

NOVEMBER-DECEMBER • 1947

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JAN 10 1948
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DEC 17

Televiser

JOURNAL OF TELEVISION

first annual **1948**

planning guide

- ✓ management
- ✓ sponsors
- ✓ advertising agencies

beginning
with this
ISSUE



STILL MORE TELECASTERS ARE NOW ASSURED THAT TELEVISION'S

"mighty oaks from little acorns grow" . . .

IMAGE ORTHICON
CAMERA



DU MONT
Acorn Package

**shown in 600 square
feet of exhibit space
at N.A.B. Convention!**

IMAGE ORTHICON
CONTROL EQUIPMENT

ACORN TRANSMITTER
—500 W. VIDEO; 250 W. AUDIO

WALL TRANSLUCENT
REAR-PROJECTOR SCREEN

16 MM PROJECTOR
RIGHT ANGLE PRISM

RACK MOUNTED
MONITORING EQUIPMENT

IMAGE ORTHICON
CAMERA

AUDIO
EQUIPMENT



DU MONT 20" MONITOR

▶ Visit the model telecasting studio and transmitter showroom at our new quarters — 42 Harding Avenue, Clifton, N. J.

TEST EQUIPMENT
—OSCILLOGRAPHS

▶ Reasonable investment... safe investment... lucrative investment. Such was the verdict of countless visitors to the Du Mont exhibit at the N.A.B. Convention. And it was based on seeing the selected units comprising the Du Mont Acorn Package (initial tele-

casting equipment). Likewise operating those units; studying performance; getting dollars-and-cents facts along with technical details.

You already have the first-hand story, if you were there. If not, 'phone, wire, write, or drop in.

© 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



L0ngacre 5-1683

DEC 27 '47

Published by
Television Publications
11 West 42nd Street
New York, 18, N.Y.

JOURNAL OF VIDEO PRODUCTION, ADVERTISING AND OPERATION

December 23, 1947

Dear Friend:

Inre: VIDEO FILM CONFERENCE

The exciting program planned for you at our first Television Film Conference, Hotel Commodore, January 26, 1948 is enclosed.

The need for such a closed conference has long been felt by us all. For the first time will film men be able to meet in conference with the people who want films--stations and agencies--and have the opportunity to learn each other's problems, needs and plans.

As part of the video film "trinity" (film firm--ad agency--video station), you will not want to miss the many informative talks and specially compiled reports, or the open discussion period with frank discussions of the issues, and decisions that may shape video film's future.

You will have an opportunity to meet the people with whom you will have to do business in the future. You will have an opportunity to witness screenings of films offered for television. You will have an opportunity to meet the "experts."

May we count on your presence? Registration, including a delicious Hotel Commodore lunch, is \$5. Please send your registration today. A list of advance registrants is enclosed.

Cordially,

Irwin A. Shane, Gen'l Chrmn.
Video Film Conference
Televiser Magazine

P.S. If you wish to arrange for screenings of your films, please advise us immediately. Persons wishing to attend screenings should make arrangements in advance. Screenings schedule sent upon request.

FIRST
NATIONAL TELEVISION FILM CONFERENCE

Hotel Commodore
New York City

*
Auspices
TELEVISER MAGAZINE

January 26, 1948
10am--10pm.

P R O G R A M

I. MORNING: 10am-Noon (West Ballroom). Chet Kulesza, BBD&O, Chairman.

- Topics: 1. TELEVISION'S 25 USES FOR FILM.
2. FILM COMMERCIALS FOR VIDEO.
3. WHAT ABOUT COSTS?

II. LUNCHEON: 12:15-1:45pm (Grand Ballroom).

4. FILM RENTAL PRACTICES.
5. VIDEO CLEARANCE RIGHTS.
6. GETTING BUSINESS--Where, How and How Much.

III. AFTERNOON: 2-3pm (West Ballroom).

7. FILM STANDARDS FOR TELEVISION.
8. FILM PACKAGE SHOWS THAT SELL.
9. FILM WANTED:--Report on film needs of nation's
video stations and agencies.

IV. OPEN DISCUSSION: 3-4:30pm (West Ballroom).

Answers to Questions submitted in advance and from
the floor. Discussion of Issues Raised.
"Break-up" into Agency and Station
Panels for Informal Talks.

* * *

V. FILM SCREENINGS: 4:30-10pm (Rooms B-C). See Televiser (Jan) for list

* * *

(For Those Who Are Interested, There Will Be An
Escorted Tour of a Television Station)

Admission: \$5 (includes lunch) Without Lunch: \$3.50
For Tickets, Write Televiser, 11 W. 42nd St., N.Y. 18, N.Y.
Official Program: Televiser Magazine

DEC 27 47

Fill out and return immediately to
Televiser, 11 West 42nd St., NYC.

PARTICIPATION FORM

NATIONAL FILM CONFERENCE, HOTEL COMMODORE, NEW YORK CITY

JANUARY 29, 1947

(1)

Please send tickets for the following persons who wish to attend television's first National Film Conference, January 29, 1948. We understand that the \$5 admission includes luncheon. (Please enclose check with this form).

Name _____ Title _____
Firm _____ Address _____
City _____ State _____

Name _____ Title _____
Firm _____ Address _____
City _____ State _____

Others: _____

(II)

Here are our Video Film Questions for the Film Conference:

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____
- 6: _____
- 7: _____
- 8: _____
- 9: _____
- 10: _____

(III)

If you are interested in exhibiting for the benefit of prospects, a limited amount of exhibition space is available at a small service fee. Sign your name below if you wish space information.

Name _____
Firm _____
Address _____
City _____ State _____

Nov.-Dec.
1947

Televi^oviser

Vol. 4
No. 6

JOURNAL OF VIDEO PRODUCTION, ADVERTISING & OPERATION

Published at 11 W. Forty-Second St., N. Y. 18, N. Y. Tel: LO 5-1683

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West Coast Editorial Rep.....Syd Cassyd
West Coast Business Rep.....Mariam Cassyd

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Entered as second class matter, Oct. 13, 1944. Reentered as second class matter October 12, 1945, at the post office at New York, N. Y., under the Act of March 3, 1879. Subscription Rate, \$3 Per Year (in the U. S. and territories, and Pan-Ameri-

can Countries; \$3.50 in Canada; \$4.00 elsewhere, payable in U. S. Currency). Advertising Rates Upon Request. Published bi-monthly by Television Publications, 11 West Forty-Second Street, New York 18, N. Y. Entire Contents Copyrighted, 1947.

LETTERS TO THE TELEVISER

SIRS: I certainly agree with your editorial, "Television's Crying Need," in the September-October issue of TELEVISER. The "independent package boys" deserve a chance, such as you suggest—the independent package boys and the advertising agencies who want to bring their own agency package shows to television.

Station personnel generally are cooperative. But, the man who has the show idea knows what he wants. He should be allowed the opportunity to get it, without having to try to interpret his ideas to so many intermediaries.

CHESTER MACCRACKEN, *Director
Radio & Television Production
Doherty, Clifford & Shenfield
New York 1, N. Y.*

Editor's Note: A change of policy relations between NBC and advertising agencies regarding the production reins of live studio shows, is a step in the right direction to better agency studio presentations.

Our Baby . . .

SIRS: I am glad to hear that TELEVISER will soon become a monthly. Looks like our baby has really come of age.

KLAUS LANDSBERG, *Manager
Station KTLA
Los Angeles 38, Calif.*

Beg Pardon . . .

SIRS: Under your directory of Film Companies, would you kindly include our organization which is engaged in producing films for video.

Our Special Events Division is equipped for full newsreel coverage, as well as commercial film production.

LEO R. DRATFIELD
*Special Events Division
Sono-chrome Productions
New York 1, N. Y.*

SIRS: My attention has been called to the fact that our firm is not listed in the directory of film companies published in the Sept-Oct issue of TELEVISER.

Naturally, we are disappointed at the omission and hope that you will have an opportunity to correct it in the near future.

VARIAN FRY, *Vice Pres.
Cinemart, Inc.
New York 17, N. Y.*

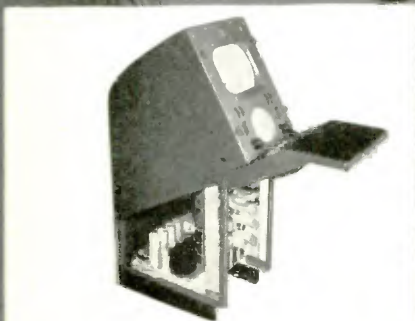
Editor's Note: The omissions have been corrected. See pages 31-37 for TELEVISER'S "Program Service" Directory.

A Query . . .

SIRS: The television picture on the West Coast is not very bright. In spite of the pun, the implications are rather serious. At this writing, there is a general lack of programming. Common-sense thinking would immediately evoke the idea that this couldn't be possible; that, in Hollywood at least, one should find sleek, smooth, well-paced, highly

(Cont'd on Page 5)

Now...



This RCA Switching System consists of a master "on-the-air" monitor and oscilloscope, a waist-high control panel (enlarged view, above) and mixing amplifier, below. This equipment becomes one of the standard-size sections of RCA's unit-built video console (top of page). Any combination of camera controls and monitors is possible to fit your particular station.

split-second selection of all television program material

New RCA Camera Switching Unit provides convenient, push-button control at your video console

HERE, in one compact unit, is a control center for your television programs. Into it can be brought as many as six video inputs—from studio cameras, film cameras, relays, and network. *One* operator can handle the lot!

Twelve different types of switching are your assurance of a smooth, dramatic presentation, whatever the program. Look at the possibilities:

Your operator can *instantly* switch: (1) between two local camera signals; (2) between two remote signals; (3) from local to remote; (4) from remote to local; (5) from local to black screen (no signal); (6) from remote to black (screen); (7) from black to remote. With the special manual fader control he can, *at any desired speed*: (9) fade out local to black; (10) fade in local from black; (11) lap-dissolve between any two locals; (12) superimpose two locals and adjust the level of each. All sorts of trick effects are possible by moving the two levers that make up the fader control.

Tally lights provide an instant check on which input is being used and whether a remote signal is being received. If remote sync fails for any reason, local sync automatically takes over.

The monitor in the top of the console section allows the operator to either view the on-the-air signal or preview one of the two remote signals.

An unusually flexible intercom switching system (not shown) is included to permit private, special-group, or conference communication between practically all personnel. All have access to program sound through one earpiece of their headsets.

Here, we believe, is a switching system that represents the most advanced engineering in television station techniques. It will help you simplify television station routine—bring new possibilities to television programming. Be sure to get the complete story. Write Dept. 104-K, Radio Corporation of America, Engineering Products Department, Camden, N. J.

FADING CONTROL

MONITOR SWITCH
3-position: program line,
either of two remotes

GAIN FOR REMOTE
INPUT (#6)

REMOTE INPUTS

RELEASE BUTTONS

TALLY LIGHTS
and switches for remote sync

CAMERA SWITCHES
(2 rows) handle 4 inputs from
studio and film cameras and 2
remotes to permit fading, instan-
taneous switching, special effects.

TALLY LIGHTS
for six inputs

GAIN FOR REMOTE
INPUT (#5)



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

In Canada: RCA VICTOR Company Limited, Montreal

Serving through Science

"U.S." ENGINEERED RUBBER SERVES TELEVISION

- Manufacturers of equipment—builders of stations—and owners of telecasting facilities—already use many U.S. Rubber Company products. When planning expansion and new designs we invite you to call on the experience and special "know how" of U.S. Rubber Scientists and Engineers for all problems and applications requiring rubber.

**TELEVISION
PROGRAM**

"CAMPUS HOOPLA"

on WNBT-NBC

Fridays at 8 PM

with

LOU LITTLE



UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER



NEW YORK 20, N. Y.

FIRST WITH TELEVISION NEWS

Early in September United Press—pioneer in radio news—and Acme Telephoto began delivery of the first illustrated news service for television.

Leased wires now extended to Philadelphia and Chicago.

Spot news shows . . . women's features . . . documentaries . . . newsreels next.

UNITED PRESS

ACME NEWSPICTURES

NOVEMBER-DECEMBER, 1947

LETTERS (Cont'd from Page 1)

polished video performances, prepared by top talent from the radio and motion picture industries.

Though Hollywood is swarming with qualified personnel, both professional and technical, the present two television broadcasters are not using these men. Don't they (or the CPs) have any plans to tap this talent?

JOHN V. ZUKERMAN, *Director
Radio Workshop-Audio-Visual Aids
Stanford University, Calif.*

From Univ. of Texas

SIRS: The University of Texas wishes to evaluate the need for a television course in the future. I have been asked to secure recommendations relating to nature and content of such a training course. Would you be kind enough to give us your recommendations as to the courses necessary to thoroughly prepare young people to enter television?

GORDON MINTER, *Chairman
Department of Drama
The University of Texas
Austin 12, Texas*

Editor's Note: We're glad to but we think standards ought to be set for the tele industry through Television Broadcasters Assoc., as suggested in the Sept.-Oct. issue of TELEVISER.

From Univ. of Minn.

SIRS: Having returned to the University of Minnesota, after serving in the army, I once again enjoy your fine magazine. Ever since I first received your 1944-45 Yearbook, I have used the TELEVISER as I do my textbooks at the University. I read carefully and underline with pen and ruler all important material. I find more information on television can be obtained from your factual and timely magazine than from any other source.

Count me as a lifetime subscriber to TELEVISER as I consider it the bible of television. I eagerly await the next issue.

SANDY BERMAN
Minneapolis, Minn.

From Western Reserve U.

SIRS: I'd like to point out that you overlooked a school in the list supplied Tom Bowers, Jr. (in last issue of TELEVISER). It is a school with a course that deals with television's major problem—programming.

Here at Western Reserve University (Cleveland), we run a course connected entirely with television and not just "part of the radio curriculum." We call it the Experimental Television Laboratory and it is offered as a graduate course in dramatic arts.

The course offered is strictly television and the students are taught to "think television." Radio, stage and motion pictures are brought into the discussion only so far as they pertain to television, with emphasis on television.

With the coming of three television stations in Cleveland in the very near future, there is the possibility that WRU may expand its program in television instruction.

ALFRED B. SYLVANUS
*Western Reserve University
Cleveland, Ohio*



available programs

RATES ON REQUEST

150 FEATURES

Stars include Jean Hersholt, Walter Huston, Victor Mature, Gene Tierney, Joeie Brown, Victor McLaglen, Bruce Cabot, Ralph Morgan, etc.

52 WESTERNS

Gene Autry, Ken Maynard, Bill Cody, Bob Steele, Fred Scott.

20 SERIALS

Incl. Three Musketeers,
Last of the Mohicans,
Fighting With Kit Carson.

150 CARTOONS

Aesop Fables, Tom & Jerry, Cubby Bear.

60 SPORTS

Hockey, Football, Golf, Fishing,
Swimming and Diving, Baseball,
Skiing, Sailing and Boating, Boxing
and Wrestling, Riding and Hunting.

140 TRAVELS

United States and the World.

*Also Musical, Nature
and Novelty Shorts*

FILM EQUITIES CORP.

1600 BROADWAY
New York 19, N. Y.
Telephone: Circle 7-5850

THE TELEVISION

Announces Its

DEC. 1-



EVENING CLASSES

Basic Television

Mon, 6:15-8 pm. Judy Dupuy. \$25.

Picture Showmanship

Mon, 8:15-10 pm. Max Fleischer, others. \$35.

Advanced Program Production

Tues, 6:15-8 pm. Dupuy-Hallack. (\$32.50).

Films for Television

Tues, 8:15-10 pm. John Flory. \$25.

Writing for Television

Wed, 6:15-8 pm. Ed Stasheff. \$25.

Television Directing

Wed, 8:15-10 pm. Ed Stasheff. \$25.

Program Workshop

Thur, 6:15-8 pm. Vance Hallack. \$25.

Studio Aspects of Production

Thur, 8:15-10 pm. Rudy Bretz. \$25.

Advertising Techniques

Fri, 6:15-8 pm. Tom Wright & Chet Kulesza. \$25.

Production Forum

Fri, 8:15-10 pm. Peter Strand, Chrmn. \$25.



TELEVISION WORKSHOP STAFF INSTRUCTORS



RUDY BRETZ, Staff Member of WCBS-TV, teaches *Technical Aspects of Production*. **BACKGROUND:** Joined CBS-Television in 1939. Directed 600 programs, including several he wrote. Has worked in every engineering and creative production job, including those of cameraman (3000 hrs), control-board engineer, artist and special effects man. Was in charge of training new camera-men for CBS. Invented "Bretzicon" animator for news telecasts. Had previously attended the University of Chicago

and Chicago Art Institute. Received the Rockefeller Film Fellowship. Is now film editor and supervisor of film production for WCBS-TV.



MAX FLEISCHER, internationally famous pioneer producer of animated films, teaches *Picture Showmanship*. **BACKGROUND:** 40 years film experience. Created *Popeye the Sailor*; *Out of the Inkwell*; *Bouncing Ball Screen Songs*; *Ko-Ko the Clown*; *Betty Boop* film cartoons; *Gulliver's Travels*, technicolor feature. Produced first training film for U. S. Army in World War I. Trained over 2500 persons in film work, including producers of Army and Navy films in World War II. Is

motion picture consultant to leading studios; contributor to *Televiiser*; Member: production panel, 2nd annual Television Institute. Many motion-picture inventions for cartoon animation are credited to him.



CHET KULESZA, BBD&O's Television Production Supervisor, teaches *Television Advertising* (with Tom Wright, of BBD&O, as alternate). **BACKGROUND:** Knowledge of electronics dating to 1929 (when he constructed scanning disc type video set) is combined with 11 years advertising agency experience. Since 1944 he produced 34 programs for Batten-Barton-Durstine-Osborn. Was art and production consultant for Metropolitan Television Co. Has lectured at CCNY, Television Institute, before

advertising groups on both coasts. Also supervises film production for BBD&O. Frequent contributor to *Televiiser* and other publications.



EDWARD STASHEFF, Script Supervisor and Director of Television Development, Station WNYE, teaches *Writing for Television*. **BACKGROUND:** Scriptwriter for two years on CBS-Television programs, including *There Ought to be a Law*, and *Judge for Yourself*. Also acted as moderator. Winner of an American Television Society writing award, 1946. Teacher of educational radio script-writing and radio production, Teachers College, Columbia University. Instructor of radio and television

techniques, Juilliard Institute of Music. Member, Board of Directors, American Television Society. Chairman: Writing Seminar, Television Institute. Contributor to *Televiiser* and other trade publications.

WORKSHOP of N.Y.

Winter Term

FEB. 15



DAY CLASSES

THE Workshop conducts a day-class for a select group of actor-director-producer "apprentices," who receive on-the-air experience in addition to specialized training. Classes are from 1-3 pm daily, with rehearsals from 3-5 pm. Classes are as follows:

December 1—December 12

Introduction to Television

December 15—January 4

Basic Production

December 7—January 18

Advanced Production

January 21—February 1

Acting for Television

February 1—February 15

Television Directing

If interested, please be sure to arrange for a qualifying interview, or mail full particulars regarding education, training or background, and why you wish to take this course.

To assist its trainees, the Television Workshop conducts a periodic survey of employment opportunities in television stations and advertising agencies throughout the country.

Enrollees who have completed their training are eligible for placement through the Television Workshop's Placement Service. Trainees are also eligible for participation in Television Workshop touring productions which visit television stations in New York, Schenectady, Philadelphia and other cities.

APPROVED BY THE STATE OF NEW YORK
AND BY THE VETERANS ADMINISTRATION

For further information, write or wire

THE TELEVISION WORKSHOP

11 West Forty-Second Street
New York 18, N. Y.



TELEVISION WORKSHOP STAFF INSTRUCTORS



JOHN FLORY, documentary film producer, teaches Films for Television. **BACKGROUND:** Vice-President of Grant-Flory-Williams, Inc., Mr. Flory has produced films for *Good Housekeeping*, U. S. Dept. of Agr., Squibbs, Shell Oil, American Airlines, others. Previously on production staff of Paramount Pictures. Production Manager on "The City", well-known documentary. Lectured at NYU, U. of So. Cal., Soc. of Motion Picture Engineers, Cleveland Art Museum, New School, Ass'n. of Nat'l Advertisers, Television Institute. Member: SMPE, Screen Directors Guild, NEA, Educational Film Producers, ATS, and many others.



VANCE HALLACK, Workshop's Program and Script Manager, teaches Acting for Television, Program Workshop, Advanced Production. **BACKGROUND:** Workshop Program Mgr. since Fall, 1946. Writes and directs many Workshop dramas and variety shows on WRGB, WPTZ. Previously played more than 1000 performances of Shakespeare, Globe Theater, Cleveland. Later did radio parts in *Lone Ranger*, *Green Hornet*, others. Became drama head, Buffalo Broad. Co., producing more than 200 shows. Also conducted daily music program. Directed Buffalo Light Opera Co. Western Michigan U. grad; grad studies at Wayne U., Det. Television training received at Television Workshop of New York.



PETER STRAND, Television Workshop writer-director, teaches Basic Television, and heads Workshop's *Production Forum*. **BACKGROUND:** Former staff producer, Station WNEW. Scripted 150 network shows, including *Suspense*, *Inner Sanctum*, *The Whistler*, *Grand Central Station*, others. Free-lance scripter for Television Stations WABD, WCBS-TV, WNBT, WRGB, (Schenectady, N. Y.) and WPTZ (Phila.). Has written, adapted, and directed numerous Workshop productions, including *The Playwright*, *Perfect Crime*, *Success Story*, *The Convict*, *As I Remember Lincoln*, and *The Fall of the House of Usher*, first play in the Workshop's tri-city itinerary (Manhattan-Schenectady-Phila.).



THOMAS A. WRIGHT, JR., BBD&O Research Coordinator (*Motion Picture & Television Dept.*), teaches Television Advertising. **BACKGROUND:** Former staff member of WNBT and RCA, where he gained experience in all television programming and production phases. Now at BBD&O, he directs research pertaining to television's development as an advertising medium, including market coverage, audience distribution; air time availabilities, production facilities; audience response and response measurement; merchandising, promotion and publicity of video programs. Recently joined the Television Workshop's teaching staff. Alternates with Mr. Kulesza, also of B.B.D.&O. Ad Agency.

**THE FINEST IN 16 MM.
TELEVISION
ENTERTAINMENT**

FEATURES
Available for Television

WESTERNS

Starring Kermit Maynard

ACTION

MELODRAMAS

Starring Frankie Darro

MUSICAL COMEDIES

Starring Pinkie Tomlin

SYMPHONIC SHORTS

Aida

Rosamunde

Also Documentary and Educational Short Subjects Available for television

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

Exclusive
16 MM Distributors

**COMMONWEALTH PICTURES
CORP.**

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

Television is seeing STARS!!!

ETHEL WATERS

LUTHER ADLER

MALL JOHNSON SINGERS

KATHERINE DUNHAM DANCERS

THELMA CARPENTER

FRED KELLY

added attractions

A STAR NAME attracts the American public in EVERY field of entertainment.

We are proud to present a group of shows for sponsorship which have been carefully built with the sharpest tools of showmanship specifically for TELEVISION.

AND AT **LOW COST!**

Tomorrow's Television Programs at Today's Prices . . . You can't believe it until you pick up your phone and call: MU 2-7039 or CI 6-5751

★ **FILM COMMERCIALS** that sell and sell again

★ **TALENT REGISTRY** - your casting problems handled at no charge

HANNUM TELEVISION PRODUCTIONS
509 FIFTH AVE — SUITE 906 NEW YORK 19

Our goal is

DECEMBER 1947

SUN.	MON.	TUE.	WED.	THUR.	FRI.	SAT.
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

"television by Xmas"

W Tele **V**ision **R**ichmond

a service of radio station W·M·B·G

P.O. BOX 5229 · RICHMOND, V.A.

FOOTNOTES to television news...

Ship to Shore

When the DuMont remote crew boarded the Army transport, Joseph V. Connolly, bringing home 6,200 war dead, to cover its arrival up the Hudson, the pick-up problem was to keep the sending signal from a moving rocking ship beamed to the station's transmitter. By hooking up the remote transmitter to the vessel's radar antenna which was equipped with an automatic tracking device, the video signal was kept on the target, a receiver high in the Chrysler building, from where the signals were micro-waved to the WABD studio for broadcasting and for relay via coaxial cable to Washington's WTTG.

Only once did the signal fail, and then only momentarily, when a skyline building came between ship and Chrysler Tower.

New Station

WMAL-TV's opening football pickup showed the master touch of Burke Crotty, veteran WNBT remote man, who joined the Washington station as Director of Television. Camera work was smooth, action coverage good. A defective co-axial cable, however, in Washington caused a poor signal in New York. WCBS-TV, carrying the game, at frequent intervals, announced to its audience: "The picture you are watching is not up to broadcast quality, please bear with us for awhile." Trouble finally was cleared up.

Wrecked: One Camera

During a field pickup of the National Championship Midget Auto Races from Langhorne Speedway, Philadelphia, the WPTZ cameraman was focused on a speeding car and noticed the wheel coming off. Keeping the camera on the flying wheel, he panned up with it as it whirled in an arc through the air—making a three-point landing on the camera 29 feet away on an elevated platform. Result: one disheveled young man; one completely wrecked image orthicon—and no photo! P.S. The driver was safe.

No Transmitter?

"Lack of transmitter delivery" no longer need hold up a tele station's going on the air. RCA's new TT-5-A television transmitter is now in quantity production.

Script Honored

Tele adaptation of Guy deMaupassant's "The Necklace," by A. Vance Hallack and William Jacobs, selected as "Script of the Month" for December by National Committee for Education by Radio. Copies of script go to 1,800 member college, high school radio depts.

Mr. Hallack is program mgr. of Television Workshop of N. Y. which produced play sponsored by TELEVISER over WPTZ and WRGB.

Film Commercials

New approach to selling was introduced by Corcoran Productions in making 5-minute film spots for Springs Mills, sponsor of Yankee pro football on WABD-DuMont. Trade mark girl of the cotton mills participates in a short drama, with situation developments of disappearing shirts, dresses, drapes—pointing up role of cotton in daily lives.

Film commercials for Lucky Strike are film clips from large library of American Tobacco Co.'s "commercial" motion pictures made by Jam Handy. Re-edited film is combined with portions specially shot by Jam Handy for tele.

Trade Item

• The Inquiring Photographer of the New York Daily News found six out of six interviewees for television. Impressed by present programs, they said they would buy a receiver.

• WFIL-TV (Phila.) has opened New York City sales offices at 11 West 42nd St., under supervision of John E. Surrick.

Intra-Video television antenna system is being installed in the Terrace Plaza Hotel, Cincinnati, now under construction. Hotel will have video sets in every room.

Camera Cake

W8XCT staff members ate a television camera in honor of J. R. Duncan's birthday. "Camera," a 60-pound cake, was fashioned in the identical image of an RCA Image Orthicon, complete to lens and eye-piece—all 100% edible.

3,962,336 persons saw the seven-game World Series on television receivers, according to a C. E. Hooper survey in *The Billboard*. 3,514,749 saw the games in public places; 447,587 in homes.

Station Apropos

• Experimental tele station W8XCT in Cincinnati is on the air regularly, setting program pattern for Crosley's commercial station WLWT, scheduled for early 1948.

• An extensive film library to include newsreels, documentaries, background clips, etc., is being planned by WLTV, New York Daily News tele station, scheduled to be on the air in Sept., 1948. Work is under Richard Clarke, executive editor of the paper.

• WBAL-TV, the Baltimore Hearst tele station, will soon join the NBC-video network, William S. Hedges, NBC v-p in charge of planning and development, announced recently.

• Work started on the KNBH-NBC transmitter atop Mount Wilson to service the Los Angeles area, has been suspended during the winter, postponing station opening 'till July '48.

We Want Fights

Recently, the NBC Monday night fights (relayed to WPTZ (Philadelphia) were cancelled for a New York Herald Tribune Forum coverage. Tavern proprietors and set owners in Philadelphia swamped the single WPTZ phone girl with complaints (89). The gist of the tavern owners being: "We want the fights, we've got a lot of money invested in television."

(Continued on Next Page)

Copy Conference . . .



Ad agency v.p. Donald Shaw (left) sits on grass to change commercial copy during recent Knox TV-sponsored Columbia football game, New York (WCBS-TV). Commercials for newest hats and coats are "live." Agency: Geyer, Cornell & Newell.

FOOTNOTES (Cont'd from page 9)

this skilled and complicated process of ANIMATION

No Johnnie-Come-Latelies in animation, Fletcher Smith Studios offer their services for Animation in Television.

The studio that has brilliantly served leading advertisers, advertising agencies, and educators with Animation over a period of many years places its skill, technical experience and artistic talents at your disposal for television.

Prices are commensurate with our high standards and the successful creation of productive effects. The Fletcher Smith Organization can do trick effect commercials for as little as \$1.00 per 35 mm ft., animation at prices that range from \$15.00 per 35 mm ft.

Our organization has its own complete facilities for 16 and 35 mm photography; is completely staffed with idea men, layout men, animators, retouchers, illustrators, letterers and production men.

Fletcher Smith
STUDIOS, INC.

1585 Broadway
New York 19, N. Y.
Circle 6-5280

Tele Means \$\$\$

Mention television and people think "dollars" immediately. In the good old days of radio, when a remote man wanted to use a building site for a pickup, the superintendent practically gave him the building. Today, as soon as a television man mentions putting up a relay on the roof top, it's "how much?" CBS, trying to find a suitable location for its double relay location to pick up Columbia football games, was asked \$100 by one superintendent. Another location was found.

Although Ford and Gillette paid \$65,000 for the television rights to the World Series, it cost the sponsors, out-of-pocket, an additional \$35,000 for facilities, line charges and announcers over the three New York stations and New York-Washington-Philadelphia network, for the seven-day series.

Television Clinic

TBA is holding a one day television clinic, for members only, on December 10th, Hotel Waldorf Astoria, New York City. Interesting panel discussions have been arranged. Active members panel: Lawrence W. Lowman of CBS television, chairman: Local Station Programming, Local Commercial Sales, Networking and Engineering Problems on Remotes. Affiliate members panel, Ernest A. Marx of DuMont, chairman. Ad Agency Problems in Preparing Shows, Rapid Film Developing for Tele, Receiver Production and Distribution; Talent's Role in Tele.

G.E. Contract

Fort Industry Company has contracted for \$28,000 worth of television equipment for its Detroit station, WTVD, from General Electric. Plans call for getting a test signal on the air by the second quarter of 1958, with regular telecasting a few weeks later.

People

• DuMont's new line up: John McNeil, manager of Commercial Operations; James L. Caddigan, manager, Program Planning Division and WABD programming and production; Bob Emery, charge of Youth Programs; Charlotte Stern, director of Advertising and Promotion. Lawrence Phillips is Director of DuMont Television Network.

• James Robertson, named prog. mgr. and Phillip B. Laeser, chief eng. of WTMJ-TV, tele station making its air debut on Dec. 3rd. George Marr will handle Special Events. Larry Pike is a staff director.

• Steve Marvin, formerly at WCBS-TV, now WWJ-TV (Detroit), producer-director.

• Harold W. Batchelder new sales mgr. at WBAL-TV (Balto) . . . Harold E. Sheffers, new sales mgr. at WTTG-DuMont (Washington).

• Re-alignment at NBC Television: Frank E. Mullen, exec. vice president; John F. Royal, ass't to exec. v.p. on development of talent and features; Charles P. Hammond, vice pres. and ass't to Mr. Mullen; Noran E. Kersta, director of Television Operations (WNBT personnel report to him); O. B. Hanson, vice pres. and chief engineer (television development); George McElrath, director of Engineering Operations; Herbert V. Anderson, Sales Division, reporting to Reynold R. Kraft, television sales mgr. and William E. Webb, sales promotion mgr.

Film Footage

Television Advertising Productions (TAP) of Chicago is making a series of two-minute spot films for the National Guard to be used in a recruiting drive on video stations.

Exclusive rights to the television showing of 12 religious films have been obtained by WNBT from Cathedral Films, according to an NBC announcement. Series of dramatized Biblical stories will be presented on WNBT during the Lenten season.

(More Footnotes on Page 38)

What's Wrong With This Picture? . . .



What four details are wrong in this room setting? Chicago Tribune photo caption claims it's a prize winning design. Please turn to page 19.

★ 1948 PLANNING GUIDE ★

- Is Television Really Here?
- Television At A Glance — A Videograph Chart of Progress
- Number and Distribution of Sets in the U.S.A.
- New Receivers on the Market and 1948 Estimates
- Map with Location of TV Stations and 1948 CPs
- Evaluation of TV by Advertisers
- Commercially Sponsored Programs on the Air
- Spot Announcements
- Station Rate Cards
- Directories of: "Live Show" Package Groups; Film Package Groups; Films for Rent; Film Producers for TV; Specialized Film Companies
- Index to Articles that Appeared During 1947

Is Television Really Here?

Consider these events of recent months—and judge for yourself:

1: Television invaded the White House for first time on October 5th, bringing the President of the United States face to face with viewing audiences of eight stations in the Atlantic Coast hookup, as the President presented his Food Conservation plan. A week later, television again entered the White House for the President's message summoning special session of Congress.

2: Opening of the American Telephone & Telegraph Company's 225-mile radio relay connecting New York and Boston, extended the Atlantic Coast television network facilities northward. Relay was inaugurated on November 13th for telephone and television service, with video pickups from New York and Washington relayed to Boston to receivers in the Bell System headquarters.

3: Station WBKB's South Bend—Chicago radio relay, a 70 mile air route, was opened October 25th, bringing the Notre Dame-Iowa football game from the Indiana city to Chicago viewers.

4: Over 3,960,000 people saw the seven game World Series on television—picked up by a three-station pool and networked to all Eastern stations, blanketing portions of eight states.

5: Sixteen stations are now operating regularly, giving program service to 10 cities, with 69 stations scheduled to be on the air by late 1948 or early 1949. At least one station more, WTMJ-TV, Milwaukee, and possibly three others will be on the air by Christmas, making a total of

19 to greet the New Year in 13 cities (See TV Time Table, page 17).

6: Between 160,000 and 175,000 tele receivers will be in use by the end of 1947; 750,000 by the end of 1948, according to Brig. Gen. David Sarnoff, President of RCA. Present count, as of November 1, 1947, shows 145,000 sets in the U. S. A., with 112,425 installed (See Receiver Distribution, Page 12).

7: Regular daytime network commercial television was inaugurated by Swift Company's *Home Service Club* on November 7th on a four-station hook-up WNBW-NBC in New York (origination), WPTZ-Philco (Philadelphia), WNBW-NBC, Washington, D. C. and WRGB, Schenectady.

8: Television made its first broadcast from a moving ship when DuMont boarded the Army transport, Joseph V. Connolly, 15 miles out at sea, to televise ceremonies aboard the floating bier bringing 6,200 war dead into New York harbor.

9: The Theatre Guild-NBC production of St. John Ervine's *John Ferguson*, starring Thomas Mitchell, was a television-theater milestone, setting high standards of performance and presentation for video drama. The production, acclaimed by all, brought the theater to viewers in Schenectady, Philadelphia, Washington and Baltimore as well as New York. It marked the Theatre Guild's entrance into television.

10: Television's advantages was the final deciding factor in selection of Philadelphia for the Republican and Democratic 1948 National Conventions. By next summer, there will be a 15-station Atlantic coast network covering all, or portions, of 13 states with a total population of 42,644,273 and an electoral vote of 168.

Is television really here—and here to stay? We think so.

145,500 Television Sets Now in 15 Cities, Latest Televiser Count Shows

TELEVISION is facing a billion dollar market, Edwin M. Martin, Vice President and Secretary of Farnsworth Television & Radio Corp. of Fort Wayne, Ind., told a group of bankers recently. He estimated that five million tele sets will be sold within the next five years.

By the end of 1947, according to Brig. Gen. David Sarnoff, President of RCA, there will be between 160,000 and 175,000 sets in use. By the end of 1948 trade sources expect over 500,000 sets in use, serving areas, including more than 40% of the national population or a potential viewing audience of 5 million persons.

That is the foreseeable picture of television circulation by trade leaders. Today there are 145,500 television receivers in the U.S.A., of which 112,425 are installed in homes or public places. The figures are closely approaching Gen. Sarnoff's prediction, with stepped-up production by several companies making them a certainty. New stations are bringing television to new areas, with Boston, Buffalo, Cleveland, Milwaukee, and Toledo readying for video service. Some sets are already in these areas, a few without broadcasting TV stations. RCA Victor ships receivers to all major video areas for introduction to the public on widely-advertised "T-Days," and to new areas as stations go on the air.

RCA Victor celebrated its first "T-Day" anniversary on November 3rd, by bringing out three "moderately priced" receivers: two consoles and a table model. A year ago the company delivered the first 1,000 post-war television sets (a 10-inch tube table model) to the New York area with three operating television stations. By the end of 1946, a total of 6,476 new TV receivers had been manufactured which, together with approximately 4,000 prewar sets in use, gave a total of 10,476 television receivers.

Philco introduced its table model and projection sets in June of 1947 and is concentrating on production and distribution of the receivers. The company is backing up its receiver sales with widespread advertising in newspapers, radio and television. On radio, Bing Crosby plugs the Philco "clear-vision" tele sets.

The company is out to become a leading TV set manufacturer.

RCA Victor, too, is using heavy promotion and advertising to introduce and sell TV receivers, using newspapers, radio and television.

Other companies promoting television distribution include DuMont, General Electric, Stewart-Warner, Stromberg-Carlson, Farnsworth, and U. S. Television. Most of them are established radio names.

TELEVISION RECEIVER DISTRIBUTION

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

As of November 1, 1947

Area	Total Receivers	Distribution of Tele Sets			Dealer Stores
		In Use	Homes	Public Pls ¹	
Baltimore	2,150	650	350	300	1,500
Boston	50	—	10	10	30
Buffalo	25	—	—	5	20
Chicago	10,000	8,025	4,430	3,595	1,975
Cincinnati	1,000	500	200	300	500
Cleveland	350	20	—	20	330
Detroit	4,720	3,720	2,720	1,000	1,000
Los Angeles	9,700	7,200	6,328	872	2,500
Milwaukee	870	170	100	70	700
New York (NJ-Conn)	86,000	75,000	69,000	6,000	11,000
Philadelphia	13,000	10,000	8,800	1,200	3,000
Schnrdy-Alb-Troy	1,270	950	700	250	320
St. Louis	2,300	1,900	1,300	600	400
Toledo	40	10	—	10	30
Washington, D.C.	5,080	4,280	3,580	700	800
	136,555	112,425²	97,518	14,932	24,105
Unassigned	8,945				
Total Receivers	145,500	(Nov. 1, 1947)			

TOTAL TELEVISION RECEIVER PRODUCTION

As of November 1, 1947

Radio Manufacturers Assoc. (Jan thru July, 1947) total tele sets	56,386
RMA, August tele receivers (produced)	12,283
RMA, September tele receivers	32,719 ³
RMA, Total 1947 first nine months report	101,388
Estimated RMA October tele set production figure	18,136
RMA, 1946 total tele receiver production figure	6,476 ⁴
RMA, Total tele receivers to date	126,000
Tele receivers, including kits, produced by non-RMA manufacturers	15,500
Prewar sets in use (estimated)	4,000
Total Tele Receivers, including kits	145,500

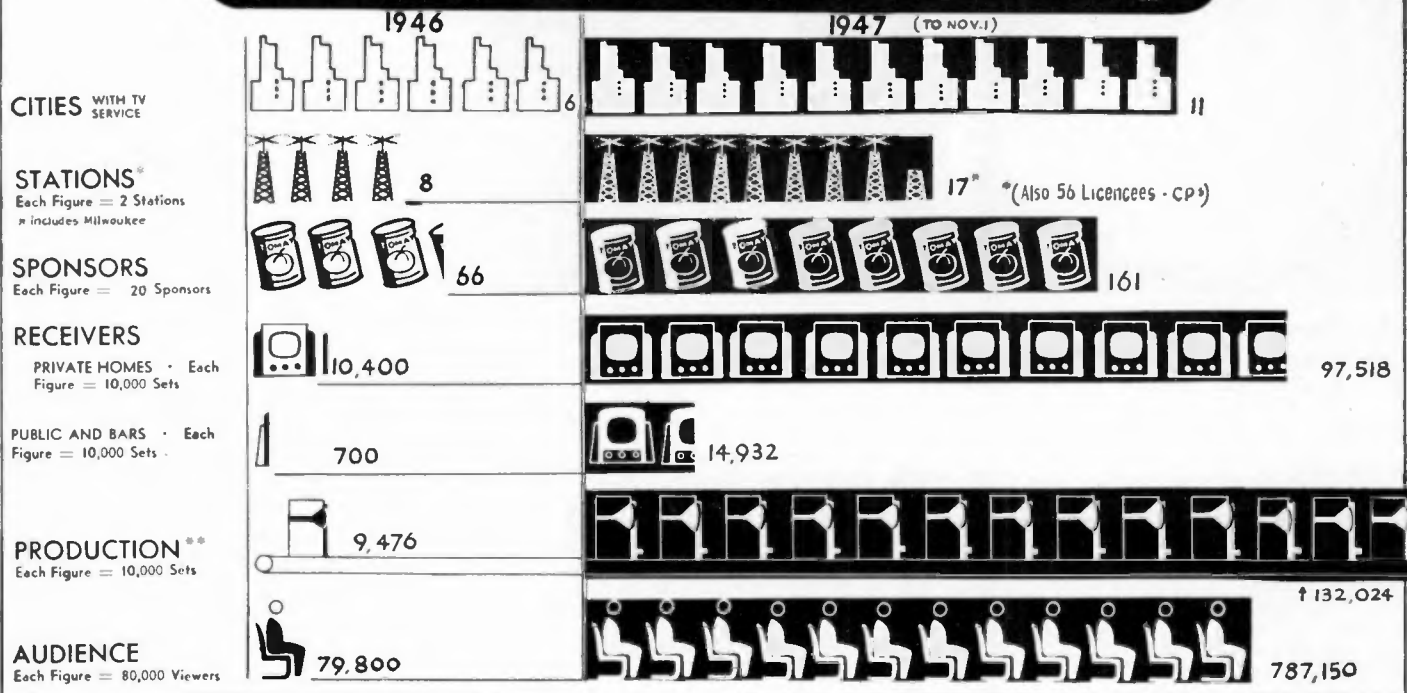
¹ Includes bars, grills, clubs, restaurants, business offices, etc.

² Does not include 25 sets in non-TV areas.

³ Included 16,991 sets manufactured previously but unreported. Actual Sept. tele receivers: 15,728.

⁴ Official RMA 1946 production figure.

TELEVISION *at a Glance*



© TELEVISION MAGAZINE

**For total production figures see table opposite page.

New Receivers— & 1948 Estimates

MAJOR manufacturing companies are in production with television receivers, the records showing a total of 29 with sets on the market or about to distribute. Of these 29 companies, 23 produce home receivers and 7 specialize in large screen club models (two having both lines).

It will be noted that Telicon has changed its corporate name to Telicor and is offering two new receiver models. Viewtone, shown in our Sept-Oct issue listing of receiver manufacturers has filed for bankruptcy. Bendix Radio Company video-previewed over the DuMont network a pilot model of its television console not yet in production.

The following list shows the 29 manufacturers and one new kit company with sets in dealers' stores or about to release receivers.

Tele Receivers on the Market

Admiral

Console, 10-inch tube, tele-AM-phonograph, in limited quantities.. (not priced)
(Deliveries in January)

Andrea

Table model, 12-inch, tele-radio.....\$695
Console, 12-inch, with tele-radio.....\$795
Console, 12-inch, tele-radio-records..\$995
(Installation thru Video: Table model, \$50; console, \$75; combination, \$100
(Year's service and maintenance)
(Other models expected)

Bace Television Corp. (S. Hackensack, N. J.)

Table model, 15" tube, 13 ch., for remote control, bars, etc.....*Price on Request*
Table model, 20", 13 ch's, remote control, extra screens.....*Price on Request*

Belmont Radio Corp.

Table model, 7", 13-channels.....\$250
(Installation with antenna, service.....\$45)

Brunswick

(Radio & Television, Inc. Mfr.)
Projection set, 48" x 36" screen, sold with cabinet or installed in wall, for hotels, bars, schools, etc \$2000 to \$3000
(Installation guarantee not established)

Colonial Television Corp. (Bronx, N. Y.)

Console, (1545), 15-inch, tele-radio..\$950
Bar Model (1500), 15-inch tube.... 950
Bar Model (1501), 15-inch tube.... 995

Club Model (2000), 20-inch tube.. 1350
Wall Projection Set, 7' x 9' screen; with screen; (theatre model 6300).... 2195
(Installation, 1 year's service.....\$125)

Crosley

Table model, 10-inch, 13 channels....\$350
(Plus \$55 installation and guarantee)
Console, Tele-AM-FM-records.....\$800
(Plus \$55 installation and guarantee)

DuMont (New Model)

Table model, 12-inch direct view, with Tele-FM\$445
(Other models listed previously)

Emerson

Table model: 10" tube, 13 ch's....\$375
(Installation, service policy, \$55)
Available, Spring '48
Console, Tele-AM-FM\$450
Projection set, 3" tube, 24" x 18" screen.

Farnsworth

Table model, 10-inch tube, 8-channels, (AM can be included).....\$349.50
Consolette, 10-inch tube, Tele-AM-FM, in production in December.....\$497.50
Console, 15" tube, Tele-AM-FM-phonograph, in production in 1948....\$525.00
(Instal, 90-day service, \$45; year, \$55)

[Continued on Next Page]



RCA Victor's 10" table model, priced \$325



DuMont's 12" table model, tele-FM, \$445

Table model above is one of three sets (two are consoles) brought out by RCA recently. Set at right is DuMont's new "Chatham" which features 12" picture tube, TV and FM, of which 10,000 are planned for 1947 production.

Garod

(Deliveries expected in December)

- Console, 10-inch tube, tele-radio....\$695
- Console, 12-inch, tele-AM-FM-SW-phonograph\$795
- (Instal dealers; parts guaranteed, \$55)

General Electric

- Console (801), 10-inch, Tele-AM....\$495
- (Price reduction of \$120)
- (Installation; year's service \$68.50)

Hallicrafters Co.

(Going into production)

- Table model, 7", 13 channels.....\$169.50

Industrial Television, Inc.

(Nulley, N. J.)

- Remote control unit, Essex model, multiple viewing screens; for public places, schools, taverns, 15-inch tube, 13" x 10" screen, 13 ch'ls....Price on Request.

Majestic

- (Tele console in production; on market by first of '48)

Motorola

- Table model, 10-inch tube, 13 channels
- Consolette, 10-inch tube, Tele only.
- (Date of deliveries uncertain)

Philco

- (Sets listed in Sept-Oct TELEVISER)

Preston Television Mfg. Co.

(Bayside, N. Y.)

- Table model, 12-inch direct view, 13 channels, Tele-FM.....\$375

RCA Victor
(new models)

- Table model, 10-inch tube.....\$325
- (Fed. tax, \$55. Owner-policy, 1-year)
- Console, 10-inch tube, Tele-FM-AM-SW-phonograph\$595
- Console, 10-inch tube, Tele-FM-AM-SW-phonograph\$675
- (Fed. tax, \$65 owner-policy, 1-year)

Sonora

- Table model, 10-inch tube..(Not Priced)
- (Deliveries expected Dec. or early Jan.)

Sightmaster Corp.

(New York City)

- Table model, 10-inch, Tele-FM.....\$375
- Table model, 12-inch, Tele-FM..... 450
- Table model, 10-inch, Tele-FM-AM.. 420
- Table model, 10-inch, Tele-FM-AM 495
- Console model, 12-inch, with record changer and Tele-FM-AM radio.. 695
- Console model (Model 15-C-11), 15-inch, with record changer and Tele-FM-AM 895
- (Installation service policy)

Sportsview Television

(Brooklyn, N. Y.)

- Club model, 15-inch direct view....\$1050
- Designed for fringe areas, difficulty in reception; set built for sensitivity.
- (Installation charge, depends upon area; average \$50, 1 year guarantee)

Stromberg-Carlson

(In limited production)

- Console, 10-inch tube, tele only.....\$495
- Console, 10", tele-AM-FM record..\$1,100

Stewart-Warner

- Console, 10-inch, Tele-Radio.....\$682
- Combination, 10-inch direct view; Tele-Radio-Phonograph\$794
- (1 yr. guarantee, service, maintenance)

Telesonic

- (formerly Madco—limited production)
- Table Model, 7-inch tube.....\$275
- (Installation, year's service \$45)

Telicor

(formerly Telicon)

- Commercial model, "Tele-Champ," projection 28" x 21" screen, tele only\$1,895
- Commercial or home, Teluxe, projection set, 20" x 15" screen..... 1,495
- (Year's guarantee on 5-inch tube: 90 days on other components)

United States Television

- Console "Telesonic," 10-inch tube, Tele-AM-FM-SW-Phonograph\$745
- (Reduced price; installation extra)
- Projection sets listed in Sept-Oct issue.

Universal Television Co., Inc.

(Brooklyn, N. Y.)

- Lounge model, 15-inch tube, full 13 channels, Tele-FM, Fed. tax incl..\$995
- (Installation, \$100; 90 days service)

Westinghouse

- (Tele sets on market before end of year)
- Table model, 10-inch tube (approx).\$400

Tele Kits & Assemblies

Espey Manufacturing Co., Inc.

(New York City)

- 3-inch tube kit, including 5-inch magnifier glass; portable (service man's aid For antenna installation.....\$150
- Basic kit (tubes & cabinet extra)....\$59.50

Where People View Tele in Chicago

Television attracts viewers. Over 3,600,000 persons watched the World Series on television. However taking a normal count, Chicago for instance, where an accurate record of sets and viewers is kept by WBKB, the TV picture as of Oct. 24, 1947 was:

	Sets Installed	% Sets
Installed in Homes.....	4139	55.2%
Installed: Bars & Grills	2295	30.5
Installed: Public Places	1080	14.3
Total sets installed	7514	100%

No. of %
People Viewers

Audience in homes.....	23,492.3	24.6
Audience in bars & grills	66,096.0	69.1
Audience in public places	6,107.4	6.3

Total audience 95,695.7 100%

Viewers per set: homes, 5.7; bars & grills, 28.8; public places 5.7. Weighted average of viewers per set in bars, grills and public places, 13.9.

TV Station Rates Rising As Receivers Increase

INCREASING numbers of television sets in use resulted in an increase in station time rates, from NBC's WNBT in New York City to WWJ-TV in Detroit. Some stations are retaining their present rate structure for the time being, while General Electric's WRGB is putting TV charges into effect for the first time.

100,000 installed receivers are expected to be in the New York area by January 1, 1948, giving a potential viewing audience of 600,000. It is this circulation that is the basis of WNBT-NBC's recently upped video rates, effective the first of the year and for the first 13 weeks only. Thereafter, advertisers can expect rate increases commensurate with station operating costs and audience delivered.

The network believes that advertisers' high regard for increased circulation and television's sales effectiveness will make them willing to pay the new rate of \$300 for one-half hour transmitter (air) time, plus \$600 for studio-facilities use, with additional rehearsal time (over three hours) at the rate of \$200 per hour. Time and facilities charges alone for a half-hour live show add up to well over \$1,000—without program costs.

WBKB-Chicago, basing its rates on number of sets installed in area, and WABD in New York increased their charges this fall, hiking rates commensurate with circulation.

Several of the new stations have not issued official rate cards at this time, waiting until sets installed in their areas reach more stable numbers. Rate cards now in effect or to become effective shortly are shown below, with population figures from 1947 Census and sets in area as of Nov. 1, 1947.

Chicago, Ill.

Pop: 4,644,640
Sets in Area: 10,000

WBKB—Balaban & Katz

Rates Based on Sets Installed
as Shown Below

	5,000-	15,000-
	15,000*	25,000
LIVE		
1-Hour	\$375	\$500
1/2-Hour	210	375
1/4-Hour	140	200
FILM		
1/2-Hour	\$125	\$200
1/4-Hour	75	130
SPOTS		
Film	\$30	\$35
Live	40	45

REMOTES

Cost-plus basis; charges on request

REHEARSAL: Camera rehearsal in ratio of 2 to 1 included in above rates. \$25 per hr. in excess of 2 to 1 ratio but less than 4 to 1. \$75 per hr. in excess of 4 to 1 ratio.

SPOTS: Charges include 15 minutes camera rehearsal. Additional time: \$15 per 1/2 hr. rehearsal time. Must include public service message.

*Rate currently in effect.

Detroit, Mich.

Pop: 2,702,398
Sets in Area: 4,050

WWJ-TV—Evening News

AIR TIME RATES
Effect. Dec. 1, 1947

	One Time	13 Weeks
1 Hour	\$300.00	\$285.00
1/2 Hour	180.00	171.00
20 Mins.	150.00	142.00
15 Mins.	120.00	114.00
10 Mins.	90.00	85.50
5 Mins.	60.00	56.50
Spots (min. or less)....	30.00	28.50

PRODUCTION

Rehearsal and material charges based upon actual costs.

REMOTES

Charges based upon actual costs.

Los Angeles, Calif.

Pop: 3,916,875
Sets in Area: 9,700

KTLA—Paramount Productions, Inc.

LIVE

	Facilities	Time
1-Hour	\$300	\$100
1/2-Hour	180	100
1/4-Hour	100	75
10-Mins.	75	50
5-Mins.	50	50

FILM

1-Hour	\$200	\$100
1/2-Hour	125	100
1/4-Hour	75	75
10-Mins.	65	50
5-Mins.	50	50

SPOTS

1-Min. Live or film.....	\$25	\$25
Time signals.....	20	20
(less than 1-Min)		

REMOTES

Include time charges and facilities used.
REHEARSAL: Live studio—\$25, 1/2-hour;
Film studio—\$15, 1/2-hour.

New York, N. Y.

Pop: 12,684,411
Sets in Area: 86,000

WABD—DuMont

	7-11 P	6-7 P	NOON-6 P
1-Hour	\$800	\$650	\$500
1/2-Hour	480	390	300
20-Mins.	360	292	225
1/4-Hour	320	260	200
10-Mins.	240	195	150
5-Mins.	160	130	100
1-Min.	80	65	50

REMOTES

Subject to special charges

REHEARSAL: \$75 for 1st hr; \$37.50 each succeeding 1/2 hr. 6 to 1 rehearsal ratio required for most shows.

FILM: Studio provided at 10% daytime charge.

WCBS-TV

	LIVE*	FILM
1/2-Hour to 1-Hr.....	\$150	\$150
1/4-Hour to 1/2-Hr.....	90	90
Up to 15 Mins.	60	60

SPOTS

1-Minute Commercials	\$100
Weather: (30 sec; 30 sec comm'l) ..	\$50
Time: 20-seconds on sound film.....	\$30
With an announcer.....	\$35

REMOTES

Costs on requests

*Closed down at present

Art Work & Lettering for Television,
Motion Pictures and Slide Films

AUGUST SCHOMBURG

220 W. 42nd St., New York 18
BRyant 9-3548

MAY WE HELP YOU WITH
YOUR FILM BOOKINGS?
Capital Film Exchange

1314 Vine St. Phila., 7, Pa.
Phone SP 4-2698

Radio-Television Electronics

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

RADIO-TELEVISION INSTITUTE
480 Lexington Ave., N. Y. 17 (46th St.)
PLaza 3-4585 Licensed by N. Y. State



630 NINTH AVENUE
New York 19, N. Y.

Complete Motion Picture Service for the Television Industry

Longines-Wittnauer Watches
Dry Imperator Champagne
Alexander Magic Carpet
(3 Kids on a Flying Rug)
Bulova Watch Company
and others

Serving the Motion Picture Trade
For 28 Years

CHARLES L. WELSH
MARTIN GOTTLIEB

New TELEVISION APPROACH

Manufacturers and admen have never found a medium that successfully gives the consumer a feeling of participation while watching the demonstration of a product. To be able to show the product in the hands of the audience and demonstrate its virtues as closely as desired has been achieved by SCIENCE PICTURES.

The invention of the 'Lempert-scope' (developed for their exclusive use) makes true first-person movies possible for the first time.

The ability to show watchmakers, engravers, chefs, needleworkers or beauticians at work where products and techniques are combined, give a 'NEW LOOK' to films for television.

SCIENCE PICTURES

551 Fifth Avenue, N. Y. C.
MU 2-3133

WNBT—NBC

(Effective Jan. 1, 1948*)

TRANSMITTER CHARGES

1-Hour	\$500	20-Mins.	\$250
40-Mins.	400	10-Mins.	175
1/2-Hour	300	5-Mins.	125
1-Min (film only; incl's film facilities)	125		
20-secs (incl's slide or film facilities)	80		

PROGRAM FACILITIES CHARGES

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

FIELD PICKUPS

Quotations upon request.

REHEARSAL time allowed (free): Studio shows, from 5 hrs. rehearsal for 1 hr. on the air—to 1 hr. for 5 mins.; film rehearsal ranges from 3 hrs. for 1 hr. air time to 1/2 hr. for 5 minute programs. Additional rehearsal time: Live shows, \$200 per hr. (or \$100 for a half-hour or fraction thereof); films, \$50 per hour (or \$25 per fractional half).

*Rates effective Jan. 1, 1948 for first 13 weeks of 1948.

Philadelphia, Pa.

Pop: 3,372,690
Sets in Area: 13,000

WFIL-TV—Inquirer

Rates Based on Sets Installed as Shown Below

	5,000-10,000*	10,000-15,000
LIVE		
1-Hour	\$350	\$500
1/2-Hour	210	300
1/4-Hour	140	200
FILM		
1/2-Hour	\$125	\$200
1/4-Hour	85	130
SPOTS		
Film	\$35	\$45
Live	45	55

REMOTES

Charges quoted on request

REHEARSAL: Included in above costs in ratio of 2-1 rehearsal time. \$25 per hr. excess of 2-1 ratio; \$75 per hour for time in excess of ratio 4-1.

SPOTS: Include 15 minutes camera rehearsal time. Additional time, \$15 per half-hour. All spot announcements to include public messages.

*Rate currently in effect.

Serving Television (Since 1940)
With Features and Shorts

EQUITY FILM EXCHANGES, INC.

341 W. 44th St., New York 18, N. Y.

WPTZ—Philco

	LIVE	FILM
1-Hour	\$300	\$140
1/2-Hour	180	85
20-Mins.	150	75
1/4-Hour	120	50
10-Mins.	100	45

SPOTS

Time or Weather: 20 seconds; slide or film, with live or transcribed music..\$30

REMOTES

Rates on request.

NETWORK

Rates on request.

REHEARSAL charges: \$50 per hour to nearest half-hour.

Schenectady (Albany-Troy), N. Y.

Pop: 427,400
Sets in Area: 1,270

WRGB—General Electric

(Effective Dec. 1, 1947)

	LIVE	FILM
1 Hour	\$210	\$210
1/2 Hour	131	131
20-Mins.	105	105
15-Mins.	91	91
10-Mins.	78	78
5-Mins.	53	53
1-Min.*	53	53
20-Sec. (Time, Weather)	42	42

REHEARSAL: Live programs—\$25 per half-hour. Live spots—\$10 (up to 15 mins.).

RATES: 50% discount until April 1, 1948.

*Accepted as participations in variety shows.

St. Louis, Mo.

Pop: 1,584,044
Sets in Area: 2,300

KSD-TV—Post Dispatch

1-Hour (Incl. 2 hrs. rehearsal).....	\$155.00
40-Mins. (Incl. 1 1/2 hrs. rehearsal)	105.00
1/2-Hour (Incl. 1 hr. rehearsal)....	90.00
20-Mins. (Incl. 1/2 hr. rehearsal)...	75.00
15-Mins. (Incl. 1/2 hr. rehearsal)...	67.50
10-Mins. (Incl. 1/2 hr. rehearsal)...	60.00
2-Min. spot (Live or film).....	30.00
1-Min. spot (Live or film).....	20.00

REMOTES

Remote programs: Subject to additional costs.

REHEARSAL: Extra time, \$35 an hour up to five hours; \$100 an hour thereafter.

DISCOUNTS: 13 times, 5%; 26 times, 10%.

Washington, D. C.

Pop: 1,205,220
Sets in Area: 5,080

WTTG—DuMont

	7-11 P	6-7 P	NOON-6 P
1-Hour	\$200	\$163	\$125
1/2-Hour	120	98	85
20-Mins.	90	73	56
1/4-Hour	80	65	50
10-Mins.	60	49	38
5-Mins.	40	33	25
Spot 1-Min.	20	16	13

REMOTES

Subject to additional charges.

1948

REVISED TIMETABLE of STATIONS GOING-ON-THE-AIR and LICENSEES

WMAR's sneak debut, bringing television to Baltimore on October 30th, was the fifth station to go on the air this year—making a total of 16 TV stations now serving 10 cities in the U. S. Since September, WFIL-TV (Philadelphia) made its debut, and WMAL-TV (Washington) hustled its transmitter installations to televise a football pickup (sponsored) on October 3rd. The Milwaukee Journal's WTMJ-TV is already on the air testing and will open officially on December 3rd. By Christmas two or three more stations hope to be broadcasting.

The Station Box Score and map on Page 20-21 and the Service Table below show that 16 stations are now giving program service as mentioned above. Two of the 16 are experimental and 14 hold commercial licenses or CPs. Crosley's W8XCT, an experimental station located in Cincinnati, started telecasting regularly (three days a week) back in September and is building an audience for its sister commercial station, WLWT, (under construction). Don Lee's W6XAO, also experi-station, has been waiting an FCC decision.

Service Schedule

The "Time Table of CP's Going On the Air" (given in the columns on the right) indicates the presently scheduled calendar dates when new stations will start program service. A few, similar to the Sunpapers' WMAR in Baltimore, will be bringing television to new areas. By the middle of 1949, a total of 39 cities will have television, according to the following table:

Television Service & Cities

Present operating TV stas.*.....	16 in 10 cities
Stations on air by 1948.....	19 in 13 cities
Stations on air, end '48.....	57 in 31 cities
Stations on air, end '49.....	69 in 39 cities
Applicants for tele stas.....	27**

A rash of bids for tele stations have brightened the tele picture since September. Of the 15 applications filed, two already have been granted CPs. Some applicants will be involved in FCC hearings—particularly Hartford (Conn.).

*Includes 2 experimental stations.

**Only six new areas are included in the present tele station applications.

GOING ON THE AIR

(CP Holders¹)

(Please See Map on Pages 20-21)

(Dec. 1947)

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

- WLWT—Crosley; Channel 4 (66-72 mc)
- W8XCT, exp'l sta., now on air with programs;
- WLWT, exp'l in Dec.; on air Feb. '48.

Carew Towers, Warner & Chicksaw Sts.
H.Q.: Crosley Square, Cincinnati 2, Ohio
Pres., Crosley Bcstg; James D. Shouse
Act'g Dir. of Tele: J. R. Duncan

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

- WEWS—Scripps-Howard; Channel 5 (76-82)

(Scheduling for Dec. 15 on-the-air).
 1816 East 13th St., Cleveland, Ohio
Gen. Mgr.: James C. Hanrohan
Tele Executive: J. Harrison, (Jack) Hartley

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

- WTMJ-TV—Journal; Channel 3 (60-66 mc)

(On-the-air, Dec. 3, 1947)
 720 East Capital Drive, Milwaukee, Wisc.
V.P. & Gen. Mgr.: Walter J. Damm

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

- WTVR—Havens & Martin; Channel 3 (60-66 mc)

(Goal: Television by Christmas)
 3301 W. Broad St., Richmond 20, Va.
General Manager: Wilbur M. Havens

Jan. 1948

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

- WBAL-TV—Hearst Radio; Ch. 11 (198-204)

(First test in Dec; service in Jan)
 2610 North Charles St., Baltimore, Md.
Manager (WBAL): Harold C. Burke
Dir. of Tele: Harold See
H.Q.: Hearst Radio, Inc., 959 8th Ave., NYC

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

- WGNA—Chicago Tribune; Channel 9 (186-192 mc)

(Test exp'l in Dec.; service in Jan.)
 Tribune Towers, Tribune Sq., Chicago, Ill.
H.Q.: 441 N. Michigan, Chicago 11, Ill.
Gen. Mgr. (WGN, Inc.): Frank P. Schreiber

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

- KFI-TV—Earle C. Anthony; Ch. 9 (186-192)

(On air 60 days after transmitter delivery)
 141 North Vermont Ave., Los Angeles 4, Calif.
Program Director: Charles B. Brown

¹ Holders of commercial television station construction permits (CPs).

* April 1947 Bureau of Census figures

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

Newark, N. J. (Pop: 3,433,536*)

- WATV—Bremer Bcstg (WAAT); Ch. 13

(210-216 mc)
 Hotel Sheraton, 15 Hill St., Newark, N. J.
H.Q.: 11 Hill St., Newark, N. J.
Pres. & Gen. Mgr.: I. R. Rosenhaus

Feb.-March, 1948

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

- WBZ-TV—Westinghouse; Channel 4 (66-72 mc)

Studio: Soldiers Field Rd., Allston, Mass.
H.Q.: Hotel Bradford, Boston 16
Gen. Mgr. (WBZ): W. C. Swartley
V.P. West'g'b Bcstg Div.: Walter E. Benoit
 (Grant Bldg., Pittsburgh 19, Pa.)

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

- WBEN-TV; Channel 4 (66-72 mc)

(On air: tests, Feb.; programs April 1)
 Hotel Statler, Buffalo, N. Y.
Vice Pres.: A. H. Kirckhofer
Tele-Radio Dir.: Woody Magnunson

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

- KTTV—Times-Mirror; Channel 5 (76-82 mc)

202 West First St., Los Angeles 53
Chief Engineer: R. A. Monfort
Program Director: David Crandell

Spring 1948

Albuquerque, N. Mex. (Pop: 50,000**)

- KOB-TV; Channel 4 (66-72 mc)

903 Buena Vista Blvd., Albuquerque, N. Mex.
H.Q.: 418 W. Gold Ave. (Box 1319)
General Manager: Frank Quinn

Ames, Iowa (Pop: 34,500**)

- WOI-TV—Iowa State College; Ch. 4 (66-72)

(Educational lower band CP)
 Service Bldg., Iowa State College, Ames
General Manager: W. J. Griffith

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

- WNBY-NBC; Channel 5 (76-82 mc)

Manager (WMAQ): I. E. Showerman
 222 W. North Bank Dr., Chicago 54, Ill.
Exec. V.P., NBC Tele: Frank Mullen
 (30 Rockefeller Plaza, New York 20)

Columbus, Ohio (Pop: 432,304*)

- WLWC—Crosley; Channel 3 (60-66 mc)

Studio: AIU Tower, Columbus, Ohio
H.Q.: Crosley Square, Cincinnati 2, Ohio
Act'g Dir of Tele: J. R. Duncan

Dayton, Ohio (Pop: 349,300**)

- WLWD—Crosley; Channel 5 (76-82 mc)

H.Q.: Crosley Square, Cincinnati 2, Ohio
Act'g Dir. of Tele: J. R. Duncan

Continued on Next Page

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AND
ASSOCIATES**
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Consultants*
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ROCKEFELLER CENTER
NEW YORK 20, N. Y.

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- THOMAS H. HUTCHINSON
- ROBERT JEROME SMITH
- RICHARD W. HUBBELL
*and others, plus a working
agreement with*
- ANDERSON and MERRYMAN

★

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Assisting Management in
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Problems."**

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NATHAN SOBEL, *President*
1600 BROADWAY
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PRODUCER'S AID . . .

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mation, Slide Films, Inserts,
Trailers . . .

Kodachrome Duplications for
Sliders & 16 mm. Novelty
Song Reels, Comic Reels,
Merchandising Trailers

CINEFFECTS

1600 BROADWAY
Phone: CI 6-0951

Fort Worth, Texas (Pop: 314,000**)
KCPN—*Star Telegram*; Ch. 4 (76-82 mc)
Studio: Meadow Brook Drive East
H.Q.: 400 W. 7th St., Fort Worth, Tex.
Pres., Carter Publications: Amon Carter
Dir.: H. B. Hough; *Sta. Mgr.*: G. Cranston

Indianapolis, Indiana (Pop: 516,000**)
WVHB—Wm. H. Block; Channel 3 (60-66)
50 N. Illinois St., Indianapolis, Ind.
President: Wm. H. Block
Television Director: Merrill Lindley

Philadelphia, Pa. (Pop: 3,372,690*)
WPEN-TV—*Evening Bulletin*; Ch. 10 (192-
198 mc)
1528 Walnut St., Philadelphia, Pa.
H.Q.: *Evening Bulletin*, Philadelphia, Pa.
Television Engr.: Robert Compton

Providence, R. I. (Pop: 593,300**)
WJAR-TV—*Outlet Co.*; Channel 11 (198-204
mc)
178 Waybosset St., Providence, R. I.
President: Mortimer L. Burbank

Toledo, Ohio (Pop: 352,600**)
WTVT—*Fort Industry*; Channel 13 (210-216
mc)
(Sights set for April 1, 1948 debut)
Broadcast Bldg., 136 Huron St., Toledo,
Ohio
Gen. Mgr.: Lee B. Wailer
Television Mgr.: John Koepf
Managing Dir. (WSPD): E. Y. Flannigan

Summer 1948

Cleveland, Ohio (Pop: 1,332,600**)
WNBK-NBC; Channel 4 (60-72 mc)
815 N. Superior Ave., N.E., Cleveland, O.
Gen. Mgr. (WTAM): Vernon H. Pribble
H.Q.: 30 Rockefeller Plaza, N. Y. 20, N. Y.
Exec. V.P., NBC: Frank Mullen

KNBH-NBC; Channel 4 (66-72 mc)
Mgr. of Tele Dept.: Harold J. Bock
Sunset Blvd. & Vine St., Hollywood, Calif.
Exec. V.P., NBC: Frank Mullen
(30 Rockefeller Plaza, New York 20)

Louisville, Ky. (Pop: 558,300**)
WHAS-TV—*Courier-Journal*; Ch. 9 (186-192)
Studio: 6th & Broadway
H.Q.: 300 W. Liberty St., Louisville, Ky.
Exec. Mgr.: W. Lee Coulson

Minneapolis, Minn. (Pop: 1,006,278*)
KSTP-TV; Channel 5 (76-82 mc)
9th & La Salle Sts., Minneapolis, Minn.
General Manager: Stanley E. Hubbard

New Orleans, La. (Pop: 601,608*)
WRTV—*Maison Blanche*; Channel 4 (66-72)
901 Canal St., New Orleans, La.
General Manager: Herman J. Schwartz

New York, N. Y. (Pop: 9,250,875*)
WOR-TV—*Bamberger*; Channel 9 (186-192)
Temp. Studio: 1440 Broadway
H.Q.: 1440 Broadway, New York 18, N. Y.
President: Theodore C. Streibert
V.P. & Sec'y: J. R. Poppele

WLTV—*Daily News*; Channel 11 (198-204
mc)
(Scheduled on-the-air in Sept.)
220 East 42nd St., New York 17, N. Y.
Gen. Mgr. News Syndicate: F. M. Flynn
Handling Tele Plans: Clifford Denton

Washington, D. C. (Pop: 1,205,220*)
WOIC—*Bamberger*; Channel 9 (186-192 mc)
Studio Site: to be selected
H.Q.: 1440 Broadway, New York 18, N. Y.
President: Theodore C. Streibert

Late 1948

Baltimore, Md. (Pop: 1,306,040*)
WAAM—*Radio-Tele of Balto*; Ch. 4 (210-
216 mc)
O'Sullivan Bldg, Baltimore & Light Sts.
Owners: Ben and Herman Cohen

Boston, Mass. (Pop: 2,549,700*)
WNAC-TV—*Yankee Network*; Ch. 7 (174-
180 mc)
21 Brookline Ave., Boston 15, Mass.
President: William O'Neil
Station Mgr. (WNAC): Lewis Travers

Chicago, Ill. (Pop: 4,644,640*)
WENR-TV—*ABC*; Channel 7 (174-180 mc)
Merchandise Mart, Chicago 54, Ill.
H.Q.: 30 Rockefeller Plaza, N. Y. 20, N. Y.
Gen. Mgr. (WENR): Roy McLaughlin
V.P., ABC Tele: Charles C. Barry

Dallas, Texas (Pop: 470,052*)
—*Lacy-Potter TV Bdcstg*; Ch. 8 (180-186)
Studio: to be constructed; 47 story hotel
H.Q.: 1105 Continental Bldg., Dallas, Tex.
Owners: Rogers Lacy and Tom Potter
KRLD-TV—*Times-Herald*; Channel 4 (66-72)
Adolphus Hotel, Dallas, Texas
Pres. KRLD: John W. Runyon
Tech. Supervisor: R. M. Flynn

Detroit, Mich. (Pop: 2,702,398*)
WTVD—*Fort Industry*; Channel 2 (54-60)
(Has filed for Channel 5)
Studio: Woodward & Kirley; to be built
H.Q.: 506 New Center Bldg, Detroit 2,
Mich.
Gen. Mgr.: Lee B. Wailer
Tele Mgr.: John Koepf, 136 Huron, To-
ledo, O.

Los Angeles, Calif. (Pop: 3,916,875*)
KECA-TV—*ABC*; Channel 7 (174-180 mc)
V.P. ABC Tele: Charles Barry
(30 Rockefeller Plaza, New York 20)

Miami, Fla. (Pop: 351,500**)
WTVJ—*Southern Radio-Tele*; Ch. 4 (66-72
mc)
Studio: 306 N. Miami Ave., Miami, Fla.
P.O. 2440, Miami 31, Fla.
General Manager: Robert G. Venn

Minneapolis-St. Paul, Minn.
(Pop: 1,006,278*)
WTCN-TV—*St. Paul Dispatch*; Ch. 4 (66-72)
Westley Temple Bldg., Minneapolis, Minn.
General Manager: F. Van Konyenburg

New Haven, Conn. (Pop: 352,036*)
 WNHC-TV—Elm City Bdcstg; Ch 6 (82-88)
 1110 Chapel St., New Haven, Conn.
 President: Patrick J. Goode
 Gen. Mgr. & Sta. Mgr.: James T. Milne

New York, N. Y. (Pop: 12,684,401*)
 WJZ-TV—ABC; Channel 7 (174-180 mc)
 Studio: site to be selected
 H.Q.: 30 Rockefeller Plaza, New York 20
 N. Y.
 V.P., Television: Charles C. Barry
 National Dir. of Tele: Paul Mowrey

Riverside, Calif. (Pop: 132,800**)
 KARO—Bdctg Corp. of Amer., Ch 1 (44-50)
 (Held up because of Channel 1 hearings)
 3401 Russel St., Riverside, Calif.
 General Manager: W. L. Gleeson

Seattle, Wash. (Pop: 602,910*)
 KRSC-TV—Radio Sales Corp., Ch 5 (76-82)
 2939 Fourth Street, Seattle, Wash.
 General Manager: Robert E. Priebe

Wilmington, Del. (Pop: 251,600**)
 WDEL-TV—WDEL Inc., Ch. 7 (174-180 mc)
 10th & King Sts., Wilmington, Del.
 President: J. Hale Steinman
 Station Mgr: J. Gorman Walsh

"Indefinite"—by/or in 1949

Bloomington, Ind.
 WTTV—Tarzian; Channel 10 (192-198 mc)
 Permitees: Sarkes & Mary Tarzian
 537 So. Walnut St., Bloomington

Cleveland, Ohio (Pop: 1,332,600**)
 Empire Coil Co., Channel 9 (186-192 mc)
 Transmitter at Parma (Cleveland suburb)
 Pres & Gen. Mgr.: Herbert Mayer
 (23 Huguenot St., New Rochelle, N. Y.)
 CP Granted: Oct. 31, 1947

Detroit, Mich. (Pop: 2,702,398*)
 WDLT—ABC; Channel 7 (174-180 mc)
 Stroh Bldg., Detroit 26, Mich.
 Gen. Mgr. (WXYZ): H. Allen Campbell
 H.Q.: 30 Rockefeller Plaza, N. Y. 20, N. Y.
 V.P., ABC Tele: Charles C. Barry

Johnstown, Pa. (Pop: 198,700**)
 WJAC-TV—WJAC Inc.; Ch. 13 (210-216 mc)
 Tribune Annex, Johnstown, Pa.
 Pres. & Sta. Mgr.: J. C. Tully

Los Angeles, Calif. (Pop: 3,916,875*)
 KLAC-TV—New York Post; Ch 13 (210-216 mc)
 Gen. Mgr.: Don J. Feddersen
 1000 Cahuenga Blvd., Los Angeles, Calif.
 Owner: Dorothy S. Thackery
 (New York Post, 75 West St. New York)

Pittsburgh, Pa. (Pop: 2,100,092*)
 WDTV—DuMont; Channel 3 (60-66 mc)
 Site: Being negotiated
 H.Q.: 2 Main Ave., Passaic, N. J. &
 515 Madison Ave., New York 22, N. Y.
 Dir. DuMont Tele: Lawrence Phillips
 (N Y)

Portland, Ore. (Pop: 534,422*)
 KGWG—The Oregonian; Ch. 4 (82-88 mc)
 H.Q.: 1011 S. W. Sixth Ave., Portland 5
 General Manager: H. Quentin Cox

Salt Lake City, Utah (Pop: 245,175*)
 KDYL-TV; Channel 2 (54-60 mc)
 Tribune Bldg, Salt Lake City, Utah
 Pres. & Gen. Mgr.: S. S. Fox
 V.P., Engineering: John M. Baldwin

San Francisco, Calif. (Pop: 1,989,891*)
 KCPR—Chronicle; Channel 4 (66-72 mc)
 Fifth & Mission Sts., San Francisco 19
 President: George T. Cameron
 Charge of Tele: Charles Thieriot

KGO-TV—ABC; Channel 7 (174-180 mc)
 155 Montgomery St., San Francisco, Calif.
 Station Mgr.: Gayle W. Grubb
 V.P., ABC Television: Charles C. Barry
 (30 Rockefeller Plaza, New York 20)

KWIS—Associated Bdcstg; Channel 5 (76-82 mc)
 Mark Hopkins Hotel, San Francisco 6, Calif.
 President: W. J. Dumm
 V.P. & Gen. Mgr.: Philip Lasky

Stockton, Calif. (Pop: 160,900**)
 KGDM-TV—Peffer; Ch 8 (180-186 mc)
 517 East Market St., Stockton, Calif.
 Owner: E. F. Peffer

Waltham, Mass. (Pop: 43,600**)
 WRTB—Raytheon; Channel 2 (54-60 mc)
 Pres. Raytheon Mfg. Co.: L. K. Marshall
 (55 Chapel St., Newton 58, Mass.)

WHAT'S WRONG WITH THE ROOM? (Answer to question on Page 10): Three chairs face away from television receiver; one on right (fourth) permits angle-view of screen. Room is charmingly designed for radio. For television viewing, see room design below.

Model Television Room . . .



Circular couch affords maximum viewing of television screen, from comfortable seating arrangement. Chair on left is only piece of



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 Newark 5, N. J.

furniture which requires moving for overflow guests. Home "Tele-Theater" designed by Modernage, New York.

TV STATIONS ON THE AIR

Baltimore, Md. (Pop: 1,306,040*)
WMAR—Sunpapers; Channel 2 (60-66 mc)
(On the air: Oct. 30, 1947)
 Sun Bldg., Baltimore & Charles Sts., Balto.
Dir. of Tele-Radio: Donald Withycomb

Chicago, Ill. (Pop: 4,644,640*)
WBKB—Balaban & Katz; Ch. 4 (66-72 mc)
 190 N. State St., Chicago 1, Illinois
Station Director: Capt. William C. Eddy

Cincinnati, Ohio (Pop: 885,400**)
W8XCT—Crosley; Channel 4 (66-72 mc)
 On the air since Sept., 1947 with programs;
 WLWT on air with regular service Feb. 1948.
 Crosley Sq., Cincinnati 2, Ohio
President: James D. Shouse
Acting Dir. of Tele: J. R. Duncan

Detroit, Mich. (Pop: 2,702,398*)
WWJ-TV—Evening News; Ch. 4 (66-72 mc)
 Stroh Building, Detroit 26, Mich.
General Manager: Harry Bannister

Los Angeles, Calif. (Pop: 3,916,875*)
KTLA—Paramount; Channel 5 (76-82 mc)
 5451 Marathon St., Hollywood 38, Calif.
West Coast Director: Klaus Landsberg
Pres: Paul Raibourn, 1501 B'way N. Y., N. Y.

W6XAO—Don Lee; Channel 2 (54-60 mc)
 Exp. station; comm. app'l pending (KSTL)
 3800 Mount Lee Dr., Hollywood 28, Calif.
V.P. & Gen. Mgr: Lewis Allen Weiss
Dir. of Television: Harry Lubcke

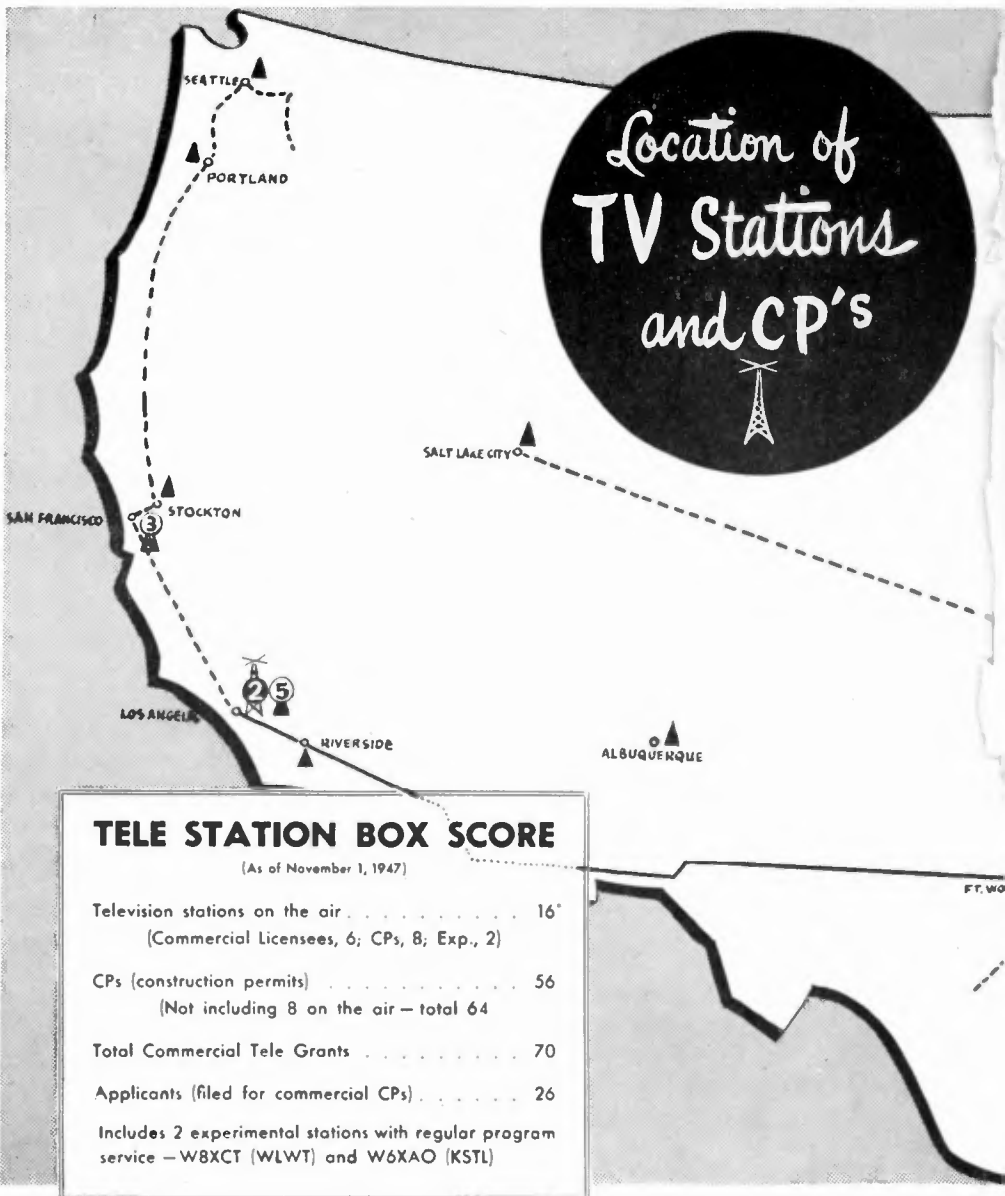
New York, N. Y. (Pop: 12,684,411*)
WABD—DuMont; Channel 5 (76-82 mc)
Studios: Wanamaker's, 9th & B'way
H.Q.: 515 Madison Ave., N. Y. 22, N. Y.
Dir. DuMont Television: Lawrence Phillips
Gen. Mgr. WABD: John McNeil
WCBS-TV—CBS; Channel 2 (76-82 mc)
Studio: 15 Vanderbilt Ave., N. Y. 17, N. Y.
V.P. Television: Lawrence W. Lowman
Dir. of Television: Worthington C. Miner
WNBT—NBC; Channel 4 (66-72mc)
 30 Rockefeller Plaza, New York 20, N. Y.
Exec. V.P. Tele: Frank Mullen
Mgr. WNBT Opr: Noran E. Kersta

Philadelphia, Pa. (Pop: 3,372,690*)
WFIL-TV—Phila. *Inquirer*; Ch. 6 (82-88 mc)
(On the air, Sept. 13, 1947)
Temp. studios: Widener Bldg., Phila. 7, Pa.
Studios: Philadelphia Arena, 46th & Market
General Manager: Roger Clipp
Director of Tele: Kenneth W. Stowman
WPZT—Philco; Channel 3 (60-66 mc)
 Architects Bldg., 17th & Sansom, Phila. 3
V.P. & General Manager: E. B. Loveman
Station Manager: Roland J. Tooke

Schenectady, N. Y. (Pop: 427,400*)
WRGB—GE; Channel 4 (66-72 mc)
 60 Washington Ave., Schenectady 5, N. Y.
Station Manager: G. Emerson Markham
Station Supervisor: Al Zink

*April, 1947, Bureau of Census figure
 **Estimated 1947 pop. by Sales Mgmt
 ***1940 census figures

LOCATION OF TV STATIONS AND CP'S



St. Louis, Mo. (Pop: 1,584,044*)
KSD-TV—*Post Dispatch*; Ch. 4 (76-82mc)
(On the air, Feb. 1947)
 1111 Olive St., St. Louis 1, Mo.
General Manager: George M. Burback

Washington, D. C. (Pop: 1,205,220*)
WMAL-TV—*Evening Star*; Ch. 7 (174-180 mc)
On the air, October 3, 1947
H.Q.: 724 14th St., N.W. Washington 5, D. C.

General Manager: Kenneth H. Berkeley
Director of Television: Burke Crotty
WNBW—NBC; Channel 4 (66-72 mc)
H.Q.: 724 14th St., N.W. Washington 5,
Studios: Wardman Park Hotel, Wash., D. C.
General Manager: Carleton D. Smith
Program Director: John Gaunt

WTTG—DuMont; Channel 5 (76-82 mc)
 Harrington Hotel, Washington, D. C.
General Manager: Leslie G. Arries

FILED FOR TV STATIONS

(COMMERCIAL APPLICANTS)

Boston, Mass. (Pop: 2,549,700*)
APPLICANT: Boston Metropolitan Television
Pres: A. Sonnenbend, Hotel Somerset, Boston
Exec. V. P: Ira Hirschman, New York City
Filed for: Channel 9 (186-192 mc)
APPLICANT: Empire Coil Co.
 Herbert Mayer, 23 Huguenot, New Rochelle, N. Y.
Filed for: Sharon, Mass (Suburb of Boston); Channel 9 (186-192 mc)
Power: Aur. 25.6 kw; vis. 13.5 kw.
APPLICANT: New England Theatres, Inc.
 (Paramount Pictures Affiliate)
Pres: Sam Pianski, Scollay Square, Boston
Filed for: Channel 13 (210-216 mc)

Chicago, Ill. (Pop: 4,644,640*)
APPLICANT: Sun-Times Co. (Field Enterprises)
 Marshall Field, Chicago Sun, Chicago

AND CPs IN THE UNITED STATES



Hartford, Conn. (Pop: 555,900*)
 APPLICANT: The Connecticut Bcstg. Co.
 Franklin M. Doolittle (WDRC), 75 Main
 Filed for: Channel 10 (192-198 mc)
 Power: Vis. 5 kw; aur. 2.5 kw and un'l.

APPLICANT: Travelers Bcstg. Serv. Corp.
 Paul W. Morency (Sta. WTIC), 26 Grove
 Filed for: Channel 10 (192-198 mc); 9-16-47
 Power: Vis. 3.8 kw; aur. 5 kw; and un'l.

APPLICANT: The Yankee Network
 President: William O'Neil
 (P.O.) 21 Brookline Ave., Boston, Mass.
 Filed for: Channel 8 (180-186 mc)
 Power: Vis. 5 kw; aur. 2.97 kw; and un'l.

Los Angeles, Calif. (Pop: 3,916,875*)
 APPLICANT: Don Lee Broadcasting System
 V.P. and Gen. Mgr: Lewis Allen Weiss
 3800 Mount Lee Drive, Hollywood 28
 W6XAO (Channel 2) on air experimentally
 Filed for: Commercial CP

Memphis, Tenn. (Pop: 402,752*)
 APPLICANT: Bluff City Bcstg. Co. (WDIA)
 Owners: J. R. Pepper, Bert Ferguson
 2074 Union Ave., Memphis 4, Tenn.
 Filed for: Channel 5 (76-82 mc)
 Power: Vis. 1440 watts; aur 720 w; un'l.

APPLICANT: Memphis Publishing Co.
 President: John M. Sorrells (Sta. WMC)
 (P.O.) Box 311, Memphis, Tenn.
 Filed for: Channel 4 (66-72 mc)
 Power: Vis. 13.6 kw; aur. 7.12 kw; un'l.

Miami Beach, Fla. (Pop: 351, 500**)
 APPLICANT: A. Frank Katzentine
 Stations WKAT, 1759 Bay Road
 Filed for: Channel 2 (60-66 mc)

Philadelphia, Penn. (Pop: 3,372,690*)
 APPLICANT: Daily News Television Co.
 Station WIBG, 1211 Chestnut St.
 President: Paul F. Harron, WIBG
 Filed for: Channel 12 (204-210 mc)

APPLICANT: Pennsylvania Broadcasting Co.
 Station WIP, 35 South 9th St.
 President: Benedict Gimbel, Jr., WIP
 Filed for: Channel 12 (204-210 mc)
 Power: Vis. 5 kw; aur. 5 kw; and un'l.

San Diego, Calif. (Pop: 256,268*)
 APPLICANT: Balboa Radio Corp.
 Emil Klicka, 625 Broadway
 Filed for: Channel 6 (82-88 mc)
 Power: Vis. 5 kw; aur. 2.5 kw.

San Francisco, Calif. (Pop: 1,989,891*)
 APPLICANT: Don Lee Broadcasting System
 V.P. and Gen Mgr.; Lewis Allen Weiss
 100 Van Ness Ave., San Francisco, Calif.
 Filed for: Channel 2 (54-60 mc)

Trenton, N. J. (Pop: 200,128*)
 APPLICANT: Trent Broadcasting Corp.
 Elmer H. Wene, 35 State St., Trenton, N. J.
 Filed for: Channel 1 (44-50 mc)
 Power: Vis. 1.83 kw; aur. 940 watts, & un'l.

Waterbury, Conn. (Pop: 144,822*)
 APPLICANT: Empire Coil Co.
 H. Mayer, 23 Huguenot, New Rochelle, N. Y.
 Filed for: Channel 12 (204-210 mc)
 Power: Vis. 5 kw; aur. 2.5 kw; un'l.

APPLICANT: The Fairfield Broadcasting Co.
 Frank Lee (Lee Hats), Danbury, Conn.
 Station Manager: Charles E. Kibling
 Filed for: Channel 12 (204-210 mc)
 Power: Vis. and aur. 5 kw, un'l.

Filed for: Channel 13 (210-216 mc)
 Power: Vis, 5 kw; aur, 4 kw; and un'l.
 APPLICANT: Columbia Broadcasting System
 (Radio Station WBBM, Chicago)
 CBS President: Frank Stanton
 485 Madison Ave., New York 22, N. Y.
 Filed for: Channel 11 (198-204 mc)

APPLICANT: Johnson-Kennedy Radio Corp.
 President: Ralph L. Atlas (Station WIND)
 400 N. Michigan Ave., Chicago, Ill.
 Filed for: Channel 2 (54-60 mc)

Cincinnati, Ohio (Pop: 885,900*)
 APPLICANT: Allen B. DuMont Labs, Inc.
 Dir., DuMont Tele: Lawrence Phillips
 515 Madison Ave., New York 22, N. Y.
 Filed for: Channel 2 (54-60 mc)

Cleveland, Ohio (Pop: 1,332,600*)
 APPLICANT: Allen B. DuMont Labs, Inc.
 Dir., DuMont Tele: Lawrence Phillips
 515 Madison Ave., New York 22, N. Y.

Filed for: Channel 2 (54-60 mc)
Dallas, Texas (Pop: 470,052*)
 APPLICANT: Interstate Circuit, Inc.
 (Paramount Pictures affiliate)
 Karl Hoblitzelle, Majestic Thea. Bldg.
 Filed for: Channel 2 (60-66 mc)

Detroit, Mich. (Pop: 2,702,398*)
 APPLICANT: United Detroit Theatres Corp.
 Pres.: Earl Hudson, Stroh Bldg.
 Filed for: Channel 4 (78-84 mc)

Harrisburg, Pa. (Pop: 173,367***)
 APPLICANT: Harold O. Bishop (owner,
 WABX)
 Filed for: Channel 8 (180-186 mc)
 Power: vis. 500-watts; aur. 250 watts.

APPLICANT: WHP, Inc. (Daily Telegraph)
 A. K. Redmond, 216 Locust St.
 Filed for: Channel 8 (180-186 mc)
 Power: Vis 5 kw to 43.7 kw; aur 5 kw
 to unknown

Sponsors Flocking to TV, Survey Now Indicates

TWO months make a difference—in television. What appeared to be a negative reaction to television as an immediate advertising medium in the first tabulation of TELEVISER's survey of America's greatest advertisers, has now assumed landslide proportions in favor of television.

"Television sells today," a national advertiser, new to the medium, reported. "It sells not only our product, but for the first time we are building public relations through a not too elaborate visual program. As an organization we are entering our customers' homes for the first time."

It was natural that the first respondents to the survey, reported in our September issue, were those who were pioneers in the medium and who had (as they put it) "adequately tested video programming." They were waiting for circulation comparable with sound broadcasting.

As the sample assumed the status of a true cross-section, however, with our follow-up study, the figures tell a different story.

Hundreds of major advertisers reported their plans for the use of the visual medium, both now and in the immediate future. The sample used for this report (429 firms) represent no company with an advertising budget of less than \$200,000 and some respondent's budgets run into the millions.

Firms Represented

National and regional advertisers represented in the 429 sample, basis of this study, include such radio-minded organizations as Miles Laboratories, Pepsodent Division of Lever Bros., Liebmann Breweries, Borden's, Standard Oil of N. J. (Esso), United States Rubber Co., Bristol-Myers, Ford Motor Co., Stahl-Meyers, Chicago and North Western Railway, Parker Pen, Nash Motors, Stromberg-Carlson, Transcontinental & Western Air (TWA), John B. Stetson Co. (*bats*), The Nestle-LeMur Co., Melville Shoe Corp., Lumbermans Mutual Casualty Co., Botany Worsted, General Electric (*appliances*), Continental Oil, Day & Night Manufacturing Co. (*beaters, water coolers*), Freeman Shoe Corp., Goodall Sanford (*fabrics*), Gruen Watch, Hamilton Watch, Libby-Owens, Ford Glass Co., Longines-Wittnauer Watch and Westclox Watch Co., to mention a few.

Department stores represented in this ad-

SPONSORS ON TV, NOV.—DEC.

PROGRAM — START, DURATION	SPONSOR	AGENCY
KSD-TV—Post-Dispatch, St. Louis, Mo.		
Spots, film 1-min; Mon, 8:30 pm; Th-F-Sat-Sun, 9 pm; Sept. 29, 1947; 13 wks. NEW.	American Tobacco Co. (Lucky Strike)	Foote, Cone & Belding
Football, High School; Oct. 11 to Nov. 29. Afternoon or evening. NEW.	Artophone Co. (Philco Receivers)	Marjorie Wilten
Weather spots, film 1-min; 1 a wk; Oct. 27 '47; 13 wks. RENEWAL.	Botany Worsted Mills	Silberstein-Goldsmith
Fashions, etc; 3 programs, 12:45 pm; Oct. 30, Nov. 13, Dec. 4. NEW.	Cluett-Peabody (Sanforized Div)	Young & Rubicam
Baseball, 1947 season.	Ford Motor Company	J. Walter Thompson
<i>Sports Close-Ups</i> , 20-min, Mon, 8:40 pm; indefinite.	Griesedieck Bros. Brewing (Beer)	Ruthrauff & Ryan (Chicago)
Football, College, 7 games; Sept. 26, 1947 to end of season. RENEWAL.	Hyde Park Brewing Co.	Gardner
Spots, 1-min, <i>Man-on-Street</i> , 1/2 hr, and sports events; pm on M-Th-F-Sat-Sun; Sept. 1947. Indefinite.	RCA Victor (Tele Receivers)	Direct
<i>Telequizicals</i> , 1/2 hr, Mon, 8 pm; Aug. 4, 1947. Indefinite.	Union Electric Co.	Gardner
KTLL—Paramount, Los Angeles, Calif.		
Spots, 1-min film; 5 a wk; Sept. 29, '47 to Dec. 28, '47. NEW.	American Tobacco Co. (Lucky Strike)	Foote, Cone & Belding
Spots, 1-min; 26; Oct. 6, '47. NEW.	Bert D'Orsay	Ross-Gardner-White
Weather reports, 1 a wk; Nov. 2, '47 to Jan. 25, '48. RENEWAL.	Botany Worsted Mills	Silberstein-Goldsmith
<i>Tele-News Reel</i> , film; 10-min, Tu-F, 8 pm; Sept. 16, '47; 13 wks. NEW.	Buchanan & Co. (Ad agency)	Buchanan & Co. (West coast)
Spots, 1-min film; 3 a wk; Oct. 7, '47; 52 wks. NEW.	BVD Corp. (Haberdashery)	Grey Advertising
Time signals; 2 a wk; Aug. 4, '47; 13 wks.	Elgin Watch Co.	J. Walter Thompson
Wrestling and Boxing, alternate wks; Mon-Wed, 8:30 pm; July 1947 to May 1948.	Ford Motor Co.	J. Walter Thompson
1/2 hr. live & 1/2 hr. film; 7-8 pm; Mon thru Sat; Sept. 1, '47; 26 wks. Test pattern, 1 to 3 pm, Sept. 17, '47.	Gough Industries	Noble Advertising
Ice Hockey games; Fri-Sat, 8:30 pm; Nov. 1, '47. NEW.	Gough Industries (Philco receivers)	Noble Advertising
Football, Los Angeles Dons, Sun afternoon (5); Fri eve (2); Sept. 12-Dec. 7.	Gough Industries (Philco receivers)	Noble Advertising
Spots, 1 a wk; 26; Sept. 13, '47.	Pelta Furs	A. Wenland
Shopping at Home; 20-min cooperative; Sun, 8:40 pm. Indefinite.	Pep Boys, Richards, Schwabacher Fry, Sears Roebuck, oths.	Direct
Football Score Board; Sat-Sun; Sept. 14, '47; 13 wks. NEW.	Philco Corp.	Bruce Eldridge
Time; 1 a wk; Sept. 9, '47; 13 wks. NEW.	Television News	Direct
COMING		
Tournament of Roses Parade at Pasadena, New Year's Day, 1948.	Union Oil Co.	Foote, Cone & Belding of L. A.
WABD—DuMont, New York, N. Y.		
<i>Magic Carpet</i> , 15-m live-film; F. 8:30 pm; alt wks; Aug. 8, '47; 26 prog.	Alexander Smith & Sons Carpet Co.	Anderson, Davis & Platte
Boxing from Jamaica Arena; Tue., 9:30 to 11 pm; Mar. 19, 1947; 28 wks.	American Shops (Sports Clothes)	Wm. Scheer
<i>Sports Names</i> , 5-min film slide-comm; 2 a wk; Oct. 13, '47; 52 wks. RENEWAL.	Austin Nichols & Co. (Maquin Champagne)	Alfred Lilly Co.
<i>Know Your N.Y.</i> , 15-min slide quiz; Wed, 8 pm; Oct. 1, '47; 13 wks. NEW.	Bonded Auto Sales	Wm. Warren Agency
Weather, film spot, 1 a wk; June 18, 1947; 13 wks. RENEWAL.	Botany Worsted Mills	Silberstein-Goldsmith
<i>B.C.Q. Ranch</i> , 1-hr Western films; Tues, 9 pm; Jan. 13, 1947; 35 wks.	Chevrolet Div. of General Motors	Campbell-Ewald of Detroit
<i>Look Upon a Star</i> , 15-min; Tues, 7:30 pm; Oct. 7, '47; 39 wks. NEW.	Comet Candies	Direct

SPONSORS ON TV, NOV.—DEC.

PROGRAM — START, DURATION	SPONSOR	AGENCY
<i>Know Your New York</i> , 15 min; slides; Mon, 8:30 pm; spots, 1-min; 5 a wk. Indefinite.	Allen B. DuMont (Telesets)	Direct
<i>Swing into Sports</i> , 15-mins; studio; Mon, 8:45 pm; One time, Oct. 20, '47. Spots, 1 a wk; 4 wks; Oct. 31, '47.	DuMont Marine Service (Boats)	Direct
<i>Small Fry Club</i> , 1/2 hr prog; Thurs, 7 pm; Sept. 4, 1947; 13 wks. RENEWAL.	Fischer Baking Co. (Bread, Cup Cakes)	Scheck
Spots, 1-min film; 5 a wk; June 2, 1947; for rest of 1947.	General Foods (Sanka Coffee)	Young & Rubicam
<i>Small Fry</i> ; participation; Fri, 7-7:30; Oct. 17, '47; 14 wks. NEW.	Gleitsman, Choop & Sadowsky	John A. Cairns
<i>Doorway to Fame</i> ; participation, Mon, 7:30 pm; Oct. 20, '47; 13 wks. RENEWAL.	Jay Bucknell, Inc. Dresses	Direct
<i>Birthday Party</i> ; participation; Thurs, 7-8 pm; Nov. 25, '47; 12 wks. RENEWAL.	Jay Day Dress Co.	Direct
Spots, 1-min film; 5 a wk; Aug. 25, 1947; 13 wks.	K & G Export Packing Co. (Food)	Direct
Spots, 1-min film; 5 a wk, 7 pm; Oct. 20, '47; 13 wks. NEW.	La Pointe Plascomold Corp.	Direct
Spots, film; Sun, bef. Yankee football; Tues. 9:15 pm; Oct. 12, '47; 32 times. NEW.	Lektrolite Corp. (Lighter)	Donohue & Coe, Inc.
Time signals; 3 a wk; Mar. 31, 1947; 52 wks. NEW.	Longines-Witnauer Watch Co.	Arthur Rosenberg
Spots, 1-min film; after Yankee football games; Oct. 12, '47; 7 wks. NEW.	Pepsi-Cola Co. (Everess)	Young & Rubicam, Inc.
Spots, 1-min; adj boxing-wrestling matches; Oct. 1, '47; 52 times. NEW.	Powers, Inc. (Tele Receivers)	A. W. Lewin Co. (Newark)
Drama-comedy, 15 mins; 1 time only; Oct. 24, '47.	Previews, Inc. (Real Estate)	Caples Co.
<i>Doorway to Fame</i> ; participation; Thurs, 7:30-8 pm; Oct. 16, '47; 13 wks. NEW.	Purofied Down Products (Pillows)	Direct
Football, N. Y. Yankees; Sept. 5.	Spring Mills (Cotton)	Direct
Wrestling, Jerome Stadium, Thu, 9:30-11 pm; July 1, '47; 13 wks.	Teldisco, Inc. (DuMont Dealers)	John Allen
Wrestling, from Jerome Arena; Thurs, 9-11 pm; Sept. 4, 1947; 13 wks.	Teldisco of N.J. (DuMont distributor)	Raymond (Newark)
Swing Into Sports; participation; Mon, 8:45-9 pm; Oct. 6, 1947; 13 wks. NEW.	Transmirra Products (Teleset mirror)	Direct
Spots, 1-min, 1 a wk, Oct. 17, '47, 13 wks. NEW.	Transvision (Tele kits)	Furman & Feiner
<i>Television Fashion Fair</i> , 1/2 hr studio show, participation, 6-8 sponsors; Fri, 8 pm, Oct. 17, '47. NEW.	Various mfrs, including I. Miller (shoes) Cabana Beachwear	Furman & Feiner
Boxing, from Jamaica Arena; Mon, 9:30 pm, Oct. 13, '47; 52 wks. RENEWAL.	Winston Radio & Television Corp. (Dealer)	Sternfield-Godley
WBKB—Balaban & Katz, Chicago, Ill.		
Football, Notre Dame, Northwestern, 7 games, 1 a wk; Oct. 4, 1947. NEW.	American Tobacco Co. (Lucky Strike)	N. W. Ayer
Spots, 1-min film; 5 a wk; Sept. 29, '47. NEW.	American Tobacco Co. (Lucky Strike)	Foote, Cone & Belding
<i>Ride a Hobby Horse</i> , 15-mins; Thurs, 7:30 pm; Sept. 4, '47; 13 wks. NEW.	Arbee Food Products	Direct
Pro-Football, Chicago Cardinals; Sun, 2 pm; Oct. 5, '47; 5 games. NEW.	Atlas Brewing Co.	Olian Adv.
Weather; 1 a wk; Nov. 14, '47; 13 wks. RENEWAL.	Botany Worsted Mills	Silberstein-Goldsmith
College Basketball, Northwestern & DePaul; Sat, 8 pm; Dec. 13, 1947. NEW.	Brown & Williamson Tobacco Corp.	Russel M. Seeds
Weather, sign-off Tu-Th-F; Oct. 14, '47. NEW.	B.V.D. Corp.	Grey Advertising
Pro Football, Chicago Bears; Sun, 2 pm; Oct. 12, '47; 6 games. NEW.	Canadian Ace Brewing Co.	Direct
<i>Jane Foster Comes to Call</i> , 1/2 hr from company kitchen; Tue, 3 pm; Oct. 7, '47; 13 wks. NEW.	Commonwealth Edison Co.	J. R. Pershall

[Continued on Next Page]

vertiser survey include: Marshall Field & Co. and the Fair Store of Chicago, The Hecht Co., Washington, D. C.; H. & S. Pogue Co., and Rollmon Sons, Cincinnati; Rosenbaum's, Pittsburgh; Sams, Inc., Detroit; Gimbel's of Philadelphia, and Bloomingdale's, New York.

Tele Attracts Sponsors

The cumulative survey, reported here, includes 79.5% or 341 firms who have not used television. They represent the increased voice of advertisers new to the medium and it is their plans for television which make the landslide—48.9%, indicating they will use television in 1948 or in the immediate future. 23.1% are uncertain about using the visual medium and only 28% stated they do not plan to use television as compared with 53.1% reported previously.

The following comparable tables show the swing in favor of television as an immediate advertising medium:

	% Advertisers	
	Sept. Report	Current
Plan to use TV in '48.....	26.5%	33.0%
Plan for near future.....	—	15.9
May use television, uncertain at this time.....	20.4	23.1
Do not plan to use TV.....	53.1	28.0

Approximately the same number of sponsors who have used television is represented in both reports. In fact, the number of sponsors on the air is the same in both cases (40). In the current sample, 16 additional firms who have tested television are included. The medium has sold itself as practical now to these former pioneers.

Included in the respondents who state they will not use television are: heavy industries, insurance companies, farm machinery, liquor manufacturers, prepared food firms (cost per impression still too great); beauty preparations (require larger mass market), drug concerns (problem of presentation), shoe manufacturers (too expensive, except participation possibly) and a number of regional firms whose distribution is in non-television areas.

MOGULL'S FILM RENTAL LIBRARY

One of America's most diversified 8-16 mm. Sound and Silent Film Libraries. COLOR AND BLACK & WHITE. Library film list on request.

MEMBERSHIP FREE

NEW—USED: Cameras, Projectors, Accessories, Editing-Equipment, Splicers, etc.

MOGULL'S 68 W. 48th St.

Spots, "Radio's Plague," Beginning to Cover Television

THE lucrative spot commercial, so lamented as a "plague" in radio (particularly on independent stations) by industry critics, now "threatens" television unless video stations "police" accounts.

What was started a few years ago by Botany's amusing wooly lamb as an engaging weather report, last year turned into a tidal wave of time signals, and today appears to have become a haven for unemployed barkers extolling cars, coats and champagne—and Luckies. TV viewers not only hear F. E. Boone but they see the tobacco the auctioneers smoke—and on practically all video stations.

Spot commercials, which can be entertaining, acquired a fast hold in television when they were welcomed at WABD-Dumont last year after advertisers were reluctant to underwrite program costs. Some revenue, station thinking went, was better than none. Until then, the policy of the television broadcast industry had been to limit spot commercials to "service reports"—time and weather. With WABD's open door, local as well as national sponsors started using film and live announcements of all varieties—some entertaining, some boring, some bad.

CBS and NBC, too, recently relaxed their "spot" policy. WCBS-TV accepted Evervess's sparkling water parrot as well as American Tobacco Company's Luckies without trade fan-fare. NBC has always included one-minute charges in its television rate card, but is limiting acceptance of such spots to film and to being aired before "sign-on" time. Yet, no matter how you look at it, the excellent B.V.D. spot on WNBT for the past months uses the weather as a clever sales gimmick.

At WABD, home of the live and film spot, a varied assortment of advertisers are using television without programs, from Sanka Coffee to Dishomatic, from Pepsi-Cola to La Pointe-Plascomold (Vee-D-X tele antennas)—a round dozen or more advertisers, with the list still growing. (Just glance over WABD sponsored shows listed on pages 22-23.)

SPONSORS ON TV, NOV.—DEC.

PROGRAM—START, DURATION	SPONSOR	AGENCY
WBK8—Continued		
Spots, film; 3 a wk, W-Th-Sat pm; July 2, 1947; 26 wks. NEW.	Dad's Old Fashioned Root Beer	Malcolm-Howard
Time signals, 2 a wk; Aug. 31, '47; 26 wks.	Elgin Watch Co.	J. Walter Thompson
<i>Telechats</i> , 15 min, studio show; Fri 7:30 pm; Aug. 19, '47; 26 wks. RENEWAL.	The Fair Store	Ivan Hill
<i>Scoreboard</i> , 15-min studio, following 7 coll. games; Oct. 4, '47. NEW.	Kass Clothiers (men's clothes)	Malcolm-Howard
Football, Chicago Rockets, Fri, 8:30 pm; Aug. 29, '47; 7 games. NEW.	Keeley Brewing Co.	Malcolm-Howard
Wrestling, Boxing; 8:30 pm, M-W-F; Aug. 18, 1947; 13 wks. RENEWAL.	Keeley Brewing Co.	Malcolm-Howard
Spots, 1-min, film; 1 a wk; Nov. 6, 1947; 26 wks. NEW.	Lektrolite Corp. (Lighter)	Donahue & Coe
Spots, live; 10 announcements; Oct. 21-Nov. 8, '47. NEW.	Modern Radio Appliance (Receivers)	Direct
<i>Junior Jamboree</i> , 1 hr studio show; 5 pm, 5 a wk; Oct. 13, '47; 13 wks. NEW.	RCA Victor (Tele receivers)	J. Walter Thompson
<i>The Singing Smiths</i> , 15-min studio; Wed, 8:14 pm; Sept. 17, '47; 13 wks. Spots, 13, Oct. 19, '47. NEW.	Terman Television Sales	Direct
WCBS-TV—CBS, New York City		
10-min. spot, before Columbia football; Sept. 27, 1947; cancelled after first show.	Better Cars, Inc. (Trader Horn)	Lester "L" Wolff
Time signals, 208; Aug. 18, '47; 52 wks.	Bulova Watch Co.	Biow
Time signals; 2 a wk; Oct. 5, '47; 52 wks. RENEWAL.	Elgin Watch Co.	J. Walter Thompson
Madison Sq. Gar. events, sports (ex boxing); Sept. 28, '47; 52 wks (2nd yr).	Ford Motor Co.	J. Walter Thompson
News, by Douglas Edwards; 15 min, Thurs, 8 pm; June 20, '47; 52 wks.	Gulf Oil Corp.	Young & Rubicam
Football, Columbia Univ. at Baker Field; Oct. 11, 1947; 5 wks. NEW.	Knox the Hatter (coats-suits-hats)	Geyer, Newell & Ganger
Film of mfrg shoes; 15-min; 1 time only, Oct. 9. NEW.	Melville Shoe Corp.	Neff-Rogow
Spots, 1-min film; (11) before Col. U. & Bklyn Dodgers football; Oct. 11, 1947. NEW.	Pepsi-Cola Co. (Evervess)	Young & Rubicam
WFIL-TV—Inquirer, Philadelphia, Pa.		
<i>Mr. Fixit</i> ; 15-min live; 8:10 pm, Sept. 13, '47; 26 wks. NEW.	Bartel's	Shapiro
Spots, 1-min film & live; 2 a wk; Oct. 12, '47 to Apr. 8, '48. NEW.	B.V.D. Corp	Grey Advertising
Spots, 1-min before World Series (7). Sept. 30, '47 to Oct. 6, '47. NEW.	Click Restaurant	Packard Agency
Spots, 1-min film & live; before Villanova & Temple Games; Oct. 17-Nov. 15, '47. NEW.	Evervess (Sparkling water)	Young & Rubicam
Spots, 1-min after World Series (6), Oct. 1-Oct. 6, '47. NEW.	Judson C. Burns (Crosley receivers)	Creative Advertising
Program, 15-min live, Tues; 8:10, Oct. 28, '47-Jan. 20, '48. NEW.	Philip Klein Advertising Agency	Philip Klein
<i>World Series Preview</i> , 15-min before World Series (7); 1:00 pm; Sept. 30-Oct. 6, '47. NEW.	Lit Brothers	Al Paul Lefton
Spots, 1-min live; before basketball games (34), Oct. 28, '47. NEW.	Lord and Lord	MacKenney and Shontz
<i>Farr Better Sports</i> , 15-min live; 8:10 pm, Sept. 20, '47-Mar. 13, '48. NEW.	Mort Farr (receiver dealer)	Shapiro
Spot, prec. hockey, Oct. 14; spots (25), prec. wrestling, Oct. 10. NEW.	Mort Farr	Shapiro
Boxing, Mon, 9:30 pm, from Camden or Phila. Sept. 15, '47 to Mar. 8, '48. NEW.	Scott & Grauer (Ballantine Beer)	J. Walter Thompson
Spots, 1-min live, 2 a wk; Oct. 26, '47 to Apr. 22, '48. NEW.	Stoumen Rug Co.	Ralph A. Hart

SPONSORS ON TV, NOV.—DEC.

PROGRAM — START, DURATION	SPONSOR	AGENCY
WMAL-TV—Evening Star, Washington, D. C.		
Pro Football, Washington Redskins, Oct. 4, 1947. NEW.	American Oil Company (Amoco)	Joseph Katz
Football, Geo. Washington Univ. & Georgetown Univ. 1947 season. NEW.	Columbia Wholesalers Philco Distributors	Kal, Ehrlich & Merrick
15-min studio show, Oct. 1947. Indefinite.	George's Radio-Television Stores	Robert J. Enders
15-min studio show, Oct. 1947. Indefinite.	Lacy's (Electr'l appliances)	Kal-Ehrlich-Merrick & H. Kaufman
Spot, 1-min, 1 a wk, Oct. 1947. Indefinite.	McKee-Pontiac Co. (Pontiac dealer)	Kal, Ehrlich & Merrick
Spot, 1-min, 2 a wk, Oct. 1947. Indefinite.	Tom's (Chrysler-Plymouth dealers)	Henry J. Kaufman
WNBT-NBC, New York, N. Y.		
Football, Army-Navy, other college teams. 1947 season. NEW.	American Tobacco Co. (Lucky Strike)	N. W. Ayer
Weather reports, Fri; Sat, before game; Oct. 10, '47; 13 wks.	Botany Worsted Mills	Silberstein-Goldsmith
Time signals, Sun. & before-after games; Sept. 5, '47; 13 wks. RENEWAL.	Bulova Watch Co.	Biow Co.
Weather reports, Th-Sun; Aug. 10, 1947 to Jan. 1, 1948.	B.V.D. Corp.	Grey Advertising
Time Signals, Sun; Sept. 28, '47; 13 wks.	Elgin Watch Co.	J. Walter Thompson
Seven Lively Arts Quiz, other shows, 1/2 hr; Thur, 8 pm; Sept. 25, '47, 13 wks.	General Foods (Jello)	Young & Rubicam
Boxing bouts, Mon-Fri pm; June 1, '47 to May 31, '48. Army-Navy game, Nov. 29.	Gillette Safety Razor Co.	Maxon
You Are An Artist, 10-min; Thur., 9 pm; Dec. 12, 1946 to Dec. 25, 1947.	Gulf Oil Co.	Young & Rubicam
Football, N. Y. Giants home games; Sept. 3, 1947; 1947 season.	Pabst Blue Ribbon Beer	Warwick & Leglar
In Kitchen, with Alma Kitchell. 15-min Cooking; Oct. 29, '47; 13 wks.	Kelvinator Div. of Nash-Kelvinator	Geyer, Newell & Ganger
Kraft Theater, hour dramatic shows; Wed., 7:30 pm; May 7 to Dec. 31, 1947.	Kraft Foods Co. (Kraft Mayonnaise)	J. Walter Thompson
Films, 15 min, Fri., 8:15 pm.	RCA Victor	Direct
Home Service with Tex & Jinx, 1/2 hr; Fri. 1 pm; May 16, '47 to Feb. 6, '48.	Swift & Co.	McCann Erickson
Campus Hoopla, 1/2 hr; Fri, 8 pm; Sept. 26, '47; 13 wks. NEW.	U. S. Rubber Co. (Keds)	Campbell-Ewald
WNBW—NBC, Washington, D. C.		
Pro Football, Baltimore Colts, home games. Sept. 7-Dec. 7, '47. NEW.	American Oil Co. (Amoco)	Joseph Katz Co. (Balto.)
Football, Army, Navy, etc. NBC—relay.	American Tobacco Co. (Lucky Strike)	N. W. Ayer
Illustrated News, 10-mins; Wed, 7:20 pm; station break ann, Thur; Sept. 10, '47; 13 wks.	Arcade-Pontiac Co.	Kal, Ehrlich & Merrick
Spots, 3 live; Fri, 11 pm; Oct. 17, '47.	James S. Beattie	James S. Beattie Adv.
Time spot; 2 a wk; Friday.	Bulova Watch Co.	Biow Co., Inc.
Spots, station breaks; 1 a wk; Aug. 22; 13 wks. NEW.	Electrical Center	Kal, Ehrlich & Merrick
Let's Learn to Dance, 15-min, Fri; Aug. 22, '47; 13 wks. Time spots, 2 a wk; Sept. 7, '47; 13 wks.	George's Radio & Television Co.	Robert J. Enders
Cavalcade of Sports; Fri, from Madison Square Gar.; NBC relay. NEW.	Gillette Safety Razor Co.	Maxon, Inc.
Sports School, 15-min, Fri., follow NBC Garden fights; Sept. 12; 13 wks.	Gunther Brewing Co.	Booth, Vickery and Schwinn
Spots, 2 on Sat, Oct. 11 & Nov. 22.	Wm. Hahn Co.	Harwood Martin
Kraft Television Theater, 1 hr, Wed, 7:30 pm; NBC relay.	Kraft Food (Mayonnaise)	J. Walter Thompson
Spots, 4 before football games; Sat, Nov. 1, '47. NEW.	Maryland Pharmaceutical Co.	Joseph Katz Co.
Spots, station breaks; 2 a wk; Sept. 7; 13 wks. NEW.	P. J. Nee Furniture Co.	Harwood Martin

[Continued on Next Page]

John McNeil, now station manager, found spot announcements on WABD when he took over. Former head man of radio station WJZ-ABC, McNeil approved of the basic policy, having accepted announcements on the New York radio station as a matter of fact. However, during his time at WJZ, he evolved a theory about radio spots which he has adapted for television. It includes three general precepts:

1. Spots must blend with programs adjacent to them.
2. They must be interesting to view.
3. They must seem short (the clock does not do the trick).

With local advertisers trying television, some spot announcements follow the familiar barking routine. McNeil has had to "talk teacher" to a few advertisers about format and length of commercial.

One sponsor, for example, was trying to use 12 slides in a one-minute spot—and not particularly good slides. The commercial copy was rapid fire and hit the name of the store again and again—radio selling at its worse. Cutting the copy in half, both aural and visual, and toning down the delivery resulted in an "acceptable" announcement. The agency and client gladly accepted McNeil's suggestions and now, having been "educated" to the medium, they are planning new film commercials.

The above incident illustrates the problem of stations' relation with advertisers. In these developing days, McNeil subscribes to being patient and helpful. Three years from now, he contends, he would tell them "You can't do this." Even now a stricter policy on copy is being instituted with the influx of new local advertisers and agencies. Copy has to be submitted well in advance and cannot go on the air until oral copy and slides or film are acceptable.

Length of Spot

The length of the spot commercial, too, is receiving attention. Selling one-minute units is the simplest method because it is awkward to fit a 2-minute segment into a program schedule. However, a two-minute spot can be entertaining and effective. This was proved on WABD by the Bay Ridge Packard dealer's film spot.

The car dealer walked into the WABD station wanting to buy time—a live spot for a few weeks to introduce the 1948 Packard convertible. McNeil persuaded

him he would get better results if he used film and had an advertising agency's experience behind him in preparing the script. Since Young & Rubicam is ad-agency for Packard, they made arrangements for the spot and assigned a writer to handle the script. Bud Gamble was called in to shoot the film.

The Packard convertible commercial, which originally ran 2:17 minutes made video history. With re-editing, the spot was cut to 1:17 minutes and this was accepted. In the eight weeks (one spot a week) the announcement was telecast, the dealer sold 9 cars and took orders for 45 (a quota that will take him years to fill). His in-the-till sales directly traceable to television were \$31,500—at an overall cost of approximately \$850, including time and film.

He received more than cash in the register, however. He's become a personality in the Packard family, famed as a successful television pioneer.

The Packard film commercial seemed short; it was visual, entertaining. Other spots, many under a minute, may be boring—may be audience chasers, defeating the purpose of the advertiser. In such cases, McNeil believes, it is the manager's duty to cut time-length and to request smartened-up film or copy. He points to Dishomatic's film spot as an excellent commercial.

All the stations, including NBC, CBS and DuMont, advocate film announcements. Film is easy to handle; and film can present products every time exactly as the sponsor ordered.

Following in the footsteps of radio, both national and local sponsors are grabbing station breaks. Philco's WPTZ is keeping Philadelphians time-alerted, with "signals" practically every half-hour of telecasting.

The "spot" has been the life-blood of independent AM broadcasters, local radio stations receiving 50% of their income from commercial announcements. Television tight-pressed for ad dollars is eyeing this revenue.

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BRyant 9-4755

SPONSORS ON TV, NOV.—DEC.

PROGRAM—START, DURATION	SPONSOR	AGENCY
WNBW—Continued		
Spots, Sat, 3 near games; Oct. 4.	Feake Motor Co.	Henry J. Kaufman
Station breaks; 2 a wk; Sept. 3; 13 wks.	Pepsi-Cola Bottling	Henry J. Kaufman
Spots; after games, Sun; Sept. 28 to Dec. 7, '47. NEW.	Shade Shop	James S. Beattie
Football, High School; Fri, 3:15 pm, Oct. 17; 8 wks. NEW.	Southern Wholesalers (RCA receivers)	Henry J. Kaufman
RCA Victor Varieties, 1 hr; 4 pm; Tue, film; Wed, moppets; Th, fashions; Oct. 28; 8 wks. NEW.	Southern Wholesalers (RCA receivers)	Henry J. Kaufman
Spots; 4 after games; Oct. 18 to Nov. 29. NEW.	Sun Radio Co.	Kal, Ehrlich & Merrick
Station break; 1 a wk; Aug. 22; 13 wks.	Ward Radio Co.	Kal, Ehrlich & Merrick
Spots; 3 after games, Sept. 27 to Nov. 27; Sun, 10:30 pm, Oct. 26 '47; 13 wks.	Wheeler, Inc.	James S. Beattie
WPTZ—Philco, Philadelphia, Pa.		
Football, U of Penn, Oct. 4 to Nov. 27. Penn-Princeton, Nov. 1.	Atlantic Refining Co.	N. W. Ayer & Son
Weather reports, Thur pm; network station break; July 24 '47; 13 wks.	Botany Worsted Mills	Alfred J. Silberstein-Bert Goldsmith, Inc.
Time signals, Fri pm; Aug. 8, 1947; 13 wks. Time signals after World Series.	Broadwood Hotel (Atlantic City)	Deane, Klein, & Davidson
Time signals, Mon, pm; Sept. 29; 13 wks. NEW.	Barr's Jewelers	Edward J. Prager
Time spots; after college football games; Oct. 4-Nov. 29. NEW.	Beneficial Saving Fund Society	Richard A. Foley
Weather spots, before World Series games.	M. Buten and Sons	Philip Klein
Weather spots, Fri pm; network station break; July 14, '47; 13 wks.	Canine Food & Products Co.	Packard Advertising
Weather spots; Tues; July 15; 13 wks.	Chex Company	Solis S. Cantor
Time signals; Oct. 4, '47; 13 wks. RE-NEWAL.	Elgin Watch Co.	J. Walter Thompson
World Series, (co-sponsor Gillette); NBC relay.	Ford Motor Co.	J. Walter Thompson
World Series, (co-sponsor Ford); NBC relay.	Gillette Safety Razor	Maxon, Inc.
Boxing, Mon-Fri, 9 pm; Madison Sq. Garden; NBC relay.	Gillette Safety Razor	Maxon, Inc.
Handy Man, 15-min, Fri, 8:30 pm; July 18, '47; 13 wks. RENEWAL.	Gimbel Brothers	Direct
You Are An Artist, 10-min; Thur, 9 pm; Aug. 28, '47; 13 wks; NBC relay. RE-NEWAL.	Gulf Oil Corp.	Young & Rubicam
Weather spots, Sun, pm; July 13, '47; 13 wks.	Jiffy Products, Inc.	Martin & Andrews
Time, sign-off Sun; Oct. 5, '47; 13 wks. NEW.	Marcus & Co.	Ralph A. Hart
Kelvinator Kitchen, 15-min; Wed, 8:30 pm; Aug. 17, '47; 13 wks; NBC relay.	Nash-Kelvinator	Geyer, Newell & Ganger
Spots, 1-min film; after World Series.	Pepsi Cola Co.	Young & Rubicam
Studio show, 1 hr.; Mon-Wed, 2 pm; Oct. 13, '47 thru Apr. 14, '48. NEW.	Philadelphia Electric Company	Direct
Pro Football, Philadelphia Eagles; all home games; Sept. 26. NEW.	Philco Distributors, Inc. (receivers)	Julian G. Pellock
H.S. Football—Dobbins Vocational High School—1947 Home games.	Pontiac Dealers of Phila. (12)	—
Time signals; before World Series.	David T. Robinson	Solis S. Cantor
Time signals; Tues. during eve. program; Aug. 19, 13 wks. NEW.	Ryan's Army Navy Store	Stewart-Jordan Co.
INS Television News; 5 mins; 5 a wk; before pm programs; Oct. 6, '47; 13 wks. NEW.	Superfine Appliances Co.	Solis S. Cantor
Weather; Wed. pm; Aug. 6, '47; 13 wks.	Superfine Fuels Co.	Solis S. Cantor
Campus Hoopla, 15-min, Fri, 8 pm; Sept. 26, '47; 13 wks; NBC relay. NEW.	U. S. Rubber Co.	Campbell-Ewald Co.

SPONSORS ON TV, NOV.—DEC.

PROGRAM—START, DURATION	SPONSOR	AGENCY
WTTG-DuMont, Washington, D. C.		
Spots; 5 a wk; Sept. 29, '47; 13 wks. NEW.	American Tobacco Co. (Lucky Strike)	Foote, Cone & Belding
Basketball, Washington Capitols; home games from Uline Arena; Oct. 27, '47. NEW.	National Brewing Co. of Balto.	Owen & Chappell (N. Y.)
WWJ-TV, Detroit, Mich.		
Spots, 1-min film; 5 a wk; Sept. 29, '47; 13 wks. NEW.	American Tobacco Co. (Lucky Strike)	Foote, Cone & Belding
Time signals; 8 pm; five weekly; June 3, 1947; 52 wks.	Bulova Watch Co.	Biow Co.
News, 15-min., Wed. & Fri., 8:45 pm; July 16, 1947; 13 wks.	Detroit Edison	Campbell-Ewald of Detroit
Football Forecast and Scores, 15-min; before-aft. Mich. games; Nov. 1, 7 & 13. NEW.	General Electric Supply (Tele sets)	Simons-Michelson
Television Party, 1/2 hr aud. part. from store, Th. 4 pm; June 18, '47. Indef.	Grinnell Bros. (Dept. Store)	Simons-Michelson
Races, Detroit Race Track, ed.; thru Summer meeting.	Grissom Chevrolet (Dealer)	L. J. DuMahaut
Weather, 5 a wk; June 3, '47; 52 wks.	Hot N'Kold (App'l)	Chas. Hargrave
Sketchbook, 15-min. variety; Wed, 8:45 pm; June 4, 1947; 52 wks.	J. L. Hudson Co. (Dept. Store)	Wolfe, Jickling, Dow & Conkey
News, 15-min., Thurs., 8:45 pm; July 10, Norge 1947; 52 wks. NEW.	Norge	Campbell-Ewald of Detroit
Hockey, Detroit Red Wings—Toronto Maple Leafs games (6); Oct. 19-Mar. 21. NEW.	Norge dealers	Campbell-Ewald of Detroit
Meet the People, (from store), half-hour, Fri., 4 pm; June 4, '47; 52 wks.	Sam's Inc. (Dept. Store)	Stockwell & Marcuse
Man-on-Street, (remote from park); 1/2 hr., Tu, 4 pm; June 4, '47; 52 wks.	Harry Suffrin (Clothier)	Simons-Michelson
Football, Univ. of Michigan. NEW.	Oldsmobile	Direct
Spots, 4 weekly, (T. Th. Fr.); July 1, 1947; 52 wks.	Tivoli Brewing Co. (Altes Lager Beer)	McCann-Erickson

LAST MINUTE ADDITIONS

WABD—DuMont, New York, N. Y.		
Small Fry; participation; Tues.	Strauss Stores	William Warren
Spots, 1 a wk., Mon. thru Fri., Dec. 1.	Tele-Trading Post (NY mail order)	Direct
WCBS-TV-CBS, New York, N. Y.		
Missus Goes A-Shopping, 1/2 hr Wed, 1:30-2 pm, 1 a wk, starting Nov. 19, '47; rotating sponsorship; same sponsor every 4th wk; each 13 wks; tot. 52 wks.	Coburn Farm Products (Sondra Brand)	Modern Merchandising Bur.
	Manhattan Soap Co. (Sweetheart Soap)	Duane Jones
	B. T. Babbitt Co. (Bab-O)	Duane Jones
	C. F. Mueller (Macaroni, etc.)	Duane Jones
WTMJ-TV-Milwaukee Journal, Milwaukee, Wisc.		
Variety format, 15-min; Weds, 8 pm; Dec. 3, '47, 52 wks.	Schuster's Dept. Store	Direct
Basketball, Marquette U., home games. 1947-48 season.	Wadham's Division of Socony-Vacuum Oil	Direct
WNBT—NBC, New York, N. Y.		
Meet the Press, 1/2 hr. "interviews," from Washington; series of four, Nov. 6.	General Foods (Maxwell House Coffee)	Benton & Bowles
WWJ-TV, Detroit, Mich.		
Football, U. of Detroit, home games.	General Electric Supply (tele sets)	Simons-Michelson

NOVEMBER-DECEMBER, 1947

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What Hits the Target?

(See Inside Back Cover)

Kodak's Video Film Recorder Makes Its Debut

THE syndication or networking of film recorded television shows on a large scale is just a matter of time, now that a model of the 16mm Kodak Television Recording Camera has been unveiled and is in limited production (TELEVISER, Sept.-Oct., 1947). Deliveries of film-recorders are scheduled for late December or early 1948 to NBC, DuMont and other television stations.

Film-recording of teleshows brings up an interesting point. It is not altogether comparable to radio transcription business. Film recording will be done by stations of their own shows or commercial shows at the request of the sponsor. It is unlikely that independent film-recording companies will spring up. They would have to depend upon sponsor assignments since stations prohibit the reproduction of their teleshows by anyone "for commercial purposes."

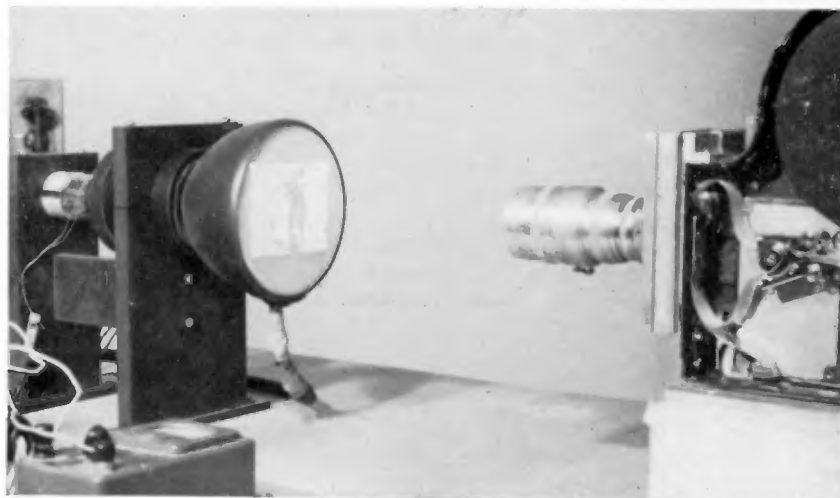
Further, film-recording equipment is expensive and has little application for other uses, certainly not the Recording Camera which photographs a teleshow off the face of a monitor tube while the program is being telecast. The initial Kodak Television Recording Camera, developed by Eastman, NBC and DuMont, will cost about \$8,700. In addition, a sound recorder is required and other auxiliary equipment, representing a total outlay of \$20,000 to \$25,000. Even at stations a second Television Recording Camera will be needed to cover emergencies or for continuous recording, even though a magazine can be changed and rethreaded in a minute. The magazine holds enough film (1200 ft.) for a half-hour program—33 minutes to be exact.

Film-recording of shows for possible retelecasting at a later time, for syndication to other stations, or for documentary and record purposes, is essential to TV stations, particularly network outlets.

Comparable with today's radio transcription business are the independent film producers who are making original motion pictures (serials, shorts and newsreels) for syndication to television stations, agencies or sponsors.

Film-Recorded Quality

The picture quality of film made with the improved television recording camera is adequate for re-transmission through the television system. Films seen were



Film recording a television show off a 5-inch monitor tube at NBC with a Kodak Television Recording Camera. Camera is equipped with an f 1.6, 2-inch Lumenized Ektar lens. Camera model shown is one of the intermediate types developed prior to present "commercial" camera. It is called the "breadboard" camera. DuMont uses a 12-inch picture tube for its off-the-monitor tele photography.

acceptable and may have been more than adequate if the viewer were not conscious it was a film-recording. The quality was better than some of the old-time movies currently being used by stations. However, the picture quality will be improved as refinement work continues by the Eastman Kodak Company, NBC and DuMont. Today's results represent the work of 10 years of research and development to reconcile television's 30 frames a second projection with film's 24 frames a second.

Kinescope Recording, as NBC calls it, was the basis of a paper and demonstration by O. B. Hanson at the NAB convention in Atlantic City. At the Society of Motion Picture Engineers, meeting in New York City, Dr. T. T. Goldsmith presented a 15-minute film-recording of a BBD&O show with Paul Winchell, produced at WABD for Servel. The film had excellent picture quality, particularly when compared with an ordinary film record that had been seen previously, which showed all the noise and banding inherent in film-recording of teleshows without a special Recording Camera. Banding is caused by the attempted reconciliation of two picture systems: films which operate at 24 frames a second and television at 30 frames. Film companies, according to Dr. T. T. Goldsmith of DuMont Laboratories, are giving serious consideration to adapting the 30 frames a second system.

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NEW YORK

REVIEWS of TELE- SHOWS

By Judy Dupuy

"John Ferguson"

Style: Play by St. John Ervine, adapted for television, opening the Theatre Guild's six week drama series on NBC.

Adaptation: Denis Johnston

Director: Denis Johnston

Settings: Bob Wade

Station: WNBT-NBC and NBT network

Reviewed: Sun., Nov. 9; 8:30 p.m.

Telev viewers were treated to a thrilling performance and production of St. John Ervine's *John Ferguson* in its hour-long adaptation of the stage play. Here was *theatre* brought to television for the first time by the Theatre Guild, with a fine cast of performers, starring Thomas Mitchell as John Ferguson and Joyce Redman as Hannah.

Other dramatic presentations on television have won high praise; however John Ferguson overshadowed everything that has gone before. From the "lobby" interview to the lowering of the final curtain, home viewers participated in a momentous occasion—a great Broadway play presented by its original producers. Credit goes to the cast, particularly Vaughan Taylor as James Caesar and Barry McCullon as Clutie John, and to the director-producer, Denis Johnston.

Production Details

☐ In adapting the four-act play to an hour TV presentation, Denis Johnston unwittingly changed its emphasis from a character study of John Ferguson and the effect his blind belief in the ways of God has upon himself to a play about a family and townspeople and the effect of Ferguson's belief upon them. He is not the dominating figure in television he is in the stage play.

☐ Minor flaws can be pointed up, such as poor make-up, a weak scene or two such as the murder flashback, but they were immaterial.

☐ The Theatre Guild called the production "hasty"—it was rehearsed and presented in only 10 days. On the video screen, it didn't suffer from any apparent lack of preparation. The performers were magnificent and camera

work excellent.

☐ Cameras worked in medium close-up shots most of the time, giving viewers an "aisle" seat, using occasional establishing long shots and close-ups to highlight action.

☐ Film (pastoral scenes) was used to bridge sequences.

☐ Settings by Bob Wade added to the production, giving the performers a fitting background.

☐ Ed Sobel acted as program assistant. He is scheduled to direct and produce the next show, *The Late Mr. Apley* with Leo Carroll.

"Juvenile Jamboree"

Style: Juvenile variety; puppets, cartoons on film, pupils and pups.

Director: Beulah Zachary

Sponsor: RCA-Victor Distributing Corp.

Agency: J. Walter Thompson

Station: WBKB, Chicago

Reviewed: October 28th, 5-6 P.M.

Juvenile Jamboree is an hour-long daily variety show that aims at the six-to-sixteen age group and hits several targets in its shotgun technique, although not always successful in covering the full spread. It is a varied, tied together by puppets, Kukla the Clown and Ollie the Lugubrious Dragon.

Program aims to draw the kids into the shops of RCA-Victor dealers, to sell receivers and (incidentally) Victor albums. Unusual feature is cooperation of public schools, Lutheran and Catholic parochial schools, and other youth groups such as Boy Scouts, Girl Scouts, etc. Each group is assigned a specific day. Public school contributions, so far, have run to a sports exhibit and Tiny Tot segments, with senior high schools to do more ambitious things before long.

Production Details

☐ Puppet stage is an enlarged dummy RCA-Victor television receiver. MC (Russ Davis pinch-hitting for an ailing Aunt Fran when viewed) plays alongside the tiny stage, dwarfing puppets most effectively.

☐ Opening side of an RCA-Victor Album is plugged, with puppets providing visual accompaniment.

☐ Commercials are woven throughout program but plug is largely institutional, concentrating not on urging kids to pester papa into buying a receiver, but on getting youngsters to visit their cordial RCA-Victor dealers.

☐ Tie-in with Humane Society brings a stray dog to the camera, with kids asked to recognize the pup and notify his owner. Descriptions of lost dogs are broadcast, and youngsters are asked to keep an eye out for them. Writer of best letter each week gets a stray pooch to keep for his very own. Program is going to the dogs with a purpose.

☐ Cartoons were the least interesting part of program, but they were recognizable as necessary evils. Chicago Board of Ed's David Nyval did a good job of telling stories and running a Hallowe'en Party for six kindergartners, but uninhibited kids gummed up the act a bit by demonstrating effectiveness of noise-makers given them at worst possible moments in one of his stories.

☐ Camera work fair, except on kids and Nyval, with one good close-up in the 15-minute sequence. —Ed Stasheff

**TELEVISER hits . . .
the Target* → ●**

(See inside back cover)

*26 replies from one ad

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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 Bi-monthly at New York 18, New York for Oct. 1, 1947.
State of New York
County of New York. ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Irwin A. Shane, who, having been duly sworn according to law, deposes and says that he is publisher 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, 720 Ft. Washington Ave., New York 33, N. Y.; Editor: Judy Dupuy, 953 Grant Ave., Bronx 56, N. Y.; Managing Editor: Irwin A. Shane, 720 Ft. Washington Ave., New York 33, N. Y.; Business Manager: Clarence Myers, 136 Bank Street, New York 14.

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, Judy Dupuy.

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) Irwin A. Shane.

Sworn to and subscribed before me this 30th day of September, 1947. Pincus Marks

Pincus Marks, Notary Public

(My commission expires March 30, 1949)
NY Clerk-No. 267 Reg. No. 433-M-9.

Produce Your Own Films In Our Completely Equipped Studios!!

We Specialize in Complete Production Service—from Writing Script to Delivering the Finished Picture Ready to Exhibit.

AVAILABLE AT RENTAL: 35 mm & 16mm Mitchell Cameras . . . Moviolas . . . 35mm & 16mm Recording Equipment for Studio or Location Work . . . Portable Generators . . . Hammond Organ, Novocord or Solovox, delivered anywhere . . . Special Fairchild Disk Recorder & Playback . . . Other Items for your production needs.

CINETECH CO., INC.

106 West End Ave., N. Y. 23

TRafalgar 3-1411

1948 "PLANNING GUIDE" DIRECTORIES

★ "Live-Show" Package Groups — Film Package Groups Films for Rent — Independent Film Groups ★ Specialized Film Service Groups

I. "LIVE SHOW" PACKAGE GROUPS

Paul F. Adler Associates

Paul F. Adler, Owner
11 West 42 St., New York 18, N. Y.
LOngacre 5-7218

AVAILABLE: Jewelry Hunt; What Next.
OTHER SERVICES: Sales and promotion of live and transcribed programs.

Al Buffington Co., The

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

AVAILABLE: Two Cities Quiz; Telesports; others.
OTHER SERVICES: Spots: live and film.

Al Burton Radio Productions

Al Goldstone, Manager
2040 Sherman Ave., Evanston, Ill.
GReenleaf 9093

AVAILABLE: Jive Junction (teen-age participation); others.

Choreographers' Workshop

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

AVAILABLE: Dance programs (built to order)

Cruger Radio-Tele Productions

Paul Cruger, General Manager
5800 Carlton Way, Hollywood 28, Calif.
He 8254—GR 8608

AVAILABLE: *Shopping Tour* (participation); *Tonight at 8:30* (drama); news features; others.

Virginia Doak Agency, Inc.

Paul Crugar, Story Dept Head
6381 Hollywood Blvd., Hollywood 28, Calif.

AVAILABLE: Custom-built productions only.
OTHER SERVICES: Complete talent service.

Finley Transcriptions, Inc.

J. Clinton Stanley, V.P., Charge of Tele
Los Angeles, Calif.

AVAILABLE: Package shows (on KTLA for Gough Industries-Philco)

Edna Gamble & Associates

Edna Gamble, President
Neil Courtney, writer-director
129 East 58 St., New York 22, N. Y.
PLaza 3-3836

AVAILABLE: *Town Mailman* (series); others.

Gainsborough Associates, Inc.

Nathan M. Rudich, Television Director
507 Fifth Ave., New York 17, N. Y.
MUrray Hill 2-8290

AVAILABLE: *Mental Marathon* (quiz participation, \$1000); *Curian Time* (Alfred L. Golden and guests, \$400); *Alley-Oops* (bowling participation, \$750); *Bringing Up Junior* (child care, \$750); *Crossroads* (mystery participation, \$1000).

Green Associates

Lew Green, Partner
360 N. Michigan, Chicago 1, Ill.
CENTral 5593

AVAILABLE: Several package shows.
OTHER SERVICES: Commercials, Animated spots.

Hannum Television Productions

Bob Hannum, Executive Producer
509 Fifth Ave., New York 18, N. Y.
MUrray Hill 2-7039

AVAILABLE: Luther Adler in *Screen Test* (\$750); Ethel Waters in *Ethel's Cabin* (\$950)—with Hall Johnson Singers (\$900); *Cinderella*, dance program; *Bantam Titan*, B'way tele-preview (\$800), etc.
OTHER SERVICES: Talent registry.

H. B. & K. Films for Television

Oland Killingsworth, Producer-Director
1560 Broadway, New York 19, N. Y.
BRyant 9-5579

AVAILABLE: Variety shows.
OTHER SERVICES: Consultation; research; art.

Jawer Television Productions

Robert L. Jawer, Executive Director
515 Real Estate Trust Bldg., Phila. 7, Pa.
KI 5-1504

AVAILABLE: *Twice Eighty-Eight*, piano, vocalist (\$175); *Mystery Night With Knight* (\$400); *As You Are, So You Write*, handwriting analysis (\$200); *Search for Stars* (\$175).

M and R Productions

William E. Monsees, Producer
507 Fifth Ave., New York, N. Y.
MUrray Hill 2-7988

AVAILABLE: Don Roper, Belle Flower in *Impersonalities* (\$300).
OTHER SERVICES: Commercials: film and live.

Lilian Okun, Inc.

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

AVAILABLE: *The Children's World*, first produced for WCBS-TV (\$200).
OTHER SERVICES: Scripts.

Production Design Associates

Joseph Cates, Producer-Director
22 East 38 St., New York, N. Y.
CAledonia 5-3700

AVAILABLE: *Ain't It the Truth*, dramatic series (\$350); *Time Out for Rehearsal*, variety show—miniatures (\$400); *News Show* (\$350); *Dance Series* (\$450); *Dramatic Series*, original plays—stock players (\$400).

OTHER SERVICES: Production design for ad agencies; consultation.

Sanft Television Features

Sidney Sanft, Executive Producer
17 East 42 St., New York 17, N. Y.
MUrray Hill 2-6770, 6771

AVAILABLE: *A Date With Goose*, children's show; *Melody Rainbow*, musical; *Classics for Moderns*, famous plays; *Remember That Face*, audience participation.

OTHER SERVICES: Commercials, full length features, short subjects.

Sigmund Spaeth

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

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

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

Springer Pictures

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

AVAILABLE: *Animal Tracks*, animal show (live and film); *Fireside Theatre* (ballet, pantomime); *You Were Sixteen* (comedy).

TELEpak

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

AVAILABLE: Four package shows.

Television Advertising Productions, Inc.

Adrien Rodner, President
360 N. Michigan Ave., Chicago, Ill.
STate 5941

AVAILABLE: Live and film shows to fit clients' needs.

Television Screen Productions, Inc.

Charlie Basch, President
17 East 45th St., New York 17, N. Y.

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

OTHER SERVICES: Facilities for film commercials, industrial and educational films in 35 and 16; color, black and white.

Television Workshop of N. Y. (Comm'l Division)

Irwin A. Shane, Executive Director
11 West 42nd St., New York 18, N. Y.
LOngacre 5-1683, 4

AVAILABLE: To TV Stations—repertory of low budget touring shows with choice of: straight, period and suspense dramas; variety shows; documentaries; children's shows; audience participation, and dance programs. Available to New York City stations on sustaining basis; to sponsors on limited commercial basis.

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

United Productions, Inc.

George Scheck & Lou Dahlman
654 Madison Ave., New York 21, N. Y.
PLaza 9-2700

AVAILABLE: *Doorway to Fame* (\$150); *Birthday Party* (\$150)—both participation.

OTHER SERVICES: Production.

Videor Productions (Div. of Video Ent.)

Franklin O. Pease, General Manager
1011 Chestnut St., Philadelphia 7, Pa.
LOmbard 3-4952

AVAILABLE: *Scrapes of Scrappy* (juvenile strip show); others.

OTHER SERVICES: Script, management, program consultants.

WFIL-TV

K. W. Stowman, Director of Television
Widener Building, Philadelphia 7, Pa.
RIttenhouse 6-6900

AVAILABLE: *Magic Made Easy* (\$75); *Starlet Stairway* (\$200); professional ice hockey, basketball games (\$600); *Let's Put the Question*, quiz (\$200).

OTHER SERVICES: Complete program service.

II. FILM PACKAGE GROUPS

Alkar Productions

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

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

Doug Allan Productions, Inc.

Doug Allan, President
56 West 45th St., New York 18, N. Y.
MUrray Hill 2-0178

AVAILABLE: Travelogues, adventure.

Irving Browning

70 West 45th St., New York 19, N. Y.
G. W. Dunston, Associate
306 W. 33rd St., Norfolk, Va.

AVAILABLE: *Yesterday's Movies* (stunt show using movies circa 1915).

Columbia Pictures Corp.

Ralph Staub, Producer-Director-Cameraman
1438 No. Gower St., Hollywood 28, Calif.
HOLlywood 3181

AVAILABLE: Shorts for television of movie personalities, *Screen Snapshots*.

Cruger Radio-Tele Productions

Paul Cruger, General Manager
5800 Carlton Way, Hollywood 28, Calif.
HE 8254—GR 8608

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

Jerry Fairbanks, Inc.

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

AVAILABLE: 20-min. film series produced for television—*Public Prosecutor*; children's programs; etc. Series of 17 each.

Five Star Productions

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

AVAILABLE: *Tele-Spots* (newsreel).

Arthur Florman Associates

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

AVAILABLE: *This Week in New York* (\$350), *Know New York* (\$500), *Weekend Journeys* (\$500), *People Are Talking* (\$500).

OTHER SERVICES: Film Production.

Gainsborough Associates, Inc.

Nathan M. Rudich, Television Director
507 Fifth Ave., New York 17, N. Y.
MUrray Hill 2-8290

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

Edna Gamble & Associates

Edna Gamble, President
Neil Courtney, Writer-producer
129 East 58th St., New York 22, N. Y.
PLaza 3-3836

AVAILABLE: Film shows and shorts for television; *Helpful Hilde*, starring Hildegard Haldiday; fashions (animated and live); others.

H. B. & K. Films for Television

Oland Killingsworth, Producer-Director
1560 Broadway, New York 19, N. Y.
BRyant 9-5579

AVAILABLE: Wine commercial; *Reverie in Rhythm* (dance fantasy).

Production Design Associates

Joseph Cates, Producer-Director
22 East 38th St., New York, N. Y.
CAledonia 5-3700

AVAILABLE: Minute film commercials.

RKO Television Corporation

Ned E. Depinet, Vice Chairman (RKO Pathe)
625 Madison Ave., New York 22, N. Y.
PLaza 9-3600

AVAILABLE: News Quiz; others.
OTHER SERVICES: Create and package film shows for tele stations and advertisers.

Springer Pictures, Inc.

716 Fisher Building, Detroit 2, Mich.
R. D. Farrell, New York Manager
341 East 43rd St., New York 17, N. Y.
MUrray Hill 7-6577

AVAILABLE: Film series (in preparation).

Telecomics, Inc.

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

AVAILABLE: Film comic strips.

Telefilm, Inc.

Don McNamara, Dir. of Television
6039 Hollywood Blvd., Hollywood 28, Calif.
AVAILABLE: *Telefilm Snaps* (newsreel); others.

III. FILMS FOR RENT

Adventure Films, Inc.

William Alexander, President
165 West 46th St., New York 19, N. Y.
BRyant 9-2248

AVAILABLE: Features—travels and adventure.

A. F. E. Corporation

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

A. F. Films, Inc.

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

AVAILABLE: Documentaries from France.

Alexander Productions, Inc.

Harryette B. Miller, Exec. Ass't.
306 Lenox Ave., New York 27, N. Y.
ATwater 9-1301

AVAILABLE: Features, 2; Shorts, 4. Specialty: Negro musicals.

Doug Allan Productions, Inc.

Doug Allan, President
56 West 45th St., New York 18, N. Y.
MUrray Hill 2-0178

AVAILABLE: Travelogs, documentaries, etc. Also package film shows.

American Film Co.

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

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

Animated Art Productions

Al Stahl, Charge of Production
13 East 37th St., New York, N. Y.
MUrray Hill 5-7523

AVAILABLE: Cartoons, cartoon serials, optical puzzles.

Bell Picture Corp.

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

AVAILABLE: Features, 22 (westerns); Shorts: 6 musicals; sports.

Al O. Bondy, Inc.
 Al O. Bondy, President
 630 Ninth Ave., New York 19, N. Y.
 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: 30 educational and documentary.

British Information Service
 Dorothy Danish, Film Section
 30 Rockefeller Plaza, New York 20, N. Y.
 Circle 6-5100
 AVAILABLE: Musicals and educational.

Capital Film Exchange
 Edward G. Gabriel, Manager
 1314 Vine St., Philadelphia, Pa.
 SPruce 4-2698
 AVAILABLE: Numerous features and shorts, including westerns, musicals, cartoons, serials.

Casino Film Exchange, Inc.
 Joseph Scheinmann, President
 210 East 86th St., New York, N. Y.
 REgent 4-0257
 AVAILABLE: Features, 100; musical shorts, 20; Specialty: Foreign language films.

Celebrity Productions, Inc.
 Patrick A. Powers, President
 723 Seventh Ave., New York 19, N. Y.
 Circle 5-5970
 AVAILABLE: Cartoons, 76.

China Film Enterprises of America, Inc.
 K. C. T sien, Dir., Charge of Distr.
 35 Park Avenue, New York 16, N. Y.
 MUrray Hill 3-2507
 AVAILABLE: Shorts, 25—films about China.

Leo B. Cohen
 150 West 49th St., New York 19, N. Y.
 Circle 5-6498
 AVAILABLE: Features, 5; Shorts, 1.

Commonwealth Pictures Corp.
 Ruth Altstadter, Office Mgr.
 729 Seventh Ave., New York 19, N. Y.
 Circle 5-6456
 AVAILABLE: Features, over 200; Shorts, over 100. Westerns, cartoons, serials. Distribute 16mm sound features and shorts.

Edited Pictures System
 Herman Ross, Business Mgr.
 165 West 46th St., New York 19, N. Y.
 MEdalion 3-0436
 AVAILABLE: Features, 6; shorts, 30. Specialty: Educational films.

Excelsior Pictures Corp.
 Walter Bibo, President
 723 Seventh Ave., New York 19, N. Y.
 Circle 5-6157
 AVAILABLE: Features, 25; Shorts, 30 (westerns, musicals, sports, cartoons).

Equity Film Exchanges, Inc.
 Myron Mills, Charge of Television
 341 West 44th St., New York 18, N. Y.
 Circle 6-8546
 AVAILABLE: Features, 100; Shorts, 100. Westerns and entertainment features; musicals, comedies, cartoons.

Encyclopedia Britannica Films
 Laurin H. Healy, Dir. of Pub. Relations
 20 N. Wacker Drive, Chicago 6, Ill.
 AVAILABLE: Educational (about 300).

Jerry Fairbanks, Inc.
 6052 Sunset Blvd., Hollywood, Calif.
 AVAILABLE: Features, 34—Entertainment, cartoons, sports.

Film Arts Corp.
 Milton H. Abram II, Exec. Vice Pres.
 725 W. Wells St., Milwaukee 3, Wis.
 DA 5670
 AVAILABLE: Some.

Film Equities Corp.
 Jay Williams, Television Dep't.
 1600 Broadway, New York 19, N. Y.
 Circle 7-5850
 AVAILABLE: Features, app. 100; Shorts, app. 400—all types entertainment, adventure, westerns, cartoons, sports. Serials: 20.

Film Highlights, Inc.
 Martin Ross, President
 330 West 42nd St., New York 18, N. Y.
 LOnacre 3-6870
 AVAILABLE: Features, 78; Shorts, 37. Musical, cartoons, serials.

Film Studios of Chicago
 H. A. Spanuth, Producer
 135 S. La Salle St., Chicago 3, Ill.
 CEntral 8147
 AVAILABLE: Produces and releases *Woman Speaks*, topical series.

Gainsborough Associates
 Jack D. Gaines, Prod. Dir.
 507 Fifth Ave., New York 17, N. Y.
 AVAILABLE: Foreign-made films, *Mayerling*, others.

Gallagher Films
 J. C. Gallagher, President
 113 So. Washington, Green Bay, Wisc.
 AVAILABLE: Features and Shorts—westerns, musicals, cartoons, sports, serials. Specialty: Football shorts.

General Film Productions Corp.
 Harry A. Kapit, President
 1600 Broadway, New York 19, N. Y.
 Circle 6-6441
 AVAILABLE: Features and Shorts.

Grant, Flory & Williams, Inc.
 John Flory, Vice-Pres., Production
 441 Lexington Ave., New York 17, N. Y.
 VAnDerbilt 6-5770
 AVAILABLE: Shorts—entertainment, educational. travel.

Guerin Enterprises, Inc.
 Fort B. Guerin, Jr., President
 6310 Delmar Blvd., St. Louis 5, Mo.
 CAby 2313
 AVAILABLE: Medical films.

Guaranteed Pictures Co., Inc.
 M. D. Sackett, President
 729 Seventh Ave., New York 19, N. Y.
 AVAILABLE: Features, 100; Shorts, 100. Westerns, musicals, cartoons, sports, serials.

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

Herald Pictures
 Jack Goldberg, President
 1650 Broadway, New York 19, N. Y.
 Circle 6-0691
 AVAILABLE: Features, 6; musical, entertainment, serials. Specialty: Negro cast pictures.

Hoffberg Productions, Inc.
 J. H. Hoffberg, President
 620 Ninth Ave., New York 18, N. Y.
 Circle 6-9031
 AVAILABLE: Features, 50; Shorts, 100—westerns, musicals, sports, others.

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

International Film Foundation
 R. E. Blackwell, Associate Director
 1600 Broadway, New York 19, N. Y.
 Circle 6-9438
 AVAILABLE: Shorts, 35—how people live in various countries of the world.

International 16MM Corp.
 Patrick E. Shanahan, President
 165 West 46th St., New York 19, N. Y.
 BRyant 9-4755
 AVAILABLE: Features, 7; Shorts, 7. Westerns, musicals, cinelogs, educational, novelty.

Jewel Productions, Inc.
 S. Cummins, General Manager
 165 West 46th St., New York 18, N. Y.
 LOnacre 3-2576
 AVAILABLE: Features.

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

Knowledge Builders
 John R. McCrory, Director
 625 Madison Ave., New York 22, N. Y.
 ELdorado 5-8586
 AVAILABLE: Educational films.

Lux-Brill Productions
 (formerly Memory Films)
 Robert Braverman, Bus. Mgr.
 3125 Coney Island Ave., Brooklyn, N. Y.
 AVAILABLE: Features, 2; shorts, 20.

Metropolitan Life Insurance Co.
D. B. Armstrong, M.D.
Second V.P., Health & Welfare
1 Madison Ave., New York 10, N. Y.
ASHland 4-7000
AVAILABLE: Health and safety education, both
16mm and 35mm, on loan basis.

Mogull's Film & Camera Exchange
Charles Mogull, Vice President
68 West 48th St., New York 19, N. Y.
BRyant 9-3600
AVAILABLE: Religious, features, shorts.

Motion Picture Associates
Carl V. Voelker, Film Programs Director
86 George St., Mt. Ephraim, N. J.
AVAILABLE: Sports films.

National Safety Council
Paul Jones, Dir. of Public Information
20 N. Wacker Drive, Chicago, Ill.
AVAILABLE: Safety subjects, 16mm. Will con-
tribute films for non-commercial programs.
Produces films on safety.

Ted Nemeth Studios
Ted Nemeth
729 Seventh Ave., New York 19, N. Y.
Circle 5-5147
AVAILABLE: Musical shorts, 5. Produces special
effects, spot commercials, and advertising
films, 35mm.

Nu-Art Films, Inc.
G. W. Heowig, President
145 West 45th St., New York 19, N. Y.
BRyant 9-3471
AVAILABLE: Features, 70; shorts, 150; west-
erns, musical shots, spots, serials.

Official Films, Inc.
Robert H. Wormhondt, Ass't to Pres.
25 West 45th St., New York 19, N. Y.
BRyant 9-4655
AVAILABLE: Shorts, 60—sports, news, musi-
cals, westerns, others.

Samuel Orleans and Associates, Inc.
Samuel P. Orleans, President
211 West Cumberland, Knoxville 15, Tenn.
Phone: 3-8098, 2-7440
AVAILABLE: Musical shorts, others.

Harold Orleb
1564 Broadway, New York 19, N. Y.
PENnsylvania 6-6870
AVAILABLE: Two features.

Peerless Distributing Co.
Teddy Shull, Owner
203 Eye St. N.W., Washington 1, D.C.
DIstrict 7571
AVAILABLE: Western and features, few sports
and shorts.

Photoart Visual Service
Roa Kraft Birch, Owner
844 N. Plankinton Ave., Milwaukee 3, Wisc.
AVAILABLE: Features, 50; Shorts, 500—all
16mm. Westerns, educational, musicals,
sports, cartoons, serials.

Pictorial Films, Inc.
V. A. Snyder, Gen. Sales Manager
625 Madison Ave., New York 22, N. Y.
Circle 5-7090
AVAILABLE: Features, 186; shorts, 77.

Post Pictures Corp.
H. A. Post, President
723 Seventh Ave., New York 19, N. Y.
Circle 5-5741
AVAILABLE: Features, 12; Shorts, 76—westerns.
hymns, sports, others.

RKO Television Corporation
625 Madison Ave., New York 22, N. Y.
PLaza 9-3600
AVAILABLE: News-quiz.

Science Pictures
Francis C. Thayer, General Manager
551 Fifth Ave., New York 17, N. Y.
MUrray Hill 2-3133
AVAILABLE: Scientific films.

Simmel-Meservey
Louis C. Simmel, President
9538 Brighton Way, Beverly Hills, Calif.
BRadshaw 2-3874
AVAILABLE: 16mm. films.

Sixteen MM Pictures, Inc.
Frank Percy Bibas, V.P. Sales Mgr.
1600 Broadway, New York 19, N. Y.
AVAILABLE: Features, 2; Serials, 14—entertain-
ment, westerns and musicals.

Skibo Productions, Inc.
Patrick E. Shanahan, President
165 West 46th St., New York 19, N. Y.
BRyant 9-4755
AVAILABLE: Musicals, comedies, commercials,
documentaries.

Telenews Productions, Inc.
John H. Tobin, Dir. of Production
18 East 41st St., New York 17, N. Y.
LEXington 2-4111
AVAILABLE: Newsreels, special features, docu-
mentary shorts.

Television Art Enterprises
Shamus Culhane, Producer
4333 Rhodes Ave., North Hollywood, Calif.
SU 3-1923
AVAILABLE: Sports, educationals.

Television Film Industries Corp.
George H. Cole, President
340 3rd Ave., New York 10, N. Y.
LEXington 2-6780
AVAILABLE: Features and shorts: entertainment
musical, cartoons, sports, industrial serials.

Television Films of America
Box 2222
Hollywood 28, Calif.
AVAILABLE: Specially produced video films.

Toddy Pictures, Company
Ted Toddy, General Manager
723 Seventh Ave., New York 19, N. Y.
Circle 5-6347
AVAILABLE: Features, 30; Shorts, 80—musicals.
sports, 300-ft. subjects.

**U. S. Dept. of Agriculture, Motion Pic-
ture Service**
Myrtle A. Brown, Chief of Booking Unit
Washington 25, D.C.
AVAILABLE: 16mm and 35mm.

United World Films, Inc.
(Distributor of J. Arthur Rank)
1250 Sixth Ave., New York 20, N. Y.
Circle 5-8833
AVAILABLE: Features, sports, others.

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

World Today Inc., The
Maynard Gertler, Sec'y-Treas.
450 West 56th St., New York 19, N. Y.
Circle 5-5067
AVAILABLE: Civic, science, public affairs.

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, doc-
umentary, entertainment, musicals, sports.

Young America Films, Inc.
James R. Brewster, Ass't Editor
18 East 41st St., New York 17, N. Y.
Circle 5-8459
AVAILABLE: Educational, 30—some suitable for
television.

IV. FILM PRODUCERS

Adventure Films, Inc.
William Alexander, President
165 West 46th St., New York 19, N. Y.
BRyant 9-2248
Documentaries, travelogs.

A. F. E. Corporation
P. Graetz, President
1270 Sixth Ave., New York 20, N. Y.
Circle 6-8927

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, one minute, 35mm, for adver-
tisers. Does animation, optical effects. Has
studio facilities in Colorado Springs.

Alexander Productions, Inc.
Harryette B. Miller, Exec. Ass't.
306 Lenox Ave., New York 27, N. Y.
ATwater 9-1301
On assignment.

Alkar Productions
Bernard E. Karlen & John R. Allen
545 Fifth Ave., New York 17, N. Y.
MUrray Hill 7-6865
Tele commercials, etc.

All-Scope Pictures, Inc.

Gordon S. Mitchell, Pres.
1209 Taft Bldg., Hollywood 28, Calif.
Hollywood 8298
Educational, advertising. Does animation, trick effects.

Fred Amster Television Cartoons

Fred Amster, President
36th St. & Bunker Hill Road
Mt. Rainier, Md.
WAfield 6032
Animated cartoons, pictorial bridges, titles, etc. Has studio facilities.

Animated Art Productions

Al Stahl, Charge of Production
13 East 37th St., New York, N. Y.
MUrray Hill 5-7523
Commercials, animated titles, puppets, automatic sound slide films, charts, etc.

Audio Film Libraries

Lawrence Saltzman, Owner
345 Bloomfield Ave., Montclair, N. J.
Educational, documentary. Has studio facilities.

Audio Productions Inc.

J. P. Mooney, Secretary
Film Center Bldg., 630 Ninth Ave.
COlumbus 5-6771
Instructional, institutional, medical, and commercial. Spots for television. Does animation and optical effects.

Benedict, Inc.

Lorin Collins, writer-producer
1856 Penobscot Bldg., Detroit, Mich.
CA 6868
Slide films, documentaries, television commercials, etc.

Bray Studios, Inc.

J. R. Bray, President
729 Seventh Ave., New York 19, N. Y.
Clrcle 5-4582
Films on assignment; animation and optical effects. Has studio facilities.

Burton Holmes Films, Inc.

Robert D. Casterline, General Manager
7510 North Ashland Ave., Chicago 26, Ill.
AMbassador 5000
Training and Sales Promotion films; others. Does animation, optical effects.

Byron, Incorporated

G. L. Smith, Ass't Sec'y
1226 Wisconsin Ave., Washington 7, D. C.
16mm, all phases. Does animation and optical effects. Has studio facilities.

Campus Film Productions

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

Capital Film Exchange

Edward J. Gabriel, Manager
1314 Vine St., Philadelphia 7, Pa.
SPruce 4-2698
On order only.

Century Productions, Inc.

12 East 44th St., New York 17, N. Y.
MUrray Hill 2-7090
Documentaries, educational and commercial for tele and screen.

C & G Film Effects Co.

Hugo A. Casolaro & Milton M. Gottlieb
723 Seventh Ave., New York 19, N. Y.
COlumbus 5-9235
Production specialty: Optical effects and titles. Does animation, trick effects.

China Film Enterprises of America, Inc.

K. C. Tsien, Director, Charge of Dist.
35 Park Avenue, New York 16, N. Y.
MUrray Hill 3-2507

Chicago Film Studios

F. Balkin, Sales Manager
18 W. Walton Place, Chicago 10, Ill.
WHitehall 6971
Commercial productions; animation, trick effects.

Cinemart, Inc.

Andre Garbe, Dir. of Production
Offices: 565 Fifth Ave., New York 17, N. Y.
Studios: 101 Park Ave., New York 17, N. Y.
Office: PL 3-9172; Studio: LE 2-5689
Tele commercials, fashion shows, etc. Has sound studio facilities (disc or 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.

Columbia Pictures Corp.

Ralph Staub, Producer-Director-Cameraman
1438 No. Gower St., Hollywood, Calif.
HOllywood 3181
All types. Specialty: *Screen Snapshots*, one reel series of intimate lives of stars. Does process and trick photography. Has studio facilities.

Corcoran Productions

Lawrence Corcoran, President
654 Madison Ave., New York, N. Y.
REgent 4-3280
Spot commercials, writing and production.

Courneya Hyde Productions

(Div. of Radiovision Corp.)
Jerry Courneya, President
1566 N. Gordon St., Los Angeles 28, Calif.
Sport shots, comedies, travelogues, educational; 16mm and 35mm.

Davis & Geck, Inc.

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

DeFrenes & Company

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 Film

William Alley, Associate Producer
245 West 55th St., New York 19, N. Y.
COlumbus 5-7620
Sponsored motion pictures and slide films of any type or length. Does animation, optical effects. Has studio facilities.

Macwell Desser

424 Madison Ave., New York 18, N. Y.
PLaza 5-7778
Commercial slide films, slide films for training and public relations. Does animation for slide films.

Harry Dugan Productions

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

Ted Eshbaugh Studios, Inc.

Ted Eshbaugh, President
35 West 45th St., New York 19, N. Y.
CHickering 4-3930
Theatrical cartoons and commercial spots. Does animation and optical effects. Has studio facilities.

Encyclopaedia Britannica Films

Laurin H. Healy, Dir. of Pub. Relations
20 N. Wacker Drive, Chicago 6, Ill.
Educational films.

Jerry Fairbanks, Inc.

Jerry Fairbanks, President
6052 Sunset Blvd., Hollywood, Calif.
Jack Pegler, Gen. Mgr.-Eastern Rep.
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.

Famous Studios

Sam Buchwald, General Manager
25 West 45th St., New York 18, N. Y.
BRyant 9-1600
Cartoons, commercials. Does animation, trick effects. Specialty: *Popeye the Sailor* and *Little Lulu*.

Film Arts Corp.

Milton H. Abram II, Exec. Vice Pres.
725 Wells St., Milwaukee 3, Wis.
DA 5670
Original shorts, full length commercials; news and commercials for tele.

Film Associates, Inc.

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

Films for Industry

Hylan Chesler, President
135 West 52nd St., New York 19, N. Y.
PLaza 3-2800
Commercial products. Does animation, optical, special effects. Studio facilities.

Guerin Enterprises, Inc.

Fort B. Guerin, Jr., President
6310 Delmar Blvd., St. Louis 5, Mo.
CAbany 2313

Medical, advertising shorts, sports. Does animation, optical effects.

The Jam Handy Organization

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

Sidney Woolner, Sales
2851 E. Grand Blvd., Detroit 11, Mich.
MAdison 2450

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

Hartley Productions

Irving Hartley, President
20 West 47th St., New York 19, N. Y.
LOngacre 3-2343

Advertising and educational motion pictures, both 16mm and 35mm.

Hoffberg Productions, Inc.

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

Educational shorts. Does animation, and optical effects.

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 Film Foundation

R. E. Blackwell, Associate Director
1600 Broadway, New York 19, N. Y.
CIRCLE 6-9438

Peoples at work, play, home, etc.

Irena Film Studio

Irena Dodal, Art Dir. & Supervisor
781 Eighth Ave., New York 19, N. Y.
CIRCLE 5-9158

Specialty, three dimensional puppet pictures, animated cartoons, art animation especially for television. Does animation and optical effects. Has studio facilities.

Jewel Productions, Inc.

S. Cummins, General Manager
165 West 46th St., New York 18, N. Y.
LOngacre 3-2576

Educational and scientific. Plans to produce films for television.

Frank Kelling Productions

Wm. S. Kelling, Manager
3424 W. Eighth St., Los Angeles 5, Calif.
DRExel 3237

Theatrical, commercial, industrial.

Herbert Kerkow, Inc.

Herbert Kerkow, President
480 Lexington Ave., New York 17, N. Y.
EL 5-5635

Documentaries, commercials; film slides. Does animation, optical effects. Has sound studio, complete 35mm recording equipment.

Knickerbocker Productions, Inc.

Howard A. Lesser, President
1600 Broadway, New York 19, N. Y.
CIRCLE 6-9850

Industrial, educational, public service.

Knowledge Builders

John R. McCrory, Director
625 Madison Avenue, New York 22, N. Y.
ELdorado 5-8586

Educational and Documentary.

Herb Lamb Productions, Inc.

Ches Cobb, Writer-Producer
165 N. La Brea Ave., Los Angeles, Calif.
Specializes in animation, illustrated musicals, commercials.

Leo Lieb

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

Tele commercials, scenes, etc.

Lux-Brill Productions

(formerly Memory Films)
Robert Braverman, Bus. Mgr.
3125 Coney Island Ave., Brooklyn, N. Y.
Request of client.

Harvey Marlow Television Associates, Inc.

Harvey Marlowe, President
221 West 57th St., New York 19, N. Y.
CIRCLE 7-5920

On advertiser assignment, commercials, newsreels, sports, fashions.

Midwest Film Studios

1740 Greenleaf Ave., Chicago, Ill.
Commercial, documentary, etc.

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.

Neumade Products Corp.

Oscar New, President
427 West 42nd St., New York 18, N. Y.
MEdalion 3-3480
On assignment.

News Reel Laboratory

(Subsidiary: Video Productions, Inc.)
Martin J. Katz, Advertising Manager
1733 Sansom St., Philadelphia 3, Pa.
RI 6-3892

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

Harold Orleb

1564 Broadway, New York 19, N. Y.
PENnsylvania 6-6870
On client assignment.

Pathescope Productions

N. P. Ross, Office Manager
580 Fifth Ave., New York 19, N. Y.
LOngacre 5-4600
16mm and 35mm; color and black-and-white; sound. Does animation and trick effects.

Ray Patin Productions

Ray Patin, Producer
504 So. Parish Pl., Burbank, Calif.
Charleston 81019

Commercial & educational films in modern cartoon style; tele commercials; animation & film strips.

Pictorial Films, Inc.

V. A. Snyder, Gen. Sales Manager
625 Madison Ave., New York 22, N. Y.
PLaza 5-9600

General; on assignment.

RKO Television Corporation

625 Madison Avenue, New York 22, N. Y.
PLaza 9-3600

On assignment; does animation, optical effects. Has complete studio facilities.

Ruby Film Company, Inc.

Edward Ruby, Gen. Mgr.
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.

Samuel Orleans and Associates, Inc.

Samuel P. Orleans, President
211 West Cumberland, Knoxville 15, Tenn.
3-8098 & 2-7440

Hillbilly shorts, industrial, travel, agricultural. Does animation, optical and camera effects. Has studio facilities.

Science Pictures

Francis C. Thayer, General Manager
551 Fifth Avenue, New York 17, N. Y.
MURray Hill 2-3133

Commercials, industrial, scientific. Does animation, effects shots.

Simmel-Meservey

Louis C. Simmel, President
9538 Brighton Way, Beverly Hills, Calif.
BRadshaw 2-3874

All types of films. Does laboratory work; complete 16mm facilities, including animation, optical effects. Has sound stage.

Sixteen MM Pictures, Inc.

Frank Percy Bibas, V.P., Sales Mgr.
1600 Broadway, New York 19, N. Y.

Sono-chrome Productions

Special Events Division
Leo R. Dratfield, Manager
1165 Broadway, New York 1, N. Y.
MURray Hill 4-8451

Newsreel coverage; commercials; has sound facilities; 16mm.

Sound Masters, Inc.

Harold E. Wondsel, President
165 West 46th St., New York 19, N. Y.
BRyant 9-4676

Animated cartoons, documentaries, training pictures, spot commercials, both 16mm and 35mm. Does animation and optical effects. Has own recording studios.

FILM PRODUCERS**Special Purpose Films**

Hampton W. Howard, President
16 East 58th St., New York 22, N. Y.
PLaza 9-3820

Television commercials; opening, closing and film sequences.

Springer Pictures, Inc.

716 Fisher Building, Detroit 2, Mich.
R. D. Farrell, New York Manager
341 East 43rd St., New York 17, N. Y.
MURray Hill 7-6577

Advertising, educational and medical. Does animation and optical effects.

Swank Films, Inc.

J. A. Swank, President
Box 462, Dayton 1, Ohio
HE 2379

Technical and training films.

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.

Telenews Productions, Inc.

John H. Tobin, Dir. of Production
18 East 41st St., New York 17, N. Y.
LEXington 2-4111

Newsreels, special features, documentaries. Does animation and optical effects. Has studio facilities.

Television Advertising Productions, Inc.

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

Plans and supervises film productions: Spot commercials. Tele production org.

Television Art Enterprises

Shamus Culhane, Producer
4333 Rhodes Ave., North Hollywood, Calif
Su 31923

Documentary type commercials, tele football shorts, optical effects.

Television Film Industries Corp.

George H. Cole, President
340 Third Ave., New York 10, N. Y.

Television Screen Productions, Inc.

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

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

Toddy Pictures Company

Ted Toddy, General Manager
723 Seventh Ave., New York 19, N. Y.
CIRCLE 5-6347

Spot commercials. Specialty: Negro pictures.

Transfilm Incorporated

Walter Lowendahl, Vice President
35 West 45th St., New York 19, N. Y.
BRyant 9-6540

All types. Does animation, special effects shots. Has studio facilities.

Triangle Films

Joseph Magro, Partner
1697 Broadway, New York 19, N. Y.
COLUMbus 5-1403

Animated spot commercials, trailer, advertising shorts. Does animation, optical effects. Has studio facilities.

Visual Arts Productions, Inc.

Joseph L. Lloyd, Vice President
2 West 46th St., New York 19, N. Y.
LACKawanna 4-7976

Documentary and entertainment; spot commercials. Does animation and optical effects.

Roger Wade Productions

Roge Wade, Owner
441 Madison Avenue, New York 22, N. Y.
PLaza 3-3674
16mm commercial motion pictures.

Rupe Werling

403 Oreland Mile Road
Oreland, Pa.
Commercial, documentary, etc.

Wilding Picture Productions, Inc.

J. W. Inglefield, Vice President
385 Madison Ave., New York 17, N. Y.
Branches: Chicago, Detroit, Los Angeles
PLaza 8-1727

On assignment. Does animation, optical effects.

Willard Pictures, Inc.

Robert M. Campbell, Sales Mgr.
45 West 45th St., New York 19, N. Y.
BRyant 9-1470

All types, black-and-white color; television commercials. Does animation, special effects shots.

Winik Films Corp.

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

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

Raphael G. Wolff Studio

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

Emerson Yorke Studio

Emerson Yorke, Owner-Exec. Producer
35 West 45th St., New York 19, N. Y.
BRyant 9-9091

Various types—news coverage, special events, documentary and entertainment. Does animation and optical effects. Has studio facilities.

Harold Young Productions, Inc.

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

Commercials, documentary; minute movies; educational.

SPECIAL FILM SERVICES**V. SPECIAL FILM SERVICES****Animated Art Productions**

Al Stahl, Charge of Production
13 East 37th St., New York, N. Y.
MURray Hill 5-7523.

SPECIALTY: Animation.

OTHER SERVICES: Automatic sound slide films, charts, etc.

Benedict, Inc.

Lorin Collins, writer-producer
1856 Penobscot Bldg., Detroit, Mich.
CA 6868

SPECIALTY: Slide films, documentaries, television commercials, etc.

C & G Film Effects Co.

Hugo A. Casolaro & Milton M. Gottlieb
723 Seventh Ave., New York 19, N. Y.
COLUMbus 5-9235

SPECIALTY: Optical effects and titles, animation, trick effects.

Cineffects, Inc.

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

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

Cinetech Company, Inc.

J. Seiden, President
106 West End Ave., New York, N. Y.
TRafalgar 3-1411
SERVICE: Studio rental.

Macwell Desser

424 Madison Ave., New York 18, N. Y.
PLaza 5-7778

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

Du-Art Film Laboratories, Inc.

Jack Goetz, Vice-President
245 West 55th St., New York 19, N. Y.
COLUMbus 5-5584

SPECIALTY: Laboratory processing.

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

Fletcher Smith Studios, Inc.

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

SPECIALTY: Animation.

OTHER SERVICES: Film Production.

Gallagher Films

J. C. Gallagher, President
113 So. Washington, Green Bay, Wisc.
SPECIALTY: Does animation, optical effects.

Irena Film Studio

Irena Dodal, Art Dir. & Supervisor
781 Eighth Ave., New York 19, N. Y.
CIRCLE 5-9158

SPECIALTY: Three dimensional puppet pictures, animated cartoons, art animation especially for television. Has studio facilities.

Walter Klee

723 Seventh Ave., New York 19, N. Y.
CIRCLE 5-4240

SPECIALTY: Film editing.

SPECIAL FILM SERVICES

Herb Lamb Productions, Inc.

Ches Cobb, Writer-Producer
165 N. La Brea Ave., Los Angeles, Calif.

SPECIALTY: Animation, illustrated musicals, commercials.

Ray Patin Productions

Ray Patin, Producer
540 So. Parish Pl., Burbank, Calif.
CHarleston 8-1019

SPECIALTY: Animation and film strips.

Precision Film Laboratories

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

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

August Schomburg, Artist

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

SPECIALTY: Art work for titles and effects.
OTHER SERVICES: Produces titles and art work.

Simmel-Meservey

Louis C. Simmel, President
9538 Brighton Way, Beverly Hills, Calif.
BRadshaw 2-3874

SPECIALTY: Laboratory work.
OTHER SERVICES: Animation, optical effects, complete 16mm facilities. Has sound stage.

Sound Masters, Inc.

Harold E. Wondsel, President
165 West 46th St., New York 19, N. Y.
BRyant 9-4676

SPECIALTY: Animated cartoons, documentaries, training pictures, spot commercials, both 16mm and 35mm.

OTHER SERVICES: Animation and optical effects
Has own recording studio.

Telescriptions, Inc.

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

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

Television Film Industries Corp.

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

SPECIALTY: Editing films for technicians.
OTHER SERVICES: Has sound studios.

Triangle Films

Joseph Magro, Partner
1697 Broadway, New York 19, N. Y.
COLUMbus 5-1403

SPECIALTY: Trailer, advertising shorts.
OTHER SERVICES: Animation, optical effects
Has studio facilities.

Edward Van Altena

79 West 45th St., New York 19, N. Y.
BRyant 9-0814

SPECIALTY: Lantern slides for teleshow titling, etc.

Vaporate Co., Inc.

Lucile H. Fleck, President
130 West 46th St., New York 19, N. Y.
BRyant 9-8676

SPECIALTY: Film treatment to prolong the life of film and to give better projection.

Welgot Trailer Service

Martin Gottlieb, Proprietor
630 Ninth Ave., New York 19, N. Y.
CIRCLE 6-6450

SPECIALTY: Trailers, motion picture developing and printing.

OTHER SERVICES: Does animation and optical effects.

HARVEY MARLOWE

TELEVISION ASSOCIATES, Inc.

Consultants



Live & Film Productions

Commercials

Minute Spots

Weather Spots

Animation

Semi-animation

Stop Motion

News-reels

Documentaries



Film series for Television

Now in Production—

Screening on Request

Visit, write or phone

HARVEY MARLOWE

TELEVISION ASSOCIATES, Inc.

221 W. 57th Street, New York 19, N. Y.

Circle 7-5919-20

Pie in Your Eye . . .



Mrs. Dione Lucas faces the WCBS-TV camera to sign off weekly cooking sessions from her Cordon Bleu Restaurant and Cooking School, (Thurs. 8:15 p.m.). That's a Boston Cream pie she just baked.

FOOTNOTES (from Page 10)

Acting Chairman Paul A. Walker, recently appointed to post vacated by Charles R. Denny, resigned, will carry on until regular session of Congress meets in January when President will submit candidate for FCC chairman to Senate.

TV at Political Conventions

With Philadelphia selected as the site for both Republican and Democratic national conventions next summer, telecasters are mapping plans for extensive coverage and pooled pickups at the Municipal Auditorium.

Six sub-committees have been named: Program Origination, Burke Crotty, chairman; Tele Newsreels, Paul Mowrey, chairman; Technical Details, Ray Bowley, acting chairman; Traffic, Leonard Hole, chairman; Coordination, Financing and Housing, Roger W. Clipp, chairman; Publicity, J. R. Poppele and Will Baltin.

Receivers for X-Mas

Philco is reported to be manufacturing about 2,000 TV sets a week, with an increase to 3,500 expected for the holiday trade. Company claims it is producing more tele sets than rest of industry combined. Up to this past summer, RCA turned out 70 percent of all television receivers.

TELEVISER'S ANNUAL INDEX

As an aid to libraries, schools, colleges and students of television generally, the editors publish this Index to articles which have appeared in the TELEVISER during 1947. (If back copies are desired, write to the Readers' Service Bureau, *Televiser Magazine*, 11 W. 42nd Street, New York City, enclosing fifty cents for each back issue desired. Bound Volumes, consisting of all 1947 issues of TELEVISER, together with an Index, are available at \$5.00 each.)

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