

Film Report

IDEAL NOVELTY and Toy Co., New York, has purchased series of one-minute film spots on WCBS-TV New York, through Atlantic Advertising Co., same city. Spots, immediately following World Series games, mark start of company's campaign to be launched over CBS and NBC stations in New York, Boston, Philadelphia and Washington. Campaign is expected to hit nationwide scale by year's end. Items being featured are Toni Doll, Baby Coos family and Blue Willow dishes. . . . Following success of first 13 TV film half-hours of *Lone Ranger*, General Mills has exercised option for last 39 episodes of property controlled by Trendle Enterprises, Detroit.

Hollywood Toy Television Corp., Chicago, has found answer to variety in TV commercials, which heretofore has been lacking because of prohibitive cost of today's spot commercials, according to Henry G. Saperstein, head of firm. Problem is solved by new TV animation projector. Projector, highly precisioned, professional adaptation of firm's popular fast-selling toy animation projector, runs one-minute animated show on only two and one-half inches of film. More astounding, Mr. Saperstein said, is low price, \$350 to \$400, for one-minute spot. Normal type movie camera photographs action on screen of specialized unit so that sound track can be added to new film and complete reel run on any film projector (35 or 16mm) in TV station. Mr. Saperstein points out that total production time of one week for these low cost spots enables agency to keep up with cur-

rent copy themes at all times. Production facilities located in Hollywood include many top cartoonists and animators. New York sales office will open shortly. Further information is available from Henry G. Saperstein, Hollywood Toy Television Corp., 1225 S. Talman Avenue, Chicago.

Stromberg-Carlson, planning national television spot campaign with films to be produced by Five Star Productions, Hollywood. . . . Roberts & Carr Productions, formerly Cincinnati, has opened offices in New York City at 216 East 49th St. Firm is headed by Bob Roberts, radio producer and director in midwest and south, and Paula Carr, former New York radio actress. . . . United World Films Inc., New York, producing six one-minute video films for Lux (Lever Bros.) through J. Walter Thompson Co., New York. Spots being made at Universal-International studios, to be used on NBC-TV show, *The Clock*.

Product identification, through animation, and gaining attention of youngsters, comprise principal themes of new one-minute and 20-second video cartoons animated and finished by Animated Video Cartoons, Washington. Spots produced by M. Belmont Ver Standig Advertising of Washington for Baltimore client, Green Spring Dairy. Spots scheduled to be telecast in October.

Telefilm Inc., Hollywood, producing for *Ice Follies* three ten-minute and three five-minute television film shorts and same number of one-minute spots. Made from actual scenes of current show, films will be used for advance promotion nationally. Agency: Smith, Bull & McCreery Advertising, Hollywood. Same company also preparing one one-minute and one 20-second live action spot for Awful Fresh MacFarlane, Los Angeles (candy maker). Spots for local distribution. Agency: Dan B. Miner Co., same city.

Student life on campus of U. of Miami will be filmed this semester for release in 1950. Picture will be available for nontheatrical and television use. Twenty-minute documentary motion picture will be photographed on 16 mm color film by faculty and student production unit under general supervision of Sydney W. Head, chairman of Radio and Television Dept. Prof. Grant Shepard of that department, who also teaches new course in film-making for television use, will direct unit. Film will be strictly factual presenting undergraduate recreational activities unique to south Florida. Purpose will be to give well-rounded portrayal of standard as well as unusual aspects of institution to high school students considering college education.



LOOKING to a big future for KBTV (TV) Dallas, Jack I. Potter (l), president of the station and son of Tom Potter, owner; and J. Curtis Sanford, vice president, confer on operational procedure. Jack Potter, a captain in the Air Transport Command during the war, is now an oil man as is his father. Mr. Sanford, a Texas industrialist, is founder of the Cotton Bowl, Dallas sports stadium. Vice President Alben W. Barkley formally opened KBTV (TV) at ceremonies Sept. 17 [BROADCASTING, Sept. 26].

War Crimes on TV

THE OFFICIAL film of the Nuremberg trials was released on Saturday (Oct. 1), the third anniversary of the sentencing of the top German war criminals. WMAL-TV Washington ran the hour and 17 minute film Saturday at 10 p.m. This reportedly was the first view of the film over television and its first public showing. The film consists of official records and captured German films.

WTVN(TV) START

Lamb Station Bows Sept. 30

WTVN (TV) Columbus, O., was started officially Friday with its first regular commercial programming. Guests at the station's opening included Ohio Gov. Frank J. Lausche, Bishop Michael J. Ready and Mayor James H. Rhodes.

WTVN is an Edward Lamb station and licensed to Picture Waves Inc. It is affiliated with ABC and DuMont. John Rossiter, formerly commercial manager of Mr. Lamb's aural station in Erie, Pa. (WICU), has been named general manager of the TV outlet. Colin Male is program director and Herbert Stewart assistant commercial manager.

Before WTVN's debut, Mr. Lamb said the station will program a schedule of more than 60 hours a week and will be on the air from 6 p.m. seven days a week.

Studio, transmitters and antenna, are all located on the 37th and 48th floors of the Leveque-Lincoln Bldg., Columbus. WTVN's antenna is more than 630 feet above street level, Mr. Lamb said.

WJAR-TV To CBS

WJAR-TV Providence has signed to become the 50th CBS-TV affiliate, effective immediately. The Rhode Island station, assigned to Channel 11, is owned and operated by the Outlet Co., with John J. Boyle as station manager. It is also an NBC-TV affiliate.

ASCAP-TV

Agree on Oct. 15 Deadline

THE American Society of Composers, Authors and Publishers (ASCAP) Thursday jointly agreed with the television industry to extend until Oct. 15 the period for determination of compensation to be paid ASCAP by television stations.

During recent weeks the industry and the society reached agreement on a blanket type of contract, retroactive to Jan. 1, 1949. The object of this latest time extension is to work out a definitive per-program agreement.

As a condition to this additional 15-day extension by ASCAP, whose members have not received any compensation thus far for use of their works on television, it was agreed that all television stations would immediately wire ASCAP at 30 Rockefeller Plaza, New York, their agreement to this extension, with the understanding that the terms of any settlement negotiated before Oct. 15 would be retroactive to Jan. 1.



BOOMERANG!

I'm sorry I ever heard of KXOK. My life is miserable. You see, I bragged to the boss about our program's low-cost-per-Hooper point on KXOK, like you suggested, and he just grinned like a Cheshire and said: "That proves what you can do when you really try. Now go into all our markets and get as good a buy as you did on KXOK." You and I know that's tough to do . . . but how can I convince the Boss?

On-The-Spot

Dear On-The-Spot:

Your Boss situation is going to be much worse. Wait till he finds out KXOK's high Hooper position during March, 1949. When KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 32% higher . . . yet they delivered only 15% and 2.4% more audience during March. Better not mention KXOK's powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

KXOK, St. Louis

630 on the dial

Basic ABC

5,000 Watts

A "John Blair" station