KTTV BUYS NASSOUR STUDIOS

WITH PRICE said to be $2 million, KTTV Inc., Los Angeles, has purchased the Nassour lion, KTTV studios, headquarters locations and the property. It is now in escrow [Close Circuit, May 8]. Joint statement last Tuesday by Norman Chandler, president of Los Angeles Times and KTTV Inc., and Edward and William Nassour, announced the purchase.

Transfer of studio property title is expected to be completed within two weeks, it was said. KTTV has been operating from four different locations and will move to the new headquarters by June 1.

In addition to purchasing the studios, it is understood that KTTV has arranged to buy land and apartment houses adjoining on Van Ness Ave. which the Nassour brothers had under lease with option.

In "Radio Row"

Office structure and sound stages, newest and among the most modern in the motion picture industry, occupy approximately 3½ acres and are located in Hollywood's

TV COMMERCIALS

McNamara Cites Errors

MANY television commercials fall by the wayside because they were either (1) badly conceived, (2) made on too small a budget, (3) had too short a production schedule or (4) didn't have adequate scheduling.

So declared Dan G. McNamara, television director of Telefilm Inc. Hollywood, when he addressed the San Francisco Ad Club members in the Palace Hotel, that city, May 16. Analyzing various types of film commercials to show what makes them "tick," he said that of some 8,000 made, "you can rule out 4,000" not having a chance due to one of those four reasons.

He used the Lucky Strike dancing cigarettes as a successful illustration and pointed out that this was a new idea worked out effectively and given heavy scheduling. Mr. McNamara said it was the province of the film producer to work closely with the advertising agency in order to produce the finest product for the budget allowed, and by doing so improve effectiveness of known techniques. As now used and use TV for what it is—"the most potent selling force the world has ever known."