

# OLESEN CAN SOLVE TV LIGHTING FOR YOU!



Good TV reception starts in your studio. It can be helped or harmed by the quality of your studio lighting.

TV lighting poses special problems, a fact more and more engineers learn every day. It is significant, also, that more and more TV studios are turning to Otto K. Olesen in Hollywood for solution of their lighting. Olesen has led in specialized lighting techniques for 35 years, and is now applying this know-how to the solution of TV lighting.

No matter what your requirements—whether you want in-stock fixtures or need special designing and construction—call on Otto K. Olesen in Hollywood. You can be confident your lighting problems will be expertly diagnosed and cleared up.



**Stop Worrying!**  
**WIRE — PHONE**  
**OR MAIL COUPON**

MAIL THIS COUPON FOR MORE INFORMATION!  
OTTO K. OLESEN CO.  
1534 Cahuenga Blvd.  
Hollywood 28, Calif.  
Phone: Gladstone 5194

Gentlemen: Send me complete data on TV studio lighting.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
Title \_\_\_\_\_

NOTE: Use margin of page or address letter if you wish data on special TV lighting problem.

## 'GO SLOW' ON TV

ALTHOUGH television "is here to stay" and "from an advertiser's standpoint is immeasurably greater than sound alone," Alabama broadcasters were warned to "go slow" in entering the dual approach business.

The warning came from Robert D. Swezey, executive vice president of



Mr. Swezey

WDSU Broadcasting Services Inc., New Orleans, in his speech to members of the Alabama Broadcasters Assn. in convention at Mobile April 1-2.

In the closing session, Howard Pill, WSFA

Montgomery, was elected president of the association and Bert Bank, WTBC Tuscaloosa, vice president. Tom Martin of WAPX Montgomery was chosen secretary-treasurer.

Directors elected were: Richard B. Biddle, WLAY Muscle Shoals; Lionel Baxter, WAPI Birmingham; Marion Hyatt, WJHO Opelika; Bill Covington, WCOV Montgomery; Emmet Brooks, WEBJ Brewton, and Howard Martin, WALA Mobile.

Mr. Swezey's talk on television was a straight-from-the-shoulder type of honest-to-goodness advice and stirred the delegates. He told them in well-chosen, unbiased words that television "is a different animal from radio. It's more like show business and just because you have made a success in the standard radio field is no indication that you'll succeed in television. If you do go into television you're going to need capital, stamina and real ability. We are not making a profit up to date but we hope we can before too long," he said, adding that WDSU-TV New Orleans has been on the air since December 1948.

Mr. Swezey formerly was a vice president of Mutual.

### Johnston Reports

Retiring President Henry P. Johnston, WSGN Birmingham general manager, in his annual report, said broadcasters want the same libel protection now granted newspapers in Alabama, and that a bill to accomplish this would be submitted to the 1949 legislature. Mr. Johnston said the measure may be "somewhat similar" to one recently enacted in Georgia which places newspapers and radio stations on an equal footing.

By unanimous vote the association approved a change in its constitution and by-laws to provide six directors instead of three.

The association agreed to work out with the U. of Alabama a plan to put a field secretary at the university. A committee had approved a close-working relationship with the university and the Alabama Polytechnic Institute (Auburn). The field secretary would maintain a fulltime office at the university and the working agreement would

## Swezey Cautions Alabama Meet

be similar to one which the university has with the Alabama Press Assn. Under the agreement the two educational institutions would provide technical courses which would equip college students for positions with Alabama stations.

John Fontaine of Chattanooga, Tenn., and Fred Palmer, Columbus, Ohio, were heard in comprehensive talks on sales and advertising techniques.

In conjunction with the ABA meeting, the Associated Press Broadcasters of Alabama met and elected W. Emmett Brooks of WEBJ Brewton, president. It was the second annual meeting of the group.

Jim Reese of WWVB Jasper was chosen vice president for his second term. Members of the board of directors were chosen as follows: Bill Needham, WTBF Troy; John Garrison, WFUN Huntsville; Howard Pill, WSFA Montgomery; G. P.

## BALTIMORE TV

### Aids FBI Pursuit

TELEVISION facilities of WBAL-TV Baltimore, on March 30, aided FBI agents in alerting video audiences to be on the lookout for a "badly-wanted" bank robber. Station reports the man sought was Clyde Milton Johnson of Glendale, Calif., who had escaped from Miami, Fla., City Jail on March 2, less than an hour before he was to be flown to Memphis, Tenn., where he was wanted for a \$43,000 bank robbery.

FBI agents, who said it was known Mr. Johnson and his alleged girl friend, Billie Frances Glaze, reportedly had been in a Baltimore night club since that time, asked WBAL-TV to televise pictures and descriptions of the couple. It was the first time in that area police authorities had used television facilities in the pursuit of their investigation, WBAL reports.

## TV Meeting Proposed

SUGGESTION that TV station sales managers meet informally during the NAB Convention was made last week by George W. Harvey, sales manager of WGN-TV Chicago. Volunteering as corresponding secretary, Mr. Harvey wrote commercial managers asking them to meet for a discussion of problems and plans. He pointed out that the NAB television session Wednesday morning will be general.

Hamann, WBRC Birmingham.

Mr. Pill, retiring president, said the Alabama organization, first of its kind in the nation, had been responsible for several important contributions to the AP news report during the past year.

Mr. Needham was re-appointed chairman of the Continuing Study Committee of the AP Radio Report. Others named to this committee were: Frank Bush, WMFT Florence, and Pat Courlington, WAVU Albertville.

## TV TO AID MOVIES

### Paramount's Shupert Thinks

TELEVISION is more likely to help the motion picture industry than harm it, George T. Shupert, director of commercial operations, television division, Paramount Pictures Inc., last Tuesday told members of the Colorado Assn. of Theatre Owners in Denver.

Pointing out that video is the perfect medium by which to promote motion pictures, Mr. Shupert predicted that television would do an unprecedented selling job for the movie industry, via trailers.

"An old proverb tells us to fight fire with fire," Mr. Shupert said. "At Paramount we have a modern version: 'Fight television with television.'" Paramount's planned strategy, he continued, includes turning video to the theatre's advantage by telecasting stage shows and audience participation shows."

## SLIDE PROJECTOR

### For TV Developed by Gray

NEW SLIDE projector, the Telop, for use with television film cameras has been developed by Gray Research and Development Co., Hartford, Conn., the company announced last week.

The Telop is a dual projector, the announcement said, and can be used for flashes of news photos, temperature readings or time, station or sponsor identification, titles, announcements, or superimposition of slides to aid lecturers. Four slide openings, two vertical and two horizontal, receive either physical objects or five-card slide holders.

## OKLAHOMA VIDEO

### WKY-TV Installs Antenna

INSTALLATION of antenna for WKY-TV Oklahoma City was completed last week and the station hopes to air a test pattern by this Friday (April 15) and begin operations by mid-May or early June.

The five-bay, super-turnstile TV antenna is mounted on a 968-foot tower at Britton, eight miles northeast of Oklahoma City. Installation was completed April 3 after a five day delay due to bad weather. WKY-TV, owned by the WKY Radiophone Co., will operate on Channel 4 (66-72 mc).