months, 1947-1948

Month	1947	1948
January	66	181
February	68	197
March	59	204
April	79	217
May	86	221
June	72	234
July	89	280
August	87	337
September	114	376
October	143	495
November	154	601
December	161	626

(During 1948 there were 644 sponsors in television. The difference between this figure and the high month, December, 626, comes from the activity of advertisers in other months).

With few exceptions present top advertisers will equal or surpass 1948 budgets during 1949. Agencies state that selective and local advertising will increase more than 200 percent over the past twelve months. These expectations are based on the assumptions that stations will open as scheduled and that network connections will be expanded as planned.

On the basis of these indications, a total revenue of more than \$30,000,000 for television in 1949 is expected.

DURING 1948: Of the estimated \$10,000,000 spent in 1948, more than half came from national network sponsors. NBC has estimated that its gross billings will be close to \$3,000,000. Among top advertisers, the following spent these estimated sums in this period:

American Tobacco (N. W. Ayer)	\$500,000	Bulova (Biow)	\$200,000
Chevrolet (Campbell-Ewald)	\$400,000	Disney Hats (Grey)	\$100,000
Ford (Kenyon-Eckhardt)	\$375,000	Emerson (Blaine-Thompson)	\$81,000
General Fds. (Young and Rubicam)	\$300,000	Kraft Foods (J. Walter Thompson)	\$500,000
Philco (Hutchins)	\$150,000	Reynolds-Camel (Esty)	\$400,000
Swift (McCann Erickson)	\$300,000	Texas Co. (Kudner)	\$525,000

1949 EXPECTATION: The figure of \$30,000,000 in sponsor expenditures in 1949 is not arbitrary. Controlling factors are over-all advertising activity in all media, the increase in operating stations to 150, the increase in sets in use to 2,470,000, and the increased effectiveness of commercials.

Rates will decline. This decrease has already started since any actual charge increases are more than compensated for by increased coverage. For example: WTMJ-TV, Milwaukee, and KSD-TV, St. Louis, raised prices from \$250 to \$300 per nighttime hour. This raise of 20% is offset by an increase of 549% in sets in use in Milwaukee, 190% in St. Louis, over figures used as the basis for previous rates.

Receiver sales (more than 16,000,000 in 1949) are vital in evaluating 1949 advertising activity. There will be little parallel between actual coverage and comparable retail markets until receivers in use adjust to population distribution. There are, for instance, 95,000 receivers in Philadelphia, population 1,931,334, but only 46,000 in Chicago, population 3,996,808.

The lack of uniformity on discounts and general rate information must be eliminated. The resulting confusion is excusable during this interim period, but an integration of rates and rate information is essential to further growth.

The expectation of \$30,000,000 for television in the next twelve months assumes a continuance of radio income at its present level. Increased television budgets will be in some cases at the expense of AM, but the total effect on radio will not be appreciable.

Timetable of



Station Construction

Location	Chan.	Date	Call Letters	Licensee	Location	Chan.	Date	Call Letters	Licensee
Ames, Iowa	4	Indef.	WOI-TV	Iowa State Coll. of Agr.	Los Angeles, Cal.	7	Feb., 1949	KECA-TV	Amer. Broadcasting Co.
Atlanta, Ga.	5	Indef.	WAGA-TV	Liberty B'casting Corp.	Louisville, Ky.	9	Spring, 1949— Fall, 1949	WHAS-TV	WHAS, Inc.
Atlanta, Ga.	2	Fall, 1949	WCON-TV	Constitution Pub. Co.	Miami, Fla.	4	Indef.	WTVJ	South'n Rad. & Tel. Co.
Binghm't'n, N.Y.	12	Indef.	WNBF-TV	Clark Associates, Inc.	Min'ap'lis, Minn.	4	Feb., 1949	WTCN-TV	Minn. B'casting Co.
Birm'ngm, Ala.	13	Fall, 1949 Jan., 1950	WAFM-TV	Voice of Alabama, Inc.	Min'ap'lis, Minn.	9	Indef.	KTRV	Northw'st B'casting Co.
Birmngh'm, Ala.	4	July, 1949 Sept., 1949	WBRC-TV	Birm'ham B'casting Co.	Nashville, Tenn.	4	Late 1949	WSM-TV	WSM, Inc.
Bl'mngton, Ind.	10	Spring, 1949	WTTV	Sarkes Tarzian	New Orle'ns, La.	4	Indef.	WRTV	Maison Blanche Co.
Cincinnati, O.	11	Apr., 1949	WKRC-TV	Radio Cincinnati, Inc.	New Orle'ns, La.	7	June, 1949	WTPS-TV	Times-Picay'ne Pub. Co.
Cincinnati, O.	7	Mar., 1949	WCPO-TV	Scripps-H'wd Rad., Inc.	New York, N.Y.	9	Mar., 1949	WOR-TV	Bamb'ger B'casting Serv.
Charlotte, N.C.	3	Mar., 1949	WBT-TV	Jeff. Stand. B'casting Co.	Norfolk, Va.	4	1950	WTAR-TV	
Chicago, Ill.	7	Indef.	WENR-TV	American B'casting Co.	Okla. City, Okla.	4	July 1, 1949 or later	WKY-TV	WKY Radiophone Co.
Cleveland, O.	9	Mar., 1949	WXEL	Empire Coil Co.	Omaha, Neb.	3	July 1, 1949	KMA-TV	May Broadcasting Co.
Columbus, O.	10	June, 1949— Sept., 1949	WBNT	TV, Inc.	Omaha, Neb.	6	July, 1949— Nov., 1949	WOW-TV	Radio Sta. WOW, Inc.
Columbus, O.	6	June, 1949	WTVN	Picture Waves, Inc.	Peoria, Ill.	6	June, 1949	WMBT	Peoria B'casting Co.
Columbus, O.	3	1949-1950	WLWC	Crosley B'casting Corp.	Peoria, Ill.	12	Late 1949— 1950	WEEK-TV	West Cent. B'cast'g Co.
Dallas, Texas	8	April 20— May 15, 1949	KBTB	Lacy-Potter Tel. Co.	Phoenix, Ariz.	5	Nov., 1949	KTLX	Phoenix Television Co.
Dallas, Texas	4	June, 1949— Sept., 1949	KRLD-TV	KRLD Radio Corp.	Portland, Or.	3	Apr., 1949— May, 1949	KTVU	Video B'casting Co.
Davenp'rt, Iowa	5	June, 1949— Aug., 1949	WOC-TV	Central B'casting Co.	Providence, R.I.	11	Feb. 15, '49	WJAR-TV	The Outlet Co.
Dayton, Ohio	5	Mar., 1949	WLWD	Crosley B'casting Corp.	Riverside, Cal.	13	May, 1949— Aug., 1949	KARO	B'casting Corp. of Am.
Dayton, Ohio	13	After Jan. 1, 1949	WHIO-TV	Miami Valley B'casting	Rochester, N.Y.	6	Mar., 1949	WHTM	Stromberg-Carlson Co.
Erie, Pa.	12	Jan. 15, 1949	WICU	Dispatch, Inc.	Rock Is., Ill.	4	Sept. 1949— Sept. 1950	WHBF-TV	Rock Is. B'casting Co.
Greensboro, N.C.	2	Jan.-July, 1950	WTLE	Greensboro News Co.	Rome, N. Y.	13	2-4 quarter, 1949	WKAL-TV	Copper City B'casting
Gr'd Rap., Mich.	7	July, 1949	WLAT-TV	Leonard Versluis	S'n Ant'nio, Tex.	5	Indef.	KEYL	San Antonio Tel. Co.
Hunt'gton, W.V.	5	Indef.	WSAZ-TV	WSAZ, Inc.	S'n Ant'nio, Tex.	4	Sept.-Dec., 1949	WOAI-TV	Souht'l'd Industries, Inc.
Indianap'lis, Ind.	6	April, 1949 June, 1949	WFBM-TV	WFBM, Inc.	San Diego, Cal.	8	Dec., 1948— Mar., 1949	KFMB-TV	Jack Gross B'casting Co.
Indianap'lis, Ind.	3	Feb., 1949— May, 1949	WVHB (WUTV)	William H. Block Co.	San Fran., Cal.	7	June, 1949	KGO-TV	American B'casting Co.
Jacksonv'lle, Fla.	4	By 1950	WMBR-TV	Florida B'casting Co.	San Fran., Cal.	4	March, 1949— May, 1949	KRON-TV	The Chronical Pub. Co.
Jacksonv'lle, Fla.	6	Oct., 1949	WPDQ-TV	Jacks'nville B'casting Co.	S't L'ke City, U.	5	June, 1949	KSL-TV	Rad. S'rv. C'rp. of Utah
Jacksonv'lle, Fla.	8	Indef.	WJHP-TV	Metropolis Company	Stockton, Cal.	8	Early 1949	KGDM-TV	E. F. Peffer
Jacksonv'lle, Fla.	2	June, 1949	WJAX-TV	City of Jacksonville	St. Peters., Fla.	8	Sept., 1949	WSEE	Sunshine Tel. Corp.
Johnstown, Pa.	13	April 30, 1949 or later	WJAC-TV	WJAC, Inc.	Syracuse, N.Y.	5	Indef.	WSYR-TV	Radio Projects, Inc.
Kalam'zoo, Mich.	3	Indef.	WKZO-TV	Fetzer Broadcasting Co.	Syracuse, N.Y.	10	June, 1949	WAGE-TV	WAGE, Inc.
Kansas City, Mo.	4	Mar., 1949	WDAF-TV	Kansas City Star Co.	Tulsa, Okla.	6	June, 1949	KOVB	George Cameron, Jr.
Lancaster, Pa.	4	Early April, 1949	WGAL-TV	WGAL, Inc.	Utica, N.Y.	7	Indef.	WVTL	Utica Observer-Disp'ch
Lansing, Mich.	6	July, 1949— Oct., 1949	WJIM-TV	WJIM, Inc.	Waltham, Mass.	2	Indef.	WRTB	Raytheon Mfg. Co.
					Wilmington, Del.	7	Spring, 1949	WDEL-TV	WDEL, Inc.

TELEVISER 1949 DIRECTORIES

Operating Stations - Film Distributors - Film Producers
Advertising Agencies with TV Departments.



DIRECTORY OF

OPERATING STATIONS

Albuquerque, N. M.

KOB-TV—Albuquerque Broadcasting
President & General Mgr. T. M. Pepperday

Atlanta, Ga.

WSB-TV—Atlanta Journal Co.
(On the air: Sept. 29, 1948)
Biltmore Hotel, Atlanta, Ga.
Studio: Peachtree St., Atlanta, Ga.
Managing Director J. Leonard Reinsch
Station Manager John M. Outler, Jr.
Program Manager Marcus Bartlett
Dir. of Film Programs Jean Hendrix
Technical Manager R. A. Holbrook
Master Control Super W. H. White
Station Engineer W. W. Hibbert
Field Supervisor O. H. Heeley
Commercial Manager Frank Gaither
Publicity Manager Wayne L. Anderson
Advertising Manager Vincent C. Piano

Baltimore, Md.

WAAM—Radio-Television of Baltimore, Inc.
(On the air: Nov. 1, 1948)
3725 Malden Ave., Baltimore 11, Md.
Exec. V.P. Fred L. Allman
General Manager Norman C. Kal
Program Manager Ted Estabrook
Operations Manager Herb Cahan
Chief Engineer Warren L. Braun
Commercial Manager Armand Grant
Publicity Director Armand Grant
Sales Promotion Mgr. Clark Reynolds

WBAL-TV—Hearst Radio, Inc.

(On the air: March 11, 1948)
2610 No. Charles St., Baltimore, Md.
President Charles B. McCabe
Station Manager Harold C. Burke
Program Manager John J. Dickman
Master Control Super George Jacobs
Commercial Manager Kenneth Carter
Director of Television Harold See

WMAR-TV—The A. S. Abell Co.

(On the air: Oct. 27, 1947)
c/o The Sunpapers, Baltimore 3, Md.
V.P. & Dir. of Radio Ewell K. Jett
Program Manager Robert B. Cochrane
Dir. of Film Programs Philip S. Heisler
Technical Manager Carlton G. Nopper
Master Control Super Charles Lau
Field Supervisor David G. Martin
Commercial Manager Earnest A. Lang
Publicity Director Suzanne Gebhart

Boston, Mass.

WBZ-TV—Westinghouse Radio Stations, Inc.
(On the air: June 9, 1948)
1170 Soldiers Field Rd., Boston, Mass.
Pres. & Gen'l Mgr. Walter Evans

Station Manager W. C. Swartley
Program Manager W. Gordon Swan
Program Supervisor Lucian Self
Film Librarian Norah Adamson
Technical Supervisor Sidney V. Stedig
Station Engineer W. H. Hauser
Sales Manager C. Herbert Masse
Publicity Director Wendell A. Davis
Ass't Sales Mgr. & Sales Promotion Mgr. Lynn Morrow

Buffalo, N. Y.

WBEN-TV—WBEN, Inc.
(On the air: May 16, 1948)
Hotel Statler, Buffalo 2, N. Y.
Vice President Alfred H. Kirchhofer
Station Manager C. Robert Thompson
Ass't Sta. Mgr. Charge of Sales Frank W. Kelly
Program Director George R. Torge
Executive Producer Joseph A. Jenkins
Technical Director Ralph J. Kingsley
Ass't Tech. Dir. Charge of Tele. R. Glenn Beerbower
Transmitter Super Howard J. Bergmann
Control Room Super Earnest H. Roy
Film Supervisor Quinton Renner
Ass't Sales Manager Nicholas J. Malter
Promotion Director Joseph A. Haeffner

Chicago, Ill.

WBKB—Balaban & Katz Corporation
(On the air: Oct. 13, 1942)
190 North State St., Chicago 1, Ill.
Director John Balaban
Station Manager John H. Mitchell
Program Manager E. Jonny Graff
Dir. of Field Programs R. Liesendahl, J. Byrne
Dir. of Film Programs Richard Locke
Production Facilities Mgr. William Ryan
Technical Manager William Ryan
Commercial Manager John H. Mitchell
Publicity Director S. C. Quinlan
Sales Manager Mel Wolens

WENR-TV—American Broadcasting Co., Inc.
20 North Wacker Drive, Chicago 6, Ill.
V.P., Charge of ABC Central Div. John H. Norton, Jr.
General Manager James L. Stirton
Sales Manager Gil Berry
Manager Roy McLaughlin
Program Manager Harold Stokes
Engineering Director E. C. Horstman

WNBQ—National Broadcasting Co.
Merchandise Mart
V.P., Charge of Cent. Div. I. E. Showerman

WGN-TV—Chicago Tribune
(On the air: April 5, 1948)

400 West Madison St., Chicago 6, Ill.
General Manager Frank P. Schreiber
Dir. of Operations Vernon R. Brooks
Program Manager Jay E. Faraghan
Dir. of Field Programs Donald Cook
Film Librarian Elizabeth Bain
Productions Facilities Mgr. George Petterson
Director of Engineering Carl J. Meyers
Sales Manager George W. Harvey
Public Relations Mgr. Marilyn Lassen

Cincinnati, Ohio

WLWT—Crosley Broadcasting Corp.
(On the air: Feb. 9, 1948)
140 West Ninth St., Cincinnati 2, Ohio
President J. D. Shouse
V.P. & General Mgr. R. E. Dunville
V.P., Charge of Tele. M. N. Terry
Program Director Chester Herman
Dir. of Sports Red Thornburgh
Dir. of Film Procurement Russ Landers
Production Manager Rikel Kent
Sales Service Mgr. James Hill
Dir. of Tele. Engineering J. R. Duncan
V.P., Charge of Engineering R. J. Rockwell
Sales Manager M. F. Allison
Dir. P.R. & Publicity James F. Cassidy
Dir. Sales Promotion David E. Partridge
Merchandising Mgr. William H. Strubel

Cleveland, Ohio

WEWS—Scripps-Howard Radio, Inc.
(On the air: Dec. 17, 1947)
WEWS Bldg., 1816 E. 13th St., Cleveland 14, Ohio
Vice President James C. Hanrahan
Station Manager J. Harrison Hartley
Program Manager Patrick Crafton
Dir. of Field Programs Ernest E. Sindelar
Dir. of Film Programs Floyd E. Weidman
Technical Manager Joseph B. Epperson
Station Engineer Garth A. Coleman
Commercial Manager John R. Schmunk
Publicity Director Floyd E. Weidman

WNBK—National Broadcasting Co.
NBC Building, Cleveland 14, Ohio
Station Manager John McCormack
Program Mgr. Charles Bevis

Detroit, Michigan

WJBK-TV—The Fort Industry Co.
(On the air: Oct. 24, 1948)
500 Temple Ave., Detroit 1, Mich.
Station Manager Richard E. Janes
Program Manager Helen Anderson
Station Engineer Paul O. Frincke
Commercial Manager George M. Millan
Publicity & Adv. Mgr. Joyce M. Chapman

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SALT LAKE CITY.....212 E. 1st South St.
SAN FRANCISCO.....140 Leavenworth St.
SEATTLE.....2413 2nd Ave.
WASHINGTON.....924 New Jersey Ave.

OPERATING STATIONS

WWJ-TV—The Detroit News

(On the air: March 4, 1947)

630 W. Lafayette St., Detroit 31, Mich.
Dir. of Radio & Tele......W. J. Scripps
Station Manager.....Harry Bannister
Program Manager.....Melvin Wissman
Dir. of Field Programs.....James Eberle
Dir. of Film Program.....William Lane
Program Supervisor.....Keith T. McKenney
Production Manager.....Thomas Riley
Engineering Manager.....E. J. Love
Engineering Supervisor.....A. Allen
Field Supervisor.....O. Lapham
Commercial Manager.....Willard Walbridge
Publicity Director.....Richard Spencer

WXYZ—American Broadcasting Company

(On the air: Oct. 9, 1948)

Studio: Maccabees Bldg., Detroit 2, Mich.
General Manager.....James G. Riddell
Station & Program Mgr......John F. Pival
Dir. of Film Programs.....Roz Roulston
Dir. of Studio Programs.....Lanny Pike
Production Facilities Mgr......Ed Sanchez
Technical Manager.....Charles Kocher
Master Control Super......Melvin Morehouse
Station Engineer.....Paul Dudeck
Field Supervisor.....Paul Jantke
Sales Manager.....Len Kamins
Publicity Director.....Donald Zuhlsdorff
Advertising Manager.....Wm. Hendricks

Fort Worth, Texas

WBAP-TV—Fort Worth Star Telegram

(On the air: Sept. 29, 1948)

3900 Barnett, Fort Worth, Texas
Dir. of Radio & Tele......Harold Hough
Station Manager.....George Cranston
Program Manager.....Seymour C. Andrews
Production Manager.....Bob Gould
Dir. of Field Programs.....Larry Du Pont
Dir. of Film Programs.....Lynn Trammell
Dir. of Studio Programs.....Tommy Thompson
Technical Manager.....Super Stinson
Master Control Super......Rupert Bogan
Station Engineer.....Frank Parrish
Field Supervisor.....Tom Bedford
Commercial Manager.....Roy Bacus
Adv. & Public. Manager.....Jack Rogers
News Editor.....James A. Byron

Houston, Texas

KLEE-TV—W. Albert Lee

(On the air: Jan. 1, 1949)

Milby Hotel, Houston 2, Texas
Owner.....W. A. Lee
Station Manager.....Sid Balkin
Program Manager.....Ken Bagwell
Dir. of Field Programs.....Ernest Livingston
Dir. of Film Programs.....Earl Corridon
Dir. of Studio Programs.....Ken Bagwell
Production Facilities Mgr......Bud Johnson
Technical Manager.....Paul Huhndorff
Master Control Super......John Schmidt
Station Engineer.....Paul Huhndorff

Los Angeles, Calif.

KFI-TV—Earle C. Anthony, Inc.

(On the air: Oct. 6, 1948)

141 N. Vermont Ave., Los Angeles 4, Calif.
Owner.....Earle C. Anthony
General Manager.....W. B. Ryan

Station Manager.....Haan J. Tyler
Prog. Mgr. & Exec. Prod......Ronald C. Oxford
Dir. of Field Programs.....Robert Livingston
Dir. of Film Programs.....James Love
Dir. of Studio Programs.....James Leaman,
 Ken Higgins, Bob Hiestand
Production Facilities Mgr......Lumir Mathauser
Chief Eng......H. L. Blatterman, Curtis Mason
FM & TV Facilities Eng......Seymour Johnson
Research & Design Engineer.....George Curran
Super. of Studio Personnel.....Bryan Cole
Promotion Manager.....Kevin B. Sweeney

KIAC-TV—KMTR Radio Corporation

(On the air: Sept. 17, 1948)

1000 Cahuenga, Los Angeles 38, Calif.
V.P. & General Manager.....Don Fedderson
Program Manager.....Fred Henry
Dir. of Field Programs.....Fred Henry
Dir. of Studio Programs.....Don Forbes
Technical Manager.....Paul Schultz
Master Control Super......Carl Olson
Station Engineer.....Paul Schultz
Field Supervisor.....Carl Olson
Commercial Manager.....Dave Lundy
Publicity Director.....Red Doff

KNBH—National Broadcasting Co.

(On the air: Jan. 16, 1949)

Sunset & Vine, Hollywood 28, Calif.
V.P., Charge of West. Div......Sidney N. Strotz
Station Manager.....Harold J. Bock
Program Manager.....Robert V. Brown
Dir. of Field Programs.....Albert V. Cole
Dir. of Field Programs.....Robert Guggenheim
Dir. of Studio Programs.....Edward Sobol
Production Facilities Mgr......Howard Johnson
Technical Manager.....Robert W. Clark
Master Control Super......William States
Station Engineer.....John Knight, Jr.
Field Supervisor.....John Burrell
Commercial Manager.....Frank Berend
Publicity Director.....Leslie Raddatz
Advertising Manager.....Helen Murray Hall

KTIA—Paramount Television Productions, Inc.

(On the air: Sept., 1942)

5451 Marathon St., Los Angeles 38, Calif.
President.....Paul Raiborn
Station Manager.....Klaus Landsberg
Program Manager.....Philip Booth
Dir. of Field Programs.....Gordon Minter
Dir. of Film Programs.....Leland Muller
Dir. of Studio Programs.....Philip Booth
Production Facilities Mgr......Gordon Wright
Engineering Supervisor.....Raymond M. Moore
Master Control Super......Charles Theodore
Station Engineer.....Raymond M. Moore
Field Supervisor.....John Silva
Sales Manager.....Harry Y. Maynard

KTSL—Don Lee Broadcasting System

(On the air: 1931)

1313 N. Vine St., Hollywood 28, Calif.
President.....Lewish Allan Weiss
Dir. of Television.....Harry R. Lubcke
Program Coordinator.....E. Carlton Winckler
Dir. of Special Events.....Ira Walsh
Film Director.....Don Hine
Dir. of Studio Programs.....Elbert Walker
Production Facilities Mgr......Gil Wyland
General Sales Manager.....Ward Ingram
Publicity Director.....Mark Finley

KTTV—Times Mirror Co.

(On the air: January 1, 1949)

1025 North Highland Ave., Los Angeles 38,
 Calif.
General Manager.....Harry W. Witt
Program Manager.....Hal Hudson
Dir. of Field Programs.....Stu Phelps
Dir. of Film Programs.....Robert Breckner
Studio & Prod. Facilities.....David Crandell
Station Engineer.....Ray Monfort
Studio & Remote Super......Joe Conn
Commercial Manager.....Frank King

Louisville, Ky.

WAVE-TV—WAVE, Inc.

(On the air: Nov. 24, 1948)

334 East Broadway, Louisville 2, Ky.
General Manager.....Nathan Lord
Director of Television.....John H. Boyle
Commercial Manager.....Ralph Jackson
Chief Television Engineer.....Frank Jordan
Program Director.....George Patterson

Memphis, Tenn.

WMCT—Memphis Publishing Co.

(On the air: December 11, 1948)

3rd & Madison, Memphis 1, Tenn.
General Manager.....H. W. Slavick
Program Manager.....Wilson Mount
Chief Engineer.....E. C. Frase, Jr.
Master Control Super......J. R. Whitworth
Station Engineer.....L. L. Covington
Commercial Manager.....J. C. Eggleston
Publicity Director.....Walter E. Frase

Milwaukee, Wis.

WTMJ-TV—The Journal Co.

(On the air: Dec. 3, 1947)

Studios: Radio City, 720 E. Capitol Dr.,
 Milwaukee 1, Wis.
V.P. & Gen. Mgr......Walter J. Damm
Asst Gen. Mgr......L. W. Herzog
Station Manager.....R. G. Winnie
Program Manager.....James Robertson
Production Manager.....Charles Zoekler
Staff Directors.....George Marr, Al Beaumont,
 Colby Lewis, Scott Young
Commercial Production Mgr......Frank Hart
Chief Engineer.....Phil Laeser
Assistant Chief Engineer.....Edwin Cordes
Field Supervisor.....Henry Goeden
Studio Supervisor.....Nick Brauer
Publicity Director.....Bruce Wallace

Minneapolis, Minn.

KSTP-TV—KSTP, Inc.

(On the air: April 23, 1948)

3415 University Ave., Minneapolis 14, Minn.
President & Gen. Mgr......Stanley E. Hubbard
Station Manager.....K. M. Hance
Program Manager.....Del Franklin
Dir. of Film Programs.....Dick Kepler
Dir. of Studio Programs.....Kenn Barry
Technical Manager.....John McMahon
Master Control Super......Carl Edstrom
Commercial Manager.....Miller C. Robertson
Publicity & Advertising Mgr......Joe Cook

Newark, N. J.

WATV—Bremer Broadcasting Corporation

(On the air: May 15, 1948)

Television Center, New Jersey 1, N. J.
Pres. & General Mgr......Irving R. Rosenhaus

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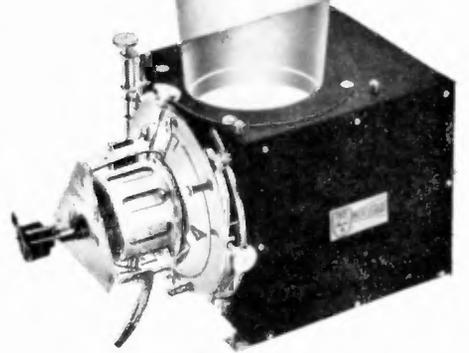
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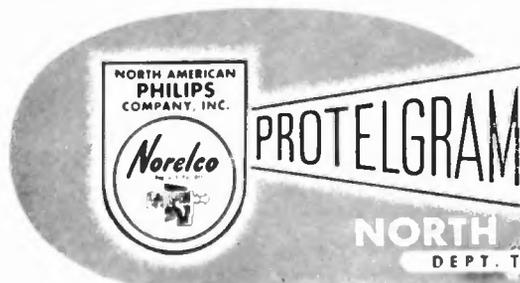
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OPERATING STATIONS

Program Manager..... George Green
V.P., Charge of Eng...... Frank V. Bremer
Studio Engineer..... Thomas Magee
Transmitter Supervisor..... Henry Dabrowski
Commercial Manager..... Edmund S. Lennon
Publicity Director..... Roland Trenchard
Advertising Manager..... James Sondheim

New Haven, Conn.

WNHC-TV—The Elm City Broadcasting Corp.
(On the air: June 18, 1948)
 1110 Chapel St., New Haven, Conn.
President..... Patrick J. Goode
Station Manager..... James T. Milne
Program Manager..... Lewis Doolittle
Dir. of Field Programs..... Selig Tanner
Dir. of Film Programs..... Jean O'Brien
Dir. of Studio Programs..... James T. Milne
Production Facilities Mgr...... Lee Hall
Technical Manager..... Ed Cole
Master Control Super...... Irving Small
Station Engineer..... Vincent DeLaurentis
Field Supervisor..... Vincent DeLaurentis
Commercial Manager..... Vincent Callanan
Publicity Director..... Lewis Doolittle
Advertising Manager..... Vincent Callanan

New Orleans, La.

WDSU-TV—Stephens Broadcasting Co.
(On the air: Dec. 18, 1948)
 Hibernia Bank Bldg., New Orleans 12, La.
President..... Edgar B. Stern, Jr.
Vice-Pres. & Station Mgr...... Fred Weber
Program Manager..... Stanley Holiday
Dir. of Field Programs..... John Muller
Dir. of Film Programs..... Rose Wetzel
Dir. of Studio Programs..... Bryon Dowty
Master Control Super...... Paul Hozenthal
Station Engineer..... Lindsey Riddle
Field Supervisor..... Carlos Dodd
Commercial Manager..... Charles Price
Publicity Director..... Ray Liuzza
Advertising Manager..... Walter Winus

New York, N. Y.

WABD—Allen B. DuMont Laboratories, Inc.
(On the air: May 2, 1944)
 515 Madison Avenue, New York 22, N. Y.
Ass't to the President..... Mortimer W. Loewi
Director..... Lawrence Phillips
Mgr. of Prog. Planning..... James L. Caddigan
General Manager..... Leonard Hole
Program Manager..... Tony Kraber
Sales Manager..... Humboldt J. Greig
Chief Engineer..... Rodney D. Chipp

WCBS-TV—Columbia Broadcasting System
(On the air: July 1, 1941)
 51 East 42nd St., New York 17, N. Y.
Vice President..... J. L. Van Volkenburg
Program Manager..... Charles M. Underhill
Dir. of Field Programs..... Edmund Chester
Dir. of Film Programs..... Stanton Osgood
Dir. of Studio Programs..... Jerry Danzig
Production Facilities Mgr...... John DeMott
Technical Manager..... Paul Wittlig
Master Control Super...... Andy Mercier
Station Engineer..... Henry Grossman
Field Supervisor..... Orville Sather
Commercial Manager..... Dave Sutton
Publicity Director..... George Crandall
Advertising Manager..... Vic Ratner

WJZ-TV—American Broadcasting Company
(On the air: August 10, 1948)
 30 Rockefeller Plaza, New York, N. Y.
National Dir. of Television..... Paul Mowrey
Station Manager..... Murray Grabhorn
Dir. of Field Programs..... Burke Crotty
Dir. of Film Programs..... Nat Fowler
Dir. of Studio Programs..... Ralph Warren
Prod. Facilities Mgr...... Mrs. Sally O'Neill
Technical Manager..... George Milne
Master Control Super...... George Milne
Station Engineer..... George Milne
Field Supervisor..... Marshall Diskin
Commercial Manager..... Fred Thrower
Publicity Director..... Earl Mullin
Advertising Manager..... Ivor Kenway

WNBT—National Broadcasting Company
 30 Rockefeller Plaza, New York, N. Y.
President..... Niles Trammell
V.P., Charge of Tele...... Sidney N. Strotz
Exec. Ass't to V.P...... Noran E. Kersta
Dir. of Tele. Operations..... Carleton Smith
Natl' Dir. of Tele. Pro...... Norman Blackburn
Exec. Producer..... Warren Wade

WPIX—News Syndicate Co., Inc.
(On the air: June 15, 1948)
 220 East 42nd St., New York 17, N. Y.
President..... F. M. Flynn
Station Manager..... Robert L. Coe
Program Manager..... James S. Pollak
Mer. News & Spec. Events..... Carl Warren
Dir. of Film Programs..... James S. Pollak
Station Engineer..... Tom Howard
Commercial Manager..... B. O. Sullivan
Publicity Director..... Frank Young

Philadelphia, Pa.

WCAU-TV—The Philadelphia Bulletin Television Station
(On the air: May 23, 1948)
 1622 Chestnut Street, Philadelphia 3, Pa.
Pres. & General Mgr...... Dr. Leon Levy
V.P. & Dir. of Television..... G. Bennett Larson
Program Manager..... John McClay
Dir. of Film Programs..... Helen Buck
Production Facilities Mgr...... David Kaigler
Technical Manager..... John G. Leitch
Station Engineer..... George Lewis
Commercial Manager..... Alex Rosenman
Publicity Director..... John J. Kelly
Advertising Manager..... Robert N. Pryor

WFIL-TV—The Philadelphia Inquirer Station
(On the air: Sept. 13, 1947)
 45th & Market Streets, Phila. 39, Pa.
General & Station Manager..... Roger W. Clipp
Program Manager..... Jack Stack
Chief Engineer..... Louis E. Littlejohn
Ass't Chief Eng. Chg. of Tele...... Henry Rhea
Field Supervisor..... John Wright
Commercial Manager..... John E. Surrick
Publicity Director..... Richard C. Koster
Advertising Manager..... Fred Hayward

WPTZ—Philco Television Broadcasting Corp.
(On the air: Sept. 1941)
 1800 Architects Bldg., Phila. 3, Pa.
Vice President..... E. B. Loveman
Ass't General Manager..... Rolland V. Tooke
Program Manager..... Ernest Walling
Dir. of Spec. Events..... Clarence W. Thoman

Dir. of Film Programs..... Albert J. Mann
Technical Manager..... Raymond J. Bowley
Station Engineer..... A. M. Hopwood
Com. Mgr...... Alexander W. Dannenbaum, Jr.
Publicity Director..... Charles Hoban

Pittsburgh, Pa.

WDTV—Allen B. DuMont Labs.
(On the air: Jan. 12, 1949)
 Temporary Office: 204 Nixon Theatre Bldg.,
 Pittsburgh, Pa.
General & Station Mgr...... Donald A. Stewart
Technical Manager..... Raymond Rodgers
Publicity Director..... Margaret Mollard

Richmond, Va.

WTVR—Richmond Broadcasting Co., Inc.
(On the air: April 15, 1948)
 3301 West Broad St., Richmond, Va.
General & Station Mgr...... Wilbur M. Havens
Program Mgr...... G. Conrad Rianhard, Jr.
Chief Engineer..... Wilfred H. Wood
Commercial Manager..... Walter A. Bowry, Jr.

Salt Lake City, Utah

KDYL-TV—Intermountain Broadcasting & Television Corp.
(On the air: April 19, 1948)
 Tribune Bldg., Salt Lake City, Utah
President & General Manager..... S. S. Fox
Director of Television..... Harry Golub
Program Manager..... Danny Ranger
Dir. of Field Programs..... Howard Anderson
Dir. of Film Programs..... Hal Kaufman
Dir. of Studio Programs..... Al Summerhays
Production Facilities Mgr...... Byron Openshaw
V.P. & Technical Mgr...... John M. Baldwin
Master Control Super...... Herbert Holthouser
Station Engineer..... Allan Gunderson
Field Supervisor..... Wally Lambourne
Commercial Manager..... Harry Golub
Publicity Director..... Del Leeson

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OPERATING STATIONS

San Francisco, Calif.

KPIX—Associated Broadcasters, Inc.
(On the air: Dec. 25, 1948)
 Mark Hopkins Hotel, San Francisco, Calif.
President.....W. I. Dumm
V.P. & General Mgr......Philip G. Lasky
Commercial Manager.....John G. Campbell
Program Director.....Keith Kerby

Schenectady, New York

WRGB—General Electric Company
(On the air: Nov. 6, 1939)
 60 Washington Ave., Schenectady, N. Y.
V.P. & Mgr. of Broadcasting.....R. S. Peare
Station Manager.....G. Emerson Markham
Supervisor of Programs.....Albert G. Zink
Technical Manager.....W. J. Purcell
Master Control Super......R. E. Putnam
Station & Field Engineer.....B. W. Cruger
Supervisor of Sales.....A. G. MacDonald
Supervisor of Promotion.....R. W. O'Brian

Seattle, Wash.

KRSC-TV—Radio Sales Corporation
(On the air: Nov. 25, 1948)
 2939 4th Avenue South, Seattle 4, Wash.
President.....P. K. Lieberman
Station Manager.....Robert E. Priebe
Program Manager.....Lee Shulman
Dir. of Field Programs.....Clare Hannawalt
Dir. of Film Programs.....Ben Swisher
Technical Manager.....Robert A. Ferguson
Commercial Manager.....Alexander P. Hunter
Publicity Director.....Lee Schulman

St. Louis, Mo.

KSD-TV—St. Louis Post-Dispatch
(On the air: Feb. 8, 1947)
 1111 Olive St., St. Louis 1, Mo.
General Manager.....George M. Burbach

Syracuse, N. Y.

WHEN—Meredith-Syracuse Publishing Co.
(On the air: Dec. 1, 1948)
 101 Court St., Syracuse 8, N. Y.
Station Manager.....Paul Adanti
Station Engineer.....H. Eugene Crow
Commercial Manager.....William H. Bell

Toledo, Ohio

WSPD-TV—Fort Industry Company
(On the air: July 21, 1948)
 Broadcast Bldg., Toledo, Ohio
Dir. & Sta. Mgr......E. Y. Flanigan
Program Manager.....Glen Jackson
Dir. of Field Programs.....Ash Dawes
Dir. of Film Programs.....Elaine Phillips
Dir. of Studio Programs.....Al Ruhfel
Production Facilities Mgr......Al Ruhfel
Commercial Manager.....E. Y. Flanigan
Pub. & Adv. Dir......R. H. Gourley

Washington, D. C.

WNBW—National Broadcasting Company, Inc.
(On the air: June 27, 1947)
Studio Address: Wardman Park Hotel,
 Wash., D. C.
Business Address: Translux Bldg., 724 -
 14th St. N. W., Wash. 5, D. C.
V.P., Chg. of Wash. Off......Frank M. Russell
Ass't to V.P., Chg. of Operations
 William R. McAndrew
Director of Programs.....George Y. Wheeler
Director of Sales.....Mahlon Glascock
Eng. in Charge.....Donald Cooper
Business Manager.....George Sandefer
Program Manager.....Charles Kelly
Prod. Fac. Mgr......Edward Camp
Television Oper. Super......Howard Gronberg

Master Control Super......James Weaver
Station Engineer.....John Stetson
Field Supervisor.....Charles Colledge
Publicity Director.....Jay Royen
Adv. & Prom. Mgr. Tom Dolan Geoghegan

WMAL-TV—The Evening Star Broadcasting Company

(On the air: Oct. 3, 1947)
 724 14th St., N. W., Washington 5, D. C.
President.....S. H. Kauffman
V.P. & General Mgr......K. H. Berkeley
Mgr. Broad. & Tele. Oper......Fred Shawn
Chief Engineer.....Frank Harvey
Commercial Manager.....Ben B. Baylor, Jr.

WOIC—Bamberger Broadcasting Service, Inc.

(On the air: Jan. 16, 1949)
 40th & Brandywine St., Wash. 16, D. C.
President.....Theodore Streibert
Station Manager.....Eugene S. Thomas
Program Manager.....James S. McMurry
Dir. of Film Programs.....Montrey M. Ashburn
Production Facilities Mgr......James Blair
Technical Manager.....R. D. Compton
Operations Engineer.....L. A. Wilkinson
Commercial Manager.....William D. Murdock
Pub. & Adv. Mgr......John F. Hardesty

WTTG

(On the air: Jan., 1947)
 12th and E Streets, Wash. 4, D. C.
Station Manager.....Walter Compton
Program Manager.....Roger Coelos
Dir. of Field Programs.....Leslie Arries, Jr.
Dir. of Film Programs.....Jules Huber
Dir. of Studio Prog......Gordon Williamson
Master Control Super......Lee Falwell
Commercial Mgr......Harold E. Sheffers
Publicity Director.....Don Roper

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Writer Winifred E. Kiser
Production Terese V. G. Oxford

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Dept. Head Aubrey F. Watson
Ass't Head Jack W. Murray
Writer Alicia G. Smithers

AGENCY SERVICE CORP.

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

Exec. Vice Pres. Alfred C. Houser
Script Editor Walter J. Fay
Time Buyer T. Kiley
TELE ACCOUNTS: Chicago Motor Club.

THE AITKIN-KYNETT CO.

1400 S. Penn Square, Phila. 2, Pa.
(RItttenhouse 6-7810)

Dept. Head Alvan B. Sommerfield

ALLEN & REYNOLDS

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

Chrmn. TV Develop. Comm. Jack Anderson
Co-chairman Milton Stephan
Writer Jan Haggert
Writer Beth Crabbe

ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
(LEXington 2-3020)

Director of Television Robert I. Garver
Copy Chief Fred Clarke
TELE ACCOUNT: Martin Fabrics Corp.

ALLIED ADVERTISING AGENCIES

167 South Vermont, Los Angeles 4, Calif.
(Drexel 7331)

Director Bill Welsh
Ass't Director Stuart Heinemann
Producer Hal Knutson
TELE ACCOUNTS: Grimes-Stassforth; Arden Farms; Gold's Furniture; Frank's Nursery; L. A. Examiner. *Inactive*: Paradise Furniture; Standard Brands Paint Company.

AMERICAN ADVERTISING AGENCY

1329 Vine St., Phila. 7, Pa.
(WAlnut 2-1800)

Publicity Director Jack H. Harris

ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York 20, N. Y.
(PLaza 7-2300)

Director of Television Karl Knipe
Ass't to Dir. of Tele. Steve Aubrey
Staff Catherine Finnerty
TELE ACCOUNT: *Inactive*: Alexander Smith & Sons Carpet Company.

ATHERTON & CURRIER, INC.

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

Director of Television John P. Atherton

AUBREY, MOORE & WALLACE, INC.

230 North Michigan Avenue, Chicago 1, Ill.
(Financial 6-1600)

Director of Television J. H. North
Writer Sylvia Jacobs
TELE ACCOUNT: International Harvester Company.

N. W. AYER & SON, INC.

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

V.P., Charge of Tele. H. L. McClinton
Assistant Head G. D. Gudebrod
Admin. Ass't R. M. Dunn
Production Supervisor Don McClure
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Film Supervisor-Writer Don Jones
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TELE ACCOUNTS: American Tobacco Co.; Atlantic Refining Co.; United Air Lines; American Telephone & Telegraph; Supplee Dairy; Sheffield Farms.

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Copy Chief Frank Denman
Writer-Director Mrs. Ruth Friedlich

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Television Director Clair C. Callihan

Writers Cody Sattley, King Park
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Public Relations.....Neil Collins

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Time Buyer.....(Miss) Jan Gilbert
Copy Chief.....Henry W. Patterson
Copy Writer.....Betty Parks
Copy Writer.....Courtney Crandall

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Art Director.....Jack Hirose
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Scheduling and Script.....Lois Craft
Script Writer.....Patricia Noble

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Writers..... D. Thomas, T. Pearson, P. Roll

TELE ACCOUNTS: L. P. Steurat, Inc.; Sun
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Writer..... E. Newfeld

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Writers..... William Hines, Gloria Brown
Art Director..... Frederick Russell

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Writer.....Robert Kupsick
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Ass't to Dir.....Theodore K. Broido

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Ass't to Dir. of Radio & Tel.....Larry Holcomb
Copy Chief.....Peter Keveson
Writer.....Frank Buck
Time Buyer.....Frank Daniels
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Ass'ts.....John Franck
Director.....Ted Huston
Ass't Director.....Lou Sposa
Writer.....Elizabeth Evans
Art Director.....William Duffy
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Producer.....H. A. Barkan
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Writer.....Doug Smith
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Writer.....George Taylor

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Writer.....Max Sapan
Production Director.....Ben Parker
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. . . TELEVISION FILM DIRECTORIES . . .

FILM DISTRIBUTORS

Acus Pictures Corporation

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

Adventure Films, Inc.

William Alexander, President
165 West 46th St., New York 19, N. Y.
PLaza 7-2320
AVAILABLE: Features-travels and adventure.

A. F. Films, Inc.

(Les Actualites Francaises)
Rosalind Kossoff, Director
1600 Broadway, New York 19, N. Y.
CIRCLE 7-2850
AVAILABLE: Shorts produced in France and United States.

A. F. E. Corporation

P. Graetz, President
1270 Sixth Ave., New York 20, N. Y.
CIRCLE 6-8927
AVAILABLE: American, French and Spanish productions.

Alexander Film Co.

J. Don Alexander, President
Colorado Springs, Colo.
Main 4200
AVAILABLE: 7000 library subjects.

All American Pictures

All American News, Inc.
2901 Prairie Ave., Chicago 16, Ill.
CALumet 5-7878
AVAILABLE: Own productions.

American Film Co.

Ben Harris, Manager
1329 Vine St., Philadelphia 7, Pa.
WALnut 2-1800
AVAILABLE: Westerns, musicals, cartoons, serials, sports.

Astor Pictures Corp.

R. M. Savini, President
130 West 46th St., New York 19, N. Y.
BRyant 9-2457
AVAILABLE: 33 Westerns; 25 musical shorts; 6 cartoons; 50 features.

Atlas Television Corp.

Henry Brown, President
1619 Broadway, New York 19, N. Y.
CIRCLE 7-2900
AVAILABLE: 350 comedy and musical shorts featuring name stars.

Zach Baym

Zach Baym, Owner
114 Grafton St., Brooklyn 12, N. Y.
DICKens 2-0243

Write for information on
JULIEN BRYAN PRODUCTIONS
Available for Television

★
International Film Foundation
1600 Broadway, Suite 1000, N. Y.

AVAILABLE: 12 musical shorts, 30 animated cartoons, 20 entertainment shorts, 42 documentary and travel shorts.

Bell Picture Corp.

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630 Ninth Ave., New York, N. Y.
CIRCLE 6-1383
AVAILABLE: 22 features; shorts; 6 musicals; sports.

Al. O. Bondy, Inc.

Al. O. Bondy, President
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CIRCLE 6-6744
AVAILABLE: Industrial films (scientific and educational) to theatres. Some available free to television.

Brandon Films, Inc.

Thomas J. Brandon, President
1600 Broadway, New York 19, N. Y.
CIRCLE 6-4868
AVAILABLE: Shorts: 50 documentary, educ'l.

Bray Studios, Inc.

J. R. Bray, President
729 Seventh Ave., New York 19, N. Y.
CIRCLE 5-4582
AVAILABLE: Shorts: 50 educational, travel and documentary.

Bureau of Communication Research, Inc.

Leo R. Dratfield, Television Director
13 East 37th St., New York 16, N. Y.
MURray Hill 9-4175
AVAILABLE: 4 industrial.

Capital Film Exchange

Edward G. Gabriel, Manager
1314 Vine St., Philadelphia, Pa.
SPRuce 4-2698
AVAILABLE: Features and shorts, including westerns, musicals, cartoons, serials.

Casino Film Exchange, Inc.

Joseph Scheinman, President
210 East 86th St., New York, N. Y.
BUtterfield 8-0561
AVAILABLE: 100 features; 20 shorts.

Catholic Movies

Helen Lewek, Owner
220 West 42nd St., New York 18, N. Y.
UNiversity 5-7998
AVAILABLE: Polish and religious.

Celebrity Productions, Inc.

James A. Byrne, President
723 Seventh Ave., New York 19, N. Y.
CIRCLE 5-5970
AVAILABLE: 76 cartoons.

China Film Enterprises of America, Inc.

K. C. Tsien, General Manager
132 West 43rd St., New York 18, N. Y.
WISconsin 7-6872
AVAILABLE: 29 shorts about China.

Leo B. Cohen

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

Commonwealth Film & Television, Inc.

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

Crystal Pictures, Inc.

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

Davis & Geck, Inc.

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

Encyclopaedia Britannica Films

Laurin H. Healy, Dir. of Pub. Relations
1150 Wilmette Ave., Wilmette, Ill.
WILmette 6404
AVAILABLE: 300 educational films.

Equity Film Exchanges, Inc.

Bernard H. Mills, President
341 West 44th St., New York 18, N. Y.
CIRCLE 6-8546
AVAILABLE: 50 features, 50 westerns, 50 shorts.

Excelsior Pictures Corp.

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

Fair Deal Motion Picture Service

L. D. Colson, President
2040 Chatterton Ave., New York 61, N. Y.
TALmage 9-6728
AVAILABLE: 15 religious, 100 shorts, 40 westerns.

Favorite Films Corp.

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

Film Studios of Chicago

H. A. Spanuth, Producer
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LUxemburg 2-4355

AVAILABLE: 6 sports, 40 others.

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639 N. 7th St., Milwaukee 3, Wisc.

AVAILABLE: Features and shorts; westerns;
musical; cartoons; sports; serials.

SPECIALTY: Football shorts.

General Film Productions

Harry A. Kapit, President
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Circle 6-6441

AVAILABLE: 45 features, 36 westerns, 25 shorts.

Guaranteed Pictures Co., Inc.

M. D. Sackett, President
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Circle 5-6456

AVAILABLE: 100 features, 100 shorts.

Hack Productions

Herman Hack, Owner
535 N. Laurel Ave., Hollywood 36, Cal.
WAInut 2068

Hartley Productions

Irving Hartley, President
20 West 47th St., New York 19, N. Y.
LUxemburg 2-0158

AVAILABLE: Educational films, travelogues,
etc.

Herald Pictures

Jack Goldberg, President
1650 Broadway, New York 19, N. Y.
Circle 6-0691

AVAILABLE: 6 features. Also musicals.

Hoffberg Productions, Inc.

J. H. Hoffberg, President
620 Ninth Ave., New York 18, N. Y.
Circle 6-9031

AVAILABLE: 50 features; 100 shorts. Also
westerns, musicals, sports, others.

Ideal Pictures Corp.

Elmer R. Willoughby, Manager
26-34 East 8th St., Chicago 5, Ill.
HArrison 5354

AVAILABLE: Features and Shorts, 16mm.

International 16MM Corp.

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

AVAILABLE: Shorts, musicals, cinelogs, others.

International Film Foundation, Inc.

Julien Bryan, Executive Director
1600 Broadway, New York 19, N. Y.
Circle 6-9438

AVAILABLE: 35 educational films.

International Tele-Film Pro. Inc.

Paul F. Moss, President
331 Madison Ave., New York 17, N. Y.
MUrray Hill 7-7306

AVAILABLE: 26 variety, 52 educational, 52
travel.

Jewel Productions, Inc.

S. Cummins, General Manager
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PLaza 7-6227

AVAILABLE: Features.

Karel Sound Film Library

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GRant 3313

AVAILABLE: Features and Shorts—serials,
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ELdorado 5-2848

AVAILABLE: Educational films.

Majestic Productions, Inc.

Jules Levey, President
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Circle 7-7956

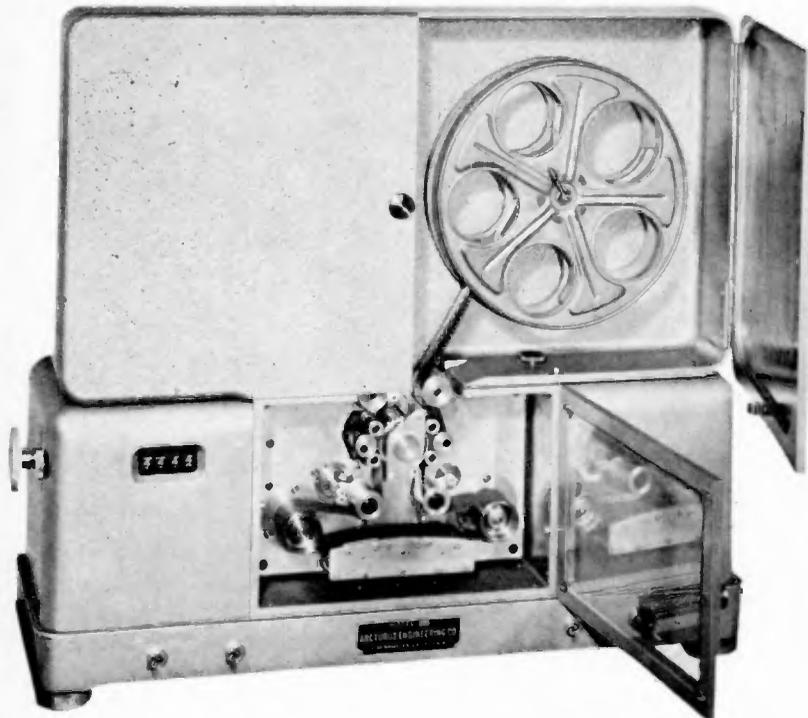
AVAILABLE: 4 westerns, 1 musical short, 4 ser.

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VE 7-3706

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AVAILABLE: Religious, features, shorts.

National Safety Council
Paul Jones, Dir. of Public Information
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AVAILABLE: Safety subject trailers, 16mm, for non-commercial programs.

Nu-Art Films, Inc.
G. W. Hedwig, President
145 West 45th St., New York 19, N. Y.
LUXemburg 2-3273
AVAILABLE: 70 features; 150 shorts; also Westerns, musical shots, sports, serials.

Official Films, Inc.
Irving Leos, Ass't to President
25 West 45th St., New York
LUXemburg 2-1700
AVAILABLE: 60 shorts (sports, news, musicals, westerns, others).

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

Photoart Visual Service
Roa Kraft Birch, President
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AVAILABLE: 150 features, 1500 shorts—all 16 mm. Westerns, educational, musicals, sports, cartoons, serials, religious.

Pictorial Films, Inc.
625 Madison Ave., New York 22, N. Y.
PLaza 5-9600
AVAILABLE: Musicals, Puppertoons, Sportreels.

Post Pictures Corp.
H. A. Post, President
Harold Baumstone, Adv. & Sales Prom. Mgr.
Milton J. Sajzberg, Sales Manager
115 West 45th St., New York 19, N. Y.
LUXemburg 2-4870
AVAILABLE: 11 features; 82 shorts; also Westerns, dramas, mysteries, sports, music, etc.

Radiovision Corporation
Walter J. Nelson, President
Box 968 Hollywood Station, Hollywood, Cal.

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

Religious Film Association
W. L. Rogers, Executive Secretary
45 Astor Place., New York 3, N. Y.
GRamery 7-2397
AVAILABLE: Religious and educational.

Scandia Films, Inc.
Ernest Mattsson, President
220 West 42nd St., New York 18, N. Y.
WISconsin 7-7049

AVAILABLE: 50 features with Swedish dialogue and English superimposed titles; shorts—travelogues with English commentary.

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

Sherwood Pictures Corp.
T. Marc Sherwood, President
1569 Broadway, Brooklyn 7, N. Y.
GLENmore 2-6192
AVAILABLE: Educational travelogues.

Simmel-Meservey, Inc.
Louis C. Simmel, President
321 S. Beverly Drive, Beverly Hills, Calif.
BRADshaw 2-3874
AVAILABLE: 30 documentary shorts.

Telecast Films, Inc.
E. T. Woodruff, President
145 West 45th St., New York 19, N. Y.
LUXemburg 2-2421
AVAILABLE: All types.

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

Television Film Industries Corp.
George H. Cole, President
340 Third Ave., New York 10, N. Y.
LEXington 2-6780
AVAILABLE: Features, shorts; musicals, cartoons, sports, industrial serials.

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

Transvideo Corporation of America
Theodore A. Parisi, President
2 West 46th St., New York 19, N. Y.
LUXemburg 2-1280
AVAILABLE: 16 one reel musical shorts.
Twentieth Century Fox Film Co.
Peter Levathes, Director of Television
444 West 56th St., New York, N. Y.
COLUMbus 5-3320
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United Artists Corp.
John H. Mitchell, Dir. of TV Sales
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CIRCLE 5-6000
Available: Films for Television

United World Films, Inc.
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PLaza 9-1200
AVAILABLE: Features, sports, cartoons, documentaries.

Bertram Willoughby Pictures, Inc.
Ideal Pictures, Inc.
Suite 600, New York 19, N. Y.
CIRCLE 6-9580
AVAILABLE: 150 educational and religious.

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

WPIX, Inc.
News Syndicate, Inc., Owner
220 E. 42nd St., New York 17, N. Y.
MURray Hill 2-1234
AVAILABLE: TelePIX Daily newsreel, 24 Korda Films, 36 westerns, 400 One-reel comedies.

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

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

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Films for Television—(I)

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Instructor: JOHN FLORY

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Instructor: KENDALL FOSTER

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Leading advertising executives discuss current problems and trends in television advertising with class members.

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Chairman: ROGER BOWMAN

of N. Y.

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Instructor: OTIS FREEMAN

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How to secure optical, studio and electronic effects; use of trick titles, miniatures, maps, animation. (Lab—6 hrs.)

Instructor: RUDY BRETZ

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*Wednesdays, 6-8 p.m. (\$50**)*

Use of TV newsreels; newsreel assignments, rapid processing, film editing and cutting. Actual film shooting by students.

Instructor: ED EVANS

Films for Television (Advanced)

Wednesdays, 8-10 p.m. (\$35)

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Instructor: ED EVANS

Scenic Design & Studio Lighting (Advanced)

Wednesdays, 6-8 p.m. (\$50)*

Lab work consisting of the designing and detailing of scenery; study and use of furniture and dressing for period productions; building and painting of actual sets for Television Workshop productions; making of model sets. Required: Basic Scenic Design & Lighting or extensive experience in related fields.

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Otis Freeman
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PLaza 7-2265

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Oscar Dancigers, General Manager
Reforma #503-401, Mexico, D. F.
Phone: 11-26-98 and 36-59-30

Alexander Film Co.

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

All-Scope Pictures, Inc.

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

American Film & Televad Co.

Bart O. Foss, Director
759 W. 7th St., St. Paul 2, Minn.
Dale 4620
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Robert Gross, Executive Producer
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PLaza 7-5915
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American Film Services

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Animated cartoons, pictorial bridges, titles, etc. Has studio facilities.

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DRexel 3265
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ADams 5159
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Apex Film Corporation

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CRestview 6-7006
Tele entertainment programs, film commercials, animation.

Audio Productions, Inc.

Film Center Building, 630 Ninth Avenue
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COLumbus 5-6771
F. K. Speidell, President
Instructional, institutional, medical, and commercial. Spots for television. Animation and optical effects.

Doria Balli & Associates

Doria Balli, Director
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EX 9395
Commercial film shorts, musicals, vaudeville acts.

Beaumont Productions

Bernard B. Ray, Producer-Director
6021 Sunset Blvd., Hollywood 28, Calif.
Hemsted 2228
Shorts, features, westerns, musicals, mysteries.

Irving Browning

70 W. 45th St., New York 19, N. Y.
MUrray Hill 2-7490
Films to order.

Allyn Butterfield Productions

Allyn Butterfield, President
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Hollywood 3961
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Films to order.

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Campus Film Productions

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TRiangle 5-6296
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Chicago Film Studios

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WHitehall 6971
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Cinemart, Inc.

Andre Carbe, Dir. of Production
Varian Fry, General Manager
Offices: 565 Fifth Ave., New York 17, N. Y.
Studio: 101 Park Ave., New York 17, N. Y.
MUrray Hill 4-1562

Complete commercial productions, fashion shows, tele commercials. Sound studio facilities (disc. tape, film).

Cinetech Company, Inc.

J. Seiden, President
106 West End Ave., New York, N. Y.
TRafalgar 3-1411
On assignment from writing to finished picture; complete studio facilities.

Cinetel

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

Clampett Cartoons

Robert E. Clampett, Producer
134 N. Detroit St., Hollywood 36, Calif.
WA 9924
Animated cartoons, commercials, live action children's shows.

Colonial Films

Harold L. Lassiter and Dudley Spruill, Partners
1908 Eye St., N.W., Washington 6, D. C.
NAtional 0436
16mm industrial and government films. Tele commercials and features.

Contemporary Enterprises

John Gruenberg, II, and Richard R. Strome
1416 South Penn Square, Phila. 2, Pa.
LOcut 7-5834
Commercials.

Corcoran Productions, Inc.

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

Courneya Productions

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

Crafton Brothers, Inc.

David M. Crafton, President
3303 W. Lawrence Ave., Chicago 25, Ill.
JUUniper 8-0396
Commercial, educational, documentary films.
Titling and animation.

Shamus Culhane Productions, Inc.

Shamus Culhane, President
4333 Rhodes Ave., No. Hollywood, Cal.
SUNset 31923
Animation and live advertising shorts.

DeFrenes & Company

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

Depicto Films, Inc.

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

FILM PRODUCERS

Macwell Desser

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

Planning and directing films for "Slide-Motion Picture" technique (16mm). Commercial and educational film-strips.

Harry Dugan Productions

Wynnewood, Penn.
Ardmore 7089

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

Ellison-Cal Dunn Productions

Cal Dunn, President
104 S. Michigan Ave., Chicago 3, Ill.
STate 2-0247

Produce cartoon films (animated and slide) for tele commercials, entertainment, educational, sales and training.

Emerson Film Corporation

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

Encyclopaedia Britannica Films

L. H. Healy, Public Relations Director
1150 Wilmette Ave., Milmette, Ill.
Wilmette 6404

Educational and tele films. Film packages on contract.

Jerry Fairbanks, Inc.

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

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

Famous Studios

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

Cartoons, commercials. Does animation, trick effects. *Popeye the Sailor* and *Little Audrey, Screen Songs*.

Film Arts Corp.

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

Original shorts, full length commercials; news and commercials.

Film Associates, Inc.

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

Film Center

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

Films for Industry, Inc.

Hylan Chesler, President
135 W. 52nd St., New York City 19
PLaza 3-2800

16mm and 35 mm commercial, documentary and television films in color, black and white. Animation, optical and special effect facilities. Complete sound studios housed in own building.

Film-Makers, Inc.

Jean H. Lenauer, President
1600 Broadway
Clrcle 7-2850

Theatrical, television and commercial films.

Film Studios of Chicago

H. A. Spanuth, General Manager
135 So. LaSalle St., Chicago 3, Ill.
CEntral 8147

Animation, process shots and trick effects; produces shorts and features.

Flory Films, Inc.

John Flory, President
303 E. 71st St., New York 21, N. Y.
REgent 4-0862
Industrial, documentary, classroom, tele films.

Fotosound Studios, Inc.

Evan J. Anton, President
20 E. 42nd St., New York 17, N. Y.
MUrray Hill 7-0463

Produce 16mm sound, black and white and color, productions on location or in studios. Also disc or film recordings, audition records, spot announcements, commercials and complete programs.

Francisco Films

L. M. Francisco, Owner
222 N. Michigan Ave., Chicago, Ill.
Commercial films.

Gallagher Films

J. C. Gallagher, President
113 S. Washington, Green Bay, Wisc.
639 N. 7th St., Milwaukee, Wisc.

General Film Productions Corp.

Harry A. Kapit, President
1600 Broadway, New York 19, N. Y.
Clrcle 6-6441
Commercials, features and shorts.

Graphic Films Corp.

Lester Novros, President
J. S. Goldberg, Sec'y-Treas.
1108 Lillian Way, Hollywood 38, Calif.
GR. 2191

Sales training, industrial films; films for children.

Gray-O'Reilly Studio

John F. O'Reilly and James Gray, Owners
480 Lexington Ave., New York 17, N. Y.
PLaza 3-1531
Tele spot shows and commercials.

Green Associates

360 N. Michigan Ave., Chicago, Ill.
CEn. 6-5593
Commercial spots, animation, sport filming, slides.

Hartley Productions

Irving Hartley, President
20 West 47th St., New York 19, N. Y.
LUXemburg 2-0158
Advertising and educational motion pictures, and TV commercials.

H. B. & K. Films for Television

1560 Broadway, New York 19, N. Y.
LeRoy B. Pitkin & Oland Killingsworth
PLaza 7-0759

Producers of animated and live action films exclusively for television.

Leslie Helhena

Leslie Helhena, Owner
932 N. LaBrea, Hollywood 38, Calif.
GRanite 3174
Open ends, spots, educational, advertising.

Hollywood Teletopics

Charles G. Arlington, V.P.-Gen'l Mgr.
1960 N. Vermont Ave., Hollywood 27, Cal.
NORmandy 1-2810

Newsreels, special features for tele.

Hu Chain Associates

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

On client assignment; commercials for television, special events; others.

International News Service

Television Department
Robert H. Reid, Mgr. INS-INP Tele Dept.
235 E. 45th St., New York 17, N. Y.
MUrray Hill 7-8800

Daily and weekly newsreels in conjunction with Telenews Productions, Inc. INS video news tape.

International 16MM Corp.

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

Shorts, musicals, cinelogs, others.

The Jam Handy Organization

Harry Willard, Contact
1775 Broadway, New York 19, N. Y.
COLumbus 5-7144

Charles Renfrew, Sales
2851 E. Grand Blvd., Detroit 11, Mich.
MADison 2450

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

THE HOUSE OF LIGHT FOR PHOTO BULBS

LIGHTING EQUIPMENT

•

The Motion Picture and Advertising Industry

BARDWELL & McALISTER Sales - Service - Parts

WALTERS ELECTRIC
740 3rd Ave. (at 46th St.) N. Y. 17
PL. 3-2316

FILM PRODUCERS

Kemp Television Productions

Jack J. Kemp, Producer-Director
1650 Broadway, New York 19, N. Y.
Circle 6-0691
35mm and 16mm, all types, all lengths; complete script and technical services; has camera and sound equipment, 16mm and 35mm; lights, sound, vehicles, etc.

Herbert Kerkow, Inc.

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

Knickerbocker Productions, Inc.

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

Gene Lester Productions

Gene Lester, Owner
1487 N. Vine St., Hollywood 28, Calif.
Hillside 7287
Commercial and tele films to order. Facilities for 16 and 35mm films in sound, color, black and white.

Jack Lewis Studios

Jack Lewis, Owner
109 W. Grace St., Richmond 19, Va.
7-3629
Tele commercials, slides, stills and motion pictures.

Lieb-Brotman Studio

14 West 58th St., New York 19, N. Y.
PLaza 3-9355
Television features and commercials on assignment. Script-writing to final picture.

Majestic Productions, Inc.

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

Martin Murray Productions, Inc.

Martin Murray, President
5746 Sunset Blvd., Hollywood 28, Calif.
HOLlywood 0022
Musical shorts for tele and 16mm home movies.

Master Motion Picture Co.

Maurice Master, President
50 Piedmont St., Boston, Mass.
HANcock 6-3592
35mm and 16mm titles and trailers for theaters and tele. Film lab and studio. Slide films.

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TELEVISION FILM INDUSTRIES CORP
340 Third Ave. (at 25th St.) N. Y. 10, N. Y.
Phone LExington 2-6780-1-2-3

Motion Picture Associates

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

Motion Picture Service Co.

Gerald L. Karski, President
125 Hyde St., San Francisco 2, Calif.
ORdway 3-9162
16 and 35mm sound films. Commercial and industrial short subjects.

Nelson Productions, Inc.

Raymond Nelson, President
341 Madison Ave., New York 17, N. Y.
MUrray Hill 6-5862
Commercial films for television.

Ted Nemeth Studios

Ted Nemeth, Producer-Director
729 7th Ave., New York 19, N. Y.
Circle 5-5147, 8
Produces spot commercials, shorts in 35 and 16mm.

News Reel Laboratory

(Subsidiary: Video Productions, Inc.)
Louis W. Kellman, Adv. Manager
1733 Sansom St., Philadelphia 3, Pa.
RI 6-3892
Training and sports. Also on advertiser assignment: Commercials, etc. Does animation, trick effects; 16mm and 35mm.

Sam Orleans and Associates, Inc.

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

Harold Orlob

Harold Orlob, Owner
1564 Broadway, New York 19, N. Y.
PLaza 7-5790
Films for television.

George Pal Productions, Inc.

George Pal, President
1041 N. McCadden Pl., Hollywood 38, Calif.
Animation, process shots and trick effects, shorts, educational and institutional films.

Paul Parry Productions

Paul Parry, Producer
7557 Sunset Blvd., Hollywood 46, Calif.
GRanite 4774
Entertainment and commercial films.

Pathescope Productions

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

Ray Patin Productions

Ray Patin, Producer
4201 Sunset Blvd., Hollywood, Cal.
NOrmandie 2-9931
Commercial and educational films in modern cartoon style; tele commercials; animation and film strips.

Pictorial Productions, Inc.

G. J. Altfilisch, President
1357 N. Gordon St., Hollywood 28, Calif.
Hillside 3108
16 and 35mm industrial, commercial, training and documentary films. Tele spot announcements. Studio facilities available for rental.

Pioneer Telefilms, Inc.

Ralph Cohn, President
18 East 48th St., New York, N. Y.
MUrray Hill 8-0780
Entertainment films for television.

Polaris Pictures, Inc.

J. C. Hutchison, President
5859 W. 3rd St., Los Angeles 36, Calif.
YORk 8058
Industrial and public relations films. Opticals and animation.

RKO Pathé, Inc.

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

Radio-Video Associates

Jack Lloyd, Executive Director
322 E. 55th St., New York 22, N. Y.
PLaza 5-5781
Production of 16mm films and commercials.

Roberts Productions, Inc.

R. B. Roberts, President
1052 N. Carol Drive, Los Angeles 46, Cal.
CREstview 6-1129
Produce motion pictures.

Ruby Film Company, Inc.

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

Sarra, Inc.

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

Mickey Schwarz Productions

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

Science Pictures, Inc.

Francis C. Thayer, General Manager
139 East 47th St., New York 17, N. Y.
PLaza 3-5925
Production resources for television commercials and theatricals.

Skibo Productions, Inc.

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

FILM PRODUCERS

Special Purpose Films, Inc.
Hampton W. Howard, President
16 East 58th St., New York 22, N. Y.
PLaza 9-1792
Television commercials; opening, closing and film sequences.

16MM Pictures, Inc.
Frank P. Bibas, Vice President
1600 Broadway, New York 19, N. Y.
Circle 6-1648
Comedy and documentary.

Springer Pictures, Inc.
R. D. Farrell,
341 East 43rd St., New York 17, N. Y.
MUrray Hill 7-6577
Complete production service for animation, minimodels, film packages. Large studio, camera, lighting and editing facilities. Recording, consultation and viewing room privileges.

Swank Films, Inc.
J. A. Swank, President
19 West 4th St., Dayton 2, Ohio
HE 2379
Technical and training films, animation, slides.

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

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

Telemated Cartoons
Saul Taffet, President
70 East 45th St., New York 17, N. Y.
MUrray Hill 6-8933
Commercials for television. Animated and optical effects.

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

TV REAR PROJECTION?

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GET "HOLLYWOOD" EFFECTS,
MOVING BACKGROUNDS,
NO PAINTED BACKDROPS
—NO SPECIAL SETS.



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Pays Off

For full details
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SUPPLY CORP.

602 W. 52nd St., New York 19

Tele Reels Productions
Allan Erle Waltman—Jack R. Berne, Co-owners
1840 N. Avon St., Burbank, Calif.
CHarleston 03832
Produce 1 or 2 reels for television.

Television Advertising Productions, Inc.
Ardien B. Rodner, President
360 N. Michigan Ave., Chicago 1, Ill.
STate 5941
Consultation, planning, writing, talent, production and publicity for live and film shows and film commercials. Tailored to fit clients selling problem. Chicago, New York and Hollywood facilities.

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

Television Arts Productions
J. T. Ward, Business Manager
111 Sutter St., San Francisco, Calif.
SUtter 1-4551
Cartoon animation films.

Television Highlights, Inc.
Sy Weintraub, Director of Sales
1697 Broadway, New York 19, N. Y.
PLaza 7-7073
Entertainment shorts, commercials, animation, stop-motion.

Television Screen Productions, Inc.
Charles J. Basch, Jr., President
17 East 45th St., New York 17, N. Y.
MUrray Hill 2-8877
Television spots, industrial and slide films, educational and training films.

Televue Productions
35 W. 45th St., New York 19, N. Y.
LUxemburg 2-2217
All types of film shows. Fully equipped studio.

Marshal Templeton, Inc.
Marshal Templeton, President
214 Ford Bldg., Detroit 26, Michigan
WO 1-6868
Motion pictures, slide films, television commercials, live shows, animation.

Transfilm Incorporated
Wiesegaes, President
35 West 45th St., New York 19, N. Y.
LUxemburg 2-1400
All types. Animation, special effects shots, studio facilities.

Triangle Films
Dorothea Lee McEvoy, Account Executive
1697 Broadway, New York 19, N. Y.
Columbus 5-1403
Industrial, commercial, educational films. Entertainment shorts. Animation.

Twentieth Century Fox Film Co.
Peter Levathes, Director of Television
444 West 56th St., New York, N. Y.
Columbus 5-3320
All types of films on assignment.

United Productions of America
Stephen Bosustow, President
4440 W. Olive Ave., Burbank, Calif.
Hillside 8244
Entertainment, advertising and educational motion pictures. Animation.

Vallee-Video
Rudy Vallee, President
6611 Santa Monica Blvd., Hollywood 38, Cal.
Hillside 6118
Entertainment films for tele, musicals, song-films, commercials to sponsor specifications.

Vogue Wright Studios, Inc.
George Becker, Dir. of Visual Education
469 E. Ohio St., Chicago 11, Ill.
DE 7-8350
Commercial motion pictures, slide films.

Roger Wade Productions
Roger Wade, Owner
144 West 55th St., New York, N. Y.
Circle 7-6796
16mm Commercial motion pictures.

Louis Weiss & Co.
Adrian Weiss
4336 Sunset Blvd., Hollywood 27, Calif.
NOrmandy 1-6883
Films for television.

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

Wilding Picture Productions, Inc.
J. W. Inglefield, Vice President
385 Madison Ave., New York 17, N. Y.
PLaza 8-1727
Studios: Chicago, Detroit, Los Angeles.
On assignment. Does animation, optical effects.

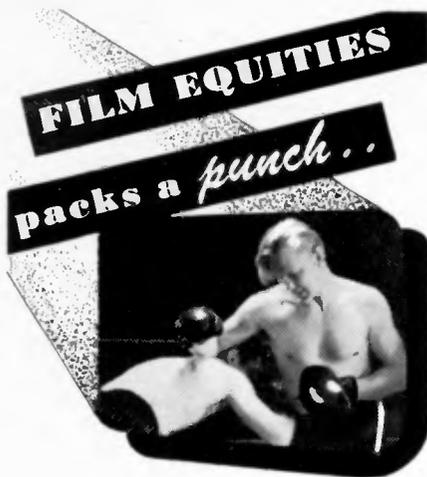
Willard Pictures, Inc.
John M. Squiers, Jr., V.P. & Gen. Mgr.
45 W. 45th St., New York 19, N. Y.
LUxemburg 2-0430
Industrial, commercial, television spots.

Winik Films Corporation
Leslie Winik, President
625 Madison Ave., New York 22, N. Y.
PLaza 3-0684
On assignment of advertiser or station; cover sports, etc.

Raphael G. Wolff Studios
Raphael G. Wolff, Owner
1714 N. Wilton Pl., Hollywood, Calif.
Industrial, business, documentary. Does animation, process shots, special effects. Has studio facilities.

World Today Inc., The
Maynard Gertler, President
450 W. 56th St., New York 19, N. Y.
Circle 5-5067
Public affairs, industrial, educational, science, arts, geography.

Harold Young Productions, Inc.
H. Young, President
119 West 57th St., New York 19, N. Y.
Circle 5-8459
Commercials, documentary; educational, theatrical.



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You may avail yourself of
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advertisers.

We serve you with the larg-
est TV film library in the
industry.

**Send for our illustrated
film lists**



People

New Personnel:

WLW-C: James Leonard named general manager. He was program director of WSAI, Cincinnati. Both WIW-D and WLW-C begin operations Feb. 1.

WSB-TV: Don Gibson and Elsbeth Holman, appointed to program department. The husband-wife duo will produce and appear in shows.

WPIX: Dr. James F. Bender, selected as regular adviser to WPIX, "Child Care," program. He is director of the National Institute for Human Relations.

WDTV: Donald A. Stewart named manager. He was manager of northern division of Allan B. DuMont Laboratories.

WLW-T: Ron L. Chapin has joined the sales staff. He was sales manager of WIMA, Lima, Ohio.

DuMont: Tom Gallery appointed public relations director for the network, effective Jan. 2. He was general sales manager of the N. Y. Yankees. Robert Bigwood, named network facilities engineer. He moves from ABC engineering.

CBS-TV: Paul Moss as boxing consultant and producer.

WBKB: E. Johnny Graff appointed as head of programs and production.

ABC Television Head



Charles C. Barry has been named vice-president in charge of American Broadcasting Co. television with overall responsibility for all ABC television operations. One-time presidential announcer, Barry has been serving as ABC vice-president for both radio and television.

Promotions:

WBKB: Mel Wolens promoted from sales staff to sales manager post. William Kusack, named engineer in charge of transmitters, Dick Shapiro, engineer in charge of maintenance, and, Charles Buzzard, engineer in charge of all telecast operations. All have been on WBKB engineering staff.

WFIL: Ben Martin from writer to continuity director, George A. Koehler from assistant special events director to assistant director of advertising, promotion and public relations.

Miscellaneous:

CLOUD WAMPLER, president of the Carrier Corporation, named to the board of directors of the Meredith Syracuse Television Corporation (WHEN).

LOUIS G. PACENT appointed vice-president in charge of manufacturing at Radio Speakers, Inc. He is former plant manager.

MAX WYLIE and **STANLEY A. LOMAS,** formerly with Newell-Emmett (television) have joined the radio and television department of William Esty and Co.

WILLIAM H. STRUBLE, former manager of dealer relations for Miami Margarine, named promotion manager for Crosley Broadcasting Corp. television interests.

CLASSIFIED ADS

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

TELEVISION-THEATRE-RADIO. We, husband-wife, will accept position calling for directing, stage managing, acting—or all three. B.S., M.A., Assistantship Dramatic Art. Directed plays major television network, stage managed Washington Square Players, varied radio experience. Attractive, personable couple willing to travel anywhere. Write W.R.F. Adair & Director Advertising, 527 Fifth Avenue, N. Y. C.

WHAT TELEVISION NEEDS IS ME! I'm a cableman, Sound Boom Operator, Cameraman, Studio Manager, Technical Director and Producer, all rolled into one! My experience comes straight from DUMONT'S WANAMAKER STUDIO. My specialization is Direction with keen creativeness. REFERENCES — ROBERT JAMIESON—COM. MGR. WABD, DUMONT, N. Y., JOHN MURPHEY—REMOTE MGR., WPIX, N. Y. Need I say more? Box.....Televiser, 1780 Broadway.

Information about the

**Fourth Annual
Television Institute
and
Industry Trade Show
April 18, 19, 20
New York City**

will appear in the next issue of
the TELEVISER.

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- STATION MANAGEMENT
- ... PROGRAM AVAILABILITIES
- PROGRAMMING AIDS
- ... STATION OPERATION
- THE TELEVISION FILM INDUSTRY
- ... NEW TECHNIQUES AND EQUIPMENT
- LEGAL ASPECTS OF TELEVISION BROADCASTING
- ... SPECIAL REPORTS ON STATION CONSTRUCTION
- SPECIAL REPORTS ON STATION PRODUCTION FACILITIES
- ... PERTINENT DIRECTORY LISTINGS

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is Enclosed

Bill Company

Bill Me

Add 50c for Canada.
\$1.00 for Overseas.

NAME _____ POSITION _____

FIRM _____

ADDRESS _____ ZONE _____

CITY _____ STATE _____

NAME _____ POSITION _____

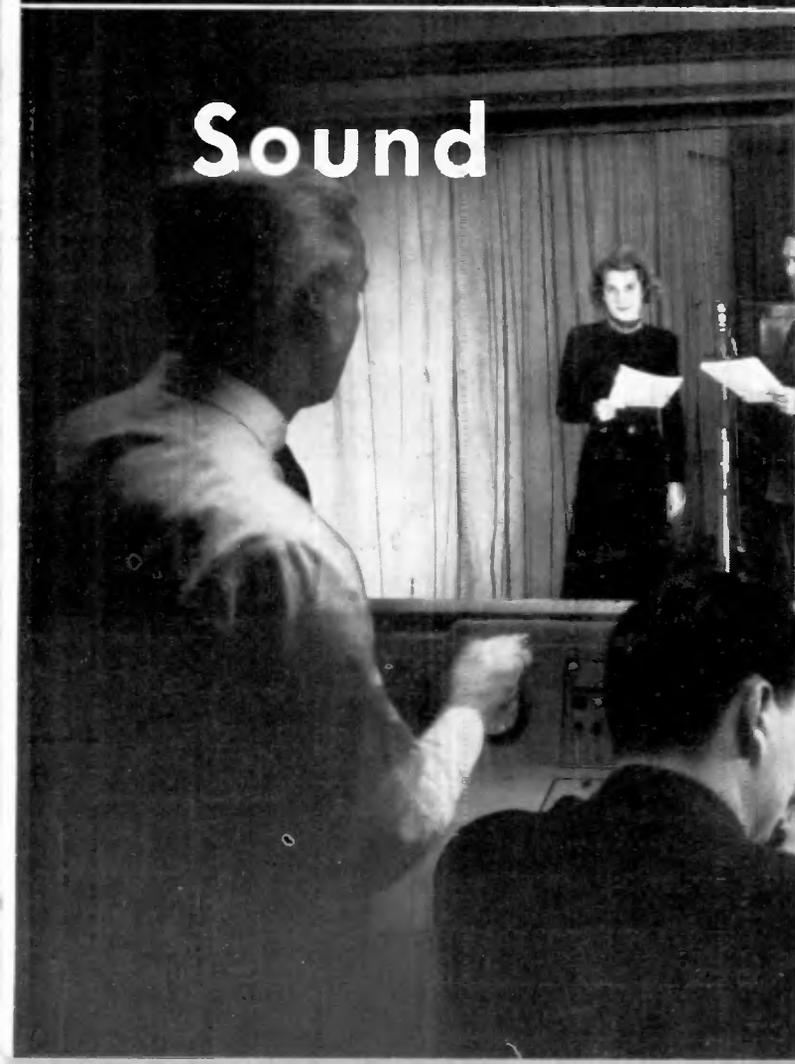
FIRM _____

ADDRESS _____ ZONE _____

CITY _____ STATE _____



Sight
and



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in the nation's major markets

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NBC  **Spot Sales**

Radio Stations

Television Stations

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KNBC, San Francisco
WTAM, Cleveland
WRC, Washington
WGY, Schenectady
KOA, Denver

WNBT, New York
WNBQ, Chicago
KNBH, Hollywood
WPTZ, Philadelphia
WBZ-TV, Boston
WNBK, Cleveland
WNBW, Washington
WRGB, Schenectady
WTVR, Richmond