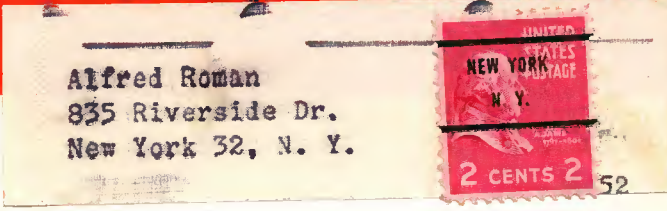


# TELEVISER

## 1950 Annual Planning Guide

*the journal of television*



### FOR RINGING UP SALES IN RICHMOND

If you want to make friends and influence sales in Richmond, you'll do well to consider the Havens & Martin stations — Virginia's oldest radio and television institution.

Steeped in the traditions of the Old Dominion Capital, WMBG, WTVR and WCOD have long ago achieved the basic ingredients so important to successful selling — public confidence and listener loyalty. It all adds up to mounting sales results for your national product. The nearest Blair man will gladly tell you more.

**Havens & Martin Stations are the only complete broadcasting institution in Richmond.**

**WMBG** AM  
**WTVR** TV  
**WCOD** FM

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.  
Represented nationally by  
John Blair & Company

## FREIHOFER

*is very happy with its 17.1  
Pulse rating earned by their  
Associated Film Program*

## OSCAR MAYER

*major meat packer, has not  
only renewed but has  
bought additional time.*

## RAYMOND ROSEN

*not a candlestick maker  
but a leading appliance  
distributor uses Associated  
Films on Bendix washing  
machines.*

# *the* BUTCHER *the* BAKER *the* CANDLESTICK MAKER

and hundreds of other advertisers find Associated Artists feature films the most economical way to reach a ready-made audience with a high rated program.

Careful study of the use of film in television has shown us many of the answers to effective TV advertising.

Our experience and the largest and finest library of feature motion pictures is available for your own television program.

## ASSOCIATED ARTISTS PRODUCTIONS, LTD.

444 MADISON AVENUE, NEW YORK, N. Y. • MU 8-4754

# another opening!

## another show!

How about *your* TV show?

Does it get off to a rousing good start that sets the pace of the show and keys the audience to a high pitch of receptivity?

Or does it limp on screen with a dull title card or slide that gives no hint of the entertainment to follow?

It is smart showmanship to let NATIONAL SCREEN SERVICE project the spirit of your TV show — whether it is excitement, fun, suspense, drama or tear-jerker — into a TV film title that moves and sings and dances to the tune of your show.

NATIONAL SCREEN SERVICE *can* do just that because it has above all else the *savvy* of show business, learned the hard, long way during more than 30 years of service to the motion picture industry.

Whether it is a title opening or a hard-hitting commercial, NSS has the staff, the technical know-how, the coast-to-coast facilities and the genius of showmanship that will make your TV film a smash hit.

Phone Circle 6-5700 in New York... or contact any one of our offices in 31 cities across the country.



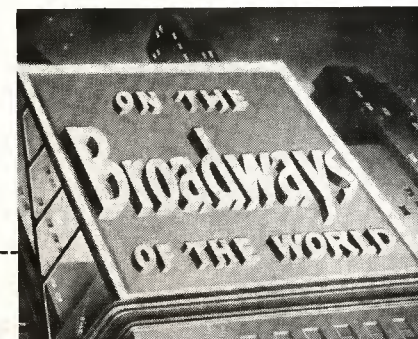
The opening of the Art Ford Show begins with a long shot of Broadway and the glitter of Times Square.



In a closer shot of Broadway, animated signs flash the topics of the show and herald its theme.



One of the signs is picked up and zooms on the screen flashing on and off the name of the show's star, Art Ford.



The sign then animates the title of the show.

## national screen service

1600 Broadway, New York 19





# Check the South in!

Now you can buy — on an interconnected network — 5 major southern markets\* embracing 4,100,000 people

Here in one of the nation's fastest growing regional markets, 5 well established television stations have already selected for you an eager audience of proved buying power. This audience, and the thousands who will buy TV receivers in the next few weeks, is looking forward to your program and ripe for your sales message.

Check the South in — for sales through television.

NEW YORK

GREENSBORO

CHARLOTTE

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BIRMINGHAM

JACKSONVILLE

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WFMY-TV — Greensboro, N. C.

WBTV — Charlotte, N. C.

WAGA-TV — Atlanta, Ga.

WMBR-TV — Jacksonville, Fla.

WAFL-TV — Birmingham, Ala.

Basic CBS Stations

CABLE DATE  
SEPTEMBER

30<sup>TH</sup>

5 MAJOR SOUTHERN MARKETS • 4,100,000 PEOPLE



# Televiser

THE JOURNAL OF TELEVISION

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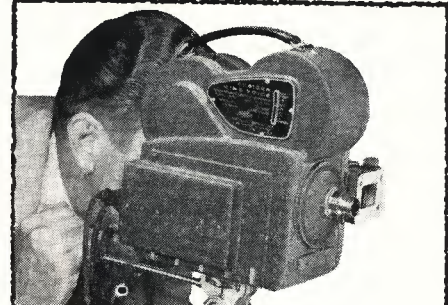
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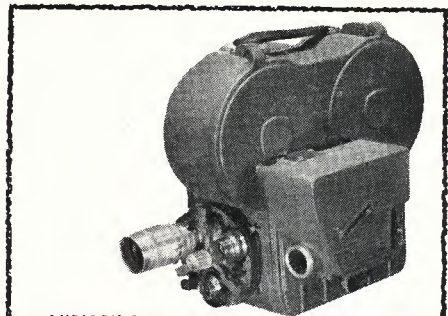
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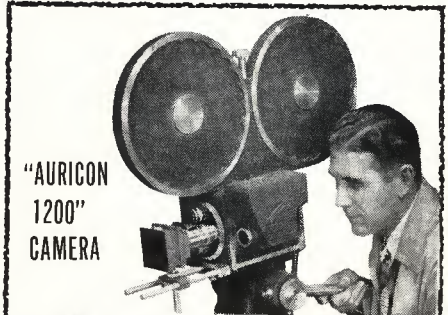
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for  
TELEVISION FILM  
PRODUCTION



AURICON "Cine-Voice" CAMERA  
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MANUFACTURERS OF SOUND-ON-FILM RECORDING EQUIPMENT SINCE 1931



# WSYR-TV

means

**Bright, Clear,**  
*Consistent*  
**PICTURES**

From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV's full radiating power of 23,500 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows—on NBC—exclusive.



the Only **COMPLETE**  
**Broadcast Institution**  
 in  
**Central New York**

**WSYR ACUSE**  
 AM • FM • TV

*NBC Affiliate in Central New York*  
**Headley-Reed, National Representatives**



# “And the Walls Come Tumbling Down”

by John W. Esau  
N. W. Ayer & Son, Inc.

TELEVISION demands that creative advertising agency personnel, entrusted with the success or failure of an eye-and-ear film commercial, tear down departmental walls of isolation and become active members of a tightly-knit, well-coordinated team.

The outstanding TV film spot usually does not bear the signature of one artisan but rather the stamp of an entire television department. Furthermore, it attains that height of excellence many months before the release print is ever projected over a station. At the outset the copywriter must supply interesting, effective and practical ideas for visuals with an accompanying sound track that can be happily married to the picture. The TV art director must create refined visuals that best tell the product story in the most persuasive and memorable film setting. The film production supervisor must successfully translate the commercial concept of the copywriter and art director into good film fare and must at the same time bring that twenty or sixty-second commercial in at the right cost figure.

The day of the advertising creative “boy hero” is over. When it comes to TV film advertising, no one person can pull “it” out of the fire. If one of the team members fails, all fail . . . and the resultant film spot shows it.

How does an agency tear down the creative walls and build a well-coordinated TV film copy-produc-

tion team? Let us concentrate on the first critical stage in the development of a television film commercial, from the awareness of an advertising problem that television can solve or help solve, through the detailed pre-production conception and planning to the submission of a commercial storyboard visualization and copy for client approval.

As always, we must first state the obvious:

a) *A TV commercial is made or broken in this formative stage. If the creative concept is unsound, all available production skill and tricks on the live set or in the animation studio cannot save it.*

b) *If a creative craftsman is looking for credits which he can embrace exclusively unto himself, he would be much better off if he forgot about the video-audio medium. Let him ship his typewriter, art board or film footage counter to a country retreat and begin immediate work on that book, magazine cover or Hollywood “B” scenario.*

c) *A television film commercial should not be written, but rather built. It should represent the pooled talents and contributions of many advertising specialists, principally the writer, artist and production supervisor.*

Now we are ready for a quick journey over the highlights. Here is one operation plan for mobiliz-

ing a coordinated copy-production team and getting the key specialists working together on a group problem of devising an effective television film commercial.

## The Problem

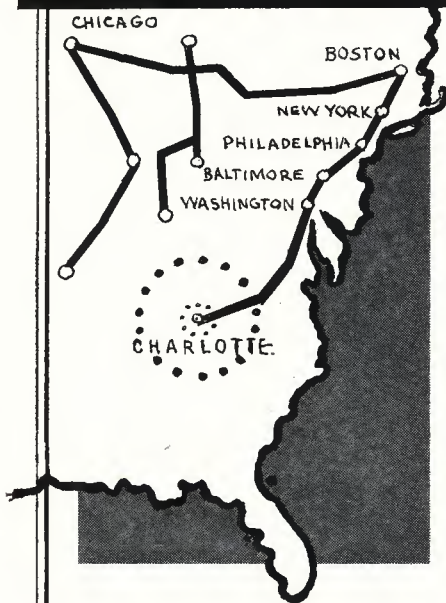
The agency service and plans departments, after many conferences with the advertiser, decide that television can do a selling job for a particular product or line. The agency service representative orders the immediate development of a TV film spot. Market selections, station time availabilities, the specific advertising task assigned to television (brand and package identification, demonstration of product advantages, premium offer, institutional, etc.) and many other aspects of the problem are explored in this early sight-setting stage.

## The Idea

The problem has been clearly defined. The copywriter, possessing front-rank knowledge of the product to be advertised, establishes the copy points in their proper order of emphasis. Now all three members of the creative team . . . the copywriter, art director and production supervisor . . . quietly shut doors and think. The “idea” may erupt from any one of these offices. All three are workers in ideas. All three must be given equal opportunity to contribute.

# Cable Television comes to the CAROLINAS

SEPTEMBER 30th



New selling power for you in the Carolinas is assured with the activation of the co-axial cable.

August set sales, greatest in the stations' 13-month history, increase your audience potential. Direct, simultaneous programs from the four networks multiply viewer interest.

**NOW SERVING OVER  
22,000 TV FAMILIES**

# WBTV

**CHARLOTTE, D. C.**

Jefferson Standard Broadcasting Company

Represented Nationally by Radio Sales

## The Doodling

After the idea has been conceived, the copywriter starts living with it. He pencils out primitive sight doodles against oral copy. He determines the general direction of the proposed film commercial, either live action or animation. Underscore "general direction." Too many creative people begin the construction of a TV spot with a sweeping "Let's make a full animation commercial." The idea should always come first. As the visual sequence gradually takes form during the pre-production phase, one film technique (limited or full animation, stop motion or a specific type of live action treatment) comes to the fore as the best method of transferring visual and oral to celluloid.

## First Visualization

The art director and production supervisor subject the writer's rough work to fly-specking scrutiny. This session of "give and take" is extremely important. Preliminary timing is checked. Photographic shots, impractical for television or budget, are replaced. Wherever necessary, the oral is more closely welded to the visual. After this meeting is over, the art director creates the first storyboard visualization of the commercial.

## Storyboard and Script

Once again there should be artistic interplay within the Television Department. The artist's first visualization is set before the three members of the team. Deletions, additions, revised concept, transposing of visual elements and copy sharpening are just a few of the bold actions which may take place during this conference.

The copywriter makes certain that the salient selling points receive correct emphasis. The artist holds out for attractive composition and visual continuity. The production supervisor shepherds the rough commercial to a jelled state where it is practical within the assigned cost budget and available production time; and where he will state, with no apology, "This has all the makings of a real good film."

At this point in the creative timetable another important detail is nailed down. That is the de-

cision as to the specific film technique that can best visualize that "terrific idea."

Now the art director prepares the final rough storyboard. The writer further polishes the shooting script and copy. The production man decides which film supplier should be awarded the job when approved, taking into consideration the supplier's talents and facilities, available budget and production time.

## Conclusion

What material is forwarded to the agency service department for presentation to the advertiser? Physically, it is just a storyboard or elementary film visualization with audio in script, acetate record or track form.

However, when that proposed film commercial has been generated out of the close stage-by-stage coordinated team participation of artisans with varied but complementary experience and skills, it bears the imprimatur of no single individual but of the entire television department.

Whenever a plan for intimate copy-production coordination is suggested, voices from the nether world of status quo will snort, "Too many cooks spoil the broth . . . you can't have too many experts sticking their fingers into the creation of a TV spot." There is some substance of truth in such a comment. At the same time, there is an equal measure of reason in the argument, "No one man can do everything well."

The fixing of that efficient working point between solo and team operation requires intelligent and realistic judgment on the part of advertising agency executives. Whatever degree of creative coordination is established as standard procedure during the pre-production stage of television commercial film development, one immediate action is surely indicated: *Agency intra-departmental walls, which may restrict teamwork among writer, artist and production supervisor, must be torn down.*



This is the seventh in a series on the various TV positions.

# Television

## Cameraman

by Myron M. Freedman  
Cameraman, ABC-TV

THE cameraman's relationship to television production is a most enviable one for through his imagination and skill is the polished quality of a fine show attained. Much depends on the cameraman, for the camera is the link between effort and achievement.

This rewarding work can become extremely tedious at times, since extreme concentration is a prime requisite for doing the job well. To give the ultimate effort to a show means attention to many details, often affairs not directly the cameraman's responsibility. Each show must be the most important. Close cooperation with the program and technical director, with a free exchange of ideas and suggestions back and forth, make for a better production. Many directors encourage, and even depend on ideas from the floor.

The proper maintenance and operation of equipment is a most important part of good engineering and production. It is difficult, however, to draw a dividing line between pure engineering and creative efforts. A feeling of responsibility exists, for what one's camera sees would be not just a technically perfect picture, but one esthetically perfect as well.

The degree to which the cameraman can embellish the director's work depends, of course, upon the individuals concerned. The most successful directors accept ideas and integrate them into their original plans to conform with the new approach. It is increasingly beneficial to consult freely with the program director in order that this

mutual cooperation may be attained.

A word should be injected here concerning the crew as a team. As a unit, a crew takes pride in team work. There is as much pleasure in knowing everyone has contributed to a smooth show, as in individually making a difficult shot. This stems directly from the guidance of a skilled technical director whose efforts maintain a high order of efficiency. Dolly operators, audio and video engineers are too often overlooked when praise and thanks are given out, all are part of the team and each serves an important function. Unit pride is not only something we feel, it can be readily seen on the air. Close timing, fast moves, coordination between dolly, camera and microphone positions make for a superior end product. Many times, and only by super-human effort on the part of the crew, does a show come off well.

In the natural comparison of motion picture and television camera work, aside from the obvious use of similar equipment and resulting pictures, there are several important considerations which on the surface are not apparent. These differences are the conditions under which each job is accomplished.

Bad camera work in motion pictures simply means "another take." After the editing of a film the mistakes remain on the cutting room floor. In television a cameraman does not have the benefit of "another take." He rarely gets elaborate or even complete rehearsal for the camera alone. He must pick his shots as best he can while the action

### COMMONWEALTH

Currently Serving the  
Nation's Leading TV Stations  
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### TV FILM PACKAGES

**26 MAJOR COMPANY  
FEATURE PROGRAMS**  
with such stars as

Barbara  
STANWYCK  
Robert  
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Jimmy  
DURANTE  
Claudette  
COLBERT  
Jack  
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Jimmy  
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DOUGLAS  
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**39 TOP  
WESTERNS**

featuring

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**52 FEATURE  
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with such stars as

Bill "Hoppy" Boyd Jack LaRue  
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**13  
MUSICAL  
VARIETIES**

12 1/2 min each • featuring

**MOREY  
AMSTERDAM**

**13  
SOUND  
CARTOONS**

**250  
AESOP  
FABLE  
SILENT  
CARTOONS**

**12 CHARLIE  
CHAPLIN  
COMEDIES**  
12 1/2 min each

For further information and complete list, write to



### COMMONWEALTH

Film and Television, Inc.  
723 Seventh Avenue, New York 19, N. Y.

goes on. There is usually insufficient time for adequate consideration of camera position or movement. In films things are less hurried and only one scene is considered at a time.

Once a show is on-the-air the television cameraman remains under pressure for a comparatively long period of time. Film work does not require the fast moves and reflexes sustained by a television show.

From the television control room communication system come the voices of program director, technical director, associate director and at times the video engineer, plus the aural program. Intense concentration is required to separate the various sounds as well as to be aware of what is happening in the camera viewfinder. It is often a harrowing experience to follow instructions, anticipate movement, frame and end up with a "Class A" product.

There are occasional bad moments; particularly in remote work. Fast action and no rehearsal leave a man much on his own. An experienced cameraman is expected to anticipate program needs otherwise many shots would be lost if instructions were always required. Things happen so fast there is time only to act and trust that it meets the need.

The average motion picture cameraman's responsibility are those of exposure, lighting and framing. On any movement an assistant changes focus. On the television pedestal camera, for example, a cameraman must keep his

own focus, dolly in or out or truck sideways, pan at the same time and be framed correctly as well. The pedestal was, of course, never intended to be dollyed on the air. It is only through the ingenuity and skill of the cameraman that the movement of what was meant as only a support, may be so effective in camera dolly techniques. The camera staff at ABC has shown great skill in using the pedestals. It is quite common to do sixty foot dollies, or a series of triangular movements when needed. Often these effects would be impossible on anything other than a pedestal.

The facilities at ABC include a Houston Camera Crane which is used to great advantage on the larger musical shows. By close cooperation between the director, the designers and the crew much has been achieved in what has been described as the most spectacular camera movements on television. The Houston Crane is literally without limits. Through planning and imagination we have sustained one camera for as long as five minutes. In many instances the responsibility for moving in and out or angling right or left and high or low is given to the crew of the crane. This freedom gives a smoother feeling to the movements.

Some knowledge of television engineering is essential. Cameras are complicated and expensive and one must be familiar enough with the equipment to make quick adjustments when necessary. It is expected that anyone serving as a television cameraman have also a sense of pictorial composition and

technique. Agility plus a cool mind make for a good cameraman. Camera work of distinction requires the relentless pursuit of perfection. Its reward is the satisfaction of having been part of an overall creative scheme.

## Cameraman Survey

In order to present the overall status of the television cameraman, TELEVISER has made a questionnaire survey of stations doing studio productions. Forty-nine stations in thirty-one cities replied. The following is a summary of the information received.

### Cameraman's duties:

- |                                 |    |
|---------------------------------|----|
| a) Rotate in all technical jobs | 32 |
| b) Camera maintenance           | 11 |
| c) Operate TV cameras only      | 6  |

### Number employed:

- |            |       |
|------------|-------|
| a) Range   | 1-100 |
| b) Average | 14    |

Average Age: 27 years.

Weekly Salary Range: \$37.50-\$200.00.

### Union Affiliations:

- |          |    |
|----------|----|
| IBEW     | 18 |
| NABET    | 10 |
| IATSE    | 5  |
| None     | 13 |
| Other    | 2  |
| No Reply | 1  |

### First Class Radio-Telephone License required:

- |        |    |
|--------|----|
| a) No  | 29 |
| b) Yes | 17 |

### Summary of background experience:

- |   |    |
|---|----|
| a) TV Schools                                       | 20 |
| b) Radio Experience                                 | 15 |
| c) Previous TV Experience                           | 10 |
| d) Previous Experience in some phase of electronics | 9  |
| e) Experience photography                           | 8  |
| f) On-the-job                                       | 6  |
| g) Other technical training                         | 6  |
| h) Experience motion pictures                       | 4  |
| i) Armed Forces                                     | 3  |

The complete station replies together with their comments will be found in chart form in the centerfold of this issue.

# KINESCOPE

Keep Kinescope recordings free of scratches and "rain" effects right from the start. New film scratches easily unless **PEERLESS** treated.

If you are located in one of the many cities where **PEERLESS FILM TREATMENT** is available you can get your daily rushes treated before exposing them to the rigors of editing and projection. **PEERLESS FILM TREATMENT** is fast and sure.

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**PEERLESS**



**PEERLESS FILM PROCESSING CORPORATION**  
165 WEST 46TH STREET, NEW YORK 19, N. Y.  
PROCESSING PLANTS IN NEW YORK AND HOLLYWOOD

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LIGHTING EQUIPMENT  
for The Motion Picture  
and Advertising Industry  
**BARDWELL & McALISTER**

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



# Televisergraph

by Max Fleischer

Televisergraph is not a personal program review. It is, instead, a technical analysis of just what the viewing audience gets out of a particular program with concrete suggestions for improving the production. Our objective in presenting this new feature is the general elevation of television programming technique.

Show: Don McNeill's TV Club (Premiere)  
 MC or Star: Don McNeill  
 Station: WJZ - TV (Telecast from Chicago)  
 Channel: 7  
 Time: 9:00 P.M.  
 Date: September 13, 1950

## GRAPH KEY

Appeal Line No. 50.....Tolerance Line  
 Above "Appeal" Line No. 50.....Safe Area  
 Below "Appeal" Line No. 50.....Tolerance Falls Rapidly  
 Numerals Above Graph.....Presentation by Minutes  
 Numerals at Left of Graph.....Audience Appeal

9:00 P.M. Show opened with exterior view of theatre, then to interior, showing seated audience. (Audience Appeal, 50)

9:02 P.M. Don McNeill enters from rear of theatre down the aisle, in high spirits. Roundly greeted. (A.A. 50 to 54)

9:04 P.M. McNeill, on stage, introduces cast from behind an oversized desk which blocked a satisfactory view of the performers. (A.A. 54 to 56)

9:08 P.M. McNeill begins interview of visitors, with mild response. (A.A. 56 to 64)

9:09 P.M. Little Judy was presented with a buildup much too strong for the child's talents. Accordingly, too much was expected. Her rather cute song "Put Your Shoes on Lucy" amused, but didn't reach the buildup. (A.A. 64 to 70)

9:11 P.M. The Charleston in jitterbug style, performed by an elderly couple, she 54, he 72, provided the first spark of life in the show thus far. There seemed to be a chance here for higher graph rating, but for no obvious reason, several younger couples went into uncalled for dancing on stage while others walked back and forth across the stage, detracting from the intended focal point. (A.A. 70 to 74 to 66)

9:15 P.M. McNeill stated that his customary moment of silent prayer would not be omitted, even though it was suggested that prayer was out of place in TV. The moment of prayer was held. Strangely enough, that moment did prove impressive. (A.A. 66 to 68)

9:16 P.M. One moment of puppet show executed by a live performer suspended by strings, started out well, but ended in 56 seconds. (A.A. 68 to 70)

9:17 P.M. Patsy Lee in a Nickleodeon skit with a determined effort to lift the show, but the preceding odds were against her. At best, she did prevent a sag in the activities. (A.A. 70 to 74 to 70)

9:24 P.M. Commercial well integrated. Would have held up better in stronger show. (A.A. 70 to 64)

9:26 P.M. At this point the theatre audience was invited to march all over the house, which they did in considerable confusion, while the cameraman scanned the meaningless movements in an effort to locate something of interest to shoot at. The camera movements, in themselves, prevented a bad sag for this episode. (A.A. held to 64)

9:29 P.M. Interviews begin again. General dullness of previous inter-

views indicated more disappointment in store, and more did come for a new sag. (A.A. 64 to 60)

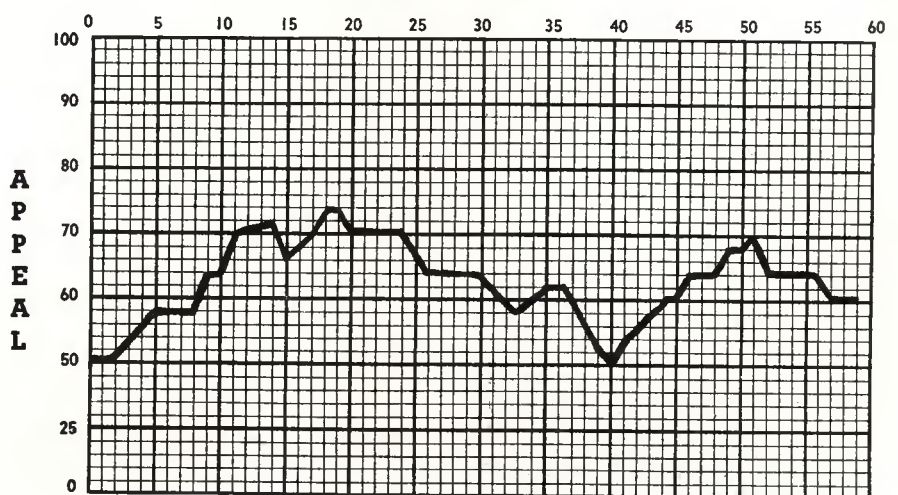
9:33 P.M. Song and dance team in "Ain't She Sweet." Made good try, but seemed lost for cues and somewhat ill at ease. (A.A. 60 to 62)

9:36 P.M. Cowboy and two-man horse skit. Poorest episode of the show. A serious few seconds for any show which permits a sag from: (A.A. 62 to 52)

9:39 P.M. Integrated Commercial. (A.A. 52 to 50)

9:40 P.M. Introduction of Gloria Swanson. The first touch of professionalism combined with everlasting beauty and poise. Presented just in time to prevent a show-sag below the tolerance graph line at 50. Gloria's magnetic presence pulled this generally slow moving show steadily upward, reaching very close to its highest point. Her lines, both in figure and speech, were by all odds, the highlight of

### 60 MINUTE GRAPH



the TV Club presentation, pulling appeal up 20 points. (A.A. 50 to 70)

9:51 P.M. Johnny Desmond in song. Good, but hurried. (A.A. 70 to 60)

9:57 P.M. A moment of wrestling, for a few laughs. (A.A. 60)

9:58 P.M. Audience invited to sing along; "There Are Smiles." Mildly interesting. Held at: (A.A. 60)

9:59 P.M. End.

#### TECHNICAL NOTATIONS

*Camera angles:* No attempt at interesting views.

*Camera operations:* Exceptionally alert as evidenced at 9:26 P.M. when cameramen searched for items of interest.

*Lighting:* Very ordinary, flat result. No attempt at showmanship. Evidence of complete lack or disregard of TV requirements.

*Pace:* Cumbersome and plodding.

*Audience appeal:* Dragged upward from opening to the 18th minute by sheer observer expectancy. Held precariously from the 18th to the 24th minute, then tumbled badly to the 40th minute with little relief. Miss Swanson instituted a steady rise to the 51st minute. Show closed with a slow fall, with audience appeal at 60.

#### TECHNICAL ERRORS

- a) No attention to lighting effects.
- b) Scenic effects entirely neglected.
- c) Insincere, "get-it-over-with," interviews.
- d) Overbuilding of presented talent.
- e) Detraction from introduced visitors by secondary movements about the field of view.
- f) Poor sequences too long. Good bits too short.
- g) Mass audience participation without plan.
- h) Insufficient rehearsal of talent. Missing of cues.
- i) Slow, fading climax.



By Robert E. Harris

*How badly would war incurred shortages of technicians and vital materials affect television?*

Although no one can definitely answer that question, important governmental decisions may soon have to be made affecting video. We hope the federal agencies involved will consider the value of television not only as a rocketing new industry but as an unparalleled medium of communication.

*Television combining words, pictures and motion provide a means for mass-education and training far more effective than any yet devised. For this reason the Government can not afford to hinder the medium's growth in any way whatsoever. The value of visual training aides to the military was proven by Signal Corps films during World War II. Naturally such films or live demonstrations could be shown to any number of troops simultaneously by installing the necessary number of sets in army camps.*

However, it is on the home front that television can really prove to be of tremendous value. If this country should be involved in anything resembling a total war, military experts have indicated that there will be no front line as in previous wars. With the advent of long-range bombers, guided missiles and atom bombs, every citizen will be in the battle. Obviously the need for training and preparing the masses for such a war is a tremendous task. Television is the perfect medium to do this job.

*For this reason the Government must not only make certain that the industry's growth is not unduly hampered by further FCC delays or by the restriction of vital materials or by the lack of technicians, but might do well to underwrite television's speedy growth by actively cooperating with private licensees in the construction of new stations in areas not yet reached by television.*

Of course actual war needs must be met first. However, even if shortages should get very severe, TV applicants already having AM studio's and transmitting towers, could add video with a minimum of additional material. Although any such discrimination may seem unfair the prime consideration should be reaching the greatest number of people possible.

*Utilization of television for training, propaganda and morale may indeed go a long way in determining the eventual outcome of such a world conflict. Television as a dramatic blackboard may even save our civilization.*

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# Televiser's

1950

# PLANNING GUIDE

## TV STATIONS

Call Letters  
Licensee  
Address  
Opening Date  
Personnel  
Film Department

---

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## FILM COMPANIES

Company Name  
Address  
Telephone Number  
Classification Key  
TV Contact's Name  
Description of Service

# operating stations

## Albuquerque, N. Mex.

- KOB-TV—Albuquerque Broadcasting Co.  
(Commercial Opening: Nov. 29, 1948)  
234 S. Fifth Ave., Albuquerque, N. Mex.  
Manager ..... P. Hoffman  
Sta. Engr. .... G. S. Johnston

### FILM DEPARTMENT

Projectors: 1 16mm; 1 (2x2), 1 (3¼x4) Glass Slide.

\* \* \*

## Ames, Iowa

- WOI-TV—Iowa State College  
(Commercial Opening: Feb. 21, 1950)  
Service Bldg., Ames, Iowa  
Radio-TV Dir. .... R. B. Hull  
Commercial Mgr. .... R. Mulhall  
Production Mgr. .... Edw. Wegener  
Film Director .... M. Brunsvold  
Educational Dir. .... W. I. Griffith  
Chief Engineer ..... L. L. Lewis

### FILM DEPARTMENT

Projectors: 2 16mm; 1 Film Strip; 1 (3x4), 1 (2x2) Glass Slide  
Contact: ..... Edward Wegener

\* \* \*

## Atlanta, Ga.

- WAGA-TV—The Fort Industry Co.  
(Commercial Opening: Mar. 8, 1949)  
1032 W. Peachtree St., Atlanta, Ga.  
Managing Director .... J. E. Bailey  
Station Mgr. .... G. B. Storer, Jr.  
Program Director .... Wm R. Terry  
Chief Engineer ..... Paul B. Cram

### FILM DEPARTMENT

Projectors: 2 16mm; 1 35 Film Strip; 2 Glass Slide  
Contact: ..... Wm. R. Terry

\*

- WSB-TV—The Atlanta Journal Co.  
(Commercial Opening: Sept. 29, 1948)  
1601 Peachtree St., Atlanta, Ga.  
Managing Dir. .... J. L. Reinsch  
General Mgr. .... J. M. Outler, Jr.  
Chief Engineer ..... C. F. Dougherty

### FILM DEPARTMENT

Projectors: 2 16mm; 3 (2x2) Glass Slide  
Contact: ..... Jean Hendrix

\* \* \*

## Baltimore, Md.

- WAAM-TV—Radio Television of Baltimore  
(Commercial Opening: Nov. 1, 1948)  
3725 Malden Ave., Baltimore 11, Md.  
Exec. Vice-Pres. .... S. Carliner  
General Manager ..... Norman Kal  
Dir. of Sales ..... Armand Grant  
Program Mgr. .... Herbert Cahan  
Technical Advisor ..... Ben Wolfe

Chief Engineer ..... Glen Layman  
Admin. Director ..... Helen Powers

### FILM DEPARTMENT

Projectors: 2 16mm; 2 (2x2) Glass Slide  
Contact: Armand Grant, Sales; Herbert Cahan, Film

\*

- WBAL-TV—Hearst Radio, Inc.  
(Commercial Opening: Mar. 11, 1948)  
2610 N. Charles St., Baltimore, Md.  
President ..... Charles B. McCabe  
Manager ..... Harold Burke  
Chief Engineer ..... W. C. Barcham

### FILM DEPARTMENT

Projectors: 3 16mm; 4 (2x2) Glass Slide  
Contact: ..... Mel Quinn

\*

- WMAR-TV—The A. S. Abell Co.  
(Commercial Opening: Sept. 27, 1947)  
Baltimore 3, Md.  
Dir. and V. P. .... Ewell K. Jett  
Sales Manager ..... Ernest A. Lang  
Program Director .... R. B. Cochrane  
Chief Engineer ..... C. G. Nopper  
Film Director ..... D. V. R. Stickle  
Production Dir. .... Edwin Mick  
Promotion Mgr. .... Gustavus Ober

### FILM DEPARTMENT

Projectors: 2 16mm; 1 Film Strip; 2 (2x2) Glass Slide  
Contact: ..... Carlton G. Nopper

\* \* \*

## Binghamton, N. Y.

- WNBF-TV—Clark Associates, Inc.  
(Commercial Opening: Dec. 1, 1949)  
Arlington Hotel, Binghamton, N. Y.  
General Mgr. .... Cecil D. Mastin  
Treasurer ..... L. L. Rogers  
Sales Manager ..... S. N. Heslop  
Program Director .... E. M. Scala  
Promotion Mgr. .... E. R. McCloskey  
Chief Engineer ..... L. H. Stantz

### FILM DEPARTMENT

Projectors: 2 16mm; 1 (2x2) Glass Slide

\* \* \*

## Birmingham, Ala.

- WAFM-TV—Voice of Alabama, Inc.  
(Commercial Opening: May 29, 1949)  
701 Protective Life Bldg., Birmingham, Ala.  
Pres. & Gen. Mgr. .... Thad Holt  
Mgr. Oper. & Prog. .... L. Baxter  
Chief Oper. Eng'r ..... J. L. Evans  
Chief Engineer ..... N. S. Hurley  
Sales Manager .... C. P. Persons, Jr.  
Pr. Dr. & F. Dr. .... B. F. McKee, Jr.  
Business Mgr. .... E. H. Mitchell, Jr.

### FILM DEPARTMENT

Projectors: 2 16mm; 2 Film Strip; 2 (2x2) Glass Slide  
Contact: ..... Lionel Baxter

\*

- WBRC-TV—Birmingham Broadcasting Co., Inc.  
(Commercial Opening: June 22, 1949)  
1727½ Second Ave. North, Birmingham, Ala.  
Pres.-Owner ..... Eloise S. Hanna  
General Manager .... G. P. Hamann  
Program Dir. .... M. D. Smith III

### FILM DEPARTMENT

Projectors: 2 16mm; 2 Film Strip; 2 (2x2) Glass Slide; 1 Projectall  
Contact: ..... G. P. Hamann

\* \* \*

## Bloomington, Ind.

- WTTV—Sarkes Tarzian, Inc.  
(Commercial Opening: Nov. 11, 1949)  
535 S. Walnut St., Bloomington, Ind.  
President ..... Sarkes Tarzian  
General Mgr. .... Glenn Van Horn  
Program Dir. .... R. Petranoff  
Sales Mgr. .... Robert Lemon  
Chief Engineer ..... Morton Weigel  
Film Director ..... Albert Fiscus  
Production Mgr. .... Marc Williams  
Production Mgr. .... Gail Grissom

### FILM DEPARTMENT

Projectors: 1 16mm; 1 35 Film Strip; 1 (2x2) Glass Slide  
Contact: ..... Robert Petranoff

\* \* \*

## Boston, Mass.

- WBZ-TV—Westinghouse Radio Stations, Inc.  
(Commercial Opening: June 9, 1948)  
1170 Soldiers Field Rd., Boston, Mass.  
President ..... Walter Evans  
Station Mgr. .... W. C. Swartley  
Chief Engineer ..... W. H. Hauser  
Program Mgr. .... W. G. Swan  
Sales Manager ..... C. H. Masse  
Promotion Mgr. .... J. G. Stilli, Jr.  
Publicity Mgr. .... W. A. Davis

### FILM DEPARTMENT

Projectors: 2 16mm; 2 35mm; 2 Film Strip  
Contact: ..... Carl Lawton

\*

- WNAC-TV—General Tire & Rubber Company  
(Commercial Opening: October, 1948)  
21 Brookline Ave., Boston, Mass.  
President ..... William O'Neill  
General Mgr. .... H. L. Travers  
Chief Engineer ..... Irving Robinson

### FILM DEPARTMENT

Projectors: 2 16 mm; 2 35mm; 1 (3¼x4), 1 (2x2) Glass Slide  
Contact: ..... James Pike



**Buffalo, New York**

• **WBEN-TV—WBEN, Inc.**  
 (Commercial Opening: May 14, 1948)  
 Hotel Statler, Buffalo 2, N. Y.  
*President*.....Edward H. Butler  
*Vice Pres.*.....A. H. Kirchofer  
*General Mgr.*.....C. R. Thompson  
*Sales Mgr.*.....J. J. Malter  
*Technical Dir.*.....R. J. Kingsley  
*Asst. Tech. Dir.*.....G. R. Beerbower  
*Program Dir.*.....G. R. Torge  
*Asst. Program Dir.*.....E. J. Wegman  
*Exec. Producer*.....F. A. Keller  
*Film Supervisor*.....Q. P. Renner  
**FILM DEPARTMENT**  
*Projectors:* 2 16mm; 1 (2x2) Glass Slide  
*Contact:* .....E. J. Wegman

\* \* \*

**Chicago, Ill.**

• **WBKB—Balaban & Katz Corp.**  
 (Commercial Opening: October, 1946)  
 190 North State, Chicago 1, Ill.  
*General Mgr.*.....J. H. Mitchell  
*Program Mgr.*.....S. C. Quinlan  
*Chief Engineer*.....W. P. Kusak  
*Production Mgr.*.....Wm. Ryan  
*Film Editor*.....Carl Russell  
*Comptroller*.....M. E. Vieracker  
*Traffic Mgr.*.....M. D. Friedland  
**FILM DEPARTMENT**  
*Projectors:* 2 16mm; 2 35mm; 1 Multiscope; 1 (2x2), 1 (3¼x4) Glass Slide

• **WGN-TV—WGN, Inc.**  
 (Commercial Opening: Apr. 5, 1948)  
 441 N. Michigan Ave., Chicago, Ill.  
*President*.....Col. R. R. McCormick  
*General Mgr.*.....F. P. Schreiber  
*Dir. Operations*.....Vernon R. Brooks  
*Chief Engineer*.....C. J. Meyers  
*Commer. Mgr.*.....W. A. McGuineas  
*Sales Mgr.*.....George Harvey  
*Publicity Dir.*.....James Hanlon  
*Program Dir.*.....Jay Faraghan  
*Newsreel Dir.*.....Spencer Allen  
*Facilities Mgr.*.....G. Petterson  
*Remotes Dir.*.....Don Cook  
*Film Director*.....Elizabeth Bain  
**FILM DEPARTMENT**  
*Projectors:* 3 16 mm; 2 35mm; 1 (2x2), 1 (3¼x4) Glass Slide

\*

• **WENR-TV—American Broadcasting Co.**  
 (Commercial Opening: Sept. 17, 1948)  
 20 N. Wacker Drive, Chicago 6, Ill.  
*Vice Pres.*.....J. H. Norton, Jr.  
*General Mgr.*.....J. L. Stirton  
*Station Mgr.*.....R. W. McLaughlin  
*Dir. of Tele.*.....Fred Kilian  
*Chief Engineer*.....E. C. Horstman  
*Publicity Dir.*.....Ell Henry  
*Ad., Sls. & Pro. Mgr.*.....D. D. Linger  
**FILM DEPARTMENT**  
*Projectors:* 2 16mm; 2 35mm; 1 (2x2) Glass Slide  
*Contact:* .....John Berg

• **WNBQ—National Broadcasting Co.**  
 (Commercial Opening: Jan. 7, 1949)  
 Merchandise Mart, Chicago 54, Ill.  
*V. P. & Sta. Mgr.*.....I. E. Showerman  
*Operations Dir.*.....J. Herbuveaux  
*Sales Mgr.*.....J. J. McPartlin  
*Program Mgr.*.....A. Jacobson  
*Operations Mgr.*.....G. Heinemann  
*Prom. & Adv. Mgr.*.....H. A. Smith  
*Operations Super.*.....Paul Moore  
**FILM DEPARTMENT**  
*Projectors:* 2 16mm; 2 35mm; 1 (2x2) Glass Slide  
*Contact:* .....Isabelle Cooney

\* \* \*

**Charlotte, N. C.**

• **WBTV—Jefferson Standard Broadcasting Co.**  
 (Commercial Opening: July 15, 1949)  
 Wilder Building, Charlotte, N. C.  
*Gen. Mgr.*.....C. H. Crutchfield  
*Asst. Gen. Mgr.*.....Larry Walker  
*Gen. Sales Mgr.*.....Keith Byerly  
*Local Sales Mgr.*.....W. Jorgenson  
*Production Mgr.*.....C. E. Bell  
*Promotion Mgr.*.....Bob Covington  
*Business Mgr.*.....Ken Spicer  
**FILM DEPARTMENT**  
*Projectors:* 2 16mm; 1 (2x2) Glass Slide  
*Contact:* .....Charles E. Bell

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**EFFECTIVE SEPTEMBER 1, 1950**

## Operating Stations

### Cincinnati, Ohio

- WCPO-TV—Scripps-Howard Radio Inc.  
(Commercial Opening: July 26, 1949)  
2345 Symmes St., Cincinnati, Ohio  
V. P. & Gen. Mgr. .... M. C. Watters  
Sales Dir. .... J. P. Smith  
Tele. Dir. .... Harry Le Brun

Program Dir. .... Ed Weston  
Production Dir. .... Don Meeks  
Floor Manager .... Bob Williams

#### FILM DEPARTMENT

Projectors: 4 16 mm; 1 Film Strip; 1 Balopticon; 2 (2x2), 1 (3x4¼) Glass Slide  
Contact: .... Sidney Barger

- WKRC-TV—Radio Cincinnati, Inc.  
(Commercial Opening: April 4, 1949)  
Times-Star Bldg., Cincinnati, Ohio  
Exec. V. P. .... H. Taft, Jr.  
Gen. Sales Mgr. .... U. A. Latham  
Local Sales Mgr. .... Don Chapin  
Program Dir. .... R. von Albrecht  
Chief Engineer .... G. A. Wilson  
Commer. Prod. Mgr. .... Syd Cornell  
Film Director .... R. Ostrander
- FILM DEPARTMENT  
Projectors: 2 16mm; 1 Film Strip; 1 (2x2), 1 (3¼x4) Glass Slide

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- WLW-TV — Crosley Broadcasting  
(Commercial Opening: Feb. 9, 1948)  
2222 Chickasaw St., Cincinnati 19, O.  
Chmn. of the Board .... J. D. Shouse  
President .... R. E. Dunville  
Dir. of TV Oper. .... J. T. Murphy  
Sales Manager .... W. J. McCluskey  
Program Co-ordinator .... B. Barth  
Program Director .... Lin Mason  
Dir. of Film Procur. .... R. Landers  
Chief Engineer .... Calvin Bopp  
Dir. of Sls. Prom. .... D. E. Partridge
- FILM DEPARTMENT  
Projectors: 2 16mm; 1 Balopticon (5¼x7½); 3 (2x2) Glass Slide  
Contact: .... John T. Murphy

### Cleveland, Ohio

- WEWS — Scripps-Howard Radio, Inc.  
(Commercial Opening: Dec. 17, 1947)  
1816 E. 13th St., Cleveland 14, Ohio  
General Manager .... J. C. Hanrahan  
Station Director .... J. H. Hartley  
Chief Engineer .... J. B. Epperson  
Exec. Program Mgr. .... D. E. Pierce
- FILM DEPARTMENT  
Projectors: 2 16mm; 1 Film Strip; 1 (2x2) Glass Slide  
Contact: .... Donald E. Pierce

- WNBK—National Broadcasting Company  
(Commercial Opening: October 1946)  
815 Superior Ave., Cleveland 14, Ohio  
General Mgr. .... John McCormick  
Program Mgr. .... P. L. Worcester  
Film Director .... A. L. Odeal  
Op. Super. .... A. L. Hammerschmidt
- FILM DEPARTMENT  
Projectors: 2 16mm; 2 35mm; 1 Film Strip; 2 (2x2) Glass Slide  
Contact: .... P. L. Worcester

- WXEL—Empire Coil Co., Inc.  
(Commercial Opening: Dec. 17, 1949)  
Pleasant Valley and State Rds., Cleveland 9, Ohio  
Manager .... Franklin Snyder  
Chief Engineer .... T. Friedman  
Ass't Com. Mgr. .... R. C. Wright  
Film Director .... E. L. Abbott, Jr.  
Production Super. .... J. Safer  
Public Relations .... Barbara Snyder
- FILM DEPARTMENT  
Projectors: 2 16mm; 1 Film Strip; 2 35 mm, 1 (3¼x4) Glass Slide  
Contact: .... E. L. Abbott, Jr.



## Columbus, Ohio

- **WBNS-TV—WBNS-TV, Inc.**  
(Commercial Opening: Oct. 16, 1949)  
495 Olentangy Blvd., Columbus, Ohio  
Director of Tele. .... R. A. Borel  
Station Director ..... E. H. Bronson  
Sales Director ..... R. D. Thomas  
Local Sales Mgr. .... F. N. Jones  
Chief Engineer ..... Lester Nafzger  
Dir. of Prog. Prom. .... J. R. Reeves  
FILM DEPARTMENT  
Projectors: 3 16mm;  
Contact: ..... Edward H. Bronson

\*

- **WLW-C—Crosley Broadcasting Corp.**  
(Commercial Opening: April 3, 1949)  
3165 Olentangy River Road,  
Columbus, Ohio  
General Manager ..... James Leonard  
Sales Manager ..... C. G. Henderson  
Chief Engineer ..... Charles Sloan  
Prom. & Pub. Mgr. .... J. Wilcox  
Program Director ..... Tom Gleba  
Production Manager ..... W. Jacobs  
FILM DEPARTMENT  
Projectors: 1 16mm; 1 35mm; 1  
Film Strip; 1 (2x2) Slide  
Contact: ..... Tom Gleba

\*

- **WTVN—Picture Waves Inc.**  
(Commercial Opening: Sept. 1, 1949)  
Leveque Lincoln Bldg., Columbus, O.  
General Manager ..... John Rossiter  
Commercial Mgr. .... R. J. La Reau  
Program Director ..... Colin Male  
Chief Engineer ..... Joseph Gill  
Chief Cameraman ..... N. Lupino  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 Film Strip;  
2 Glass Slide  
Contact: ..... Robert Swisher

\* \* \*

## Dallas, Texas

- **WFAA-TV—A. H. Belo Corp. (The Dallas Morning News)**  
(Commercial Opening: Sept. 15, 1949 as KBTW)  
1122 Jackson Street, Dallas, Texas  
General Mgr. .... M. Campbell  
Ass't Sales Mgr. .... R. W. Nimmons  
Ass't Tech. Mgr. .... R. Collins  
Television Mgr. .... B. Mitchell  
Chief Engineer ..... Carlos Dodd  
Local Sales ..... Alex Keese  
Sales Promotion ..... Ray Huffer  
Publicity ..... H. Koenigsberg  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 Telop; 1  
(4x5) Glass Slide  
Contact: ..... Ralph W. Nimmons

\*

- **KRLD-TV—KRLD Radio Corp.**  
(Commercial Opening: 1949)  
Herald Square, Dallas, Texas  
President ..... J. W. Runyon  
Manager ..... C. W. Rembert  
Chief Engineer ..... R. M. Flynn  
FILM DEPARTMENT  
Projectors: 1 16mm; 1 (2x2)  
Glass Slide

## Davenport, Iowa

- **WOC-TV—Central Broadcasting Company**  
(Commercial Opening: Oct. 31, 1949)  
1000 Brady St., Davenport, Iowa  
President ..... B. J. Palmer  
Vice Pres. & Treas. .... D. D. Palmer  
Exec. Vice Pres. .... Ralph Evans  
Secretary ..... Wm. D. Wagner  
Resident Mgr. .... E. C. Sanders  
Program Dir. .... Charles Freburg  
Sales Mgr. .... Mark Wodlinger  
Television Dir. .... Don Bohl  
FILM DEPARTMENT  
Projectors: 2 16mm.  
Contact: ..... Ernest C. Sanders

\* \* \*

## Dayton, Ohio

- **WHIO-TV—Miami Valley Broadcasting Corp.**  
(Commercial Opening: Jan. 31, 1949)  
45 S. Ludlow Street, Dayton 1, Ohio  
President ..... James M. Cox, Jr.  
Sec.-Treas. .... Robert C. Snyder  
General Mgr. .... R. H. Moody  
Chief Engineer ..... Ernest L. Adams  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 (2x2) Glass  
Slide

\*

- **WLW-D—Crosley Broadcasting Corp.**  
(Commercial Opening: Mar. 15, 1949)  
4595 S. Dixie Highway, Dayton 9, Ohio  
General Mgr. .... H. P. Lasker  
Ass't Gen. Mgr. & Prog. Dir.,  
A. Donovan Faust  
Sales Mgr. .... W. J. Williamson  
Promot.-Pub. Mgr. .... F. H. Fraysur  
Chief Engineer ..... Howard Lepple  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 (2x2) Glass  
Slide  
Contact: ..... Dick Cook

\* \* \*

## Detroit, Mich.

- **WJBK-TV—The Fort Industry Co.**  
(Commercial Opening: Oct. 24, 1948)  
500 Temple Ave., Detroit 1, Mich.  
V. P. & Gen. Mgr. .... R. E. Jones  
Ass't Gen. Mgr. .... Ed McKenzie  
Program Director ..... E. Hal Hough  
Senior Producer ..... Lanny Pike  
Chief Engineer ..... Paul O. Frincke  
Promotion Mgr. .... J. M. Chapman  
FILM DEPARTMENT  
Projectors: 2 16mm; 2 35mm; Film  
Strip; 1 (2x2) Glass Slide  
Contact: ..... Howard T. Shippen

\*

- **WWJ-TV—Evening News Assn.**  
(Commercial Opening: Mar. 4, 1947)  
Detroit 31, Mich.  
General Mgr. .... Harry Bannister  
Ass't. Gen. Mgr. & Sales,  
W. E. Wachbridge  
Gen. Prog. Mgr. .... M. C. Wissman  
Gen. Engineer Mgr. .... E. J. Love  
Tele. Prog. Director ..... J. Eberle  
Ass't. Sales Mgr. .... R. Schlinkert

## FILM DEPARTMENT

Projectors: 2 16mm; 1 (2x2) Glass  
Slide  
Contact: ..... Alger Sheldon

\*

- **WXYZ-TV—WXYZ, Inc.**  
(Commercial Opening: Oct. 9, 1948)  
McCabees Building, Detroit 2, Mich.  
President ..... Mark Woods  
Gen. Station Mgr. .... J. G. Riddell  
Chief Engineer ..... C. F. Kocher  
FILM DEPARTMENT  
Projectors: 1 16mm; 1 35mm; 1  
(2x2) Glass Slide  
Contact: ..... Anne Batson

\* \* \*

## Erie, Pa.

- **WICU—Erie Dispatch Inc.**  
(Commercial Opening: Mar. 1, 1949)  
3514 State St., Erie, Pa.  
President ..... Edward Lamb  
Treasurer ..... Paul Albracht  
Gen. Sales Mgr. .... Herb Stewart  
FILM DEPARTMENT  
Projectors: 1 16mm; 2 35mm; 1  
(2x2) Glass Slide  
Contact: ..... John Cook

\* \* \*

## Fort Worth, Texas

- **WBAP-TV—Carter Publications Inc.**  
(Commercial Opening: Sept. 29, 1948)  
3900 Barnett St., Fort Worth Texas  
President ..... Amon Carter  
Director ..... Harold Hough  
Manager ..... George Cranston  
Commercial Mgr. .... Roy Bacus  
Program Dir. .... Bob Gould  
Prom. & Pub. Dir. .... Jack Rogers  
Production Mgr. .... T. Thompson  
News Editor ..... James A. Byron  
Dir. of Engineer. .... R. C. Stinson  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 (2x2) Glass  
Slide  
Contact: ..... Lynn Trammell

\* \* \*

## Grand Rapids, Mich.

- **WLAV-TV—Leonard A. Versluis**  
(Commercial Opening: Aug. 15, 1949)  
6 Fountain St., N. E.,  
Grand Rapids, Mich.  
General Manager ..... Hy M. Steed  
Program Director ..... Hal Kaufman  
Production Dir. .... Dave Hoyle  
FILM DEPARTMENT  
Projectors: 1 16mm; 1 (2x2) Glass  
Slide  
Contact: ..... Hal Kaufman

\* \* \*

## Greensboro, N. C.

- **WFMY-TV—Greensboro News Company**  
(Commercial Opening: Sept. 22, 1949)  
Davie and Gaston Streets  
General Manager ..... Gaines Kelley  
Promotion Mgr. .... N. Gittleston  
(Continued on page 20)

# THE TELEVISION CAMERAMAN

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TELEVISER sent a questionnaire to TV stations doing live productions. It is hoped this chart, compiled from answers received, will serve to clarify the status and duties of the television cameraman. Other job categories will be analyzed in future issues.

| Stations<br>Replying | City       | Respondent                                      | Cameraman's Duties<br>(other than Camera)   | TELEVISION CAMERAMAN POSITION |                           |                |                 | Background &<br>Experience  | License<br>Required? | Comments  |
|----------------------|------------|---|---|-------------------------------|---------------------------|----------------|-----------------|---|----------------------|---|
|                      |            |   |   | No.<br>Empl.                  | Weekly<br>Salary<br>Range | Average<br>Age | Union<br>Affil. |   |                      |   |
| WBAL-TV              | Baltimore  | William C. Bareham,<br>Chief Engineer           | Master Control;<br>other studio jobs  | 14                            | \$66.00-<br>\$110.00      | 19-40          | IBEW            | TV schools, AM technicians.   | Yes                  |   |
| WMAR-TV              | Baltimore  | C. G. Nopper,<br>Chief Engineer                 | Microwave, audio<br>and camera work.  | 10                            | \$62.50-<br>\$87.50       | 27             | IBEW            | Army, Navy, broadcast, radar<br>and general electronics experi-<br>ence; radio school graduates.<br>WPAZ technicians. | Yes                  |   |
| WAFM-TV              | Birmingham | T. Holt, Pres. &<br>Gen. Mgr.                   | All technical jobs,<br>including AM<br>and FM.  | 2                             | \$62.50-<br>\$92.50       | 28             | IBEW            |   | No                   | "Not able to afford camera<br>specialists as yet."  |
| WBEN-TV              | Buffalo    | R. J. Kingsley                                  | Normally employed<br>only on cameras<br>but able to fill<br>any position in<br>Control Room.  | 4                             | \$65.00-<br>\$95.00       | 25             | ACA<br>(CIO)    | Radio, TV school & military<br>(radio).   | No                   | "Field & studio crews are trained<br>for any position. Interchangeable<br>as occasion requires."  |
| WBKB                 | Chicago    | Harry Birch, Chief<br>Cameraman                 | Studio and Remotes,<br>plus general care<br>of equipment (not<br>electronic).   | 6                             | \$100.00-<br>\$150.00     | 35             | IATSE           | Motion picture newsreel—pro-<br>duction & industrial training.  | No                   | "Believe photographic knowledge<br>a big help for cameramen . . ."  |
| WENR-TV              | Chicago    | E. C. Horstman,<br>Engineering Mgr.             | Camera control, au-<br>dio, boom, dolly,<br>lighting, mainte-<br>nance, audio as-<br>sistant, technical<br>director, switcher,<br>teletext, trans-<br>mitter. | 67                            | \$73.00-<br>\$145.00      | 27             | NABET           | Radio broadcasting, television<br>studio experience, television<br>school.  | Yes                  | "All engineers at various times<br>do all jobs."  |
| WGN-TV               | Chicago    | Carl J. Meyers,<br>Director of Engi-<br>neering | Camera mainte-<br>nance.  | 14                            | \$80.00-<br>\$125.00      | 27             | IBEW            | Previous TV work; aptitude;<br>special schooling.   | No                   |   |
| WKRC-TV              | Cincinnati | George A. Wilson,<br>Chief Engineer             | Rotate in other<br>technical jobs.  | 28                            | \$65.00-<br>\$101.00      | 28             | IBEW            | Broadcast or TV engineers.  | Yes                  | "Try to hire men with either TV<br>or broadcast experience, then<br>break them in at all jobs so they<br>are familiar with all TV engi-<br>neering duties." |
| WLW-TV               | Cincinnati | B. C. Barth,<br>Coordinator of<br>Programs      | Rotate in all tech-<br>nical jobs.  | —                             | \$100.00-<br>\$200.00     | 25-40          | IBEW            | Chiefly AM Radio.   | —                    |   |
| WEWS                 | Cleveland  | J. B. Epperson,<br>Chief Engineer               | Film editing, re-<br>mote set-up of<br>equipment.   | 5                             | —                         | 25             | None            | Intensive training on job.  | No                   |   |
| WXEL                 | Cleveland  | F. C. Snyder,<br>Manager                        | Staging, lighting.  | 8                             | \$75.00-<br>\$80.00       | 25             | None            | TV schools or previous station<br>experience.   | No                   |   |
| WFAA-TV              | Dallas     | C. L. Dadd,<br>Eng. Supervisor                  | Rotate in all tech-<br>nical jobs.  | 4                             | \$55.00-<br>\$80.00       | 27             | None            |   | Yes                  |   |
| WHIO-TV              | Dayton     | E. L. Adams,<br>Chief Engineer                  | Rotate in all tech-<br>nical jobs.  | 14                            | \$60.00-<br>\$80.00       | 24             | None            | Radio school; AM station op-<br>eration.  | Yes                  |   |
| WXYZ-TV              | Detroit    | James Riddell,<br>Gen. Mgr.                     | Camera mainte-<br>nance.  | 15                            | \$70.00-<br>\$113.00      | 25             | IBEW            | TV Schools.   | Yes                  | "All men on staff qualify basi-<br>cally as engineers; none are as-<br>signed exclusively to camera op-<br>eration."  |
| WWJ-TV               | Detroit    | E. J. Love,<br>Gen. Eng. Mgr.                   | Camera controls,<br>audio, MCR con-<br>trols, mainte-<br>nance, design,   | 27                            | \$80.00-<br>\$160.50      | 30             | NABET           | Preferably some broadcast ex-<br>perience; TV training, if not<br>experience.   | Yes                  | "Applicants must have union<br>recommendation; at end of 60<br>days management & union must<br>accept man."   |



SEPTEMBER, 1950

| Station | City           | Supervisor                                  | Job Description                             | Part time                           | Salary           | Count | Union    | Requirements  | Remarks   |
|---------|----------------|---|---|-------------------------------------|------------------|-------|----------|---|---|
| WDAF-TV | Kansas City    | J. A. Flaherty, Chief Engineer              | Rotate in all technical jobs.               | —                                   | \$92.50          | 28    | IBEW     | TV and Radio.   | Yes<br>"We do not employ separate cameramen. They are all engineers and rotate on camera work and other duties."  |
| KTTV    | Los Angeles    | J. W. Conn, Chief Engineer                  | Rotate in all technical jobs.               | —                                   | —                | —     | —        | Electronic experience.  |   |
| KFI-TV  | Los Angeles    | Seymour Johnston                            | Rotate in all technical jobs.               | —                                   | \$69.00-\$130.00 | —     | NABET    | Training on the job.  | Yes   |
| KECA-TV | Hollywood      | P. G. Caldwell, Chief Engineer              | Operation of studio and field-type cameras. | 12                                  | \$75.00-\$140.00 | 32    | NABET    | Network, motion picture, (some electronic background desirable), newsreel photography.  | No<br>"Cameramen do not have to be experienced radio engineers—however, such background is helpful."  |
| WHAS-TV | Louisville     | O. W. Towner, Tech. Dir.                    | Rotate in all technical jobs.               | 14                                  | \$65.00-\$95.00  | 25    | IBEW     | Mostly transferred from AM staff, balance with radio experience.  | Yes<br>"We do not believe in isolating this job from the overall."  |
| WTVJ    | Miami          | L. B. Mell, Film Dir.                       | Rotate in all technical jobs.               | 5                                   | \$37.50-\$85.00  | 23    | None     | Two have gone to New York TV schools.   | No  |
| WTMJ-TV | Milwaukee      | Phillip B. Loeser, Mgr. TV & AM Eng.        | Rotate in all technical jobs.               | 15                                  | —                | 26    | A F of L | Trained in our own operations for production, but must have engineering background.   | Yes<br>"Cameramen are part of Engineering Dept., at disposal of directors for productions."   |
| WTCN-TV | Minneapolis    | John M. Sherman, Techn. Dir.                | Rotate in all technical jobs.               | 7                                   | \$64.00-\$83.00  | 34    | IBEW     | Must have complete TV technical and camera production training.   | No<br>"Do not feel that men trained merely in 'Camera Techniques' are adequate since they are of no use for installation, alignment or maintenance."                      |
| WNHC-TV | New Haven      | Selig A. Tanner, Studio Suprvsr.            | Rotate in all technical jobs.               | 3                                   | \$52.00 & up     | 24    | None     | One cameraman had 3 mos. at DuMont; other 2 were without experience.  | No<br>"Studio supervisor and chief engineer trained camera crew."   |
| WDSU-TV | New Orleans    | J. P. Muller                                | Rotate in all technical jobs.               | 3                                   | \$45.00-\$65.00  | 25    | IBEW     | Former cameramen in motion picture or still picture studios.  | No  |
| WOR-TV  | New York       | J. R. Poppele, Chief Eng.                   | Rotate in all technical jobs.               | 16                                  | \$57.70-\$123.00 | 27    | IBEW     | AM Radio; on-the-job training.  | No  |
| WNBT    | New York       | Reid Davis, Oper. Super.                    | Rotate in all technical jobs.               | 100 (50 on cameras at any one time) | \$67.00-\$110.00 | 28    | NABET    | Engineering degree or the equivalent in schooling & experience.   | No<br>"Alertness, fast reflexes and the ability to work together as a team are important requisites."   |
| WABD    | New York       | Rodney Chipp, Chief Eng.                    | Light camera maintenance.                   | 20                                  | \$75.00-\$125.00 | 28    | IATSE    | Trained by us in capacity of studio assistant (dolly pusher, boom, etc.) Outside person should have broadcast or TV experience. | No  |
| WPIX    | New York       | Otis Freeman, Asst. Chf. Eng.               | Camera maintenance.                         | 8                                   | \$70.00-\$125.00 | 28    | IBEW     | Varied electronic; TV Schools.  | No  |
| WJZ-TV  | New York       | Merle C. Worster, Operations Super.         | Camera maintenance.                         | 30                                  | \$73.00-\$139.00 | 28    | NABET    | Broadcast (AM); television school; previous TV experience.  | Yes   |
| WCBS-TV | New York       | Orville J. Sather, Asst. Mgr. TV Operations | Rotate in all technical jobs.               | 50                                  | \$70.00-\$135.00 | 30    | IBEW     | Photographic; TV and AM technical operations.   | No  |
| WTAR    | Norfolk        | J. C. Peffer, Chief Engineer                | Rotate in all technical jobs.               | 19                                  | \$65.00          | 25    | None     | On-the-job training; TV Schools.  | No  |
| WCAU-TV | Philadelphia   | J. G. Leitch, Tech. Dir.                    | Operate TV cameras only.                    | 8                                   | \$68.50-\$113.00 | 30    | IBEW     | Technical; some with photographic background.   | No  |
| WFIL-TV | Philadelphia   | Jack Stack, Mgr. of Programs & Production   | Rotate in all technical jobs.               | 10                                  | \$50.00-\$100.00 | 24    | IATSE    | Varied—photography, Little Theatre, etc.  | No  |
| WHAM-TV | Rochester      | G. S. Driscoll                              | Rotate in all technical jobs.               | 4                                   | \$60.00-\$102.00 | 30    | NABET    | TV schools, film projector servicer, etc.   | No  |
| KSL-TV  | Salt Lake City | V. E. Clayton                               | Rotate in all technical jobs.               | 6                                   | \$50.00 up       | 22    | None     | Photography and electronics.  | No  |
| KDYL    | Salt Lake City | M. Baldwin, Vice-Pres.                      | Operate TV cameras only.                    | 2                                   | —                | 24    | None     | Photographic.   | No  |
| KEYL    | San Antonio    | W. D. Rogers, Vice-Pres.                    | Rotate in all technical jobs.               | 11                                  | aver. \$55.00    | 25    | None     | Graduates of recognized technical schools.  | Yes   |
| KFMB-TV | San Diego      | T. W. Chew, V.P. Eng.                       | Camera maintenance.                         | 3                                   | \$65.00          | 26    | IBEW     | Radio-TV trade schools; electronics, radio broadcasting operations, radio-TV receiver service, Armed Forces.                    | No  |
| KPIX    | San Francisco  | A. E. Towne, Dir. Eng.                      | Rotate in all technical jobs.               | 6                                   | \$95.00          | 28    | IBEW     | 2 men have had amateur photography, otherwise men have had AM background.   | Yes<br>"We believe cameramen should be assigned to a particular show or sports pick-up. However, for efficiency reasons, all men should be able to handle all positions." |
| KGO-TV  | San Francisco  | A. E. Evans, Eng. Mgr.                      | Camera maintenance.                         | 6                                   | \$69.00-\$115.00 | 25    | NABET    | TV school or good AM background—photographic experience.  | —   |
| WHEN    | Syracuse       | J. G. Yoest, Office Mgr.                    | Rotate in all technical jobs.               | 2                                   | \$50.00-\$65.00  | 23    | IATSE    | Above average intelligence and a genuine interest.  | No  |
| WSPD    | Toledo         | Ely Flanigan, Gen. Mgr.                     | Operate TV cameras only.                    | 3                                   | \$83.00          | 28    | IBEW     | Former engineers.   | Yes   |
| WKTV    | Utica          | M. C. Fusco                                 | Operate TV cameras only.                    | 1                                   | \$60.00-\$80.00  | 28    | None     | Television Workshop, N. Y. C.   | No  |
| WTTG    | Washington     | R. M. Coelos, Prog. Dir.                    | Camera maintenance.                         | 4                                   | \$72.00-\$120.00 | 24    | IATSE    | Engineering experience not required in past.  | No<br>"We look for alert, intelligent, quick thinking, young men . . ."   |
| WMAL-TV | Washington     | Charles L. Kelly, Dir. of Pgms.             | Camera maintenance.                         | —                                   | —                | 30    | NABET    | Electronic.   | No  |
| WTOP-TV | Washington     | L. A. Wilkinson, Eng. in Chge.              | Rotate in all technical jobs.               | 17                                  | \$57.70-\$125.00 | 25    | NABET    | Approximately half the engineers are graduates of radio-television schools; rest have   | Yes<br>"Engineers are not hired specifically as cameramen; are expected to be able to service cam-  |

# Operating Stations

(Continued from page 17)

Program Dir. ....G. R. Lesch  
Chief Engineer.....W. E. Neill  
Commercial Mgr.....R. M. Lambe

**FILM DEPARTMENT**

Projectors: 1 16mm; 1 35mm Film Strip; 1 (2x2) Glass Slide  
Contact: .....James M. Kinney, Jr.

\* \* \*

## Houston, Texas

• KLEE-TV—W. Albert Lee  
(Commercial Opening: Jan. 1, 1949)  
Milby Hotel, Houston, Texas  
President.....W. Albert Lee  
Manager .....Sid Balkin  
Chief Engineer.....Paul Huhndorff

**FILM DEPARTMENT**

Projectors: 2 16mm; 3 (2x2) Glass Slide  
Contact: .....Bud Johnson

\* \* \*

## Huntington, W. Va.

• WSAZ-TV—WSAZ, Inc.  
(Commercial Opening: Nov. 15, 1949)  
P. O. Box 2115, W. Va. Bldg.,  
Huntington, W. Va.

General Mgr. ....Marshall Rosene  
Station Mgr. ....L. H. Rogers  
Chief Engineer.....Leroy Kilpatrick  
Program Manager.....Jim Ferguson  
Operations Dir. ....Jack Jiruska

**FILM DEPARTMENT**

Projectors: 2 16mm; 2 (2x2) Glass Slide  
Contact: .....N. S. Tweel

\* \* \*

## Indianapolis, Ind.

• WFBM-TV—WFBM, Inc.  
(Commercial Opening: May 30, 1949)  
48 Monument Cir., Indianapolis 4, Ind.

General Mgr.....H. M. Bitner, Jr.  
Business Mgr. ....Wm. F. Kiley  
Program Mgr. ....Frank O. Sharp  
Chief Engineer.....Harold Holland  
Television Director.....H. Kibbey  
Promotion Mgr. ....D. Milligan  
Continuity Dir. ....C. Breece

**FILM DEPARTMENT**

Projectors: 2 16mm.  
Contact: .....William F. Kiley

\* \* \*

## Jacksonville, Fla.

• WMBR-TV—Florida Broadcasting Company  
(Commercial Opening: Oct. 15, 1949)  
South Main St., Jacksonville, Fla.  
Gen. & Com. Mgr....G. Marshall, Jr.

**FILM DEPARTMENT**

Projectors: 2 16mm; 1 (2x2), 1 (3¼x4) Glass Slide; 1 Projectall  
Contact: .....Glenn Marshall, Jr.

## Johnstown, Pa.

• WJAC-TV—WJAC, Inc.  
(Commercial Opening: Sept. 15, 1949)  
329 Main St., Johnstown, Pa.

President.....Walter W. Kreps  
Manager.....Alvin D. Schiott  
Program Mgr. ....F. P. Cummins  
Chief Engineer.....Nevin L. Straub  
Commercial Sales.....W. McGough

**FILM DEPARTMENT**

Projectors: 2 13mm; 1 (2x2) Glass Slide  
Contact: .....Frank P. Cummins

\* \* \*

## Kalamazoo, Mich.

• WKZO-TV—Fetzer Broadcasting Company  
(Commercial Opening: June, 1950)  
124 W. Michigan Ave.,  
Kalamazoo, Mich.

President.....J. E. Fetzer  
Chief Engineer.....C. E. Lee

**FILM DEPARTMENT**

Projectors: 2 16mm; 1 (2x2) Glass Slide

\* \* \*

## Kansas City, Mo.

• WDAF-TV—Kansas City Star Co.  
(Commercial Opening: Oct. 16, 1949)  
3030 Summit, Kansas City, Mo.

President.....Roy A. Roberts  
General Mgr. ....H. Dean Fitzer  
Asst. Gen. Mgr. ....V. S. Batton  
Program Director.....Bill Bates  
Chief Engineer.....J. A. Flaherty  
Sales Manager.....Manne Russo  
Asst Program Dir. ....R. S. Jessee

**FILM DEPARTMENT**

Projectors: 2 16mm; 1 (4x5) Glass Slide  
Contact: .....Bill Bates

\* \* \*

## Lancaster, Pa.

• WGAL-TV—WGAL, Inc.  
(Commercial Opening: 1949)  
4-10 W. King St., Lancaster, Pa.

President.....Clair R. McCollough  
Manager.....H. A. Miller  
Chief Engineer.....J. E. Mathiot

\* \* \*

## Lansing, Mich.

• WJIM-TV—WJIM, Inc.  
(Commercial Opening: May 1, 1950)  
1500 Bank of Lansing Bldg.,  
Lansing 16, Mich.

Pres. Gen. Mgr. ....Harold F. Gross  
Station Mgr. ....Howard K. Finch  
Chief Engineer.....C. X. Castle  
Traffic Dir.....Louise McCullough  
Sales Director.....R. S. Underhill

**FILM DEPARTMENT**

Projectors: 2 16mm; 1 35mm; 1 Film Strip; 1 (2x2), 1 (4x5) Glass Slide; 1 Balopticon  
Contact: .....Harold F. Gross

## Louisville, Ky.

• WHAS-TV—WHAS, Inc.  
(Commercial Opening: Mar. 27, 1950)  
6th and Broadway, Louisville 2, Ky.

Director.....Victor Sholis  
Sales Director.....Neil Cline  
Technical Dir. ....Orrin Towner  
TV Coordinator.....R. Hansen  
Program Dir. ....Harold Fair  
Film Director.....Ed Driscoll  
Art Director.....William White

**FILM DEPARTMENT**

Projectors: 2 16mm; 1 (3¼x4) Glass Slide  
Contact: .....Ed Driscoll

\*

• WAVE-TV—WAVE, Inc.  
(Commercial Opening: Nov. 24, 1949)  
334 E. Broadway, Louisville, Ky.

General Mgr. ....Nathan Lord  
Director of Tele. ....J. H. Boyle  
Program Director.....G. Patterson  
Commercial Mgr. ....R. Jackson  
Promotion Mgr. ....R. Elverman  
Dir. of Spec. Events.....R. Jackson  
Remote Op. Dir.....W. K. Witherbee  
Chief Engineer.....Wilbur Hudson  
News Director.....James Caldwell

**FILM DEPARTMENT**

Projectors: 2 16mm; 1 (2x2) Glass Slide  
Contact: .....John H. Boyle

\* \* \*

## Los Angeles, Calif.

• KECA-TV—American Broadcasting Co.  
(Commercial Opening: Sept. 16, 1949)  
ABC Television Center,  
Los Angeles, Calif.

V. P. West. Dir. ABC....F. Samuels  
Dir. Tele. Wst. Div. ABC,  
R. A. Moore  
Sales Mgr. West. Div. ABC,  
R. F. Laws

Sales Mgr. ....W. K. McDaniel  
Production Mgr. ....E. C. Winckler  
Chief Engineer.....C. Pierce

**FILM DEPARTMENT**

Projectors: 2 16mm; 2 35mm.  
Contact: .....Geo. Boggs

\*

• KFI-TV—Earle C. Anthony, Inc.  
(Commercial Opening: Oct. 6, 1948)  
141 North Vermont Ave.,  
Los Angeles 54, Calif.

President.....Earle C. Anthony  
Manager.....Haan J. Tyler  
Sales & Prom. Mgr. ....K. Sweeney  
Co-Chief Engineers...Curtis Mason  
H. L. Blatterman

Program Mgr. ....K. Higgins  
Film Editor.....James Love  
Art. Dir. & Fac. Mgr....S. Krizman

**FILM DEPARTMENT**

Projectors: 2 16mm; 2 Film Strip; 1 (3¼x4) Glass Slide  
Contact: .....James Love



• **KLAC-TV—KMTR Radio Corp.**  
(Commercial Opening: Sept. 17, 1948)  
1000 N. Cahuenga, Los Angeles, Calif.  
V. P. & Gen. Mgr. .... D. J. Fedderson  
Sales Manager ..... D. E. Lundy  
Dir. of Programs ..... Fred Henry  
Chief Engineer ..... R. Connor  
Dir. Studio Programs ..... D. Forbes  
Night Oper. Mgr. .... C. Bulotti  
Business Mgr. .... Russ Horgan  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 Film Strip;  
4 Glass Slide  
Contact: ..... Fred Henry

\*

• **KNBH—National Broadcasting Co.**  
(Commercial Opening: Jan. 16, 1949)  
Sunset & Vine, Los Angeles 28, Calif.  
V. P. Chg. of West. Div.,  
Sidney N. Strotz  
General Mgr. .... Tom McFadden  
Sales Mgr. .... Don Norman  
Program Dir. .... R. V. Brown  
Mgr. Adv. & Prom. .... R. Eisiminger  
Production Mgr. .... E. Sobol  
Chief Engineer ..... Robert Clark  
FILM DEPARTMENT  
Projectors: 2 16mm; 2 35mm; 1  
(2x2) Glass Slide; 1 Projectal

\*

• **KTLA—Paramount TV Productions, Inc.**  
(Commercial Opening: Jan. 22, 1947)  
5451 Marathon St., Los Angeles, Calif.  
President ..... Paul Raibourn  
General Mgr. .... Klaus Landsberg  
Chief Engineer ..... Raymond Moore  
FILM DEPARTMENT  
Projectors: 2 16mm; 2 35mm; 2  
(2x2), 2 (3¼x4) Glass Slide  
Contact: ..... Leland G. Muller

\*

• **KTSL—Don Lee Broadcasting System**  
(Commercial Opening: May 1, 1949)  
1313 N. Vine St., Los Angeles 28, Cal.  
Chmn. of the Board ..... L. A. Weiss  
President ..... Willet H. Brown  
V. P. in Charge ..... Charles Glett  
V. P. in Chg. Sales ..... W. Ingram  
Exec. Producer ..... C. Barker  
Production Dir. .... Don Hine  
Sales Manager ..... R. B. Hoag  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 Film Strip;  
2 Glass Slide  
Contact: ..... Don Hine

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• **KTTV—KTTV, Inc.**  
(Commercial Opening: Jan. 1, 1949)  
5746 Sunset Blvd.,  
Hollywood 28, Calif.  
Station Mgr. .... Harrison Dunham  
Sales Manager ..... Frank King  
Program Director ..... Robert Purcell  
Promotion Mgr. .... John Vrba  
Chief Engineer ..... Joe Conn  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 35 mm; 1  
Film Strip; 3 (2x2), 1 (2¼x3¼)  
Glass Slide  
Contact: ..... Joe Conn

## Memphis, Tenn.

• **WMCT—Memphis Publishing Co.**  
(Commercial Opening: Dec. 9, 1941)  
495 Union, Memphis, Tenn.  
General Manager ..... H. W. Slavick  
Commercial Mgr. .... Earl Moreland  
Chief Engineer ..... E. C. Frase, Jr.  
Program Director ..... Wilson Mount  
Pub. & Prom. Dir. .... W. E. Frase  
Production ..... Jay Scott  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 (2x2) Glass  
Slide  
Contact: ..... Wilson Mount

\* \* \*

## Miami, Fla.

• **WTVJ—Wometco Theatres**  
(Commercial Opening: Mar. 21, 1949)  
17 N. W. Third Street, Miami, Fla.  
President ..... Mitchell Wolfson  
V. P. & Gen. Mgr. .... Lee Ruwitch  
Bus. & Sales Mgr. .... J. S. Allen  
Prog. Tech. Coord. .... Jack Shay  
Program Dir. .... Clyde Lucas  
Chief Engineer ..... Earl W. Lewis  
Prom. & Pub. .... Lynn Morrow  
Merch. & Nat'l. Sales ..... A. L. Gray  
Sports Director ..... Jack Cummins  
Comptroller ..... Robert Ross  
Art Director ..... Hal Kopplin  
Public Relations ..... M. Chartrand  
Film Director ..... Labe Mell  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 (3¼x4)  
Glass Slide  
Contact: ..... Labe Mell

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## Milwaukee, Wis.

• **WTMJ-TV—The Journal Co., Milwaukee, Wis.**  
(Commercial Opening: Dec. 3, 1947)  
720 E. Capitol Drive, Milwaukee, Wis.  
V. P. & Gen. Mgr. of Radio,  
Walter J. Damm  
Ass't. Gen. Mgr. .... L. W. Herzog  
Station Manager ..... R. G. Winnie  
Program Manager ..... J. Robertson  
Publicity Dir. .... B. Wallace  
Local Sales Mgr. .... N. V. Bakke  
Chief Engineer ..... Phil Laeser  
FILM DEPARTMENT  
Projectors: 1 16mm; 1 Film Strip;  
1 (2x2) Glass Slide

\* \* \*

## Minneapolis—St. Paul, Minn.

• **KSTP-TV—KSTP, Inc.**  
(Commercial Opening: Apr. 23, 1948)  
3415 University Ave., St. Paul, Minn.  
Pres., Gen. Mgr. .... S. E. Hubbard  
V. P., Treas. .... K. M. Hance  
Chief Engineer ..... John McMahon  
FILM DEPARTMENT  
Projectors: 2 16mm; 2 (2x2) Glass  
Slide  
Contact: ..... Richard Kepler

\*

• **WTCN-TV—Minnesota Broadcasting Corp.**  
(Commercial Opening: July 1, 1949)  
3415 University Avenue,  
Minneapolis, Minn.

V. P. & G. M. .... F. Van Konynenburg  
Dir. of Tele. Oper. .... S. K. Headley  
Dir. of Film ..... Harry Jones  
Technical Director ..... J. Sherman  
Sales Manager ..... Robert Eckstrum  
FILM DEPARTMENT  
Projectors: 1 16mm; 2 (2x2) Glass  
Slide; 1 Balopticon  
Contact: ..... Sherman K. Headley

\* \* \*

## Nashville, Tenn.

• **WSM-TV—WSM, Inc.**  
(Commercial Opening: Sept. 30, 1950)  
Nashville 3, Tenn.  
President ..... John H. DeWitt, Jr.  
Chief Engineer ..... Aaron Shelton  
Commercial Mgr. .... Irving Waugh  
Dir. of Pub. & Prom. .... T. Stewart  
Program Dir. .... Jack Stapp  
Production Dir. .... Fritz Kleibacker  
Salesman ..... Hi Bramham

\* \* \*

## Newark, N. J.

• **WATV—Bremer Broadcasting Corp.**  
(Commercial Opening: May 15, 1948)  
Television Center, Newark, N. J.  
Pres., Gen. Mgr. .... I. R. Rosenhaus  
Vice Pres. .... E. S. Lennon  
Chief Engineer ..... Frank V. Bremer  
FILM DEPARTMENT  
Projectors: 2 16mm; 2 (3¼x4)  
Glass Slide  
Contact: ..... Robert Paskow

\* \* \*

## New Haven, Conn.

• **WNHC-TV—The Elm City Broadcasting Corp.**  
(Commercial Opening: June 13, 1948)  
1110 Chapel St., New Haven, Conn.  
President ..... P. J. Goode  
Sec.-Treas. .... Aldo De Dominicis  
Gen. Manager ..... James T. Milne  
Commercial Mgr. .... V. Callanan  
Chief Engineer ..... V. DeLaurentis  
Production Mgr. .... D. K. Harris  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 (2x2) Glass  
Slide  
Contact: ..... James T. Milne

\* \* \*

## New Orleans, La.

• **WDSU-TV—WDSU Broadcasting Services**  
(Commercial Opening: Dec. 18, 1948)  
520 Royal St., New Orleans, La.  
Partners ..... Edgar B. Stern  
Edgar B. Stern, Jr.  
General Manager ..... R. D. Swezy  
Commercial Mgr. .... Louis Read  
Prog. & Prod. Mgr. .... Ray Rich  
Film Director ..... Rose Wetzel  
Chief Engineer ..... Lindsey Riddle  
Technical Director ..... J. Muller  
FILM DEPARTMENT  
Projectors: 2 16mm; 1 (2x2), 1  
(3¼x4) Glass Slide  
Contact: ..... Louis Read

## Operating Stations

### New York, N. Y.

- WABD—Allen B. DuMont Laboratories, Inc.

(Commercial Opening: May 2, 1944)  
515 Madison Ave., New York, N. Y.

Dir. of Network ..... M. W. Loewi  
Gen. Mgr. .... C. J. Witting  
Dir. of Sales ..... Tom Gallery  
Dir. of Ntwrk. Eng. .... R. D. Chipp  
Dir.; Prog., Prod. .... J. L. Caddigan  
Dir. of Pub. Reltns. .... G. Lyons  
Mgr. of Sta. Reltns. .... R. Jamieson  
Dir.; Spts., Sp. Evnts. .... L. G. Arries

#### FILM DEPARTMENT

Projectors: 3 16mm; 2 35mm; 1  
(2x2) Glass Slide.

\*

- WCBS-TV—Columbia Broadcasting System

(Commercial Opening: July 1, 1941)  
485 Madison Avenue, New York, N. Y.

President ..... Frank Stanton  
V.P., Dir. TV Operations  
J. L. Van Volkenburg  
Manager ..... Richard Swift  
Chief Engr. .... Paul Wittlig

#### FILM DEPARTMENT

Projectors: 3 35mm; 5 16mm; 3  
(3¼x4) Glass Slide.

Contact: ..... Grant Theis

\*

- WJZ-TV—American Broadcasting Co.

(Commercial Opening: Aug. 10, 1948)  
7 W. 66th Street, New York, N. Y.

Manager ..... C. L. Doty  
Sales Mgr. .... Earl Salmon  
Program Mgr. .... A. Stronach  
Promotion Mgr. .... W. Berns  
Film Dir. .... Nat Fowler

#### FILM DEPARTMENT

Projectors: 3 16mm; 3 35mm; 1  
(2x2) Glass Slide.

Contact: ..... Nat Fowler

\*

- WNBT—National Broadcasting Co.

(Commercial Opening: July 1, 1941)  
30 Rockefeller Plaza, New York, N. Y.

Gen. Mgr. .... Ted Cott  
Sales Mgr. .... John Reber  
Adv. & Prom. Mgr. .... L. Safir  
Program Mgr. .... I. Reiner  
News & Spec. Events Super.  
J. J. Heitin

Pub. Dir. .... S. Chapin

#### FILM DEPARTMENT

Projectors: 4 16mm; 4 35mm; 4  
Film Strip 4 Glass Slides.

Contact: ..... I. Reiner

\*

- WOR-TV—General Teleradio, Inc.

(Commercial Opening: Oct. 11, 1949)  
1440 Broadway, New York, N. Y.

Pres. Gen. Mgr. .... T. C. Streibert  
V.P. Chg. of Sales ..... R. C. Maddux  
Chief Engr. .... J. R. Poppele

#### FILM DEPARTMENT

Projectors: 2 35mm; 4 16mm; 1  
(2x2), 1 (3¼x4) Glass Slide.

- WPIX—WPIX, Inc.

(Commercial Opening: June 15, 1948)  
220 East 42nd St., N. Y., N. Y.

President ..... F. M. Flynn  
V.P., Gen. Mgr. .... G. B. Larson  
Chief Engr. .... Tom Howard

#### FILM DEPARTMENT

Projectors: 2 16mm; 2 35mm; 3  
(2x2) Glass Slides.

\* \* \*

### Norfolk, Va.

- WTAR-TV—WTAR Radio Corp.

(Commercial Opening: April 2, 1950)  
720 Bousch St., Norfolk, Va.

Pres., Gen. Mgr. .... C. Arnoux  
Gen. Sales Mgr. .... J. W. New  
Chief Engr. .... J. Peffer  
Production Mgr. .... W. Hope  
Pub. Svce. Dir. .... J. Carlson  
Traffic Mgr. .... B. Reincke  
Film Dept. Dir. .... H. L. Nicholas

#### FILM DEPARTMENT

Projectors: 2 16mm; 2 (2x2) Glass  
Slides.

Contact: ..... H. Nicholas

\* \* \*

### Oklahoma City, Oklahoma

- WKY-TV—WKY Radiophone Company

(Commercial Opening: June 6, 1949)  
Oklahoma City, Oklahoma

Station Mgr. .... P. A. Sugg  
Admin. Ass't. .... H. Andres  
Comrc. Mgr. .... R. E. Chapman  
Prom. Mgr. .... Gene Dodson  
Prgm. Mgr. .... Paul Brawner  
Prgm. Super. .... Robert Olson  
Chief Engr. .... H. J. Lovell

#### FILM DEPARTMENT

Projectors: 2 16mm; 1 (2x2) Glass  
Slide.

Contact: ..... Gene Dodson

\* \* \*

### Omaha, Nebr.

- WOW-TV—Radio Station WOW, Inc.

(Commercial Opening: Aug. 29, 1949)  
3509 Farnum St., Omaha, Nebr.

Pres., Gen. Mgr. .... J. J. Gillin, Jr.  
Mgr. of TV ..... Joseph Herold  
Ass't. Gen. Mgr. .... Lyle DeMoss  
Prod. Mgr. .... Russ Baker  
Oprtns. Super. .... Glenn Flynn  
Chief Engr. .... W. J. Kotera  
Natl. Sales Mgr. .... Bob Dooley  
Local Sales Mgr. .... Fred Ebener  
Sales Prom. Mgr. .... B. Wiseman

#### FILM DEPARTMENT

Projectors: 2 16mm; 1 (3¼x4),  
1 (2x2) Glass Slide.

Contact: ..... Joseph Herold

\*

- KMTV—May Broadcasting Company

(Commercial Opening: Sept. 1, 1949)  
2615 Farnam St., Omaha 2, Nebr.

President ..... Edward W. May  
Gen. Mgr. .... Owen Saddler  
Sales Mgr. .... H. Peterson  
Program Mgr. .... Glenn Harris  
Prom. Mgr. .... A. J. Treutler

Chief Engr. .... R. J. Schroeder  
Prod. Mgr. .... J. E. Reich

#### FILM DEPARTMENT

Projectors: 2 16mm; 1 35mm Glass  
Slide.

Contact: ..... Glen Harris

\* \* \*

### Philadelphia, Pa.

- WCAU-TV—WCAU, Inc.

(Commercial Opening: May 22, 1948)  
1622 Chestnut St., Philadelphia, Pa.

Pres., Gen. Mgr. D. W. Thornburgh  
V.P., Ass't. Gen. Mgr. J. L. Tinney  
V.P. Chg. of TV ..... C. Vanda  
Gen. Sales Dir. .... J. S. de Russy  
Sales Mgr. .... R. M. McGredy  
Dir. of TV Oper. .... T. F. Smith  
V.P. Chg. Pub. Rel., Prom.  
Robert N. Pryor

#### FILM DEPARTMENT

Projectors: 2 16mm; 1 Film Strip;  
4 (2x2) Glass Slide.

Contact: ..... Helen Buck

\*

- WPTZ—Philco Television Broadcasting Corp.

(Commercial Opening: Sept. 16, 1941)  
1800 Architects Bldg., Philadelphia 3, Pa.

V.P., Gen. Mgr. .... E. B. Loveman  
Ass't. Gen. Mgr. .... R. V. Tooke  
Commercial Manager  
A. W. Dannenbaum, Jr.

Chief Engr. .... R. J. Bowley  
Prom. Mgr. .... J. J. Kelly  
Mgr., Prog. Oper. .... P. Stover

#### FILM DEPARTMENT

Projectors: 2 16mm; 2 35mm; 1  
(2x2) Glass Slide.

\*

- WFIL-TV—Triangle Publications, Inc.

(Commercial Opening: Sept. 13, 1947)  
46th & Market Sts., Philadelphia  
39, Pa.

Gen. Mgr. .... Roger W. Clipp  
Ass't. Gen. Mgr. .... D. S. Kellett  
Sales Dir. .... John Surrick  
TV Sales Mgr. .... K. Stowman  
Mgr. Prog., Prod. .... Jack Steck  
Chief Engr. .... Henry Rhea  
Dir. Film Prog. .... W. Tillman

#### FILM DEPARTMENT

Projectors: 2 16mm; 1 (3¼x4)  
Glass Slide, 1 (3¼x4) Opaque.

Contact: ..... W. Tillman

\* \* \*

### Phoenix, Ariz.

- KPHO-TV—Phoenix Television, Inc.

(Commercial Opening: Dec. 4, 1949)  
631 N. 1st Ave., Phoenix, Ariz.

President ..... John C. Mullins  
Mgr. .... Ronald C. Oxford  
Chief Engr. .... G. McClanathan  
Comptroller ..... R. C. Bohannon  
Sales ..... Gil Lee

#### FILM DEPARTMENT

Projectors: 2 16mm.

Contact: ..... R. C. Oxford



**Pittsburgh, Pa.**

- WDTV—Allen B. DuMont Laboratories, Inc.  
(Commercial Opening: Jan. 11, 1949)  
1105 Clark Bldg., Pittsburgh, Pa.  
Gen. Mgr. ....D. A. Stewart  
Sales Dir. ....Larry Israel  
Prog. Oper. Mgr. ....L. G. Arries, Jr.  
Film Dir. ....H. G. Munson  
Pub. Relations Dir. ....T. A. Okon  
Chief Engr. ....R. W. Rodgers

FILM DEPARTMENT  
Projectors: 2 16mm; 2 (2x2) Glass Slide.  
Contact: .....D. A. Stewart

\* \* \*

**Providence, R. I.**

- WJAR-TV—The Outlet Co.  
(Commercial Opening: July 10, 1949)  
176 Weybosset St., Providence, R. I.  
President .....M. L. Burbank  
Manager .....J. J. Boyle  
Chief Engr. ....T. C. Prior

FILM DEPARTMENT  
Projectors: 2 16mm; 2 (2x2) Glass Slide.

\* \* \*

**Richmond, Va.**

- WTVR—Havens & Martin, Inc.  
(Commercial Opening: April 22, 1948)  
3301 W. Broad St., Richmond, Va.  
Pres. & Gen. Mgr. ....W. M. Havens  
Ass't. Mgr. ....W. A. Bowry, Jr.  
Dir. of Prog. ....G. C. Rianhard, Jr.  
Chief Engr. ....James Kyle

FILM DEPARTMENT  
Projectors: 2 16mm; 1 (2x2) Glass Slide.  
Contact: .....W. M. Havens

\* \* \*

**Rochester, N. Y.**

- WHAM-TV — Stromberg - Carlson Company  
(Commercial Opening: June 11, 1949)  
Rochester Radio City, Roch. 3, N. Y.  
V.P., Gen. Mgr., Brdctng. Div.

William Fay  
Sales Mgr. ....J. W. Kennedy, Jr.  
Prog. Dir. ....C. W. Siverson  
Pub., Prom. Dir. ....A. Bender  
Prod. Dir. ....J. L. Crosby, Jr.  
Dir. of Engrg. ....K. J. Gardner  
Ass't. Sales Mgr. ....T. Brizee

FILM DEPARTMENT  
Projectors: 2 16mm; 1 (3¼x4) Glass Slide.  
Contact: .....Armin Bender

\* \* \*

**Rock Island, Ill.**

- WHBF-TV — Rock Island Broadcasting Co.  
(Commercial Opening: July 1, 1950)  
Telco Bldg., Rock Island, Ill.

President .....Ben H. Potter  
V.P., Gen Mgr. ....L. C. Johnson  
Sales Dir. ....Maurice Corken  
Prog. Dir. ....F. W. W. Cooke  
Chief Engr. ....R. J. Sinnett  
Pub. Dir. ....Fern Hawks

FILM DEPARTMENT

Projectors: 1 16mm.  
Contact: .....Bunny Smith

\* \* \*

**St. Louis, Mo.**

- KSD-TV — Pulitzer Publishing Company  
(Commercial Opening: Feb. 8, 1947)  
1111 Olive St., St. Louis 1, Mo.  
Gen. Mgr. ....George M. Burbach  
Prog. Dir. ....Harold Grams  
Sales Mgr. ....Guy E. Yeldell  
Prom. Mgr. ....David Pasternak  
Chief Engr. ....J. E. Risk

FILM DEPARTMENT  
Projectors: 1 16mm; 1 (2x2) Glass Slide.

\* \* \*

**Salt Lake City, Utah**

- KDYL-TV — International Broadcasting & Television Corp.  
(Commercial Opening: July 7, 1948)  
143 South Main, Salt Lake City, Utah  
Pres., Gen. Mgr. ....S. S. Fox  
V.P., Chge. of Engrg. J. M. Baldwin  
Prod. Mgr. ....Danny Rainger  
Program Dir. ....Emerson Smith  
Film Super. ....Connie Eckhart  
Traffic Mgr. ....Maxine Smith  
Nat'l. Sales Mgr. ....G. A. Provol

FILM DEPARTMENT  
Projectors: 2 16mm; 1 (2x2) Glass Slide.  
Contact: .....Connie Eckhart

\*

- KSL-TV—Radio Service Corporation of Utah  
(Commercial Opening: June 1, 1949)  
10 S. Main St., Salt Lake City, Utah  
Gen. Mgr. ....C. R. Evans  
Exec. Vice Pres. ....Ivor Sharp  
Dir. of Operatn. ....L. Murdoch  
Prog. Dir. ....W. Richards  
Chief Engr. ....V. E. Clayton  
Dir. Prom., Pub. ....Sherril Taylor

FILM DEPARTMENT  
Projectors: 4 16mm; 1 Film Strip; 1 Balop; 1 Glass Slide.  
Contact: .....Scott Clawson

\* \* \*

**San Antonio, Texas**

- KEYL — San Antonio Television Company  
(Commercial Opening: Feb. 15, 1950)  
Transit Tower, San Antonio, Tex.  
V.P., Gen. Mgr. ....W. D. Rogers, Jr.  
Comrcl. Mgr. ....S. Edwards  
Program Mgr. ....W. B. Robb  
Pub., News Dir. ....Mort Dank  
Chief Engr. ....W. R. Sloat  
Ass't. Chief Engr. ....W. J. Jackson  
Film Dir. ....Tom Maloney

FILM DEPARTMENT  
Projectors: 1 16mm; 1 (2x2) Glass Slide; 1 Film Strip.  
Contact: .....W. D. Rogers, Jr.

\*

- WOAI-TV—Southland Industries, Inc.  
(Commercial Opening: Dec. 11, 1949)  
1031 Navarro St., San Antonio, Texas

Pres. & Gen. Mgr. ....H. A. L. Half  
Ass't. Gen. Mgr. (Sales) J. Keasler  
Prog. Dir. ....J. R. Duncan  
Prod. Mgr. ....Dick Perry  
Film Mgr. ....H. Youngblood  
Dir. of Engrg. ....C. L. Jeffers  
Prom. Mgr. ....Dallas Wyant

FILM DEPARTMENT  
Projectors: 2 16mm; 1 Projectal; 1 (2x2) Glass Slide.  
Contact: .....J. R. Duncan

\* \* \*

**San Diego, Calif.**

- KFMB-TV—Jack Gross Broadcasting Co.  
(Commercial Opening: May 16, 1949)  
1375 Pacific Highway, San Diego, Calif.

Pres., Gen. Mgr. ....J. O. Gross  
Prog. Dir. ....A. Flanagan  
Chief Engr. ....T. Chew

FILM DEPARTMENT  
Projectors: 1 16mm; 1 (2x2), 1 (3¼x4) Glass Slide.  
Contact: .....Bill Fox

\* \* \*

**San Francisco, Calif.**

- KGO-TV—American Broadcasting Co.  
(Commercial Opening: May 5, 1949)  
155 Montgomery, San Francisco, Calif.

Gen. Mgr. ....Gayle V. Grubb  
Sales Mgr. ....Vincent Francis  
Adv., Prom. Mgr. ....Maury Baker  
Prog. Mgr. ....Bloyce Wright  
Chief Engr. ....A. E. Evans

FILM DEPARTMENT  
Projectors: 2 16mm; 2 35mm; 2 (2x2) Film Strip; 1 Balop; 1 (3¼x4), 2 (2x2) Glass Slide.  
Contact: .....Nancy Macduff

\*

- KPIX—KPIX, Inc.  
(Commercial Opening: Dec., 1948)  
Mark Hopkins Hotel, San Francisco, Calif.

Exec. V.P., Gen Mgr. ....P. G. Lasky  
V.P., Chg. of Sales ....C. Selph  
Comrcl. Mgr. ....Lou Simon  
Dir. of Engrg. ....A. E. Towne  
Prog. Dir. ....S. Spillman  
Film Librarian ....Arlene Healy

FILM DEPARTMENT  
Projectors: 2 16mm; 2 Film Strips; 2 Glass Slide.  
Contact: .....L. Simon, S. Spillman

\*

- KRON-TV — The Chronicle Publishing Co.  
(Commercial Opening: Nov. 15, 1950)  
901 Mission St., San Francisco, Calif.

Manager .....Charles Thieriot  
Dir. of TV .....H. P. See  
Prog. Dir. ....Pat Crafton  
Sales Mgr. ....Norman Louvau  
Chief Engr. ....R. A. Isberg

FILM DEPARTMENT  
Projectors: 1 16mm.  
Contact: .....H. P. See

# Operating Stations

## Schenectady, N. Y.

- WRGB—General Electric Company  
(Commercial Opening: Dec. 1, 1939)  
1 River Rd., Schenectady, N. Y.  
Station Mgr. .... R. B. Hanna, Jr.  
Ass't. Sta. Mgr. .... R. W. Welpott  
Super. of Sales .... E. P. Weil  
Super. of Progs. .... A. G. Zink  
Super.; Pub., Prom. .... G. W. Givens

### FILM DEPARTMENT

Projectors: 2 16mm; 2 35mm; 1  
(2x2) Film Strips; 1 (8x10)  
Card; 1 (2x2), 1 (3¼x4) Glass  
Slide.  
Contact: ..... A. G. Zink

\* \* \*

## Seattle, Washington

- KING-TV — King Broadcasting Company  
(Commercial Opening: Nov. 25, 1948)  
301 Galer St., Seattle 9, Washington  
President ..... Henry B. Owen  
Vice President ..... D. S. Bullitt  
Gen. Mgr. .... Hugh Feltis  
Opertns. Mgr. .... R. E. Priebe  
Comrcl. Mgr. .... A. P. Hunter  
Chief Engr. .... G. A. Freeman  
Prog. Dir. .... Lee Schulman

### FILM DEPARTMENT

Projectors: 2 16mm; 1 (3¼x4)  
Glass Slide.  
Contact: ..... R. E. Priebe

\* \* \*

## Syracuse, N. Y.

- WHEN—Meredith Syracuse Television Corp.  
(Commercial Opening: Dec. 1, 1948)  
101 Court St., Syracuse 8, N. Y.  
Gen. Mgr. .... Paul Adanti  
Sales Mgr. .... W. H. Bell  
Prom. Mgr., News Ed. .... N. Ryan  
Chief Engr. .... H. E. Crow  
Film Dir. .... D. L. Conway  
Women's Dir. & Music Dir.  
Jean M. Slade

### FILM DEPARTMENT

Projectors: 2 16mm; 4 (2x2) Glass  
Slide.  
Contact: ..... D. L. Conway

\*

- WSYR-TV—Central N. Y. Broadcasting Corp.  
(Commercial Opening: Feb. 15, 1950)  
Syracuse Kemper Bldg., Syracuse, N. Y.  
President ..... H. C. Wilder  
Vice Pres. .... E. R. Vadebon Coeur  
V.P., Chg. Engr. .... A. G. Belle Isle  
Transmitter Super. .... F. Thisse  
Control Super. .... A. Eicholzer  
Prog. Dir. .... Wm. V. Rothrum  
Dir Film Prod. .... W. Crompton  
Dir.-Proder. .... Arnold Wilkes

### FILM DEPARTMENT

Projectors: 2 16mm; 1 (3¼x4); 1  
(2x2) Glass Slide.  
Contact: ..... A. G. Belle Isle

\* \* \*

## Toledo, Ohio

- WSPD-TV—The Fort Industry Company  
(Commercial Opening: July 21, 1948)  
Broadcast Bldg., 136 Huron St., Toledo 4, Ohio  
Gen. Mgr. .... E. Y. Flanigan  
Prog. Dir. .... G. C. Jackson  
Sales Mgr. .... W. F. Shannon  
Film Dir. .... E. S. Phillips  
Prom. & Pub. .... R. Gourley

### FILM DEPARTMENT

Projectors: 2 16mm; 1 (2x2) Glass  
Slide.  
Contact: ..... E. S. Phillips

\* \* \*

## Tulsa, Okla.

- KOTV—George E. Cameron, Jr.  
(Commercial Opening: Nov., 1949)  
302 S. Frankfort, Tulsa, Okla.  
Gen. Sta. Mgr. .... M. H. Alvarez  
Chief Engr. .... George Jacobs

### FILM DEPARTMENT

Projectors: 2 16mm; 2 (2x2) Glass  
Slide.  
Contact: ..... Don Thompson

\* \* \*

## Utica, N. Y.

- WKTV—Copper City Broadcasting Corp.  
(Commercial Opening: Dec. 1, 1949)  
Smith Hill Rd, P.O. Box 386, Utica, N. Y.  
Gen. Mgr. .... Michael C. Fusco  
Vice Pres. .... Wm. T. MacNeilly  
Sales Mgr. .... J. T. MacDavitt  
Production Mgr. .... E. Whittaker  
Prog. Dir. .... Jack Fredericks  
Chief Engr. .... D. T. Layton

### FILM DEPARTMENT

Projectors: 2 16mm; 1 (3¼x4)  
Glass Slide.  
Contact: ..... J. Casaletta

\* \* \*

## Washington, D. C.

- WMAL-TV—The Evening Star Broadcasting Company, Inc.  
(Commercial Opening: Oct. 3, 1947)  
724 14th St., N. W., Washington, D. C.  
President ..... S. H. Kauffmann  
V.P., Gen. Mgr. .... K. H. Berkeley  
Dir. of Prog. .... Charles Kelly  
Ass't. Gen. Mgr. & Comrcl. Mgr.  
Ben B. Baylor, Jr.

### FILM DEPARTMENT

Projectors: 2 16mm; 2 Film Strips  
2 (2x2) Glass Slide.  
Contact: ..... K. H. Berkeley

- WNBW—National Broadcasting Co.  
(Commercial Opening: June 27, 1947)  
724 14th St., N. W., Washington, D. C.  
Gen. Mgr. .... W. R. McAndrew  
Sales Mgr. .... Chas. de Lozier  
Prog. Mgr. .... R. Burgin  
Chief Engr. .... D. Cooper  
Tech. Op. Super. .... C. M. College  
Prog. Op. Super. .... G. Dorsey  
Press & Prom. Mgr. .... John Ghilain

### FILM DEPARTMENT

Projectors; 1 16mm; 2 35mm; 1  
Film Strip; 1 (2x2) Glass Slide.  
Contact: ..... George Dorsey

\*

- WTOP-TV—WTOP, Inc.  
(Commercial Opening: July 28, 1950)  
Warner Bldg., Washington 4, D. C.  
V.P., Gen. Mgr. .... John S. Hayes  
Sales Mgr. .... George Hartford  
Prom. Dir. & Press Inf.

Cody Pfanstiehl

Chief Engr. .... Clyde Hunt  
Prog. Mgr. .... Edwin Halbert

### FILM DEPARTMENT

Projectors: 2 16mm; 2 (2x2) Glass  
Slide.  
Contact: ..... L. Wilkinson

\*

- WTTG—Allen B. DuMont Laboratories, Inc.  
(Commercial Opening: Jan., 1947)  
12th & E. Sts., N. W., Washington, D. C.

Gen. Mgr. .... Walter Compton  
Prog. Dir., Oper. Mgr. .... R. Coelos  
Sales Mgr. .... Perry Walders  
Chief Engr. .... Malcolm Burleson

### FILM DEPARTMENT

Projectors: 2 16mm; 1 (2x2)  
Glass Slide.  
Contact: ..... Walter Compton

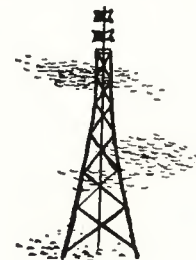
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## Wilmington, Del.

- WDEL-TV—WDEL, Inc.  
(Commercial Opening: June 30, 1949)  
10th & King Streets, Wilmington, Del.  
Station Exec. .... C. R. McCollough  
Station Mgr. .... J. G. Walsh  
Chief Engineer .... J. E. Mathiot

### FILM DEPARTMENT

Projectors: 1 16mm; 1 (2x2), 1  
(3¼x4) Glass Slide





# film companies

## KEY

FP ..... Film Producer  
 FD ..... Film Distributor  
 LP ..... Live Programs  
 SS ..... Special Services

### A. F. Films, Inc. (FD)

1600 Broadway, New York, N. Y.  
 Circle 7-2850, Rosalind Kossoff,  
 dir. — *Educational documentary*  
*films.*

### Alexander Film Company (FP, FD, SS)

Colorado Springs, Colo. MAin  
 4200. W. A. Hillhouse, tel. dir.  
 — *Complete film commercial*  
*service.*

### Advance Television Picture Serv- ice, Inc. (FP, FD)

729 Seventh Avenue, New York 19,  
 N. Y. Circle 5-6873. William E.  
 Wild, gen. mgr.—*Film library of*  
*stock shots.*

### Adventure Films, Inc. (FP, FD)

165 West 46th Street, New York  
 19, N.Y. Plaza 7-2320. William  
 Alexander, pres.

### Allen & Allen Productions (FP, FD.)

3947 West 59th Place, Los Angeles  
 43, Calif. AX-3-3314. George E.  
 Allen, dir.

### All-Scope Pictures, Inc. (FP)

407 Yucca Vine Building, Holly-  
 wood, Calif., HOLlywood 9-6386.  
 Gordon S. Mitchell, pres.—*Spon-*  
*sored films and short length com-*  
*mercials.*

### American Film Company (FD, SS)

1329 Vine Street, Philadelphia 7,  
 Pa. Wa-2-1800-1801. B. Harris,  
 mgr.

### Animated Video Films, Inc. (FP)

1001 N. Vermont Avenue, Los  
 Angeles, Calif. NORm and y  
 3-2884. Ace Gamer, pres.—*Ani-*  
*mated and live action.*

### Animation House, Inc. (FP)

535 Main Street, New Rochelle,  
 N. Y. New Rochelle 6-4085.  
 Edwin W. Rehberg, pres. & exec.  
 dir.—*Spot film commercials,*  
*live action, animation, stop-mo-*  
*tion, slides, consultants, story-*  
*boards.*

### Evan J. Anton Productions, Ltd. (FP)

20 E. 42nd Street, New York 17,  
 N. Y. MURray Hill 7-6315. Evan  
 J. Anton, pres. — *Documentary*  
*films, TV shorts and clips, slides*  
*and slide films, editing service.*

### Apex Film Corp. (FP)

38 E. 57th Street, New York, N. Y.  
 PLaza 8-2885.—Holcombe Parks,  
 exec. V.P. Headquarters 971 N. La  
 Cienega Blvd., Los Angeles 46, Cal.  
 Jack Chertok, pres.

### Archer Productions (FP)

35 W. 53rd Street, New York, N.Y.  
 JUDson 6-2690. — David Ahlers,  
 prod. mgr.

### Associated Artists Produc- tions, Ltd. (FD)

444 Madison Avenue, New York  
 22, N. Y. MURray Hill 8-4754.  
 Paul Diamond, vice pres. —  
*Largest library of Hollywood*  
*features; Wilton pictures sole*  
*distributor.*

### Atlantic Television Corporation (FP, FD)

130 W. 46th Street, New York,  
 N. Y. LUXemburg 2-1287. Mr.  
 Jacques Kopfstein, vice-pres.

### Atlas Film Corporation (FP, SS)

1111 South Boulevard, Oak  
 Park, Ill. Austin 7-8620. Nor-  
 man C. Lindquist, dir of tel.—  
*Storyboard treatments, scripts,*  
*production, laboratory process-*  
*ing and printing, sound record-*  
*ing, etc.*

### Audio Productions, Inc. (FP)

630 Ninth Ave., New York, N. Y.  
 COLumbus 5-6771. — Phillips B.  
 Nichols, sales mgr.

### Bray Studios, Inc. (FP, FD)

729 Seventh Avenue, New York  
 19, N. Y. Circle 5-4582. J. R.  
 Bray, pres.—*Producer and dis-*  
*tributor of motion pictures of*  
*all kinds for television.*

### British Information Services (FP, FD, LP)

30 Rockefeller Plaza, New York  
 20, N. Y. Circle 6-5100. Les-  
 ter Schoenfeld, film distrib. mgr.—  
*British personalities as guests for*  
*live shows.*

### Al Buffington Productions (FP, LP)

6711 Sunset Blvd., Hollywood 28,  
 Calif. HOLlywood 9-8367. Al Buf-  
 fington, owner.—*Television shows*  
*and commercials.*

### Bureau of Communication Re- search, Inc. (FD)

13 E. 37th Street, New York 16,  
 N. Y. MURray Hill 9-4175. Leo R.  
 Dratfield, dir. of tel. distr.—*Com-*  
*mmercial and educational films.*

### Campus Film Productions (FP)

161 Remsen Street, Brooklyn,  
 N. Y. TRIangle 5-6292. N. Cam-  
 pus, producer.

### C and G Film Effects (SS)

1600 Broadway, New York 19,  
 N. Y. PLaza 7-2098-2099. Hugo  
 A. Casolaro—Milton Gottlieb,  
 partners—*Services to producers:*  
*Commercials, animation, opti-*  
*cal effects, titles, slide films*  
*(35mm and 16mm).*

### Capital Film Exchange (FP, FD, SS)

309 N. 13th Street, Philadelphia,  
 Pa. SP 4-2698-99. Edward J.  
 Gabriel, mgr.—*Booking of film, cut-*  
*ting, storing, shipping.*

### Caravel Films, Inc. (FP, FD)

730 Fifth Ave., New York 19, N. Y.  
 Circle 7-6111. F. B. McLeary.

## Film Companies

### Casino Film Exchange, Inc. (FD)

210 E. 86th Street, New York 28, N. Y. BUTterfield 8-0561, REgent 4-0257. Munio Podhorzer, secretary.—*Films for television.*

### Charter Oak Telepictures (FP)

516 Fifth Ave., New York, N. Y. MURray Hill 2-3883. L. Cavrell, owner.

### China Film Enterprises of America, Inc. (FP, FD, SS)

11 W. 42nd Street, New York, N. Y. LOngacre 5-6840. H. C. Weng, pres.—*Films on Chinese culture, land, art, etc. Supplies of motion picture equipment. Services in production of films and slide films.*

### Choreographer's Workshop (LP)

471 Park Avenue, New York City. PLaza 9-6239 or ATwater 9-1019. Patricia Newman, co-dir. — *Live packaged dance program; choreographer for TV programs, etc.*

### Cinecraft Productions, Inc. (FP, FD, SS)

2515 Franklin Avenue, Cleveland 13, Ohio. Superior 1-2300. Ray Culley, owner.—*Photographing existing shows with three camera technique. Commercials.*

### Cinemart, Inc. (FP)

Exec. & sales offices: 565 Fifth Ave., New York, N. Y. MURray Hill 8-3837. Studios: 101 Park Ave., New York, N. Y. MURray Hill 4-1562. Varian Fry, exec. prod.—*TV film shows, commercials.*

### Cinescope Films (FP)

42-45 160th Street, Flushing, N. Y. FLushing 8-1935. George L. George, pres.—*Films of all types: commercial, dramatic, documentary, television spots, etc.*

### Cine-Tele Productions (FP, SS)

1161 N. Highland Avenue, Hollywood 38, Calif. Hillside 7475. Harry J. Lehman, pres.

### Colonial Films (FP, SS)

2118 Mass. Avenue, N. W., Washington 8, D. C. ADams 8101. Dudley Spruill, exec. dir.—*Live and animation.*

### Commonwealth Film & Television, Inc. (FD)

723 Seventh Avenue, New York, N. Y. Circle 5-6456. Jerome Hyams, sales mgr.

### Concord Productions, Inc.

25 W. 45th Street, New York, N. Y. LUXemburg 2-1700. J. Roffman, pres.—*TV commercials.*

### Courneya Productions (FP, FD, SS)

1566 N. Gordon Street, Hollywood 28, Calif. Granite 5920. Jerry Courneya, pres. — *Stock footage wild animals.*

### Shamus Culhane Productions (FP)

207 E. 37th Street, New York, N.Y. MURray Hill 2-2533. Maxine Marx, exec. dir.—*Full animation and live action commercials for television.*

### Crystal Pictures, Inc. (FD)

1564 Broadway, New York, N. Y. PLaza 7-5130. Melvin M. Hirsh, pres.

### Dephoure Studios (FP, FD, SS)

782 Commonwealth Avenue, Boston, Mass. Beacon 2-5722-3. H. J. Romney, sales mgr.—*Film commercials, spot commercials, animation.*

### Depicto Films, Inc. (FP)

254 W. 54th Street, New York, N. Y. COlumbus 5-7621. John Hans, pres. — *Ballantine Beer type productions.*

### Dryer & Weenolsen Productions, Inc. (FP, LP, FD)

57 W. 58th Street, New York, N. Y. PLaza 5-5998. Sherman H. Dryer, pres.—*Live shows and films.*

### The Jean Dubois Company (FP)

927 21st Street, Denver, Colo. Main 5401, East 8122. J. M. F. Dubois, owner.—*Complete productions, newsreels.*

### Dynamic Films, Inc. (FP)

112 West 89th Street, New York 24, N. Y. TRafalgar 3-6221. Henry Morley, pres.—*Film programs, audition films, film commercials.*

### Encyclopaedia Britannica Films (FP, FD)

1150 Wilmette Avenue, Wilmette, Ill. Wilmette 6404. Dennis Williams, vice pres.

### Excelsior Pictures Corporation (FD)

723 Seventh Avenue, New York 19, N. Y. Circle 5-6157. Walter Bibo, pres.

### Jerry Fairbanks, Inc. (FP)

157 E. 69th Street, New York 21, N. Y. TRafalgar 9-3352. Joseph Barnett, N. Y. sales mgr. *Headquarters:* 6052 Sunset Blvd., Hollywood 28, Calif.—*TV commercials, package programs; any service required.*

### Fair Deal Motion Picture Service (FP, FD)

2040 Chatterton Avenue, New York 61, N. Y. TAlmadge 9-6728. Louis Colson, mgr.

### Famous Studios (FP)

25 W. 45th Street, New York, N. Y. LUXemburg 2-4500. Harold Robins, TV mgr.—*Full animation.*

### Federated Television Productions, Inc. (FP)

41 E. 41st Street, New York, N. Y. MURray Hill 2-7125. H. U. Chain, pres.—*Films of all kinds.*

### Paul J. Fennell Company (FP)

1159 N. Highland Avenue, Hollywood 38, Calif. Gladstone 1657, 40 E. 40th Street, New York 16, N. Y. MURray Hill 9-4268. Mickey Dubin, East, rep.

### Film Feature Associates (FP, LP)

330 West 95th Street, New York 25, N. Y. MONument 2-5111. Ed Lindner, dir.—*Live and film shows, commercials.*

### Film Equities Corp. (FD)

1501 Broadway, New York 19, N. Y. LOngacre 4-8234. Constance Lazar, TV director. — *Features, westerns, serials, short subjects.*

### Film Graphics, Inc. (FP)

245 W. 55th Street, New York, N. Y. JUdson 6-0083. Lee Blair, Bernard Rubin.

### Film Makers, Inc. (FP)

1600 Broadway, New York 19, N. Y. Regent 7-7549. J. H. Lenaauer, pres.—*Theatrical documentary, commercial, and educational films.*

### Film Program Services, Inc. (FP, FD)

1173 Sixth Avenue, New York 19, N. Y. LUXemburg 2-4440. Robert Snyder, pres. & exec. dir.—*Films on all subjects.*



**Five Star Productions (FP, SS)**

6526 Sunset Blvd., Hollywood 28, Calif. HE-4807. Harry Wayne McMahon, exec. prod.—*Advertising consultants on commercial films.*

**Film-Vision Corporation (FD)**

1501 Broadway, New York, N. Y. LOngacre 3-6187. A. Beck, vice pres.

**Flamingo Films, Inc. (FP, FD)**

538 5th Avenue, New York, N. Y. MUrray Hill 7-8865. Sy Weintraub, vice pres. in charge of TV.—*Flash Gordon, Don Winslow (Serials); Your Beauty Clinic and Funny Bunnies (for daily local sponsorship.)*

**Hardie Frieberg Television (LP)**

270 Park Avenue, New York, N. Y. MUrray Hill 8-0230. Hardie Frieberg, pres.

**Gallagher Films (FP, FD, LP)**

111 S. Washington Street, Green Bay, Wis. Adams 2554. J. C. Gallagher, pres.—*Commercials and half-hour plays.*

**Bud & Edna Gamble Productions (FP)**

129 E. 58th Street, New York, N. Y. ELdorado 5-9135. Bud Gamble, co-owner.—*Entertainment shorts.*

**General Film Productions Corp. (FP, FD)**

25 W. 45th Street, New York, N. Y. LUxemburg 2-1700. Elbert Kapit, mgr.

**General Business Films, Inc. (FP, SS)**

565 Fifth Avenue, New York, N. Y. PLaza 9-8174. William Van Praag, pres.

**General Television Corp. (FD)**

1501 Broadway, New York 18, N. Y. LOngacre 4-8234. Robert Wormhoudt, sales mgr.—*Sports, short subjects; outdoor and nature films.*

**Golden Motion Picture & TV Studios, Inc. (FP, LP, FD, SS)**

1650 Broadway, New York 19, N. Y. CIrcle 6-0691. Jack Goldberg, pres.—*Shorts & features, English & Foreign, people & cartoons, live shows: Foxy Grandpa; Piccadilly Playhouse, Backstairs Backtalk; Hotel Layoff; Mabel's Tables.*

**Marshall Grant Productions (FP)**

3966 Alcove, North Hollywood, Calif. Stanley 7-5522. Charles Hoos, vice pres.

**Gray-O'Reilly (FP)**

480 Lexington Avenue, New York, N. Y. PLaza 3-1531. James Gray, V.P. charge of sales.—*Film commercials both animation and live; complete facilities for complete production under one roof.*

**Ben Greene (FP)**

48 W. 48th Street New York 19, N. Y. PLaza 7-3858. Ben Greene, owner.—*16 mm & 35 mm commercials and features.*

**Guerin Enterprises, Inc. (FP)**

427 N. Euclid Street, St. Louis 8, Mo. Ro 5592. Mr. J. J. Kleiman, prod. mgr.

**Herman Hack Productions (FP, FD)**

535 N. Laurel Avenue, Los Angeles 48, Calif. Walnut 2068. Herman Hack, owner.

**Jam Handy (FP)**

1775 Broadway, New York 19, N. Y. JUdson 2-4060. Frank Seaver, TV contact.—*Complete film facilities; special effects, animation, stop motion, etc.*

**Ben Harrison Studios (FP)**

245 W. 55th Street, New York, N. Y. PLaza 7-3217. Ben Harrison—*Animation, stop motion and live action commercials.*

**Hartley Productions (FP)**

20 W. 47th Street, New York, N. Y. JUdson 2-3960. Ed Lewis, Tel. Dir.—*16 & 35mm sound production. Spot specialists. Complete production service, script through delivery. Sound stages. Special mobile unit with sound facilities.*

**Sam Hayes Productions (FP, LP, FD)**

6000 Sunset Blvd., Hollywood, Calif. Hollywood 9-4584. Sam Hayes.

**Hawley Lord, Inc. (FP, FD)**

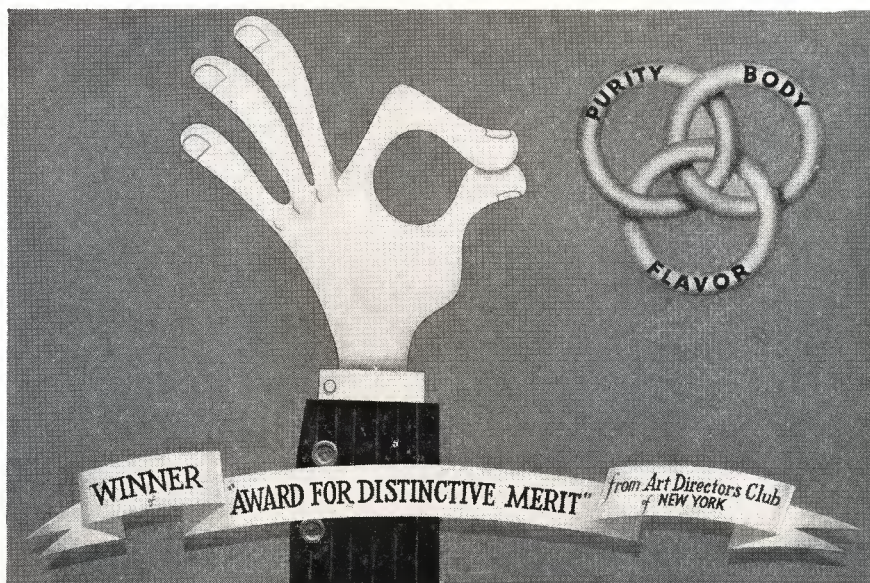
61 W. 56th Street, New York 19, N. Y. CIrcle 7-2444. Gordon Shadwick, sec.-treas.—*Outdoor and nature studies.*

**Hile-Damroth, Inc.**

320 Broadway, New York 7, N. Y. WOrth 4-2478. John Collins, prod. mgr.

**Hoffberg Productions, Inc. (FP, FD)**

362 W. 44th Street, New York, N. Y. CIrcle 6-9031-2. Jack H. Hoffberg, pres.



**DEPICTO FILMS, INC. 254 W. 54th Street, New York, N. Y.**

## Film Companies

### West Hooker Productions Corp. (FP, LP)

1250 Sixth Avenue, New York, N.Y. JUdson 2-3026. West Hooker, pres.

### Hollywood Film Enterprises, Inc. (FD, SS)

6060 Sunset Blvd., Hollywood 28, Calif. Hillside 2181. T. H. Emmett, pres.—*Film processing, developing, printing, film library.*

### Ideal Pictures Corp. (FD, SS)

65 E. South Water Street, Chicago 1, Ill. DEarborn 2-7676. Al Larson, adv. dir.—*16mm rental library. Films and equipment for sale, entertainment, religious, and educational titles.*

### Impro, Inc. (FP, LP)

Hal Roach Lot, Washington Blvd., Culver City, Calif. Texas 0-4525. Ted Byron, vice pres.—*35mm and 16mm films.*

### IMPS—International Movie Producers Service (FP)

515 Madison Avenue, New York, N. Y. ELdorado 5-6620.—*Service other film companies. Produce own films.*

### INS-INP Television Department (FP, FD, SS)

235 E. 45th Street, New York, N.Y. MUrray Hill 7-8800, MUrray Hill 2-5600. Robert H. Reid, mgr.—*Daily & weekly newsreels, sports reels, classical music films.*

### International 16mm Corp. (FP, FD)

165 W. 46 Street, New York 19, N. Y. PLaza 7-2265. P. E. Shanahan, pres.

### International Tele-Film Productions, Inc. (FP)

331 Madison Ave., New York, N.Y. MUrray Hill 7-9116. Paul F. Moss, pres.—*Shorts, commercials.*

### Jason Comic Art (FP, LP)

1860 Broadway, New York 23, N.Y. JUdson 6-4280-1. Leon Jason, dir.—*Original puppet characters for children's and adults' programs, commercials, etc., comic art drawings.*

### Bernard E. Karlen Productions (FP, LP)

270 Park Avenue, New York, N. Y. PLaza 9-3107-8. Bernard E. Karlen.—*Programs, film clips.*

### Victor Kayfetz Productions (FP, SS)

130 E. 56th Street, New York, N.Y. MUrray Hill 8-1707. Victor Kayfetz, owner.—*Animation production facilities.*

### Herbert Kerkow, Inc. (FP)

480 Lexington Avenue, New York 17, N. Y. ELdorado 5-0683. Herbert Kerkow.—*TV commercials.*

### Kling Studios (FP, LP, SS)

601 N. Fairbanks, Chicago, Ill. DE 7-0400. Fred Niles, tel. dir.—*Commercials, Package shows: Paradox, Woman's Show, File Facts, Children's Show, Mr. Mumble and Little Egbert. TV Commercials.*

### Louis L. Klotz Productions, Inc. (FP, LP)

341 W. 47th Street, New York, N. Y. JUdson 6-5952. Louis L. Klotz, pres.—*Complete sound studio: 35mm, 16mm film, and 17½ mm magnetic tape recorder; mobile film unit.*

### Knickerbocker Productions, Inc. (FP)

1600 Broadway, New York, N. Y. CIrcle 6-9850. Howard A. Lesser, pres.—*Complete motion picture production facilities.*

### Knowledge Builders (FP, FD)

625 Madison Avenue, New York 22, N. Y. ELdorado 5-2848. John R. McCrory, dir.—*Special interest documentary films, sound cartoon shorts.*

### Larsen Television Picture Corp. (FP, SS)

3177 North Broadway, Chicago 14, Ill. GRaceland 7-2673. William Burton Larsen, pres.—*Commercials, program films, musicals; have own sound studios.*

### Libra Film Dist. & Prod (FP, LP, FD, SS)

6525 Sunset Blvd., Hollywood 28, Calif. GLadstone 7960, HEMPstead 1161. Charles M. McCoy, gen. mgr.—*Production facilities, industrial, educational, scientific, advertising and commercial. 35mm & 16mm motion, strips, slides.*

### Loucks & Norling Studios, Inc. (FP)

245 W. 55th Street, New York, N. Y. COlumbus 5-6974. Will Marcus, V.-P.—*TV commercials, complete script to screen service.*

### Master Motion Picture Company (FP, SS)

50 Piedmont Street, Boston, Mass. HANcock 6-3592. Maurice Master, pres.—*Industrial films and commercials; laboratory and camera services.*

### Masterpiece Productions (FD)

45 W. 45th Street, New York, N.Y. LUxemburg 2-4717. Jules B. Weill, pres.—*Films for television.*

### Mayfair Pictures, Inc. (FD)

729 Seventh Avenue, New York, N.Y. CIrcle 5-4353. Leo Seligman, pres.—*Features shorts and cartoons.*

### Mercury International Pictures, Inc. (FP)

1415 Coast Blvd., Corona del Mar, Calif. HARBOR 1212. V. E. Ellsworth, pres.—*Complete motion picture production from story to composite print.*

### Carlton E. Morse Productions (LP)

1500 Vine Street, Hollywood 28, Calif. HOllywood 9-6161. Carlton E. Morse, owner—*Writing and production of shows.*

### Motion Picture Stages, Inc. (SS)

3 East 57th Street, New York, N.Y. PLaza 3-4840. C. F. Vetter, Jr., vice pres.—*Sound equipped motion picture studio; fearless dolly, dressing rooms, etc.*

## Films for Television . . .

PROFESSIONALLY PRODUCED

Write for Complete List and Service Details

SKIBO PRODUCTIONS, 165 W. 46th Street, New York, N. Y.

- EDUCATIONAL
- SPORTS SERIES
- CONCERT SERIES



# News that reaches you in less than a second!

**How mobile television vans flash pictures from the field**

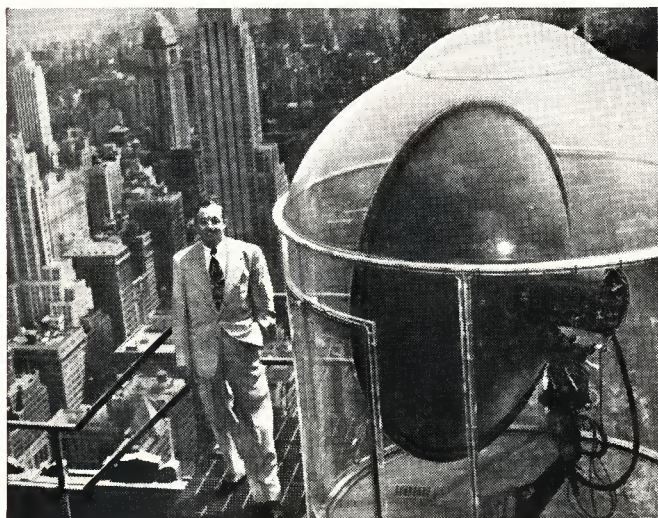
**No. 8 in a series outlining high points in television history**

*Photos from the historical collection of RCA*

● A fire starts miles away from your home, yet you are on the scene in a jiffy—perhaps as fast as the first hook-and-ladder!

This is television reporting—virtually, by any practical measurement, instantaneous—and making all other methods of news coverage seem slow. Behind it are basic research developments from RCA Laboratories.

“Eyes” of the mobile television vans which gather spot news are supersensitive RCA image orthicon television cameras, which “see” in the dimmest light. This sensitivity, since the light at a news event is usually outside human control, is a definite *must*.



**Bowl-shaped antennas** at the parent television station pick up the microwave beam from the remote mobile van.



**Mobile television van** operating “in the field”—note complete camera facilities, and microwave relay apparatus.

Developed by RCA scientists on principles uncovered by the invention of its parent the *iconoscope*, an image orthicon pick-up tube is essentially three tubes in one. A phototube first converts the visual image into an electron image. This is then “scanned” by the electron beam of a cathode-ray tube—creating a radio signal. An electron multiplier next takes the signal and amplifies its strength for the trip through circuits to the transmitter.

Such compactness is characteristic of every operation inside a mobile television van, and RCA engineers have designed equipment—which might fill entire rooms in a standard studio—to fit the limited space of a truck. Yet every studio facility is present, even monitoring equipment and cameras that can swing quickly from a wide-angle view to a close-up.

Interesting, too, is the technique by which these mobile television vans flash what the camera sees back to the point from which it is telecast. Sharply focussed directional radio beams are used to carry the signal with a minimum loss of power.

More and more, as television spreads across the country, you may expect it to play a larger part in getting news to the public *fast*. And you may expect, from RCA laboratories, developments which will continue to increase the effectiveness of mobile television vans.



**Radio Corporation of America**  
WORLD LEADER IN RADIO—FIRST IN TELEVISION



## Film Companies

### Mogull's (FD, SS)

114 W. 48th Street, New York 19, N. Y. PLaza 7-1414. Charles Mogull, pres.—*Features and short subjects; professional equipment of all kinds.*

### McCullum Picture Productions (FP)

4557 Produce Plaza, Los Angeles 58, Calif. Jefferson 8255. George W. Benson, sales mgr.—*TV and commercial motion pictures, educational, sales promotion, documentary, training films.*

### M.P.O. Productions, Inc. (FP)

15 E. 53rd Street, New York 22, N. Y. MUrray Hill 7-8377.—*TV commercials.*

### Murphy-Lillis, Inc. (FP)

59 Park Ave., New York, N. Y. MUrray Hill 6-2142. E. Siegel, prod. mgr.

### National Screen Service (FP)

1600 Broadway, New York 19, N.Y. CIRCLE 6-5700. Mel L. Gold.—*Complete service on film commercials; 31 offices located in key cities throughout the country.*

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## LESLIE ROUSH PRODUCTIONS, INC.



333 W. 52nd ST.  
NEW YORK 19, N. Y.

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*Producers of High Quality  
Motion Pictures for Any  
Purpose*

### Nationwide Television Corp. (FD)

1501 Broadway, New York 18, N. Y. LOnacre 4-8234. Robert Wormhoudt, sales mgr.—*Special features; Laurel and Hardy Comedies, etc.*

### Stanley Neal Productions, Inc. (FP)

45 Rockefeller Plaza, New York City. COLUMBUS 5-8335. Donald J. Lane, V.-P. charge of sales.—*Shorts and commercials.*

### Nelson Productions, Inc. (FP, LP)

341 Madison Avenue, New York 17, N. Y. MUrray Hill 6-5862. Raymond E. Nelson, pres.—*Live programs, films, and slide films; freelance production-direction services.*

### Ted Nemeth Studios (FP)

729 Seventh Ave., New York, N.Y. CIRCLE 5-5147. Ted Nemeth, pres.

### Official Television, Inc. (FP, FD)

25 West 45th Street, New York 19, N. Y. LUXemburg 2-1700. Alex Rosenman, exec. vice pres.

### Olio Video Television Productions (FP, FD)

131 West 52nd Street, New York, N. Y. JUDson 6-0873. Harvey D. Cort, film dir.—*New puppet animation process for television commercials and weather spots.*

### Paramount Television Productions, Inc. (FD)

1501 Broadway, New York, N. Y. BRyant 9-8700. George T. Shupert, vice pres.—*Hollywood tested, high rated TV programs transcribed on film at KTLA, motion picture features, short subjects.*

### Parmelee-Patin Studio (FP)

4201 Sunset Blvd., Hollywood, Calif. Normandie 1-2174. Ted Parmelee, Ray Patin, partners.—*Animated commercial films and TV spots.*

### The Pathescope Company of America (FP)

580 Fifth Ave., New York, N. Y. PLaza 7-5200. Henry Strauss VP in charge of sales.—*TV commercials, a complete service.*

### Peerless Film Processing Corp. (SS)

165 W. 46th Street, New York 19, N. Y. PLaza 7-3630. Kern Moyse, pres.—*Treatment of new and old film to minimize damage from scratches, digs, dirt, oil. Permanent treatment.*

### Pictorial Productions, Inc. (FP, SS)

1357 North Gordon Street, Hollywood, Calif. Hillside 3108. *New York Office:* 270 Park Avenue. Suite 5-B-N, New York 17, N. Y. MUrray Hill 8-3778. G. J. Altfilisch, pres.—*Commercial and entertainment films; complete production facilities.*

### Polaris Pictures, Inc. (FP)

5859 West Third Street, Los Angeles 36, Calif. York 8058, Webster 3-4608. Perry King, vice pres.—*Film programs and commercials.*

### Post Pictures Corporation (FD)

115 West 45th Street, New York, N. Y. LUXemburg 2-4870. Philip Besser.—*16mm sound features and shorts.*

### The Princeton Film Center (FP, FD, SS)

Princeton, New Jersey. Princeton 3550-1-2. Norman Mathews, dir. of prod.—*35mm and 16mm for TV programs and commercials; complete staff and facilities.*

### CLASSIFIED ADS

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

DIRECTOR—Young woman, experienced in directing dramatic and educational programs. Interested in using vision and an ability in re-building of television programs. College graduate, with dramatic school training and little theatre experience. Adaptable. Write Televiser Box HJ.



**RKO-Pathe Inc. (FP)**

625 Madison Ave., New York, N. Y. PLaza 9-3600.—*Complete facilities for theatrical and television films.*

**Radiovision Corporation (FD)**

1125 S. Elm Drive, Los Angeles 35, Calif. Crestview 5-1723. Walter H. Nelson, pres.—*Sport shorts and cartoons on film.*

**Realm Television Productions (FP)**

211 S. Beverly Dr., Beverly Hills, Calif. Bradshaw 2-1757. Morris D. Coppersmith, mgr.

**Roland Reed Productions, Inc. (FP, SS)**

275 S. Beverly Drive, Beverly Hills, Calif. Cr. 6-1101-2. Roland D. Reed, pres.—*Commercial and entertainment pictures for over 25 years; complete services from writing stories through production to release prints.*

**Regency Productions, Inc. (FP, LP)**

112 W. 48th Street, New York, N. Y. JUdson 2-0274. E. A. Bendell, sales mgr.—*Film assignments 35mm and 16mm, black and white or color; film sequences for TV shows (Martin Kane-Private Eye); filmed commercials.*

**Reinhardt-Brown Enterprises (FP)**

3729 No. Cahuenga, Hollywood, Calif. Sunset 3-8741. John Reinhardt, pres.

**Hal Roach Studios Inc. (FP)**

8822 W. Washington B'ld., Culver City, Calif. Hal Roach Jr., V.P. Charge of Prod., 729 Seventh Avenue, New York, N. Y. Circle 5-4135. Herbert Gelb-span, Eastern Rep.

**Rocket Pictures, Inc. (FP)**

6108 Santa Monica, Hollywood, Calif. Granite 7131. H. Richard Westen, pres.

**Leslie Roush Productions, Inc. (FP)**

333 W. 52nd Street, New York 19, N. Y. COlumbus 5-6430. Leslie M. Roush, pres.—*Motion pictures of all types and for all purposes.*

**Danny Rouzer Studio (FP)**

7022 Melrose Avenue, Hollywood 38, Calif. York 2494. Danny Rouzer, pres. — *Modern, fully equipped sound stage, silent and sound cameras; recording, editing, and projection facilities; titles and special effects.*

**Ruby Company, Inc. (FP, SS)**

729 Seventh Avenue, New York 19, N. Y. Circle 5-5640. Edward Ruby, gen. mgr.—*Complete equipment for motion picture production, editing; equipment available on rental.*

KLIEGL

# PATCH SYSTEM

simplifies light control  
in Television Studios

PROVIDES efficient facilities for connecting and controlling the variety of lights used in television productions. Engineered in conjunction with studio technicians, it meets a basic need of the industry. The system has been adopted as standard practice by several major chains; permits substantial reductions in operating costs, and surpasses anything heretofore available in flexibility of lighting arrangements. It affords an adequate number of individually-fused, switch-controlled, conveniently-located light outlets . . . combined with means for "patching-in" any lights or group of lights on dimming or non-dimming circuits. It services the entire studio, including ceiling and floor lights. Its many advantages will be made known to you upon request.



**CATALOG TV-5**

contains a description of the "patch system" and also a selection of lighting units especially designed for television purposes. Write for a copy for reference.

# KLIEGL BROS

UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.

ESTABLISHED 1896

321 WEST 50th STREET  
NEW YORK 19, N.Y.

*Do You Need*

# Station Personnel?

If You Want . . .

- **CAMERAMEN** who know cameras, lenses, lights, composition and general studio operations . . .
- **FILM MEN** who know how and where to procure film, edit film, operate projectors . . .
- **CONTROL ROOM PERSONNEL** who know how to switch and shade, how to operate all video and audio controls, who know FCC Rules & Regulations.
- **WRITERS** who can write, produce and direct shows, prepare commercial copy, and double in brass.
- **PRODUCER-DIRECTORS** with a gift for television showmanship, with a practical knowledge of how to make a low budget go a long way . . .

Write:

## **TELEVISION WORKSHOP OF NEW YORK**

1780 Broadway, New York 19, N. Y.

*Member, T.B.A.*



## Film Companies

### Ruby Film Company (FP, FD)

729 Seventh Avenue, New York 19, N. Y. Circle 5-5640. Edward Ruby, Prod. Mgr.—44 *Shorts*, total 108 reels—unusual travel shorts, 14 reels "Hints and Tips." All available for television.

### Ryder 16mm Services, Inc. (FD)

6526 Sunset Blvd., Hollywood 28, Calif. Granite 3351. Barry Eddy, gen. mgr.

### Barnard L. Sackett Productions (FP, LP)

Bankers Securities Building, Philadelphia 7, Penna. Kingsley 5-7055. Barnard L. Sackett, pres.—Live and film productions, commercials, custom-built shows, television consultations, personal television-radio representation.

### Sanft-Costa Television Features (FP, LP)

17 E. 42nd Street, New York 17, N. Y. Murray Hill 2-6770-1. Sidney Sanft or Don Costa, co-prod.—Package live shows; creation of live and film programs.

### Sarra, Inc. (FP)

200 E. 56th Street, New York, N. Y. Chicago Office: 16 E. Ontario Street. Hollywood Office: 445 S. La Cienega Blvd. Jack Henderson (New York), Joe Betzer (Chicago), Pete Keane (Hollywood). — *Commercials; commercial motion pictures of all kinds.*

### Scandia Films, Inc. (FD)

220 W. 42nd Street, New York 18, N. Y. Wisconsin 7-7059. E. Mattson, pres.

### Science Pictures Inc. (FP)

5 E. 57th Street, New York, N. Y. Plaza 9-8532. Francis C. Thayer.—*TV Commercials.*

### Screen Gems, Inc. (FP, FD)

729 Seventh Avenue, New York, N. Y. Circle 5-5044. Ralph M. Hohn, mgr.—*Programs and commercials on film.*

### Seaboard Studios, Inc. (FP)

157 E. 69th Street, New York, N. Y. Regent 7-9200. S. Johnson, pres.—*TV commercials, slide films, etc.*

### Skibo Productions, Inc. (FP, FD)

165 W. 46th Street, New York 19, N. Y. Plaza 7-2265. P. E. Shanahan, pres.

### Fletcher Smith Studios, Inc. (FP)

321 E. 44th Street, New York, N. Y. Murray Hill 5-6626. Fletcher Smith, pres.—*Own large sound stage. Produce TV commercials and shows. Complete facilities for any type of production.*

### Special Purpose Films, Inc. (FP)

44 W. 56th Street, New York 19, N. Y. Judson 3-0020. John Fox, pres.—*Educational, commercial and industrial films; programs, commercials on film.*

### Spectrolux Television Corp.

48 E. 43rd Street, New York, N. Y. Murray Hill 5-6400. Gordon Frye.

### Standard Television Corp. (FD)

1501 Broadway, New York 19, N. Y., Longacre 4-8234. Robert Wormhoudt, sales mgr.—*English features.*

### Wilbur Streech Productions (FP)

1697 Broadway, New York 19, N. Y. Judson 2-3816. Wilbur J. Streech.—*Film production of Commercials and programs to order.*

### Sterling Television Company, Inc. (FP, FD)

316 West 57th St., New York 19, N. Y. Judson 6-3750-1-2. Saul J. Turell, pres.—*1000 new films, all subjects.*

### John Sutherland Productions, Inc. (FP)

60 East 42nd St., New York 17, N. Y. Murray Hill 7-7815. Ross Sutherland, Exec. V.P. Studio: 201 N. Occidental Blvd., Los Angeles 26, Calif. DU 2-8211—*Commercials and entertainment films. Live action and animated.*

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## Film Companies

### The Teevee Company (FP, LP, FD)

915 N. La Cienega Blvd., Los Angeles 46, Calif. Crestview 1-0204, 5-1076, Bradshaw 2-1376. Marc Frederic, vice pres.

### Telecast Films, Inc. (FP, FD)

112 W. 48th Street, New York 19, N. Y. JUdson 6-5480-1-2. G. W. Hedwig, sec. treas.—*Full length features and westerns, short subjects (length 3 to 30 minutes), musicals, sports, travel, educational, religious, etc.*

### Television Features, Inc. (FP, LP, FD, SS)

480 Lexington Avenue, New York, N. Y. PLaza 9-8170. Larry Gordon, pres.

### Toddy Pictures Company (FP, FD, SS)

723 Seventh Avenue, New York 19, N. Y. CIrcle 6-9446. Ted Tod-

dy, pres.—*Fully equipped, air-conditioned studio, which may be used on a rental basis.*

### Transfilm Incorporated (FP)

35 W. 45th Street, New York 19, N. Y. LUXembourg 2-1400. William Burnham, vice pres.—*16mm and 35mm film, silent and sound, live and animated films.*

### TV-Programs, Inc. (LP)

350 Fifth Avenue, New York, N. Y. CHickering 4-1374. Edward Roberts, Jr., pres.—*Programs including name personalities such as: Frank Luther, Gypsy Markoff, Susan Adams, Michael Shayne TV series; specialization in hand-tailoring programs.*

### 20th Century-Fox Television Prod. Inc. (FP)

444 W. 56th Street, New York, N. Y. COlumbus 5-3320. Peter G. Levathes, dir. of TV—*All types of film on assignment.*

### United Artists Television (FD)

729 Seventh Avenue, New York, N. Y. CIrcle 5-6000. John H. Mitchell, dir. of TV.—*Top Views in sports with Jimmy Evans; Women in the News with Adelaide Hawley, Teleports Digest with Harry Wismer, etc.*

### United World Films, Inc. (FP, FD)

445 Park Avenue, New York 19, N. Y. PLaza 9-8000. Norman Gluck, Sales mgr.

### Video Varieties Corporation (FP, SS)

41 E. 50th Street, New York 22, N. Y. MUrray Hill 8-1162. O. P. Williams, sales mgr.—*Own and operate West Coast Sound Studio, 510 W. 57th Street; motion picture producers since 1932; servicing many of TV's leading national sponsors; audition reel available upon request.*

### Roger Wade Productions (FP)

15 W. 46th Street, New York, N. Y. CIrcle 7-6797, owner.—*Slide and motion picture commercials.*

### Louis Weiss & Company (FP, FD)

4336 Sunset Blvd., Hollywood 27, Calif. Normandy 1-6883 or Olympia 1913. Adrian Weiss, prod. & distr. mgr.—*All types of television shows, TV films including westerns, serials, sound cartoons, full length features, fight & wrestling subjects and silent slapstick comedies.*

### Wilding Picture Productions, Inc. (FP)

1345 Argyle Street, Chicago 40, Ill. Longbeach 1-8410. Branch offices in: St. Louis, Detroit, New York, Cleveland, Cincinnati. H. W. Fish, vice pres.—*Complete studio and sound facilities and film laboratory.*

### Winik Films Corporation (FP, FD)

625 Madison Avenue, New York, N. Y. PLaza 3-0684. Leslie Winik, pres.—*Complete production organization for TV shows of any length, and for one minute commercials; trained crews for covering sporting events.*

### Ziv Television Programs, Inc.

488 Madison Avenue, New York, N. Y. MUrray Hill 8-4700. M. J. Rifkin, East. sales mgr.—*15 minute and 5 minute sport program; 15 minute "Easy Aces" program; 15 min. newsreel, 30 min. Cisco Kid.*

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