LAUD COLOR

CBS DEMONSTRATIONS in New York for a score of leading national advertisers of their products last week left guests and CBS officials enthusiastic.

The closed-circuit demonstration for television viewers would put top executives of the advertisers watched their products on the television screen. The special showings are slated for completion Monday (March 11).

"Color television will revolutionize the advertising of food products," J. B. Hall, Kroger Co. president, was quoted by CBS as saying following Monday's demonstration. It was "what the food industry has been waiting for," he said, and predicted that color television would have a revolutionary effect on department store and clothing advertising techniques.

After watching Tuesday demonstrations, the network quoted Janette Kelly, director of the home service department of Mills, as predicting that TV color would markedly increase appetites. "Color television makes the food look so appetizing," she said. Another viewer the same day, Read Wight, radio and TV director of J. M. Mathes Inc., agency for Northam Warren Corp., maker of Cutex nail polish and lipstick, expressed his pleasure at the way Cutex colors showed up on the screen. "I predict that when color broadcasting starts, the cosmetic advertisers will fight to get on the air first with their products," he said.

Gundell Predicts

A prediction that every color television viewer would put pounds assigned to Glenn Gundell, advertising director of National Dairy Products Co.'s Sealtest Division, who saw the demonstration of his company's products Wednesday.

"I was tremendously impressed," was the comment of George Boyer, advertising manager of Cannon Advertisers Enthusiastic After CBS Showings

KTTV-DuMONT

Affiliation Planned April 17

SUBSTANTIAL completion of negotiations to make KTTV (TV) Los Angeles, Los Angeles Times station, an affiliate in that city of DuMont Television Network, effective April 1, was announced last week by Dr. Allen B. DuMont, DuMont Labs president, and Norman Chandler, president of KTTV Co. It is the intention of the DuMont Television Network, with the activation of AT&T service to the West Coast, to originate programming from the KTTV studies in Hollywood for release nationally over the microwave, Dr. DuMont said. "Plans are presently under way to produce in Hollywood motion pictures especially made for television."

Mr. Chandler said that "KTTV is happy to have entered into this agreement with the DuMont Television Network and we are looking forward to many years of successful association."

KTTV formerly was owned 49% by CBS, which sold its interest to the Times, now holding 100% of the station.

CLASSROOM MUSIC

WNBW Sets Test Series

EXPERIMENTAL series in classroom "music appreciation" lessons, directed at selected sixth-grade students, was begun by WNBW (TV) Washington last Wednesday, 9:45 a.m., under supervision of the District Five Educational Agency. Titled Music Time, the eight-week series will teach music to students at various elementary schools, with WNBW furnishing TV facilities and technical "know-how."

The series is the result of a year's planning by WNBW. Each program content is under the assigned staff of teachers, assistants and students. Instruction is given to a studio class of students in schools watching in their classrooms. Purpose of the series is to test the potential value of television as an aid to classroom education, a project undertaken in other TV markets [BROADCASTING * TELECASTING, March 12]. Results will be measured in tests given to fifth and non-TV classes. Records, pictures, films and textbooks will be used as visual aids during the programs, with each telecast lesson running 30 minutes.

GF Sponsors

GENERAL FOODS Post Cereals Division is to sponsor Captain Video Mon.-Fri., 7:30 p.m. over the DuMont TV Network, beginning April 2. Benton & Bowles, New York, is the agency.

white and by far the most important medium of all."

At a recent luncheon, Paul Kylech, Bynam vice president and director of sales and merchandising, was described as "it's perfect for our product. . . ."

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