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Services Offered: Custom recordings both classical & popular.

DOT RECORDS, INC.

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N. Y. Phone: CIrcle 6-8220

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V.P. Album Repertoire Tom Mack
Dir. Adv. & Sls. Prom. Norman Greer
Dir. International Div. J. N. Bailey
Publicity Director Budd Austin

Services Offered: Production, manufacturing & distributing of phonograph records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.

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President & Treasurer...Helen D. Kelleher
Vice-PresidentArthur Lubo
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Services Offered: Tape—Disc recording Studios—Remote work. Production—Talent.

HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53 St., New York 22, N. Y.

Phone: PLaza 5-6131

PresidentHarry S. Goodman
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Asst. to PresidentWilliam Baron
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TV DirectorStuart Wilson
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Services Offered: Jingle library for stations; 1 & 5 minute library shows. Taped or transcribed radio programs.

GOTHAM RECORDING CORP.

2 West 46th St., New York 36, N. Y.

Phone: JU 6-5577

PresidentHerbert M. Moss
Exec. V.P.Robert M. Volkell
V.P. Chg. Engineering... Jason B. Windwer
V.P., Prod.Fred Hertz
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Services Offered: Recording studio, 3 tract stereo; Radio & TV creative facilities: scripts to pressings. Programs, filmed commercials, etc. Writing & production staff available. Three editing areas, mastering, pressing, dubbing, etc. 24-hour radio & TV aircheck service.

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(Lanny & Ginger Grey)

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RD-1

TRANSCRIPTION-RECORDING

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Vice Pres., Sound.....Robt. Lessner
Treasurer.....Samuel H. Evans
Services Offered: Eqpt. sound studio; all types recording services, incl. record albums, motion pictures, spots, etc., incl. stereo.

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6425 Hollywood Blvd., Los Angeles, Cal.
Phone: HO 9-2135

President.....Louis R. Chudd

JAY-GEE RECORD CO., INC.

315 W. 47th St., New York 19, N. Y.
Phone: PLaza 7-8140

PresidentJerry Blaine
Sales, Prom. Manager.....Lee Gallow
Services Offered: Manufacturers and distributors of Jubilee, Josie, Fame, Jane, Port, and Dana records.

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527 Madison Ave., New York, N. Y.
Phone: EL 5-3720

President (Dir.).....Sidney J. Wolf
Vice-President.....Charles A. Hammarstrom
Exec. Vice-Pres.....Noel A. Rhys
Sr. Vice-Pres.....Edwin R. Peterson
V.P.'s...Wm. Bayer, Chas. A. Hammarstrom
Secretary-Treasurer (Dir.).....Arthur Wolf
New York Office

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Vice-President.....Charles A. Hammarstrom
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111 W. Washington St., Chicago, Ill.
Phone: STate 2-8900

President.....Sidney J. Wolf
Secretary-TreasurerArthur Wolf
Dir. of Station Relations...Charlotte Tucker
Traffic Mgr., Prog. Dir.....Jane C. McFadgen
Account Executives.....William Wolf,
Edwin Peterson.

75 Post St., San Francisco
Phone: SUtter 1-7440

Account Executive.....Howard P. Taylor
3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 3-2910

Vice-PresidentWilliam Bayer
Account Executive.....Henry G. Eschen
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Phone: WOODward 2-4505

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Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At the present, there are more than 1092 Keystone affiliates, located in towns with

TRANSCRIPTION-RECORDING

10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high power stations. The number of radio homes in the Keystone Primary Coverage Area total more than 28,000,000 based on Nielsen Reports, or one-half millivolt where the Nielsen Report is not available.

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Phone: MURray Hill 2-7147

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Services Offered—Dealers in master recording equipment; servicing.

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Phone: JUdson 6-5700

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 V.P.'s C. O. Langlois, Jr., W. O'Keefe
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Services Offered: Producers of Radio Hucksters and Airlifts—Musical commercials plus "Airlifts" for station sound and individuality. Tailor-made commercials and special local station promotion. Transcribed Music Service for radio and television stations. Program syndication.

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Phone: OLdfield 6-4607

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729 S. Western Ave., Hollywood 5, Calif.

N. Y. Phone: DUNKirk 4-4191

President C. P. MacGregor
 General Manager E. H. Lowry
 Sales Manager Charles Hughes
 Studio Manager Robert W. McKenzie
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MAGNE-TRONICS, INC.

49 West 45th St., New York, N. Y.

Phone: CI 7-0210

President Thomas L. Clarke, Jr.
 V.P., Prog. Dir. Joseph F. Hards
Services Offered: Magne-Tronics motivational music: tape-recorded background music program service transmitted via FM Multiplex and leased lines by exclusive, authorized franchises.

MASTERPIECE RECORDING CO.

28 West 44th St., New York 36, N. Y.

Phone: BRyant 9-6000

President Nat Levy
Services Offered: Disc, tape and film recording. Studios and remote facilities. Micro groove and standard masters and pressing. Auditions, line checks and tape editing. Transcriptions and disc & tape duplication. Script and production service.

METROPOLITAN SOUND SERVICE, INC.

105 E. 106th St., New York 29, N. Y.

Phone: ENright 9-7000

President C. Langlois, Jr.
 Secretary Ted Roseen
Services Offered: Transfer, dubbing, editing film. Tape for recordings. Mastering.

M G M RECORDS

1540 Broadway, New York 36, N. Y.

Phone: JUdson 2-2000

President Arnold Maxin
 Nat'l Sls. Mgr. Charles Hasin
 V.P., Chg. of Oper. Sid Brandt
 Advertising Manager Sol Handwerker
Services Offered: MGM popular and classical records, custom recording. Metro, Metro Jazz, Cub, Lion records.

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TRANSCRIPTION-RECORDING

CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.

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 Treasurer Aaron Michelson
 Manager Marcia Dick
Services Offered: Distributors of transcribed radio program series; syndicated TV film series; EMI, Gennet-Speedy-Q; Standard Sound effect record libraries.

MUZAK CORPORATION

229 Park Ave. S., New York 3, N. Y.

Phone: ORegon 4-7400

Board Chairman.....Jack D. Wrather, Jr.
 President.....Charles C. Cowley
 Sr. V.P. Treas.....John R. Andrus
 V.P. & House Counsel.....Leonard Scholl
 V.P. & Dir. of Marketing.....Joseph W. Roberts
Services Offered: Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, airplanes, trains, buses, ships, and other public business areas.

NATIONAL MUSITIME CORP.

640 Fifth Ave., New York 19, N. Y.

Phone: JUDson 2-5616

President.....Charles E. Rynd
 Vice-Pres. & Sales Mgr.....Jerome K. Levy
Services Offered: Nationally franchised tape. Background music service through FM Radio Stations on a multiplex or simplex basis including storecasting and consisting of

a complete package of tape library and business aids service.

NBC RADIO RECORDING DIVISION

30 Rockefeller Plaza, New York 20, N. Y.

Phone: Circle 7-8300

Manager.....Charles L. Bennis
 Merchandise Mart, Chicago 54, Ill.
 Phone: SUperior 7-8300
 Sheraton Park Hotel, Washington, D. C.
 Phone: Adams 4-5400
 Sunset & Vine Sts., Hollywood 28, Calif.
 Phone: HOLlywood 9-6161
 3000 W. Alameda Ave., Burbank, Calif.
 Phone: TH 5-7000

Services Offered: Recording, service, tape & disc.

NOLA PENTHOUSE SOUND STUDIOS

111 W. 57th St., New York 19, N. Y.

Phone: JUDson 2-1417

Owner.....V. Thomas Nola
 Chief Engineer.....Stanley Bumbly
Services Offered: Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters processing and pressings—stereo recording—magnetic & optical film recording.

OLMSTED SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.

Phone: PL 1-0890

President.....Richard B. Olmsted
 Vice President.....Harry F. Landon
 Comptroller.....Robert M. Boesl
Services Offered: Transcription, film sound, stereo recording & mastering.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.

Phone: Globe 6-2135

Secy.-Treas.....S. M. Lauch Price
Services Offered: Ideas, scripts, production, merchandising tie-ins for any type recorded program. Immediately available (E.T.) 52 one-half hour Biblical dramas—Old and New Testament.

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229 Park Ave. S., N. Y. C. 3

Phone: ORegon 4-7400

Sales Manager.....John Esau
Services Offered: Complete integrated package of automatic programming consisting of equipment and tape recordings.

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.

Phone: JUDson 2-5130

Cable Address: ARREFFAY, New York
 Executive Director.....Oliver W. Nicoll
 Assoc. Dir. of Svcs.....Sandra Munsell
 Mng. Dir. of Prod.....J. H. MacDonell
 Program Coordinator.....Eileen Ellis
Services Offered: Program production and consultation, syndicated transcribed programs,



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 ORegon 9-3550

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scripts, talent, package, live shows, phonograph records, international radio service.

RCA VICTOR CUSTOM RECORD SALES DEPARTMENT

155 East 24th St., New York 10, N. Y.
Phone: MUrray Hill 9-7200

Mgr., Custom Records.....Emmett B. Dunn
Sales Mgr.....R. C. Williams
Mgr., Custom, Artist and

Repertoire.....Ben Selvin
Mgr., Custom Advertising.....E. H. Kelly
Custom Record Sales Section

Chicago Mgr.....A. E. Hindle
Hollywood Mgr.....R. C. Bucholz

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Manager.....A. B. Sambrook
Central North

Sales Manager.....William F. Reilly
Western Sales Rep.....William C. Gartland
Northeastern Sales Rep.....George Field
Southwestern Sales Rep.....John Alves
Southeastern Sales Rep...Wallace D. Cochran
Northwest Sales Rep.....Hugh Grauel
Central Northeast Sales

Rep. (Chicago).....Charles Halteman
Central Northwest Sales Rep...Jack Nadeau

Services Offered: Thesaurus (musical program service); RCA Syndicated Programs (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

Studios and Regional Offices

155 E. 24th St., New York 10, N. Y.
Phone: MUrray Hill 9-7200

445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215

1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: OLdfield 4-1660

1121 Rhodes Haverty Bldg., Atlanta 3, Ga.
Phone: JACkson 4-7703

7901 Empire Freeway, Dallas, Texas
Phone: FL 2-3911

800 17th Ave. South, Nashville, Tenn.
Phone: ALpine 5-6691

REEVES SOUND STUDIOS, INC.

304 East 44th St., New York 17, N. Y.
Phone: OREGon 9-3550

President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart
Mgr.—Film Div.....Richard Vorisek
Mgr.—Disc Div.....John Vorisek
Chief Engineer.....Lyman J. Wiggan
Services Offered: Video & sound recording for motion pictures and television, transcriptions.

ROCKHILL RECORDINGS

18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979

President.....Janet Taylor
Manager.....Leo J. Launer

Sales Manager (Recording)..Fred Freeman
Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television-audio recordings; Tape recordings. Location recording, distribution to radio stations.

ROULETTE RECORDS

659 Tenth Ave., New York 36, N. Y.
Phone: Circle 6-4490

President.....Morris Levy
Exec. V.P.....Joe Kolsky
Services Offered: Manufacture Tico, Gee, Roma, Forum & Roost phonograph records.

SESAC, INC.

The Coliseum Tower, 10 Columbus Circle
New York 19, N. Y.
Phone: JUdson 6-3450

President.....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Prod. Manager.....Robert S. Stone
Station Relations Dir.....W. F. Myers
Publicity & Prom.....Alice Heinecke

Services Offered: Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, country and western, novelties, band, religious. Script service including special continuities for holidays. 8500 bridges, moods and themes. Saleable shows built from library, production and sales aids.

SONOCRAFT CORP.

115 W. 45th St., N.Y.C.
Phone: JUdson 2-1750

President.....Herbert H. Borchardt
V.P. & Treas.....Harold H. Oppenheimer
V.P. & Sec.....Gerhard M. Behrendt
Services Offered: Distributors of sound & recording equipment.

STANDARD RADIO TRANSCRIPTION SERVICES, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-5322

President.....Milton M. Blink
General Manager.....Olga Blohm
Services Offered: MUSI-QUE' & sound effects libraries; commercial aids & jingles.

ROBERT SWANSON PRODUCTIONS

689 Fifth Ave., New York City
Phone: MUrray Hill 8-4355

President.....Robert Swanson
Sales Manager.....Rolf Johnson
Services Offered: Producers & creators of musical comm'ls for radio & TV.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
Phone: CEntral 6-5275

Owner.....L. S. Toogood
Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIPTION-RECORDING

TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, O.
Phone: BALdwin 2-3773

President.....J. P. Williams
Vice Pres.....Alexander Buchan
General Manager.....Gerhard Joseph

Services Offered: Open end transcriptions—quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante and Curley Bradley.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLEVELand 2066

Production Dept.
2133 N. W. 11th Ave.
Miami 37, Fla.
N. Y. Phone: CI 5-3111

President.....Richard H. Ullman
Exec. V.P.....Marvin A. Kempner
Treasurer.....M. C. Thorn
Secretary.....Edward H. Kavinoky
Production Manager.....R. D. Buchanan

Services Offered: Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; \$Dollar Derby\$, a participation auction program; Beatrice Kay Show; Barbershop Harmonies; Joe McCarthy Speaks.

UNITED ARTISTS RECORDS

729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6000

President.....Max E. Youngstein
Exec. V.P.....David V. Picker
V.P., Gen. Mgr.....Larry Newton

Services Offered: Produce all types of phonograph records; L.P.'s & single records. Classical, jazz, popular.

UNIVERSAL RECORDING CORP.

46 E. Walton St., Chicago 11, Ill.
Phone: MI 2-6465

President.....A. B. Clapper
V.P., Chief Engineer.....M. B. Coppinger
V.P., Treas.....Frank Richter, Jr.
Secretary.....R. A. Weber

Services Offered: Recording (monaural & stereophonic), record sessions, spots, radio programs, TV-motion picture sound tracks, mastering (monaural & stereophonic), slide film, pressings, high speed duplicating, motion picture & TV recording services.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.
Phone: Circle 6-4675

President.....Thomas J. Valentino

Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Services Offered: Mood music for TV, sound effects of all types, miscellaneous recordings.

WARNER BROS. RECORDS, INC.

4000 Warner Blvd., Burbank, Calif.
Phone: HOLLYwood 9-1251
N. Y. Phone: Circle 6-1000

President.....James B. Conkling
Vice President.....Hal B. Cook
Artists, Repertoire Dir.....Geo. Avakian
Rec., Engr. Dir.....Lowell Frank
Merchandising Dir.....Joel M. Friedman
Nat'l. Oper. Mgr.....Irving Iserson

Services Offered: Producers of phonograph records, all categories of music.

WEBB RECORDING CO.

55 W. Wacker Drive, Chicago, Ill.
Phone: FINancial 6-4183

Owner.....Edwin M. Webb

Services Offered: Transcriptions, pressings, slidefilms (audible or inaudible signal), tape recording and duplicating equipment, echo chamber.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 3-6811

Partners.....Donald D. Blake, Wm. M. Kirkpatrick, Theo E. Robinson

Services Offered: Stereo & Monaural Tape and Disc. Recording-Assembly and Editing. Auditorium and Studio Rentals. Dukane 30/50 automatic signal for slide film production.

WORLD BROADCASTING SYSTEM INC.

10 Columbus Circle, New York 19
Phone: PLaza 7-1400

Suburban Station Bldg., Philadelphia 3, Pa.
Phone: LOCust 8-4100

7324 Santa Monica Blvd., Hollywood, Calif.
All-Canada Radio-TV, Ltd.
Victory Bldg., Toronto

President.....Paul F. Harron
Sect.-Treasurer.....Lawrence D. Biele
Gen. Mgr.....James Weathers
Vice President.....Frank Knight
Asst. Sect.-Treas.....Florence B. Crowther
General Sales Mgr.....Robert A. Monroe
Sales Manager.....John S. Murphy

Services Offered: Sales and program transcription service for radio.

NEW IN PROGRAMMING

...The Shows Make The Trends

By JOHN L. SINN

President of ZIV-United Artists, Inc.



IN ANSWER to the topic question: "What are the new directions in programming at Ziv?". I may say at the outset that our programming will always move in the direction of the best programs.

In that respect, I have recently said elsewhere, in effect, that each of our shows is the personal creation of an individual producer cleaving only to a standard of excellence based on an analysis of current public taste.

I have since had no occasion to amend that view. No two shows for example could be less alike than "Sea Hunt" and "Tombstone Territory." Yet both are typical programs enjoying a common success in syndication and sharing only our original faith in their common power to entertain with taste, and profit.

Two among our network programs are "Space" starring William Lundigan, and "Bat Masterson" with Gene Barry as the principal. Both of them excellent shows but in widely separated ways.

In short, our programming will always vary with the trade winds of creativity and public interest. And what I am about to set down here is simply a brief description of the way those winds are blowing at this point in the season.

There is a definite movement toward situation comedy, scientific drama and adventure series based on factual incidents in their actual settings.

There will be fewer western and detective programs, but that is not

to say they are on their way to being ruled out of our programming. There will always be a place on any balanced program list for shows in those categories—if they are good shows. If they are not, they don't deserve a place on any list.

"Westerns" are a special consideration which merit a few words of extra comment here. Actually they have never represented more than a fraction of our production at Ziv, but they have impressed us as differing more from each other than they vary as a group from other types of programs.

Curiously, "scientific drama," to which we referred to earlier as part of the new drift in our programming, gives promise of becoming another national frontier, in entertainment as well as in fact. In these middle decades of the Twentieth Century, the new "west" is wherever there is a horizon to push against and new space to explore and subdue.

In any inspired programming operation, shows make trends, and not vice versa. A program that tries consciously to ride a trend has, in our view, already missed it; for nothing is so discernible as a self-conscious imitation.

But that is not to say that a certain time is not more propitious for turning out a certain program than another; it is merely to imply that the poorest reason to do so is that someone else has done it.

So this year, as always, the only design we look for after we release our individual productions is a pattern of excellence.

Complete facilities for:

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commercial

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DESI ARNAZ, *President*

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TV FILM PRODUCERS AND DISTRIBUTORS

ABC Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LA 4-5050

President.....Henry G. Plitt
V.P. Supvrs. of Sales...Howard B. Anderson
V.P., Dir., West Oper.....William L. Clark
Eastern Div. Sls. Mgr.....Stan Smith
Central Div. Sls. Mgr.....Richard C. Hurley
Mgr., Film Op.....Gilbert Cohen
Ad. & Promotion Dir.,.....Irving Paley
Controllor.....Raymond C. Fox
Services Offered—Production & distribution of network & syndicated TV film series for domestic & foreign TV outlets.

Productions—One Step Beyond; Man With A Camera; Counterthrust; 26 Men (78); Adventures of Jim Bowie (76); Sbeena, Queen of the Jungle 26; The People's Choice (104); Douglas Fairbanks, Jr. Presents (117); The Playhouse (52); Herald Playhouse (52); Kieran's Kaleidoscope (104); The Three Musketeers 26; Meet McGraw (42); Court of Last Resort.

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.

Phone: HOLLYWOOD 4-7471

President.....Samuel Sawelson
Sec'y, Office Manager.....David Christopher
V.P. Superv. Opera.....Melvin G. Sawelson
Services Offered—16, 35 mm. black & white and color, lab facilities; editing and sound services; video tape transfer facilities.

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.

Phone: PLaza 7-2265

President.....Patrick Shanahan
Services Offered: 16, 35 mm. films for television rental.

M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.

Phones: HOLLYWOOD 4-7571, 4-3414

141 E. 55th St., N. Y. 22

Phone: PLaza 5-5266

President.....Arthur Alexander
Vice Pres.....Max Alexander
East. Rep.....Larry Stern
Services Offered: National distributors of feature films, westerns and half-hour filmed TV shows, cartoons and comedies.

All Canada Television

80 Richmond St. West, Toronto, Ontario, Can.

Phone: EMpire 6-7691

President.....J. Stuart McKay
General Manager.....Red Thompson
Film Sls. Mgr.....Dana Murray
Promotion Director.....Peter Harricks
Time Sales Manager.....Ross McCreath

Montreal Manager.....Ken Baker
Winnipeg Manager.....Bruce Pirie
Calgary Manager.....J. Cavanaugh
Vancouver Manager.....J. E. Baldwin

Services Offered—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

Distributors of: David Niven Show; Sailor of Fortune; Sea Hunt; Steve Canyon; Aggie; Blondie; Ray Bolger Show; Candid Camera; Dick & the Duchess; It's Always Jim; Dear Phoebe. Also sports films, features and new and used car spots.

All-Scope Pictures, Inc.

(Commercial Film Division,
20th Century-Fox)

1417 N. Western Ave., Hollywood 27, Calif.
(See Commercial Producers)

Leonard Anderson Associates Inc.

200 W. 57th St., New York 19

Phone: PLaza 7-4162

President.....Leonard Anderson
Vice-Pres.....Barbara Anderson
Prod. Mgr.....Marc Anderson
Secy., Off. Mgr.....Lillian Ortner

Services Offered—Motion picture production and editing services; theatrical, commercial, television. Facilities for three-camera filming and editing. Film production consultants.

Productions—The Air Force Uniform, Pipe Line For Tomorrow—US Air Force; World in White & Fire Fighters — CBS TV; Coty Cosmetics; Schenley Distillers; General Electric; A-B-C's of Briefing; Industr. Medicine in Action; Jet Flight Planning; Prudential Insurance Co.; Johnny Cordes; Little Julius; The Eagles Strength; USIA; Indiana Motor Truck Assoc.

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.

Phone: MUrray Hill 5-2242

President.....J. R. Bingham
Treasurer.....A. L. Fredrick
Dir. Adv. & Prom.....Robert Finehout
Sales Representative.....R. S. Evans
Ridgefield, N. J. Mgr.....E. H. Johnson
La Grange, Ill. Mgr.....M. G. Weiland
San Francisco Mgr.....W. O. Siler
Dallas Manager.....Carl Stahl

Services Offered—Distribution of free-loan, industry-sponsored motion pictures. Rental of educational, informational, and entertainment films. Special TV Service: Distribution of more than 150 free public service films.

(Continued on Page 914)

***THIS MAN
MEANS
BUSINESS!***





TRACKDOWN's
Hoby Gilman aims to please.

Just ask Brown & Williamson, Anheuser-Busch or Schlitz Brewing...only three of the sharpshooting TRACKDOWN sponsors currently hitting the sales mark with a series based on the true adventures of the Texas Rangers.

Or ask audiences in more than fifty U.S. markets who have made TRACKDOWN, with Robert Culp as Hoby, one of first-run syndication's most popular Westerns... duplicating its two-season success on the CBS Television Network, where it averaged a 23.0 total Nielsen rating (October 1957-April 1959).

Better yet, round up all the facts on TRACKDOWN - 71 half-hours produced by crack Four Star Films - from the nearest office of CBS Films.

"...THE BEST FILM PROGRAMS FOR ALL STATIONS"
OFFICES IN NEW YORK, CHICAGO, LOS ANGELES,
DETROIT, ATLANTA, SAN FRANCISCO, ST. LOUIS,
DALLAS, BOSTON. CANADA: S. W. CALDWELL, LTD.

CBS FILMS 

TV FILM PROD.-DIST.

(Continued from Page 911)

Astor Pictures, Inc.

130 W. 46th St., New York 36, N. Y.

Phone: JUDson 2-1287

Chairman of Board.....F. F. Bruder
President.....Fred Bellin
Secretary.....George Foley
Treasurer.....Anthony Tarell
Services Offered—Producers and distributors of feature films.

Atlantic Television, Inc.

730 Fifth Ave., New York 19, N. Y.

130 W. 46th St., New York 36, N. Y.

Phone: JUDson 2-1287

Chairman of Board.....F. F. Bruder
President.....Alfred H. Morton
Secretary.....George F. Foley
Treasurer.....Anthony Tarell
Gen. Sls. Mgr.....James McNamara
Services Offered—Producer and distributor of features and westerns, 26 syndicated "Uncommon Valor."

Atlas Television Corp.

209 E. 56th St., N. Y. 22

Phone: ELdorado 5-7943

President.....Henry Brown
Services Offered—American features; half and full hour westerns.
Productions—Captain Z-RO, Hollywood to B'way, Grantland Rice Sportlights, Holiday Series, Is This Magic?

Audio Master Corp.

17 East 45th St., New York 17, N. Y.

Phone: OXFord 7-0725

President.....Herbert Rose
Services Offered—Library of mood and bridge music, sound effects.

George Bagnall & Associates Inc.

8827 Olympic Blvd., Beverly Hills, Cal.

Phone: CR 1-5133

President.....George L. Bagnall
V.P., Gen. Sales Mgr.....J. J. O'Loughlin
Secretary.....Fred C. Lindquist
Services Offered—Distribution of the following films for television: Features—Forbidden Jungle, New Orleans, Timber Fury, Border Outlaws, The Long Night, Korea Patrol, Fun on a Weekend, Cattle Queen, Federal Man, Badman's Gold, Abie's Irish Rose, The Adventures of the Texas Kid, The Return of Rin Tin Tin, The Fighting Stallion, Montana Mike, One Minute to Twelve, On Our Merry Way, Buffalo Bill Rides Again, Carnegie Hall, Hollywood Barn Dance, Lured, Buffalo Bill in Tomahawk Territory, The Hoodlum, Doctor Jim, Voice in the Wind, I Stand Condemned, The Windjammer, The Barbarian and the Lady, Kangaroo Kid, It Happened Tomorrow, Hangmen Also Die, What Price Money, Half-hour Shows—Bill Burrud's "Treasure," Global Zobel, Half-hour Adventures in Black and White, 26 epi-

sodes, A Scene with a Star, 5-Minute Show—Race, Night, 52 Winners, 5-Minute Comic Strip, Clutch Cargo.

Bil Baird's Marionettes

59 Barrow St., N.Y.C. 24

(See Commercial Producers)

Jerome Balsam Films, Inc.

33 W. 42nd St., N. Y. 36

Phone: PE 6-1432

Pres., Gen. Sales.....Jerome Balsam
Vice President.....Alexander Beck
Services Offered—Producers and distributors to TV of syndicated shows, features and cartoons.

Banner Films, Inc.

527 Madison Ave., New York 22, N. Y.

Phone: PLaza 5-4811

President.....Charles McGregor
Services Offered—Production and distribution of films for TV.
Productions—Night Court U.S.A., 78 one-half hour episodes.
Distributing—Bold Journey, Speedway International, I Search For Adventure, Judge Roy Bean, Jungle, feature films & cartoons.

Thomas J. Barbre Productions

2130 S. Bellaire St., Denver 22, Colo.

Phone: SKYline 6-8383

Producer.....Thos. J. Barbre
Assistant Manager.....Anita T. Barbre
Dir. of Photography.....H. J. Anderson
Dir. of Sound.....Paul F. Emrich
Services Offered—Complete motion picture production services: scripts, photography, editing, sound recording, stage, mobile units, theater. Producing business films and TV commercials for national accounts.
Productions—TV film commercials: Bold Action Furniture Sales, Inc.; Adolph Coors Company; Gates Rubber Company.

Barnett International Forwarders

543 W. 43rd St., New York 36, N. Y.

Phone: BRyant 9-1616

President.....William Barnett
V.P., Sec'y.....Norman Barnett
Treas.....Alan Barnett
Services Offered—International freight forwarders, export packers and customs house brokers, specializing in motion picture and TV industry.

Bengal Pictures

3014 Petite Ct., Los Angeles 39, Calif.

Phone: NOrmandy 2-7808

Producer & Director.....Phil E. Cantonwine
Associate Producer.....Harry Babb
Stories & Narration.....Cheri Le'Blanche
Assistant Producer.....John Pope

(Continued on Page 917)

GOVERNOR TELEVISION ATTRactions, INC.

1960 PROCLAMATION

BE IT HEREBY UNDERSTOOD by all concerned, that Governor Television Attractions continuously offered to stations the ultimate value in motion picture packages; furthermore, this policy will continue in force for 1960.

WHEREAS exciting shows are a consideration in attracting viewers, Governor Television Attractions makes available three packages as follows:

KING MIDAS PACKAGE: 14 top-flight features.

BUCKY and PEPITO: laugh-provoking cartoon group.

LAUREL and HARDY: the most famous comedy team in television.

GOVERNOR TELEVISION ATTRactions, INC.

375 PARK AVENUE
NEW YORK 22, N. Y.

PL 3-6216

ARTHUR KERMAN, *President*

52



LATE RELEASE
FEATURES
for immediate release



LOCK USTERS

FIRST
TIME
ON
TV

A truly great package
of late release—full
length features
assembled by Jayark,
produced by major
studios and featuring
the biggest stars
in the business



THE
Capitol
CLOWN



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Sold in 128
markets. One of the most popular
cartoon features of the day.

Available in black & white or color

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JAYARK FILMS CORPORATION

Reub Kautman, President

15 EAST 48th ST., NEW YORK 17, N. Y. MUrray Hill 8-2636

699 N. Bronson Ave., Hollywood 4, Calif. HOLLYWOOD 2-6769



(Continued from Page 914)

Editor Dick Alexander
 Director Robert Derteano
Services Offered—TV shorts industrials, TV spots, TV films made to order.

Fritz Blocki Productions

1343 N. Fuller Ave., Hollywood 46, Calif.
 Phone: HOLlywood 2-8971

Producer Fritz Blocki
Services Offered—Live TV show formats for local and/or network use.

Bonded TV Film Service

630 Ninth Ave., New York 36, N. Y.
 Phone: JUdson 6-1030

President Chester M. Ross
 V.P. in Chg. of Oper. Emanuel Kandel
 Gen. Sales Mgr. Wade Barnes

Branch Offices

8290 Santa Monica Blvd., Hollywood, Calif.
 V.P., chg. of Operations Stanley Halperin
 1301 S. Wabash Ave., Chicago, Ill.

Manager John Krutzler
Services Offered—Shipping, expediting and servicing of TV film.

Brandon Films Inc.

200 West 57th St., New York 19, N. Y.
 Phone: CI 6-4868

President Thomas J. Brandon
 Film Library Lillian W. Brandon
Services Offered—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
 (See Commercial Producers)

Bernard S. Brody & Associates

120 El Camino Drive, Beverly Hills, Calif.
 Phone: CR 6-1334

Owner Bernard S. Brody
 Assistant Carole Marsh
Services Offered—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

Productions—Danny Thomas Show, Love and Marriage.

S. W. Caldwell, Ltd.

447 Jarvis St., Toronto 5, Ont., Canada
 Phone: WALnut 2-2103

President S. W. Caldwell
 Vice President G. F. Keeble
 V.P., Production S. Banks
 Dir. Photography G. Alsen
 Animation Supervisor Jim MacKay
 Lab Manager G. Fraser
 Production Sales R. S. Wilson
 TV Film Sales Ken Page
 Recording Supervisor Mel Lovell

Montreal Br. Mgr. J. E. DeBow
 Vancouver Br. Mgr. Florence Ward
 Quality Control W. Ross Smith

Services Offered—Complete sound stage, 35mm & 16mm production and recording facilities. Distributors of syndicated shows produced in U.S. and abroad.

Calhoun M. P. Producers

264 E. 78th St., N. Y. 21
 Phone: LEHigh 5-2120

President Brian Calhoun
 Vice President Paul Goldschmidt
 Secretary-Treas. Dieltinde Ruber
 Prod. Mgr. Fred Carley
 Sales Mgr. C. P. Gennell

Services Offered—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales

California National Productions, Inc.

(Subsidiary of NBC)

663 Fifth Avenue, New York 22, N. Y.
 Phone: Circle 7-8300

President Earl Rettig
 V.P., Gen. Mgr. Herbert S. Schlosser
 Chairman of the Board J. M. Clifford
 V.P., Programs Frank Cleaver
 V.P., Treasurer George D. Matson
 Secretary Thomas E. Ervin
 Assistant Secretaries T. W. Sarnoff,
 Herbert S. Schlosser

Ass't Treas. Joseph L. Kubin
 Dir. of Bus. Affairs Marshall Wortman
 Dir. of Prom., Adv., Press Arthur Perles
Services Offered—TV film program sales and syndication, licensed merchandising.

Sales Offices

NBC Television Films:
 663 Fifth Ave., New York 22, N. Y.
 Phone: Circle 7-8300

Regional Prog. Sls. Mgr. Daniel M. Curtis
 Eastern Sls. Mgr. John F. Tobin
 Merchandise Mart, Chicago 54, Ill.
 Phone: MOhawk 4-6565

Central Sls. Mgr. Edward A. Montanus
 Sunset and Vine, Hollywood 28, Cal.
 Phone: THornwall 5-7000


Western Sls. Mgr. Clifford Ogden
Victory Program Sales
 663 5th Ave., New York 22, N. Y.
 Phone: CI 7-8300

Manager Jacques Liebhenguth
 Canadian Distributor:
 Fremantle of Canada, Ltd.
 17 Dundonald St., Toronto, Ont.
 Phone: WALnut 4-9635

Manager Ralph Ellis
NBC Television Films—Badge 714, Boots and Saddles—the Story of the Fifth Cavalry, The Silent Service, Union Pacific, Danger Is My Business, The Life of Riley, Flight, Not For Hire, Lawless Years, Philip Marlowe.

(Continued on Page 920)





NORTHWEST PASSAGE...

the red-blooded adventures of Rogers' Rangers in the heroic days of the French and Indian War... a stirring, history-inspired series presented by MGM-TV in 26 action-packed half-hours... based upon the famous Kenneth Roberts best-seller and the memorable M-G-M motion picture. Starring KEITH LARSEN, BUDDY EBSEN and DON BURNETT. Available in Black & White or rich Metrocolor as originally telecast on NBC. For details, contact

MGM-TV

1540 Broadway, New York 36, N. Y.
JUdson 2-2000



Continued from Page 917

Victory Program Sales—Adventure of the Falcon, Captured, Crunch and Des, Dangerous Assignment, Frontier, The Great Gildersleeve, Gumby, His Honor Homer Bell, Hopalong Cassidy, Inner Sanctum, It's A Great Life, The Lilli Palmer Show, Medic, Paragon Playhouse, Steve Donovan Western Marshall, Victory at Sea, The Visitor, Watch The World, Cameo Visitor, Panic!, The Adventures of Hiram Holiday, The Californians.

Lars Calonijs Prod. Inc.

45 West 45th St., New York 36, N. Y.
(See Commercial Producers)

Carousel Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-6734

President.....David B. Dash
Services Offered—Distribution and production of TV films.

Carson-Stempel Enterprises

9034 Sunset Blvd.
Los Angeles 46, Calif.
Phone: CRestview 4-8343

Partners.....Jack Carson & Frank Stempel

Carthay Sound Stage

5907 W. Pico Blvd., Los Angeles 35, Calif.
Phone: WEBster 8-2101

Pres., Gen. Mgr.....Jack Miles
Services Offered—Sound stage facilities for lease. Completely equipped; for motion picture and TV film production.

Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood 46, Calif.
Phone: OLdfield 4-4144

President.....Harvey Pergament
Vice Pres.....Earl M. Robins
Sec.-Treas.....Esther Pergament
Services Offered — Producers representative, distribution of motion picture films, exporter of TV programs. Distributing 36 Spanish dialogue features; Famous Guests, Unk & Andy Art Adventures, Huespedes Famosos (Spanish).

Cavalier Productions, Inc. Rodney-Young Prod.

9134 Sunset Blvd., Los Angeles 46, Calif.
Phone: BR 2-0837

President.....Robert Young
V.P. Chg. Prod.....Eugene B. Rodney
Secretary.....Ben Bisgeier
Services Offered—Production of TV film series.

Productions—"Father Knows Best."

Campus Film Productions, Inc.

20 E. 46th St., N. Y. 17, N. Y.
(See Commercial Producers)

CBS Films

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345

President.....Merle S. Jones
Administrative V.P.....Sam Cooke Digges
V.P., Programming.....Robert F. Lewine
Dir., Oper.....Fred J. Mahlstedt
Merchandising Mgr.....Walter Scanlon
Sales Prom. Mgr.....Eugene Moss
Contracts Manager.....Gloria Lesser
Publicity Director.....Robert Fuller
Inter. Bus. Rel. Dir.....Howard L. Kany
Inter. Sls. Dir.....Ralph M. Baruch
Int. Sls. Mgr.....Willard Block
Licensing Dir.....Murray Benson
Bus. Affairs Dir.....Joseph B. Irwin
Film Sls. Distrib. Supvsr.....E. K. Cooper
Film Svc. Co-ord.....Stanley Moldow
Dir. CBS Europe.....Michael Burke
Mgr. Chicago Sales.....Henry Gillespie
Mgr. San Francisco Sales.....Edward Hewitt
Mgr. Los Angeles Sales.....William Perkinson
Mgr. Atlanta Sales.....James Thrash
Mgr. Dallas Sales.....Carter Ringlep
Mgr. St. Louis Sales.....George Diedrich
Mgr. Boston Sales.....H. Roy Marks
Mgr. Detroit Sales.....Barr Sheets
Pres., Canada (Caldwell TV Film Sls.)
S. W. Caldwell

Services Offered—Worldwide distribution & production facilities. Finances, produces & distributes films & video tapes for TV.

Productions—Jarrett of K Street, Andy 'n' Andy (77), Mama (26), Rendezvous (39), Our Miss Brooks (120), Eve Arden Show (26), Colonel Flack (39), The Gray Ghost (39), San Francisco Beat (183), Terrytoons (200), Of All Things (100), Buffalo Bill Jr. (42), The Brothers (26), Files of Jeffrey Jones (39), Cases of Eddie Drake (13), Under the Sun (26), Navy Log (104), Brave Eagle (26), You Are There (39), The Honey-mooners (39), Gene Antry Show (91), Adventures of Champion (26), U. S. Border Patrol (39), Sunrise Semester (75), Mr. Adams & Eve (39), Whirlybirds (111), Air Power (26), My Favorite Husband (13), Robert Herridge Theater (26), Phil Silvers (52), Trackdown (71), The Whistler (39), Life With Father (26), Assignment Foreign Legion (26).

Champion Productions, Inc.

10000 Riverside Dr., N. Hollywood, Calif.
Phone: POplar 9-1451

President.....Armand Schaefer
Vice Pres., Treasurer.....M. J. Hamilburg
Secretary.....Ina Antry
Assistant Treasurer.....Philip S. Cobey
Services Offered—Production of TV films and commercials.

Productions—Buffalo Bill, Jr., Adventures of Champion, Gene Antry Range Rider, Annie Oakley.

(Continued on Page 924)

SYNDICATE NAME STARS

... Assure Bigger Audiences

By DAVID V. SUTTON

Vice Pres. in Charge, MCA TV Film Syndication



I HAVE often been asked, "Just how important is a name star to a syndicated series?" This is a question which has echoed up and down many a sound stage and TV planning office when a new program emerges from the blueprint stage. Is a star really that important to a successful series, or is a good script and generous production sufficient to meet the needs of the regional and local advertiser?

The proper answer, of course, is that all these elements are essential for a good show, but there is room for speculation on the relative importance of star names to syndicated programming. I think every successful producer and distributor of films for local programming has found that the first question asked by a prospective advertiser is: "Who's in it?" Mention a relatively unknown actor, and you've lost half the battle toward the contract signing. This is not to find fault with the logic of the film buyer. He knows that the viewers in his market are open to an invitation to share a television experience with someone they know, or have seen before, and generally speaking, the bigger the star, the bigger the potential audience for a new program.

We have long appreciated this principle in our end of the business. In four of our newest series, for example, we are fortunate to have names which definitely add a big plus to the sales appeal and conse-

quently to audience appeal. For "SA 7," for example, I have Lloyd Nolan, certainly a name as big as any in the entertainment business. For "Johnny Midnight" the star is no less than an Academy Award winner—Edmond O'Brien. For "Coronado 9" we have a TV veteran, Rod Cameron. And for "Shotgun Slade" Scott Brady, who has a long list of motion picture credits and who was at that moment starring in the successful Broadway musical, "Destry Rides Again."

How, you may well ask, are the new personalities, the upcoming stars, to achieve stardom if we are all to rely upon the better known actors to headline our television productions? The answer must be the same as in the related arts of the theater, the screen and the cafes—using fresh but little known performers as supporting players. Repeated exposure—and experience—in many television programs will develop these younger artists to the point where they will some day earn the right to star in a series of their own.

As everyone recognizes, the use of a name star per se, without thorough regard for his suitability for the film characterization, is a waste of his talents and creatively unwise. We can reasonably expect, however, that professional film makers will select the right star for the right role, and that any star can be relied upon to turn in a truly professional performance.

Aces

*Sure
winners
whenever
played*

All!

**"THE PEOPLE'S
CHOICE"**

"JIM BOWIE"

"MEET McGRAW"

"26 MEN"

ABC FILMS, INC.

1501 BROADWAY, NEW YORK 36, NEW YORK

And for release now!

"COURT of LAST RESORT"

"EXPEDITION!"

"COUNTERTHRUST"

currently on network...

"ONE STEP BEYOND"

Aluminum Company of America

"MAN WITH A CAMERA"

General Electric Company

TV FILM PROD.-DIST.

(Continued from Page 920)

Bruce Chapman Co.

125 W. 41st St., New York 36, N. Y.

Phone: Wisc. 7-9244

Branch Office

30 Rue Chalgrin, Paris, France

President Bruce Chapman

V.P. & Treas. Edna Chapman

Dir. of Research Mary Hurcheson

Services Offered—Production of TV and industrial films.

Productions—The Answer Man.

Charter Oak Tele-Pictures

423 E. 90th St., New York, N. Y.

(See Commercial Producers)

Cheryl TV Corp.

3084 Motor Ave., Los Angeles 64, Cal.

Phone: TEexas 0-6136

Services Offered—Producers, distributors of films.

Christensen-Kennedy Productions

2824 Harney St., Omaha 31, Nebr.

(See Commercial Producers)

Cinema Research Corp.

716 N. LaBrea Ave., Hollywood 38, Cal.

Phone: WEbster 3-9301

President Harold Scheib

Vice President Ernest Arcella, Jr.

Services Offered—Service organization to film producers in 35mm or 16mm optical printing, art titles, animation, registration contact printing, stage inserts & Matte shots. 70mm reductions, 16 to 35mm blowups.

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.

Phone: TRafalgar 3-1411

President Joseph Seiden

Cameraman Harold H. Seiden

Sound Department Herbert C. Bloom

Services Offered — Rental of completely equipped studios for TV producers including camera, sound and lighting equipment for location work.

Cinema-Vue Corporation

245 W. 55th St., New York 19, N. Y.

Phone: JUdson 6-1336

President Joseph P. Smith

Exec. Vice Pres. Arthur J. Steel

Sect. Gen. Counsel Harry M. Pimstein

Mgr. Corp. Opera. Bernard J. O'Rourke

Branch Office

11693 Laurelwood Dr., Los Angeles, Calif.

Phone: POplar 6-8734

V.P. Sls. Mgr. Francis D. Smith

Services Offered—Producers and distributors of filmed and taped TV programs.

Productions—Adventures of Danny Dee,

Jingle Dingle Christmas Party, The Mickey Rooney Show, Secret Files U. S. A., Washington at Valley Forge, 104 Tom Puss, Animated Color Cartoons.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood

(See Commercial Producers)

Clairmont Films

4530 Mariota Ave., Hollywood, Calif.

Phone: POplar 2-4498

Owner Leonard Clairmont

Services Offered: Motion picture production and photography.

Productions: Tiare Tahiti.

Claster Enterprises, Inc.

2229 N. Charles St., Baltimore 18, Md.

Phone: CHesapeake 3-3630

President Bertram H. Claster

Sales Manager Lee N. Baker

Production Manager Ken Calfee

Services Offered—Producers and distributors of "Strikes 'n Spares," "Pin Busters," "It's in the Name," and "Duckpins & Dollars."

Colorama Features

1501 Broadway, New York City

Phone: LOngacre 4-5992

President Jules B. Weil

Vice President Carroll L. Puciato

Commodore Productions and Artists, Inc.

6636 Hollywood Blvd., Hollywood 28, Cal.

(See Commercial Producers)

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.

Phone: CIrcle 5-6456

President Mortimer D. Sackett

Sec., Treas. S. Sackett

Sales Mgr. Leo Gottlieb

Services Offered—TV producers and distributors.

Confession, Inc.

1501 Broadway, N. Y.

Phone: LOngacre 4-5592

Exec. Prod. Jules B. Weil

Prod. Moderator Jack Wyatt

Services Offered—Product for regional and national sponsorship.

Frank Cooper Associates

9145 Sunset Blvd., Los Angeles 46, Cal.

Phone: CRestview 4-5971

N. Y. Phone: PLaza 1-0725

President Frank Cooper

V.P. Chg. L. A. Office. Dick Irving Hyland

V.P. Chge. of N. Y. Office Sy Fischer

Executives. Joel Cohen, Robt. Goldfarb,

Wm. Cooper, Robert Eisenbach, Jay Finger,

(Continued on Page 927)

WORLDWIDE TV LOCALE

...Viewers Want Authentic Look

By WALTER KINGSLEY

President, Independent Television Corp.



VIEWERS no longer will accept cardboard backdrops in their filmed dramas. They want to see the real thing. Former production methods are outmoded and Hollywood and New York are no longer the only production locales in the world. The grandeur of Rome, the beauty of Paris, the breathless vista of the Alps . . . all are available for today's production crews and that's what viewers demand to see — and in the flesh, so to speak. And there's a great pool of creative talent in all these countries. You might find another Ingrid Bergman in Sweden or a Jack Hawkins and Patrick McGoohan in England or a DeSica in Italy. The richness of talent often comes with the richness of settings.

Today, in television, the viewing public, spurred on by the authentic world-wide look of the movies, is now becoming more educated to and sophisticated about the finer qualities of location shooting, strong scripts and interesting entertainments whose backgrounds are real.

ITC, as part of Associated Television Limited (ATV), has been set up with just this realistic idea in mind: To face today's production facts-of-life. ATV is the leading network contractor for the United Kingdom. Seizing the initiative in world-wide production, ATV has held up the beacon and even our 3 major networks have begun to follow it full steam into world-wide production. For example, CBS, right now, is using our facilities to film a show on the Vienna State Opera. This same American network, with ATV, will tape a ninety

minute drama, "24 Hours In A Woman's Life," by Stephan Zweig, starring Ingrid Bergman and produced by her husband, Lars Schmidt. And Person To Person makes extensive use of ATV's taping facilities whenever international celebrities are interviewed in their homes. ATV's production facilities are also being used by NBC who is doing a week of Jack Paar shows in England and for ABC we are filming a half hour series abroad, the first such series commitment of its kind.

Being part of such a company certainly places ITC in an enviable position. ITC can budget its syndicated shows, whether produced in Hollywood, New York, or elsewhere throughout the world, with a world-wide payoff which allows enough money to produce top quality shows.

This search for real quality can only be achieved when you have the confidence of your convictions and the showmanship "know-how" that is an integral part of an organization. We have both. When we believe in a project—are convinced the quality is there—we go ahead so that quality is in the entire series, not just a pilot.

It seems to us that this is the kind of approach that the industry as a whole and syndication, in particular, must take. Only quality production can survive. In addition to Hollywood and New York, such quality production can be found in all areas of the world. To think otherwise is to look back over your shoulders — with blinders on. But they're off now and the view is wide. In fact, it takes in the whole world.

ATLANTIC TELEVISION, INC.

the surging force in TV Film Distribution

- GROWING WITH THE INDUSTRY SINCE 1948
- RUN BY MEN EXPERIENCED IN STATION OPERATION — THE ATLANTIC APPROACH IS THAT OF THE STATION
- AUDIENCE-PROVEN FEATURES, SENSIBLY-PRICED FOR YOUR FILM BUDGET

Packages available:

The See-Worthies

The New "Champion" . . .
still riding the
crest of popularity

Waves of Thrills and Chills

Packages available:

Oceans of Action

Smooth Sailors . . .
for family and fireside

Rip-Tide of Rip-roaring
Westerns

SIX-PACK SPECIAL . . . NEW CARGO FOR TV

Executive & Sales Offices: 730 Fifth Avenue, NY 19 JUDSON 2-1287

Film Booking & Shipping Offices: 130 W. 46 St., NY 36 JU 2-1287

ALFRED H. MORTON

President

JAMES V. McNAMARA

General Sales Manager

(Continued from Page 924)

B. D. Shamburg, John B. Genung, Perry
Leff, Leonard Goldstein
Services Offered—Literary & Actors agents,
TV packagers.

**Tom J. Corradine &
Associates**

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-4448

PresidentTom Corradine
Vice President.....Kyle C. Thomas
Sales Manager.....Eugene B. Duncker
Secretary.....Robert J. Meeker
Services Offered—National and regional
representatives for sale of half-hour syndi-
cated and television packages, 425 feature
films, and 135 westerns.

Currently Distributing—The Ruggles,
Holiday U.S.A., Rendezvous With Adventure,
I Married Joan, Public Defender, Little Ras-
cals, Uncommon Valor.

**Criterion Film Laboratories,
Inc.**

33 W. 60th St., New York 23, N. Y.
Phone: COLUMBUS 5-2180

President.....Fred G. Todaro
Production Manager.....Ernest Todaro
Sales Manager.....Irving Schecter
Services Offered—Developing and printing
of B & W and color film.

Crosby-Brown Productions

915 N. La Brea, Los Angeles 38, Calif.
Phone: OLdfield 6-6050

Chairman of Board.....Bing Crosby
PresidentKenyon Brown
V.P., Gen. Mgr.....Henry R. Flynn
Asst. to Pres.....James J. Rue
230 Park Ave., New York 17, N. Y.
Phone: MU 9-6515

V.P. in Charge of Sales....Peter M. Roberk
Eastern Sales Mgr.....William Finkeldey
Services Offered—National distribution of
film and tape TV shows for national, regional
and syndicated release.

Productions—Adventure Tomorrow, Dan-
ger Zone, Global Zohel, Hollywood Legion
Wrestling, Michael's of Africa, People's
Court, The Pioneers, Post '48 features, Squad
Car, Treasure, Vagabond, Wanderlust, Won-
ders of the World, You Asked For It.

Cummings Productions, Inc.

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(See Commercial Producers)

**Phil Davis Musical
Enterprises, Inc.**

59 E. 54th St., N. Y. 22, N. Y.
(See Commercial Producers)

Daystar Productions, Inc.

Box 900, Beverly Hills, Calif.
Phone: CR 6-2211

Chief Execs...Leslie Stevens, Stanley Colbert
Services Offered—Complete creative ser-

vices in connection with films for TV.

Productions—Formula for Adventure, Ar-
senal Stone.

D.P.M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Demby Productions, Inc.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
(See Commercial Producers)

**Jack Denove
Productions, Inc.**

6611 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HO 4-8331

PresidentJack Denove
Vice-PresidentDick Denove
Services Offered—Produce film commer-
cials, dramatic half-hour TV shows and in-
dustrial films. Also tape commercials.

Productions—Christopher films, Lucky
Strike commercials, Half-hour Bowling Se-
ries, It's Golf Time.

Dephoure Studios, Inc.

782 Commonwealth Ave., Boston 15, Mass.
(See Commercial Producers)

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
(See Commercial Producers)

**Derel Producing Associates,
Inc.**

68 William Street, New York 5, N. Y.
Phone: BOWling Green 9-1550

PresidentJerry Feldman
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Services Offered—Packagers of filmed TV
shows.

**Louis deRochemont
Associates, Inc.**

380 Madison Ave., New York 9, N. Y.
Phone: OXFord 7-0350

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Associates.....F. Borden Mace, Lothar
Wolff, Martin J. Maloney, Louis deRoche-
mont III

Services Offered—All producing services
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Also distributing services for selected the-
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Productions: Man on a String, The March
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Desilu Productions, Inc.

780 N. Gower, Hollywood 38, Calif.
Phone: HO 9-5911
N. Y. Phone: PL 2-1393

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V.P. & Director.....Lucille Ball Arnaz
Exec. V.P. & Director.....Martin N. Leeds
Sec.-Treas. & Director.....Edwin E. Holly
(Continued on Page 929)

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Rome

AGENTS IN BRAZIL, ARGENTINA, PERU and JAPAN

(Continued from Page 927)

Vice Presidents.....W. Argyle Nelson,
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Services Offered—TV film producers for own account; provides filming services and facilities for networks and independents on cost-plus-fee basis; operates 34 sound stages and extensive back lot.

Productions—Own productions — Desilu Playhouse; Lucille Ball-Desi Arnaz Show; Whirllybirds; U. S. Marshall; Grand Jury; Harrigan & Son; Guestward Ho; For Men Only; Rory Calhoun Show; The Texas; Ann Sothern Show, Filming for others — Andy Griffith Show; Angel; Danny Thomas Show; Wyatt Earp; Real McCoys; Jack Benny Show; Barbara Stanwick Show; The Millionaire.

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Treasurer.....Paul L. Pease
V.P., Studio Prod. Mgr.....W. H. Anderson
Publicity HeadJoseph P. Reddy

Productions — Mickey Mouse Club, Walt Disney Presents, Zorro: all TV Series for ABC Network Release.

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Phone: HOLlywood 5-6164

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V.P., Treas.Fred W. Hoar
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ComptrollerA. Eugene Donofrio

Services Offered — Producer filmed TV series.

Productions—Douglas Fairbanks Presents.

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Phone: TEmpleton 8-5690

President.....Sherman H. Dryer

Services Offered—Custom productions & general packages in TV, films, radio & for the stage.

Productions—World of Medicine, The Balance, Project: Security.

W. C. Duennhaupt Film Prod.

1908 Florida Ave., Wash., D. C.
(See Commercial Prod.)

Durham Telefilms, Inc.

521 Fifth Ave., New York 17, N. Y.
Phone: YUkon 6-1960

President.....David A. Bader

Chairman.....William C. Durham
Vice Pres.....Norman Carnegie
Sec.-Treas.Emanuel Eppstein

Services Offered: International sales organization in films for TV.

Dynamic Films, Inc.

405 Park Ave., New York City 22
(See Commercial Producers)

Economec Television Programs

(A Div. of Ziv-United Artists TV Co.)
488 Madison Ave., New York 22, N. Y.

Phone: MUrray Hill 8-4700

General Manager.....Pierre Weis
National Sales Mgr.....Dick Lawrence
National Spot Sls. Mgr.....Ken Joseph

Services Offered—Distribution of the following films for television: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Men of Annapolis, West Point, Harbor Command, The New Adventures of Martin Kane, Science Fiction Theatre, Man Called X, Dr. Christian, Adventure at Scott Island.

Educational Films Corp. Of America

1501 Broadway, New York 36, N. Y.
Phone: PENnsylvania 6-1780

President.....Earl W. Hammons
Vice President.....V. H. Hammons
TreasurerEverett Rosenthal
SecretaryL. Loweninthan

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

Peter Elgar Productions, Inc.

75 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Empire Production Corp.

480 Lexington Ave., New York, N. Y.
(See Commercial Producers)

Robert J. Enders, Inc.

1001 Connecticut Ave., N.W.,
Washington 6, D. C.
(See Program Producers)

Endorsements, Inc.

65 East 55th St., New York 22, N. Y.
(See Commercial Producers)

(Continued on Page 933)

Fredric Stoessel Inc.

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in the development of television products



Photography by Fredric Stoessel

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DOUG ANDERSON

New Half-Hour TV Film Series with Magic and Puppets

Directed by ANTHONY FARRAR



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**119 WEST 57th STREET
NEW YORK, N. Y. — JUDSON 2-6978-9**

ARE PILOTS PASSE?

... Many Try To Cover Too Much

By GEORGE T. SHUPERT

Vice President of TV for MGM



WE HAVE long been on record as maintaining that pilot films are one of the big bugaboos of our industry. The financial resources and creative energy that have gone into making pilots, which have never seen the light of a TV tube, is tremendous. A few distributors have tried to develop anthology programs built around pilots which are gathering dust in film vaults.

Pilots have been under attack by many people from many angles. Three principle points of concern are: (1) a pilot is no real indication of continuity of quality for any given series; (2) many producers overextend themselves in the production of pilots by budgeting the pilots far beyond what they can carry on a week-to-week basis; for example, spending eighty thousand dollars to produce a pilot for a program that must be brought in at forty-thousand; (3) a pilot too often tries to tell the whole story of the series rather than being a typical episode, and misses in both instances.

Nevertheless as long as agencies represent advertisers and must present a specific treatment of any proposed program to their clients, we'll probably always have pilots with us. The problem, therefore, is how we can cut down pilot fatality!

Considerable thinking along these lines went into the planning of MGM-TV's programming for the 1960-1961 season. From this came a basic philosophy which has guided us during our current sales effort. Be-

ing specific, at the outset of the season we had twelve properties, each of top calibre and in the aggregate presenting a well rounded overall program to present to agencies, networks, and advertisers. Should we make pilots of all twelve? Or make pilots of the three or four we considered most marketable?

We decided to make no pilots at all! Rather we presented our ideas for each of our twelve programs on one forty-three minute color film which, in fact, cost us considerably less than half the cost of a pilot for any one of the programs. Included in this film presentation were detailed scenarios of each of the programs, casting plans, proposals for directors and writers, and in particular the names of topflight TV film producers with whom we had agreements to handle the creative development of the programs, once they were sold. It was this presentation—"master pilot" if you will—that we showed to networks, agencies and advertisers, and it was on the basis of their concrete interest in certain of our properties that we agreed to accept assignments to produce pilots, four of them on a co-financing basis. Where we found slight interest, we produced no pilot.

Though we have not circumvented the practice of making pilots, we feel we have given our pilots a greater chance of acceptance and ultimately of finding a time period, by consulting with the networks and agencies involved prior to, and during production.

TOP TELEVISION MARKETS IN THE U. S.

Rank	City
1	NEW YORK
2	LOS ANGELES
3	CHICAGO
4	PHILADELPHIA
5	DETROIT
6	BOSTON
7	CLEVELAND
8	SAN FRANCISCO
9	ST. LOUIS
10	PITTSBURGH
11	WASHINGTON
12	MINNEAPOLIS
13	ST. PAUL
14	NEW HAVEN
15	HARTFORD
16	CINCINNATI
17	PROVIDENCE
18	KANSAS CITY
19	BALTIMORE
20	INDIANAPOLIS
21	MILWAUKEE
22	DALLAS
23	FORT WORTH
24	BLOOMINGTON
25	BUFFALO
26	ALTOONA
27	GRAND RAPIDS
28	ATLANTA
29	SEATTLE
30	TACOMA
31	CHARLOTTE
32	HOUSTON
33	LANCASTER
34	MEMPHIS
35	COLUMBUS
36	LOUISVILLE
37	DAYTON
38	CHARLESTON
39	BIRMINGHAM
40	PORTLAND, OREG.
41	SYRACUSE
42	MIAMI
43	WHEELING
44	NEW ORLEANS
45	WINSTON-SALEM

Rank	City
46	ALBANY
47	NASHVILLE
48	CHAMPAIGN
49	SACRAMENTO
50	OMAHA
51	DENVER
52	DAVENPORT
53	TOLEDO
54	OKLAHOMA CITY
55	ASHEVILLE
56	ROCHESTER, N. Y.
57	TULSA
58	ST. PETERSBURG
59	DES MOINES
60	CEDAR RAPIDS
61	WICHITA
62	ROANOKE
63	BINGHAMTON
64	RALEIGH
65	SAN DIEGO
66	JACKSONVILLE
67	SAN ANTONIO
68	BATON ROUGE
69	SCRANTON
70	RICHMOND
71	SHREVEPORT
72	KNOXVILLE
73	LITTLE ROCK
74	EVANSVILLE
75	FRESNO
76	SPOKANE
77	MADISON
78	MOBILE
79	TERRE HAUTE
80	FORT WAYNE
81	PHOENIX
82	SIOUX FALLS
83	ORLANDO
84	CHATTANOOGA
85	COLUMBIA
86	SUPERIOR
87	ERIE
88	DULUTH
89	FARGO
90	PEORIA

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**Espana Mexico Argentina,
S.A. de C.V.**

Cordoba #48, Mexico, D.F. (7)
Phone: 25-01-53

President.....M. B. Ponce
Manager.....C. G. Villamil
Secretary.....B. M. Ortega
Sales Manager.....James B. Stanton
Services Offered—Production, distribution
of short films.
Productions—Mexican Newsreel, Camara.

Excelsior Pictures Corp.

1564 Broadway, New York 36, N. Y.
Phone: Circle 5-6157

PresidentWalter Bibo
Services Offered—Distributes various fea-
tures and shorts for TV.

Explorers Pictures Corp.

1501 Broadway, New York, N. Y.
Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill
Asst. Sales Mgr.....Monty Raphaelson
Services Offered—Motion picture films for
TV, feature and half hour length.

Faillace Productions, Inc.

59 E. 54th St., New York 22, N. Y.
(See Commercial Producers)

**Jerry Fairbanks Productions
of California**

1330 N. Vine St., Hollywood 28, Calif.
Phone: HOllYwood 2-1101

Pres., Exec. Producer.....Jerry Fairbanks
Administration.....William M. Sterling
Production Manager.....John McKennon
Studio Manager.....Robert Scrivner
Film Director.....Robert Larsen
Head, Creative Dept.....Leo S. Rosencrans
Services Offered—Producers of all types of
films for television, including package pro-
grams, agency shows, spot announcements,
and special featurettes. Also commercial and
theatrical motion picture producers.

Productions—Commercials for Max Factor,
Union Oil, Bell & Howell, Carnation, Mat-
tel Toys, Oldsmobile, Cool Beer, Wilson
Meat, Helene Cortis, Gallo Wine, Armstrong
Cork Co., National Car Rental.

Family Theater, Inc.

7201 Sunset Blvd., Hollywood 46, Cal.
Phone: HO 2-1317

Pres., Prod.Rev. Patrick Peyton, C.S.C.
Vice-Pres.Rev. Jerome Lawyer, C.S.C.
Assoc. Prod....Rev. Albert J. Heinzer, C.S.C.
Prod. Super....Rev. Philip Higgins, C.S.C.
Services Offered—Production and presenta-
tion of two weekly dramatic broadcasts over
Mutual Network. Production and distribu-

tion, free of charge, of religious films for
public-service TV presentation.

Don Fedderson Productions

780 N. Gower St., Hollywood 38, Cal.
Phone: HOllYwood 9-5911

New York Phone: OXFord 5-3060
PresidentDon Fedderson
Vice President.....Fred Henry
Assoc. Prod. Story Ed.....Milton Merlin
Dir. Publ.-Prom.....Les Kaufman
N. Y. Manager.....Art Stark
Productions — The Millionaire, Who Do
You Trust? Charley Weaver, Hobby Lobby.

Paul J. Fennell Co.

404 N. La Cienega Blvd., Los Angeles 48, Cal.
119 W. 57th St., N. Y. 19, N. Y.
(See Commercial Producers)

Filmack Corp.

1327 S. Wabash 4th e., Chicago 5, Ill.
(See Commercial Producers)

Film Classic Exchange

1977 S. Vermont Ave., Los Angeles 7
Phone: REpublic 1-3854

Manager.....Charles H. Tarbox
Services Offered—Library comprises more
than 3,000 titles from 1895 to 1940; package
features and westerns.

Productions—The Living Past, Tales of Mt.
Idy.

**Filmcraft Productions
Studio**

8451 Melrose Ave., Los Angeles 46, Calif.
Phone: OLive 3-2430

Pres. & Owner.....Regina Lindenbaum
Production Manager.....Jack C. Lacey
Supervising Ed.....Norman Colbert
Services Offered—Create, film and produce
television programs, commercials. Studio Fa-
cilities.

Productions — Groucho Marx "You Bet
Your Life," and commercials for agencies.

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: HOllYwood 9-5808

PresidentLinwood Dunn
Services Offered — Specialized laboratory
services in 16 mm. and 35 mm., color and
B & W, including 16 mm. color duplicating,
blow-up release prints and negatives, titles,
inserts, animation, matte paintings, anamor-
phic conversions and all special effects.

Filmercial Productions

4150 Radford, N. Hollywood, Calif.
(See Commercial Producers)

(Continued on Page 934)

TV FILM PROD.-DIST.

(Continued from Page 933)

Film Graphics, Inc.

369 Lexington Ave., New York, N. Y.
(See Commercial Producers)

Film Images, Inc.

1860 Broadway, New York, N. Y.
Phone: Circle 7-1877

President Rosalind Kossoff
Secretary-Treasurer Harry Bimberg
Services Offered—Distributors of 16 mm. cultural films for educational and television use. Documentaries, films about art, art and experimental films. Short subjects.

Filmaster Productions, Inc.

4150 Radford Ave., N. Hollywood, Calif.
Phone: POplar 9-0550

President Robert W. Stabler
Vice-Pres. Glenn N. Cook
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Secretary Clifford Enger
Treasurer Patricia Tracey
Services Offered—Production of all types of TV and industrial films.
Productions—The Trouble Shooters, Death Valley Days.

Films of the Nations Distributors, Inc.

62 W. 45th Street, New York 36, N. Y.
Phone: MURray Hill 2-0040

President Maurice T. Groen
Services Offered—Distribution of half and quarter-hour TV films, sponsored films, and 3-million feet of stock shots in color.

Filmvideo Releasing Corporation

333 West 52nd St., New York 19, N. Y.
Phone: JUdson 2-6185

President Maurice H. Zouary
Services Offered—Stock Footage of 35 mm motion picture film, servicing major film companies. Producer of features. Art and Title Dept.

Film Vision Corp.

M. C. Pictures, Inc.
1501 Broadway, N. Y., N. Y.
Phone: PE 6-1432

Executive V.P. Jerome Balsam
Services Offered—Distributors of features and westerns.

Filmways, Inc.

18 E. 50th St., N. Y. 22, N. Y.
(See Commercial Producers)

Flamingo Films, Inc.

221 W. 57th St., N. Y. 19, N. Y.
Phone: JUdson 6-7040

President Ira Gottlieb
Exec. V.P. C. P. Jaeger
Asst. to President Ed Palmer
Dir. Adv. & Public. Billy James

Services Offered—Distribution of TV film programs.

Productions — Citizen Soldier, Deadline, Beulah, Country Show, Cowboy G-Men, O.S.S.

Flying A Productions & Flying A Pictures, Inc.

10000 Riverside Dr., N. Hollywood, Calif.
Phone: POplar 9-1451

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Secretary Ina Autry
Assistant Treasurer Philip S. Cobey
Services Offered—Production of TV films & filmed commercials.

Productions—Annie Oakley, Buffalo Bill, Jr., Range Rider, Adventures of Champion, Gene Autry, Annie Oakley.

Fortune Features, Inc.

1501 Broadway, New York, New York
Phone: LOngacre 4-5592

President Jules B. Weill
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Services Offered—Distribution of 70 features for TV.

Foundation Films Corporation

303 Citizens Bank Bldg., Pasadena, Cal.
Phone: SYcamore 6-2649

New York Associate: Lakeside TV Co.
1465 Broadway, New York 36, N. Y.
Phone: LOngacre 5-4582

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Services Offered—Production and distribution of non-denominational religious films.

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Four Star Television

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Phone: POplar 6-4151

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V.P. & Treas. Charles Boyer
V.P. & Sec. David Niven
Production Jack Sonntag
Asst. Treas. S. A. MacSween
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Business Affairs Charles Bole
Producers Arthur Gardner, Jules Levy, Arnold Laven, Hal Hudson, Jack MacGreevey, Aaron Spelling, John Robinson, Vincent Fennelly, Peter Packer, Sam Peckinpaw, Anthony Ellis, Robert Soverberg.
Services Offered—Creation & production of filmed television for network.

Productions — Zane Grey Theatre, The Rifleman, Wanted Dead or Alive; Cowhand; Richard Diamond; Dupont Show; Johnny Ringo; The Black Saddle; Robert Taylor's Detectives; Tales of the Plainsman.

(Continued on Page 937)

TV FILM SYNDICATION

... A Decade Makes A Difference

By EARL RETTIG

President, California National Productions



TELEVISION film syndication is firmly established as an essential source of programming. Each advance to its present position has been marked by major problems. Clues to problems of this new '60's decade may be gleaned by looking back at the pioneering days of the '50's. Making comparisons often is odious but, in this instance, understanding the differences in syndication yesterday and today makes for a better syndication tomorrow.

Currently, 15 per cent of total scheduled programming by local stations consists of syndicated films (exclusive of old movie features), compared with an estimated three per cent ten years ago. Perhaps, the rapid growth of syndicated product use is measured better in terms of total broadcast hours by stations: a 65 per cent gain over the decade. These statistics are laden with meaning far beyond simple arithmetical ratio. Foremost, it means syndication has become an industry within an industry; its phenomenal growth has necessitated and received both planning and organized development.

When television was still an infant and syndication just an embryo, a syndicator was anyone with a can of film under his arm. Today, syndicators who survived the short-lived wildcat era have grown into responsible companies, organized in depth, with coordinated production, sales, distribution and promotion divisions.

The fast-buck boys have practically vanished but not without succeeding, temporarily, in giving syndication a black-eye. Ten years ago, syn-

dication was a dirty word to top station management. The reverse is now apparent because programming, more than ever, is vital to station success. Even the salesman today is welcomed for his useful knowledge, based on broad field experience. Smooth talking hucksters once plunked down a 30-minute film and, if they scrounged enough orders, that film would become a pilot for a series—a series they might not be able to deliver at prices commensurate with quality standards and station budgets.

Salesmen and the firms they represented were inexperienced and so were the film buyers. In the early 50's, it was assumed quality programming could only be found in network and live-local originators. Syndicated film was often considered filler material to plug gaps in schedules. Furthermore, in those researchless days of assumption, belief prevailed that viewers didn't want to watch film fare, regardless of quality.

To complete the early bleakness of the syndication scene, the sponsor or station frequently was sold a series, on the basis of a pilot, the beginning and end of the syndicator's responsibility. Consideration of sales of future series was non-existent because one series might represent the seller's "inventory." There was little effort by the seller to provide services in the areas of marketing, advertising, promotion and research. Buyer's needs were not studied; his market, audience, sponsors, program-balance and budget assumed small importance.

(Continued on Next Page)

TV Film Syndication

(Continued from Page 935)

Even if the intent was there, the staff and the know-how were not.

Thus, obstacles faced by syndicators were built partly by themselves, in part by the inexperience of the programmers and a universal lack of solid knowledge in a young, burgeoning industry.

Since then, these chaotic conditions have virtually disappeared from syndication. The change has been transitional, nonetheless complete. First-of-all, the quality of syndicated shows is high-level and abundant. Whether first run, rerun, or off-the-network, the film buyer has his choice of class-A entertainment in any category. Syndicated film series now include the complete range of TV fare: adventure, mystery, western, comedy, and drama.

Production in syndication now meets highest standards, with directors, writers, talent and technicians drawn from the very front ranks of television.

Viewer-acceptance of filmed TV programs is a fact of life, which networks recognize and exploit. The ratio of filmed shows to total telecasting by the webs has quadrupled in the last decade. Surveys, ratings and intensive studies have proved viewers don't think of a show as live or filmed, and don't care.

The word "rerun" has been transformed from an epithet to an accolade. Advertisers have found reruns out-rating network shows, live-locals and even first runs of the same series. In order to qualify as a rerun, a show has to prove its popularity in the previous time around; reruns in effect, become "first runs" by changes in time-slotting that deliver the programs to new audiences. Reruns benefit from the "built-in build-up" of audiences via promotions, publicity and advertising inherent in success-

proven shows. Perhaps the outstanding groundbreaker in the field of rerun respectability is "Badge 714," the reruns of "Dragnet." This program, now available in its seventh year, continues to be a winner against the competition, in many different markets in many different time periods. The contemporary syndication company, in addition to product output, is full-staffed and geared for full-scale distribution, promotion, research and publicity campaigns. There's much more at stake than a mere sale.

While the old problems for syndicators have been solved, others have taken their place. Costs have risen more than 60 percent since 1950. The rise in prices has not been proportionate. Rerun and off-the-network series have not commanded as much revenue as they are worth in what has become a buyers' market. This is primarily due to the wealth of first-rate programming available.

Another poser: investing in precisely the right product at exactly the right time. In the face of mounting costs and keen competition, the go-ahead to film a new series becomes a crucial decision involving feel of the market and the program's acceptance.

With tightening of time clearances, bull's-eye placement is an absolute must. That go-ahead for cameras to roll depends not only on originality and talent but also on viewer tastes and the sponsor's product compatibility.

And still more problems which did not exist in 1950; the relationships of syndication affairs to tape, color, full-hour programming. Their solutions must await further exploration. The big questions are not whether they will be solved but how. The challenge will be met by all who wish to be on the 1970 syndication scene.

TV FILM PROD.-DIST.

(Continued from Page 934)

Frazen Productions, Inc.

1040 No. Las Palmas, Hollywood 38, Calif.
(See Commercial Producers)

F. R. B. Enterprises

9134 Sunset Blvd., Hollywood, Calif.
Phone: CO 4-6174

Partners Robert Young,
Eugene B. Rodney
Services Offered—Produce & distribute TV
films.

Production—Father Knows Best.

Fremantle de Mexico S. A.

Niza No. 6, Desp. 205, Mexico 6, D.F., Mexico
Phone: 11-55-00

Manager Rene Anselmo
Services Offered — Distributes CBS and
other films in Mexico and Central America.

Productions—Spanish-dubbed versions of:
Annie Oakley, Foreign Legion, Gunsmoke,
Have Gun—Will Travel, I Love Lucy, Range
Rider, Whirlybirds, Trackdown, You Are
There, Navy Log, San Francisco Beat, Perry
Mason.

Fremantle International, Inc.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4343

President Paul Talbot
Services Offered—Distribution of Ameri-
can radio & TV products abroad.

Productions — Encyclopaedia Britannica
& Hopalong Cassidy films.

**Fremantle International
(London) Inc.**

Axtell Hs., 4th fl. Warwick St.,
London W. 1., England
Phone: GErrard 8227

Manager Angela Cuthbertson
Services Offered—Distributing Amer. TV
programs throughout Europe.

Productions—Cartoon Classics, Movie Mu-
seum, Jungle, Big Fights, Hopalong Cassidy,
Encyclopaedia Britannica Films, Crusade in
the Pacific.

Fremantle of Canada, Ltd.

17 Dundonald St., Toronto, Ont., Canada
Phone: WA 4-9635

1396 Ste. Catherine St., Montreal, Que., Can.
Phone: UN 1-0279

Board Chairman..... Paul Talbot
President Ralph Ellis
Manager (Montreal)..... Henri Tremblay
Services Offered—Canadian distributors for
Calif. Nat'l. Productions (NBC Films) etc.

Productions—Silent Service, Medic, Flight,
Gumby, Panic, Frontier, Hopalong Cassidy,
It's a Great Life, etc.

Galaxy Attractions, Inc.

375 Park Ave., New York 22, N. Y.
Phone: PL 1-0330

President..... Milton A. Gordon



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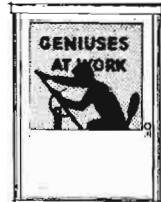


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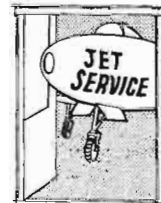


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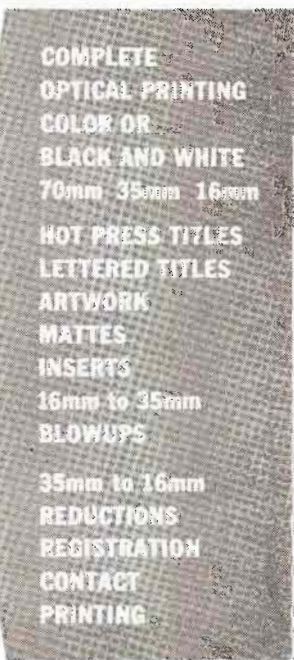
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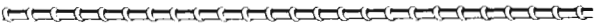
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Asst. Director.....Mary Ellen Stewart
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V.P., Gen. Sales.....Jerome Balsam
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Producer.....Dorrell McGowan
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 Staff Producer-Writer.....Paul Monash
 Dir. Comm. & Ind. Films....Tom R. Curtis

Services Offered — Library of 715 pre-'49 feature films, cartoons and short subjects offered to television stations; half-hour TV programs for national sponsorship; TV commercials and industrial films produced to order.

Charles Michelson, Inc.

45 West 45th St., New York 36, N. Y.
 Phone: PLaza 7-0695

President.....Charles Michelson
 Treasurer.....Aaron Michelson
 Manager.....Marcia Dick

Services Offered—Distributors of TV film program series, transcribed radio program series, Gennett, Speedy-Q and E.M.I. sound effect record libraries. Representatives for foreign broadcasting.

Milroy Productions, Inc.

2508-B Franklin Rd., Nashville 4, Tenn.
 Phone: CL 7-5366

General Manager.....W. D. Kilpatrick
 Sales Manager.....John Link

Services Offered—Telefilm productions.
Production—Roy Acuff's Open House.

Milton Productions, Inc.

1475 Broadway, New York 36, N. Y.
 Phone: OXFord 5-5919

President.....Edward Milton
 Sales Manager.....Lew Ginsburg

Services Offered—Films for television.
Productions—Feature films and cartoons.

Modern Teleservice, Inc.

219 E. 44th St., New York 17, N. Y.
 Phone: OXFord 7-2753

President.....J. R. Ritenour
 Office Manager.....Richard Bliss

Branch Offices

237 E. Ontario St., Chicago 11, Ill.
 Phone: DELaware 7-3761

Sales Mgr.....Peter Markovich
 7031 Melrose Ave., Hollywood

Phone: WEBster 3-5674

V.P. & Manager.....J. J. Lipsky

Services Offered—Print procurement, distribution filmed commercials and feature film shows, storage and trafficking of live TV props and ETs for radio.

Morton Productions

64 East Lake St., Chicago 1, Ill.
 Phone: CENTral 6-4144

President.....Morton Jacobson
 Secretary-Treasurer.....Cecilia Jacobson

Services Offered—Syndicated TV & radio shows.

Productions—Joe Emerson Show, Hymns.

Motion Picture Advertising Service Co., Inc.

245 W. 55th St., New York 19, N. Y.
 Phone: JU 2-5485

Office Manager.....L. Barry Bernard
 Nat. Acct. Execs.....A. E. Smith,
 Mrs. Constance Mowbray

Home Office & Studio

1032 Carondelet St., New Orleans, La.

President.....C. J. Mabry

Services Offered—Spot commercials for TV, motion picture theaters and drive-ins. Extensive studio facilities for all phases of production.

Productions—New Orleans Police Dept., The Tracer.

Motion Picture Creators, Inc.

(Subsidiary of Empire Studios, Orlando, Fla.)

1697 Broadway, New York 19, N. Y.
 Phone: JU 2-8100

Bd. Chairman.....George C. Moskov
 President.....Dick Randell
 Secretary.....Bernard Goldenberg
 Treasurer.....Jules Spaulder

Services Offered: Production & distribution of TV & feature films.

TV FILM PROD.-DIST.

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64, Calif
(See Commercial Producers)

Motion Picture Stages, Inc.

3 East 57th St., New York, N. Y.
Phone: PL 3-4840

President.....C. F. Vetter, Jr.
Studio Manager.....Gerald Margolis

Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

Motion Pictures for Television, Inc.

400 Park Ave., New York 22, N. Y.
Phone: PL 3-5600

Pres., Chrm. of Board.....Matthew M. Fox
V.P., Gen. Sales Mgr.....Basil Estreich

Movielab Color Corp.

619 W. 54th St., New York 19
Phone: JUDson 6-0360

Pres. & Gen. Mgr.....Saul Jeffee
Production Manager.....Frank S. Berman
Sales Manager.....Ben Bloom
Administration.....Daniel S. Eisenberg
V.P. & Color Consult.....John J. Kowalak
Laboratory Supt.....William G. Eggers

Services Offered — Complete first print laboratory for Eastman Color processing.

Movietone News, Inc.

460 W. 54th St., New York 19, N. Y.
Phone: COLUMbus 5-7200

President.....W. C. Michel
V.P. Producer.....Edmund Reek

Services Offered—Theatrical and TV news films; short subjects.

MPO TV Films, Inc.

15 E. 53rd St., New York 22, N. Y.
(See Commercial Producers)

Owen Murphy Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
(See Commercial Producers)

Music Makers, Inc.

45 West 45th St., New York 36, N. Y.
(See Commercial Producers)

National Screen Service Corp.

Television & Industrial Films Division
509 Madison Ave., New York, N. Y.

Home Office
1600 Broadway, New York, N. Y.
(See Commercial Producers)

National Telefilm Associates, Inc.

10 Columbus Circle, New York 19, N. Y.
Phone: JUDson 2-7300
9570 Wilshire Blvd., Beverly Hills, Calif.
Phone: CR 4-0411

Chrmn. of Bd.....Ely A. Landau
President.....Oliver A. Unger
Exec. V.P.....Harold Goldman
V.P., Station Op.....Ted Cott
V.P., Admin.....David J. Melamed
V.P., Legal & Bus. Affairs.....S. P. Norton
V.P., Gen. Sls. Mgr. NTA Int'l....E. J. Graff
V.P., N. Y. Office.....Arnold Kaufman
V.P., Nat. Prog.....Berne Tabakin
V.P., TV Facilities.....George K. Gould
V.P., NTA Internat.....Leonard Greenberg
V.P., Treas.....Alan May
Exec. Dir. Adv., Prom. Publ. Jerry Franken
Sales Manager.....Noah Jacobs
Comptroller.....Burton I. Lippman
Secretary.....H. I. Bucher

Branch Offices

612 N. Michigan Ave., Chicago, Ill.
Exec. in Chg.....Marvin Lowe
Statler Office Bldg., Boston, Mass.
Exec. in Charge.....Nicholas Russo
2605 Sterick Bldg., Memphis, Tenn.
Exec. in Charge.....Charles Britt
527 Marguette Ave., Minneapolis, Minn.
Exec. in Charge.....Gerald Corwin
1408 Fidelity Union Life Bldg., Dallas, Tex.
Exec. in Charge.....Roy George
5525 Upper Lachine Rd., Montreal, Que.
Exec. in Charge.....Napolean Vaillancourt
175 Bloor St. E., Toronto, Ont.
Exec. in Charge.....David Griesdorf

International Offices

109 Jermyn St., London, England
V.P. in Chg.....Vernon Burns
43-51 Brisbane St., Sydney, Australia
20th Century-Fox Television Svc.
Tsukiji Kaikan 4-4, Tsukiji, Cnuo-ku,
Tokyo, Japan
Exec. in Chg.....Akira Shimizu
222 Espana Extension, Quezon City,
Philippine Islands
Exec. in Chg.....Felipe Ysmael, Jr.
Teleradio Asociados S.A.
Tiber 91, 50 Piso, Mexico 5, D. F.
Exec. in Chg.....Leon Cagan
Services Offered—Television programs and features for national, regional and local sponsorship.

NBC Film Division

(See California National Productions)

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: Circle 5-5147-8

Production Director.....Ted Nemeth
Art Director.....M. E. Bute
Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

Network Film Industries

1697 Broadway, New York 19, N. Y.
Phone: JU 2-8100

President Dick Randell
Sales Mgr. Richard Manney
Producer Albert Kapit
Prog. Spvsr. Norman Brokenshire
Services Offered: Producers of documentaries & commercials for TV; theatrical film production.

Production: Sports Thrills of the Century.

News-Screen, Inc.

(Div. of Sterling Movies)

375 Park Ave., New York 22, N. Y.
Phone: JUdson 6-1717

General Manager Morton J. Fink
Services Offered—Distribution of spot news and news-related items for TV programs. National and regional distribution.

Fred Niles Productions, Inc.

1058 W. Washington Blvd., Chicago
(See Commercial Producers)

Nola Penthouse Sound Studios

111 W. 57th St., New York 19, N. Y.
(See Commercial Producers)

Odyssey Productions

439 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-6760

President Lowell Thomas
V.P. Chg. Production & Exec.
Director Milton A. Fruchtman
Corporation Secretary Gerald Dickler
Services Offered—Film and tape package producers.

Productions—High Adventure With Lowell Thomas; Strange World.

Official Films, Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100

Chairman of Board Louis C. Lerner
President Seymour Reed
Vice-President Robert Sanford
V.P., Gen. Counsel L. I. Schreiber
Secretary Grace V. Sullivan
Asst. Secretary Aaron Perlow

Services Offered—Distribution of filmed TV programs for national and syndicated release. Also cartoons.

Productions—Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Trouble with Father, My Hero, American Legend, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard, Invisible Man, Police Station, Decoy, Rocky Jones, Space Ranger, The Hunter, Overseas Adventure, Cross Current, Dateline

Europe, Sword of Freedom, International Detective, What Are the Odds.

Paramount Television Productions, Inc.

5800 Sunset Blvd., Los Angeles 28, Cal.
Phone: HO 9-3181

President Paul Raibourn
V.P. & Gen. Mgr. James A. Schulke
Exec. Dir., Prog. Charles Irving
Director, Facilities Robert Quinlan

N. Y. Office

575 Lexington Ave., New York, N. Y.
Phone: PLaza 2-0526

Dir., Syndication Albert Goustin
Dir., Network Sls. S. L. Adler
Services Offered: Producers & distributors of tape & film TV programs.

Productions: Emergency Ward, Polka Parade, Youth Court, Municipal Court, Wrestling.

Paul Parry Productions Inc.

7417 Sunset Blvd., Hollywood 46, Calif.
(See Commercial Producers)

Pathe News, Inc.

245 West 55th St., N. Y. 19
Phone: JUdson 6-8920

President Barnett Glassman
Exec. Vice Pres. Ben Frye
Director of Sales Bob Kranz

Services Offered—Owners of TV musical telescriptions, educational film library, cartoons, comedies, sport shorts.

Pathescope Productions

(Pathescope Co. of America Inc.)

10 Columbus Circle, New York 19, N. Y.
(See Commercial Producers)

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28, Calif.
(See Commercial Producers)

Lloyd Pearson Associates

509 Madison Ave., New York 22, N. Y.
(See Commercial Producers)

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

President Kern Moyse
Vice-President R. S. Moyse
Treasurer Barbara Holz
Sales Mgr. Raoul J. Menendez
N. Y. Oper. Mgr. Stanley Cohen

TV FILM PROD.-DIST.

West Coast Branch

959 Seward St., Hollywood 38, Calif.

Phone: HOLLYWOOD 7-9223

Vice President.....Victor C. Krupa
Secy., Branch Mgr.....Suzon Steinle Krupa

Services Offered—Complete distribution servicing of syndicated TV shows on film, Peerless treatment to safeguard films against damage and deterioration. Film reconditioning, incl. scratch removal, rehumidification, repairs, cleaning.

Pelican Films, Inc.

46 West 46th St., New York 36, N. Y.

(See Commercial Producers)

Play of the Week Prod. Co.

(Div. of NTA)

10 Columbus Circle, New York 19, N. Y.

Phone: JUDSON 2-7300

Exec. Prod.....Worthington Miner

Services Offered: Production of TV programs on video tape.

Playhouse Pictures

1401 N. La Brea Ave., Hollywood 28, Calif.

(See Commercial Producers)

Premiere Artists & Productions Agency

1046 N. Carol Dr., Los Angeles 46, Cal.

Phone: CRESTVIEW 4-5488

President.....Harold Jovien
Associate.....William Putney, Hal Derwin
Sec'y-Treas.....Mildred Houser

Services Offered—Producers and packagers of television and radio programs, network, syndication and local. Artist and talent representatives for television, radio, recordings, press agents, etc.

Productions—Ina Ray Hutton Show, Peter Potter's Juke Box Jury, Mike Stokely Presents, Junior Record Jury, Harry Babbit Show, Ralph Story Show, Jeri Southern Show, Dick Whittinghill Show, Let's Have a Party, Hank Grant Show, Mildred Younger Show, The Hawthorne Show.

Premier Pictures Co.

630 Ninth Ave., N. Y.

Phone: JU 6-2187

President.....Sam Lake

Services Offered—Distribution of theatrical & non-theatrical TV features & series producer of features & shorts.

Princess Production Corp.

11 West 42nd St., New York 36, N. Y.

Phone: LONGACRE 3-7560

President, Exec. Prod.....Burt Balaban
Vice President.....Bernard Donnerfeld

Asst. Producer.....Roy Rich

Script Editor.....Irve Tunick

Services Offered—Full length and short subject motion picture production for TV.

Programs for Television, Inc.

(Subsidiary of Shelleo, Inc.)

1150 Ave. of Americas, New York 36, N. Y.

Phone: YU 6-3650

President.....Leonard Loewinthan

Exec. V.P.....Everett Rosenthal

Services Offered: Producers & distributors of TV programs & films.

Public Affairs Radio Inc.

150 Broadway, New York 38, N. Y.

Phone: BA 7-6563

Bd. Chairman.....Hyman L. Federman

President.....Guthrie E. Janssen

Vice Pres.....Justin J. Bayer

Sec.-Treas.....Philip R. Leeds

Services Offered: Package, produce & distribute business & financial news, taped, to radio, direct wire to radio & TV.

Production: Dateline: Wall St.

Pyramid Productions, Inc.

221 West 57th St., New York 19, N. Y.

Phone: JUDSON 6-7040

President.....S. F. Rubin

Services Offered—Creators & Producers of live and film television shows.

Productions—Big Story, Decoy, Man Behind The Badge, Treasury Men In Action, Playhouse 15, Federal Men, China Smith, Orient Express. Deadline.

RAI Corporation

717 Fifth Ave., New York 22, N. Y.

Phone: PLAZA 8-2350

President.....Marcello R. di Miglione

Exec. V.P., Dir.....Giorgio E. Padovano

Secretary.....George Funaro

Treasurer.....Enzo Rossi

Asst. Director.....Vera Giannini

U. S. Correspondent.....Ruggero Orlando

Services Offered: Distribution of English-language programs, featuring aspects of Italian life, to independent stations. Also, to promote the exchange of radio and TV programs, ideas, talent, and information between the U. S. and Italy.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 16, Minn.

(See Commercial Producers)

Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.

Phone: OR 9-3550

President.....Hazard E. Reeves

Vice-President.....Chester L. Stewart

Services Offered—Sound recording studios. Also videotape facilities

RD-DR Corp.
(Reader's Digest—
deRochemont)

380 Madison Ave., New York 9, N. Y.
 Phone: OX 7-0350

Chairman of Board....Louis de Rochemont
 PresidentBorden Mace
 Secretary.....Ambrose Doskow
 Treasurer.....Martin J. Maloney
 V.P.Lothar Wolff

Services Offered—Feature, commercial and educational film producers.

Productions—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal), Windjammer (in the Cinemiracle process), Man on a String, March of Todd A.O.

Roland Reed Productions,
Inc.

650 N. Bronson, Los Angeles 4, Cal.
 (See Commercial Producers)

Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.
 Phone: Franklin 4-2108

Manager.....J. van Hearn
Services Offered—16 & 35mm B&W processing & printing. Sound recording. Kinescope. Studio, equipment rental. 16mm titling.

Regal Television Pictures
Corp.

375 Park Ave., New York 22, N. Y.
 Phone: PL 3-6216

PresidentArthur Kerman
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regis Films

1037 N. Cole Ave., Los Angeles 38, Calif.
 Phone: HOLlywood 5-5171

V.P. Chg. of Sls.....Lee Orgel
Branch Offices

612 N. Michigan Ave., Chicago, Ill.
 Phone: MICHigan 2-1170

Mid-West. Mgr.....Victor Peck
 8 E. 52nd St., New York 22, N. Y.
 Phone: PLaza 5-4807

Services Offered—TV film distributors and producers

Productions: The new color Crusader Rabbit Series of 260 episodes. Front Page Detective, Hollywood Half Hour, Ringside With The Rasslers, Old Crusader Rabbit Series.

Republic Television Features

64 East Lake St. Chicago 1, Ill.
 (See Commercial Producers)

Revue Studios

Universal City, Calif
 Phone: TR 7-1211

PresidentTaft B. Schreiber
 Sr. V.P.Alan J. Miller
 V.P.'sAlbert Dorskind, Paul Donnelly,
 Richard Irving, Patrick Kelley, Richard
 Lewis, Louis Lindsay, Manning O'Connor,
 Geo. Stern

Services Offered—Studio facilities.

Productions — Coronado 9, The Deputy, General Electric Markham, Riverboat, Shotgun Slade, Staccato, Whispering Smith, Wells Fargo, Wagon Train, Restless Gun, Bachelor Father, Leave It To Beaver, M-Squad, Alfred Hitchcock Presents.

Stuart Reynolds Productions

195 S. Beverly Dr., Beverly Hills, Cal.
 Phone: CRestview 4-7863

OwnerStuart Reynolds
Services Offered—Prod. of TV films.
Productions—Trailblazers.

Dolora Ripple

18 E. 48th St., New York, N. Y.
 Phone: PL 3-5758

Services offered: Distributors of one hour, one-half hour and five minute features, cartoons and sports events.

Hal Roach Studios

8822 Washington Blvd., Culver City, Calif.
 729 Seventh Ave., New York 19, N. Y.
 Phone: CI 5-4135

V.P., Sales.....H. R. Gelspan
Services Offered—Production of programs for TV and theatrical exhibition on film or tape; also filmed commercials for TV, and studio rentals.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
 (See Commercial Producers)

Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
 (See Commercial Producers)


Roy Rogers Syndication, Inc.

357 North Canon Drive, Beverly Hills, Calif.
 Phone: CRestview 4-5954

President.....Edward L. Koenig, Jr.
 New York Office

230 Park Ave., New York 17, N. Y.
 Phone: MU 9-7570

General Sales Manager...Peter M. Robeck
Services Offered: World-wide distribution of Roy Rogers half-hour television shows.

TV FILM PROD.-DIST. 

Rodney-Young Productions

9134 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 6-4174

President.....Robert G. Young
Vice President.....Eugene B. Rodney
Secretary.....Ben Bisgeier
Services Offered—Producers of “Father Knows Best” series.

Romper Room, Inc.

2229 N. Charles St., Baltimore 18, Md.
Phone: CHesapeake 3-3630

President.....Bertram H. Claster
Sales Manager.....Lee N. Baker
Promotion Manager...Seymour C. Freedman
Production Manager.....John Bowman
Services Offered—Producers and distributors of The Romper Room.

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 2-6464

President.....Bart Ross
Secretary-Treasurer.....Frank K. Danzig
Producers.....Al Burton, Ric Eyrick,
Bud Widom, Margaret Coffey, Helen Ross
Services Offered—Package production of live and filmed television programs.
Productions — Beat Mr. Genius, Danger Zone, Chopsticks

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
(See Commercial Producers)

R-TV Enterprises

225 W. 86th St., New York 24, N. Y.
(See Program Prod.)

Sande & Green, Inc.

8400 Sunset Blvd., Los Angeles 46, Calif.
(See Commercial Producers)

Sarra, Inc.

200 E. 56th St., New York, N. Y.
(See Commercial Producers)

Scarab Film Corporation

230 Park Ave., New York 17, N. Y.
Phone: MU 9-2687

President.....Peter M. Robeck
Services Offered: Distribution, production of motion pictures for TV.

Bernard L. Schubert, Inc.

505 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0940

Treasurer.....Leonard Bogdanoff
V.P., Network Sls.....Eugene C. Wyatt
V.P., Mid-W. Div.....John P. Rohrs
Prom., Pub. Dir.....Wynn Loewenthal
Services Offered—Producer & distributors of TV programs & series—live & film.
Productions—Crossroads, Mr. & Mrs. North, Movie Quick Quiz, Topper, Parole, TV Reader’s Digest, White Hunter, Your Musical Jamboree.

Walter Schwimmer, Inc.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FRanklin 2-4392

President.....Walter Schwimmer
Sales Manager.....Bernard Crost
Program Director....Arthur E. Pickens, Jr.
527 Madison Ave., New York 22, N. Y.
Phone: ELDorado 5-4616
Manager.....Jack Arden
East’n Sales Mgr.....Peter Manners
Services Offered—TV and radio package programs.
Productions—Championship Bowling, Eddy Arnold Time, It’s Baby Time, All-Star Golf.

Scott-Textor Productions

127 East 47th St., New York 17, N. Y.
(See Commercial Producers)

Screen Gems, Inc.

711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-4432

Management

Vice Pres., Gen. Mgr.....Jerome Hyams
V.P. Chg. Sales.....John H. Mitchell
Director, Synd.....Robert Seideman
V.P., International Oper.....Lloyd Burns
Comptroller.....Milton Klein
Legal.....Daniel Glass
Director, Publicity.....Gene Plotnik
Asst. to Gen. Mgr.....Bert Schneider
Technical Director.....M. Peter Keane
Dir., Adv. Sls. Planning.....Pierre Marquis
Admnu. Co-ord. Bus. Affairs.....H. Schaffel

Syndicated Sales

East’n Area Mgr.....Ben Colman
Central Area Mgr.....Stanley Dudelson
North-Central Area Mgr...William E. Young
West’n Area Mgr.....Richard Dinsmore
South’n Area Mgr.....Don Bryan
S. West. Area Mgr.....Frank Parton

International

General Mgr.....Steve Krantz
Coordinator.....James Dodd

102 Peter St., Toronto, Ont., Canada
 Film House, 142-150 Wardour St.,
 London, W1, England
 251 Pitt St., Sydney, NSW, Australia
 Avenue Cuauhtemoc #60, 50 Piso,
 Mexico 7, D.F., Mexico

Exec. in Chg.....John N. Manson

Hollywood

1334 N. Beachwood, Hollywood, Cal.
 Phone: HOLlywood 2-3111

V.P., West Coast Activities.....W. Dozier
 V.P.'s & Exec. Producers...Harry Ackerman,
 William Sackheim

Exec. Prod., Synd., Prog.....R. Sparks
 Exec. Director.....Selmer Chalif
 Exec. Prod. Mgr.....Charles Fries
 Assoc. Casting Dir.....Mildred Gusse
 Producers...James Fonda, Winston O'Keefe,
 Tony Wilson, Matthew Rapt

Publicity Director.....Jerry Hoffman
 Story Editor.....Eve Ettinger
 Casting Director.....Ira Uhr
 Editorial.....Larry Werner

**ELLIOT, UNGER & ELLIOT
 COMMERCIAL PROD. DIV.**

414 W. 54th St., N. Y. C.
 Phone: JUdson 6-5582

New York...Norman Gluck, Al Mendelsohn,
 Steve Elliot, William Unger, Mike Elliot
 Hollywood.....Joe Swavely

Services Offered—Production, distribution
 TV film programs, commercials.

Productions—Father Knows Best, Donna
 Reed Show, Dennis the Menace, Alcoa—
 Goodyear Theater, Tightrope!, Man From
 Blackhawk, Rescue 8, Manhunt, Two Faces
 West, Ruff & Reddy, Huckleberry Hound,
 Quick Draw McGraw.

TELESCREEN ADVERTISING DIV.

711 Fifth Ave., New York 22, N. Y.
 Phone: PL 2-0040

General Manager.....W. Barrett Mayer
Services Offered: Film distribution, pro-
 gramming to stations, media functions for
 clients.

Show Corp. of America

120 East 56th St., New York 22, N. Y.
 Phone: PL 9-6840

President.....Robert Manby
 V.P.'s.....Fred Schneier, Max Bradbard,
 Wm. Finkeldey

Sales Service.....Dolores Burke
 Traffic.....Trudy Reilly

Services Offered—Distribution and produc-
 tion of feature films, library films, 15-minute
 and half-hour film subjects.

Productions—Heidi, Abbey Theatre plays,
 and feature film packages.

Signal Productions, Inc.

6223 Selma Ave., Hollywood 28, Calif.
 (See Commercial Producers)

Al Simon Productions, Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
 (See Commercial Producers)

Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.
 Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
 Secretary.....George Blake

Services Offered—16mm. and 35mm. sound
 films for TV rental. Educational, comedies,
 novelties, musicals, features and short sub-
 jects.

Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-8166

President.....Shirley A. Slesinger

Services Offered—TV films, based on the
 following properties: "Red Ryder," "King of
 the Royal Mounted," "Ozark Ike," and
 "Winnie-the-Pooh."

Fletcher Smith Studios, Inc.

319 E. 44th St., New York 17, N. Y.
 (See Commercial Producers)

**Walter Harrison Smith
 Productions, Inc.**

40 E. 40th St., New York 16, N. Y.
 (See Commercial Producers)

Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
 (See Commercial Producers)

**Specialty Television Films,
 Inc.**

1501 Broadway, New York 36, N. Y.
 Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill
 Ass't Gen. Sls. Mgr.....Monty Raphaelson

Services Offered—Motion picture film, fea-
 tures for television broadcasting.

Splendex Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif.
 Phone: CR 1-2141

General Partner.....Charles Wick
Services Offered—Production & financing
 of TV films.

Square Deal Pictures Co.

2124 Roosevelt Ave., Berkeley, Calif.
 Phone: THornwall 3-6518
 General Manager.....Donn Marvin

TV FILM PROD.-DIST.

Dir. of Photography.....W. A. Detwiler, Jr.

Services Offered—Make, distribute films for TV and other use.

Productions—Religion in the Family, Pastorale, Psalmody, Sons of God, The Miracle of Christmas.

Stage 5 Productions, Inc.

1040 N. Las Palmas, Hollywood, Calif.

Phone: HOLLYWOOD 7-3111

Producer, Dir.....Ozzie Nelson

Associate Producer.....Leo Pepin

Cameraman.....Neal Beckner

Music Director.....Buzz Adlam

Services Offered—Producing the television series, "Adventures of Ozzie and Harriet."

Al Stahl Productions

1600 Broadway, New York, N. Y.

(See Animated Productions, Inc.

Under Commercial Producers)

Star Entertainment Corp.

211 West 53rd St., New York 19, N. Y.

Phone: JUDSON 2-0770-1

President.....Max Wolf

Services Offered—Talent representatives, casting, production, and packaging of films.

Wilbur Stark

10202 W. Washington, Culver City, Calif.

Phones UPTON 0-3311

N. Y. Phone: OXFORD 7-6860

President.....Wilbur Stark

Services Offered: Filmed & live TV.

Sterling-Movies U. S. A., Inc.

375 Park Ave., New York 22, N. Y.

Phone: JUDSON 6-1717

President.....Chas. F. Dolan

Vice-President.....Sophie C. Hohne

General Mgr.....Robert Kirsten

Mgr. TV Dept.....Ophelia Brussally

Promotion Mgr.....G. Roger Cahaney

Services Offered—Distributors of sponsored "free" films to television stations and to general 16 mm. audiences.

Sterling Television Co., Inc.

6 East 39th St., New York 16, N. Y.

Phone: MU 3-6300

President.....Saul J. Turell

General Manager.....Nat Lieheskind

Sales Manager.....Elliott Abrams

Services Offered—Producer and distributor of TV, shorts and film series. Distributor for independent producers.

Productions—Silence Please, Sailor Bird Cartoons, Circus Time, Adventure Today.

Stockdale & Company, Inc.

200 E. 1st St., Salt Lake City 4, Utah

(See Commercial Producers)

Stone Film Library

310 West 73rd St., New York 23, N. Y.

Phone: ENdicott 2-6494

Owner.....Dorothy T. Stone

Services Offered—Producer and packager of motion picture films and films for television.

Production—Danny The Boy Knight, Flicker Frolics, Foodini The Great, Trip to the Moon, Battle in the Clouds.

Wilbur Streech Productions, Inc.

135 West 52nd St., New York 19, N. Y.

(See Commercial Producers)

Bill Sturm Studios, Inc.

49 W. 45th St., New York 36, N. Y.

(See Commercial Producers)

Superman, Inc.

7324 Santa Monica Blvd., Los Angeles, Calif.

Phone: OLdfield 4-2800

Vice Pres.....Whitney Ellsworth

Services Offered—Production of the "Superman" television series.

Swift-Chaplin Productions, Inc.

1136 North Highland Ave.

Hollywood 38, Calif.

(See Commercial Producers)

The TeeVee Company

11950 San Vicente Blvd., Los Angeles 49, Cal.

Phone: GRAnite 7-1268

President.....Gifford Phillips

Vice-Pres.....Ludlow Flower Jr.

Services Offered—Producers, distributors.

Productions—Little Theatre, Invitation Playhouse, Camera's Eye, Tales of Tomorrow.

Telecine Film Studios, Inc.

100 S. Northwest Highway, Park Ridge, Ill.

(See Commercial Producers)

Tele Features, Inc.

15 West 44 St., N. Y. C.
Phone: YUkon 6-4979

PresidentAl Odeal
Exec. Vice Pres.....Harry Pertka
Services Offered—Syndication of feature films and half-hour series.

Telefilm Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif.
Phone: CR 1-2141

General Partner.....Charles Wick
Services Offered—Financing and production of TV series, commercial filmed in Europe.

Productions—Fabian of Scotland Yard.

Telemated Motion Pictures

70 E. 45th St., New York 17, N. Y.
(See Commercial Producers)

Telepix Corporation

1515 N. Western Ave., Hollywood 27, Calif.
(See Commercial Producers)

Telescene Film Productions Co.

287 10th Ave., New York, N. Y.
Phone: CH 4-0122

Owner & Sales Manager...Robert D. Tobias
Services Offered — Produce and distribute TV series.
Production—Animaland.

Telescreen Advertising Co.

711 Fifth Ave., New York 22, N. Y.
(See Screen Gems, Inc.)

Television Broadcasting Service

91 Central Park W., N. Y. 23
Phone: TR 7-2372

President.....William R. Riddle
Services Offered—Distributor of feature films.

Television Features of America

37 West 46th St., New York 36, N. Y.
(See Program Producers)

Television Graphics, Inc.

369 Lexington Ave., New York, N. Y.
(See Commercial Producers)

Television Industries, Inc.

445 Park Ave., New York 22, N. Y.

Phone: PLaza 1-6800

PresidentMatthew Fox
Exec. V.P.....Basil Estriech
Vice President.....Erwin H. Ezzes
V.P., Gen. Counsel.....Arnold C. Stream
TreasurerMartin Schildkraut
SecretaryM. Morton Siegel
Asst. Secys.....Frances Levin, Mavis Nathan

Subsidiaries

C & C Films., Inc., C & C Internat'l. Film Corp., C & C Pan Atlantic TV Co., Inc., Personnel same as above plus:
Vice President.....Martin J. Robinson
Sect., Asst. Treas.....Norman Solomon

Television International Co.

25 West 45th St., New York 36, N. Y.

Phone: PLaza 7-0100

General Manager.....Paul N. Robins
Services Offered—Lease and/or sale of TV rights domestic, foreign. Material includes serials, shorts of all types.

Television Library, Inc.

3 East 57th St., New York, New York
Phone: PL 3-4840

President.....C. F. Vetter, Jr.
Services Offered—Producers and distributors of TV film.

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
(See Commercial Producers)

TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Calif.
(See Commercial Producers)

Texas Rasslin' Inc.

Cadiz & Industrial Blvd., Dallas, Texas
Phone: Riverside 8-2083

General Manager.....Maurice Beck
Services Offered—Hour and half-hour films of regular wrestling matches before paid audience.

Toreto Enterprises, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: HOLLYwood 7-5111

ProducerJohn London
Assoc. Producer.....Ruth Roberts
Directors.....Rudolph Mate, Rich Morris
Art Director.....Frank Sylos
Chief Cameraman.....Norbert Brodine
Music.....Herschel Burke Gilbert
Services Offered—Producing films for television.

Production—The Loretta Young Show.

TV FILM PROD.-DIST.

Trans Artists Prods., Inc.

731 N. La Brea, Los Angeles, Calif.

Phone: WEbster 1-1639

743 Fifth Ave., New York, N. Y.

N. Y. Phone: PLaza 1-4352

Chairman of Board.....Gerald Rappoport
President

Samuel Singer

Secretary-Treasurer

Louis Himelstein

Directors.....Bob Kane, Charles Knight,

Theodore Propp, Reuben Timmins

Services Offered—Animation service, pack-
age film shows; animation studio, sound
studio, music & effect library; 35 & 16 mm
cameras, inking & painting staff.

Productions — Adventures of Sinbad Jr.,
Courageous Cat.

Transfilm-Caravel, Inc.

35 W. 45th St., New York 36, N. Y.

(See Commercial Producers)

Trans-Lux Television Corp.

625 Madison Ave., New York 25, N. Y.

Phone: PLaza 1-3114

Board Chairman.....Percival E. Furber

President

Richard Brandt

V.P. in Chg. Sls.....Richard Carlton

East. Div. Mgr.....Leo Brody

Asst. to V.P.....Robert L. Miller

Pub. Rel. Dir.....Lon H. Gerard

Branch Offices

1966 S. Vermont, Los Angeles, Calif.

Phone: REpublic 1-2309

Western Manager.....Murray Oken

520 N. Michigan Ave., Chicago, Ill.

Phone: SUperior 7-3995

Midwest Manager.....Jack Brown

Services Offered — Distribution of filmed
television programs; short subject and stock
footage library plus feature films available to
networks, stations and advertising agencies.

Productions—Profile, Encyclopaedia Brit-
annica Films Library, Feature films (drama-
comedy-sports). Animal Parade series and
new animated color cartoon series starring
Felix the Cat.

TV-Unlimited Inc.

17 East 45th St., New York 17, N. Y.

Phone: OXford 7-0725

President

Herbert Rosen

Services Offered—Producers of complete
films to order, package shows, full-length
feature films, mood and bridge music library.

**Twentieth Century-Fox
Television, Inc.**

Box 900, Beverly Hills, Calif.

Phone: CRestview 6-2211

N. Y. Phone: CO 5-3320

President

Peter Levathes

V.P. Chg. of Sales.....Irving Asher

Exec. Prod.....William Self

Producers.....Rod Amateau, Hal Cantor,

Dominick Dunne, Richard Goldstone

Business Mgr.....Maurice Morton

Controller

Donald Bohmhorst

Prod. Co-ord.....Gaston Glass

Productions: Adventures in Paradise, The
Many Loves of Dobie Gillis.

**Twentieth Century-Fox TV
International**

444 W. 56th St., N. Y. C.

Phone: CO 5-3320

Managing Director.....Alan M. Silverbach

Services Offered—Distribution of TV ma-
terial in the international market.

Productions—My Friend Flicka, Broken
Arrow, Adventures in Paradise, Five Fingers,
The Many Loves of Dobie Gillis, Greatest
Drama Series, Crusade in Europe.

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo, N. Y.

(See Commercial Producers)

**United Artists Associated,
Inc.**

247 Park Ave., New York 17, N. Y.

Phone: MU 7-7800

President

Eliot Hyman

Board Chairman.....Robert S. Benjamin

V.P., Treas.....Henry J. Zittau

V.P., Gen. Sales Mgr.....W. Robert Rich

National Sls. Mgr.....Donald Klauber

Dir. Nat. Sls. Div.....L. E. Hamner

Eastern Sls. Mgr.....Al Sussman

Central Div. Manager.....John McCormack

Southern Div. Manager.....Dave Hunt

Western Div. Manager.....Norman Long

Foreign Sls. Manager.....Norman Katz

Director of Advertising.....Jay H. Smolin

Dir. of Prog. Devel.....Albert G. Hartigan

Services Offered—Distribute Warner Bros.
features and cartoons; selected UA features;
Popeye cartoons; production and distribu-
tion of TV, theatrical and non-theatrical
films.

Production—Big Mac and His Magic Train.

**United Film & Recording
Studios**

301 E. Erie St., Chicago, Ill.

(See Commercial Producers)

**United States Productions,
Inc.**

5 East 57th St., New York 22, N. Y.

(See Commercial Producers)

UPA Pictures, Inc.

4440 Lakeside Dr., Burbank, Cal.

(See Commercial Producers)

Van Praag Productions

1600 Broadway, New York 19, N. Y.

(See Commercial Producers)

Vavin, Inc.

236 E. 46th St., New York 17, N. Y.

Phone: MURray Hill 2-4624

President.....Richard de Rochemont

Vice Presidents.....Joseph Stultz, Gerald E.

Weiler

Secretary

Ruth Teksmo

Services Offered—Production and distribu-

tion of documentary films, industrials, promotional motion pictures for TV, theatrical and non-theatrical field.

Productions — Travel series for French Govt., documentary for Consumers Union, Philip Murray Fund, Reader's Digest.

Videart, Inc.

480 Lexington Ave., New York 17, N. Y.
(See Commercial Producers)

Video Films

1004 E. Jefferson Ave., Detroit 7, Mich.
(See Commercial Producers)

Video-Tel International, Inc.

230 Park Ave., New York 17, N. Y.
Phone: MU 9-6515

PresidentIrving Feld

Services Offered: Distribution outside the United States for Crosby-Brown Productions and V. O. P.

Video-View, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllwood 3-4179

PresidentBradley Kemp
Vice-PresidentIrving Kahn

Services Offered—Making of complete and comprehensive Kinescope recordings of competitive products, Kinescopes of Live TV shows, audition Kinescopes and pilotfilms.

Productions—Operation Tomorrow.

Vision Associates, Inc.

680 Lexington Ave., New York 19, N. Y.
Phone: CIrcle 5-2611

PresidentLee R. Bobker
Vice Presidents....Helen R. Krist, Irving L. Oshman, Seymour J. Weissman

Services Offered—16 & 35mm production 7 editing facilities, audio visual consultants on theatrical, TV & tape programming.

Volcano Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
(See Commercial Producers)

Roger Wade Productions, Inc.

15 West 46th St., New York 36, N. Y.
(See Commercial Producers)

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
N. Y. Phone: JUdson 6-2000
N. Y. Phone: JUdson 6-2000
Producer Director.....George Wallach
Ass't Director.....Maxwell Henry
Assoc. Prod.....J. Paul Popkin

Services Offered—Planning, supervision, production & creation of films for television, industry & theatrical release.

Bob Warner Productions

440 E. 56th St., New York 22, N. Y.
(See Commercial Producers)

**Warner Bros. Pictures, Inc.
TV Division**

4000 W. Warner Blvd., Burbank, Calif.
Phone: HO 9-1251
N. Y. Office
666 Fifth Ave., New York, N. Y.
Phone: CI 6-1000

Exec. Producer.....William T. Orr
Ass't. to Exec. Prod.....Hugh Benson
Story Editor.....Jim Barnett
Ass't Story Editor.....Carl Stucke
Prod. (Cheyenne).....Art Silver
Prod. (Sugarfoot).....Burt Dunne
Prod. (Maverick).....Colcs Trapnell
Prod. (Colt 45).....Cedric Francis, Mack David
Prod. (77 Sunset Strip).....Howie Horwitz
Prod. (Lawman).....Jules Schermer
Prod. (Hawaiian Eye).....Stanley Niss
Prod. (Bourbon St. Beat).....Chas. Hoffman
Prod. (Alaskans).....B. Ingster, M. David
Production Mgr.....Oren Haglund
Supervising Ed.....James C. Moore
Casting Directors.....Edward F. Rhine,
Miles Gilbert, Jerry Bloom, Lane Allan
Art Directors.....Perry Ferguson, Art Loel,
Howard Campbell, John Ewing, Carl Ma-
cauley, Leroy Deane.

Productions—Cheyenne, Sugarfoot, Maverick, Colt 45, 77 Sunset Strip, Lawman, Bronco, Hawaiian Eye, Bourbon Street Beat, The Alaskans.

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: OLive 3-5350

Distribution Director.....Adrian Weiss
Asst. Distr. Director.....Louis Weiss

Services Offered—Production and distribution of all types of television film programming.

Ross Wetzel Studios, Inc.

615 N. Wabash Ave., Chicago 11, Ill.
(See Commercial Producers)

**Wilding Picture Productions,
Inc.**

Wilding TV

405 Park Ave., New York, N. Y.
(See Commercial Producers)

TV FILM PROD.-DIST. 

World-Wide TV Sales Corp.

1317 Belmont, Chicago, Ill.

Phone: WEllington 5-3737

41 E. 42nd St., New York 17, N. Y.

Phone: MU 7-3180

PresidentMel Schlank

Exec. Vice Pres.....Robert Brahm

Services Offered: Distributor "The National Football League Presents."

Ziv-United Artists TV Co.

488 Madison Ave., New York 22, N. Y.

Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv

President.....John L. Sinn

V.P. in Chge. Sales.....Maurice J. Rifkin

V.P Chg. West CoastMaurice Unger

Syndicated Sales Dept.

Synd. Sls. Mgr.....Len Firestone

Sales Mgr. No. East Div.....Jerry Kirby

Sales Mgr. So. East. Div.....John Davidson

Sales Mgr. So. Centr. Div.....Don Brogdon

Sales Mgr. No. Centr. Div.....Ray McGuire

National Sales Dept.

Nat. Sales Manager.....James Shaw

Mgr. Reg. Sls. Dept.....Edw. J. Broman

Mgr. E. Reg. Sls. Dept.....Andrew Jaeger

Services Offered — Custom-built films for national and regional release, and syndicated shows; studio facilities, TV commercials.

Productions—Men Into Space, The Man and the Challenge, This Man Dawson, Lock Up, Bat Masterson, Tombstone Territory, Sea Hunt, Bold Venture, Dial 999, Target, MacKenzie's Raiders, Highway Patrol, Rough Riders, Cisco Kid.

Maurice H. Zouary TV-Film Productions

333 West 52nd St., New York 19, N. Y.

Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

Services Offered—Production, distribution of package programs and feature pictures; stock footage rentals.

Production: Poem for a Day.

FOR TV STATION LISTINGS

SEE PAGE 778



FOR AGENTS & MANAGERS

SEE PAGE 731



FOR REGIONAL NETWORKS

SEE PAGE 675

TELEVISION DAILY

presents

**PRODUCER
DISTRIBUTOR
BIOGRAPHICAL
SKETCHES**

**WHO'S WHO AMONG
TV FILM PRODUCERS
AND DISTRIBUTORS**

1960

WHO'S WHO AMONG TV FILM PRODUCERS—DISTRIBUTORS

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FILM PRODUCER-DISTRIBUTOR BIOS.

SINN, JOHN L., president, Ziv-United Artists TV. Born, April 13, 1914, Cincinnati, O. Attended Univ. of Cincinnati, BA degree. Started in TV with Ziv Television Pgms. in 1948 as president. Also held posts with WCPS in Cincinnati as script writer, and with WLW, Cincinnati for two years of 1934-36. Married to Joan Beck; they have 2 children: daughter Patricia, 19, and son Steven, 14.



GERMAN, WILLIAM J., president, W. J. German, Inc., Fort Lee, N. J.; Hollywood, Cal.; Chicago. Born in Port Hope, Canada, Dec. 29, 1888. Is agent for the sale and distribution of Eastman professional motion picture films for TV and motion pictures. In 1914, married Estelle Elizabeth Wehnert in Rochester, N. Y.; two children—Fredrick A. A., William. Member: Lotos, Explorers.



KINGSLEY, WALTER, president of Independent Television Corp., was born in New York City and educated at Amherst. In 1947 was a salesman for WHOB, in 1949 joined WCOP, Boston, and in 1950 went to Ziv as account executive - general sales manager. Became affiliated with ITC in 1958. He and his wife, Betty, have three children. Hobbies include drums and piano.



COLE, JOHN J., president Guild Films. Born, Holyoke, Mass., 1923; graduated, PBK, University of Missouri, school of journalism. Served in So. Pacific in W. W. II. Entered industry with Station KOMO, Kansas City, 1948; joined Guild Films as west coast sales manager, 1955; vice president for sales, elected president in early 1958; set up Inter World TV Films, Inc., Guild subsidiary.



RAIBOURN, PAUL, vice president and member of the board of directors of Paramount Pictures Corp. and is also chairman of the board of International Telemeter Corp., of Chromatic Television Laboratories, member of the board of NAB, treasurer and director of the Allen B. DuMont Laboratories, Inc. and president of TV station KTLA, Los Angeles. Associated with Paramount.



GORDON, MILTON A., president Galaxy Attractions, Inc. Born Chicago 1908; attended University of Chicago, attorney and business executive; vice president Walter Heller Company, Chicago, 1946-53, specialized in financing motion picture production; reorganized United Artists; entered television industry 1953 as president of Television Programs of America; organized Galaxy Attractions, Inc., in 1958.



FOX, MATTHEW, president of Television Industries, Inc. 1941 to middle of 1943, was with the War Production Board in Washington. From 1943 to the end of the war was in the Army, in charge of photographic coverage of the European Theatre of Operations for SHAEF until Aug., 1944. 1950 went into the TV business and is owner of Motion Pictures for TV, Inc. 1954 formed Skiatron TV, Inc.



TALBOT, PAUL, president Fremantle Overseas Radio & Television, Inc. Started career in industry in 1941 with CBS; served with U. S. Army in World War II; U. S. representative for Italian Radio Network and Radio Andorra, latter being first European station to resume commercial operation after war; heads a company distributing throughout the world with films in all categories in its catalogue.



FILM PRODUCER-DISTRIBUTOR BIOS.

SUTTON, DAVID V., vice president in charge of MCA-TV Film Syndication Division, was born Jan. 12, 1912. Graduated from the University of Virginia Law School in 1935, he started in broadcasting with WBBM in Chicago in 1940 in the sales department. He also, in the past, was affiliated with KMOX, St. Louis, CBS Radio and TV. He is married to Louisa Powell and has one child.



REED, SEYMOUR, president and member of board of directors Official Films, Inc. Started his business career as public accountant; first became associated with the television industry in 1951 as executive of Official Films, serving as comptroller; elected treasurer of Official shortly thereafter; became member of the board of directors in 1954; executive VP and treasurer in 1957.



RIFKIN, MAURICE J., executive vice president in charge of sales, Ziv-United Artists Television; born July 12, 1913 in Marinette, Wisc. He attended Univ. of Southern Calif. Psychology. Bachelor '36, M.A. '37. Started in TV with Ziv TV Programs, Inc. in 1949 as sales manager. He also held posts with WKBN in Youngstown, Ohio and the Frederic W. Ziv Co. Present post in 1953.



SCHLOSSER, HERBERT S., vice president, general manager, California National Productions Inc., was born in Atlantic City, N. J., graduated from Princeton University, summa cum laude, and received a law degree at Yale Law School. After several years with the law firm of Phillips, Nizer, Benjamin, Krim and Ballou, he joined the legal department of NBC, acting as attorney.



McLEMORE, ED, president of Texas Rasslin Inc. Born, July 3, 1905. First association with television industry occurred in 1952 when he joined Maurice Beck in the organization of Texas Rasslin' company to film production of live wrestling shows staged at their Sportatorium in Dallas. Married Rose Lawler, is father of three. His hobby: making better wrestling matches.



SEIDELMAN, ROBERT, director of syndication for Screen Gems, Inc., B. 1925, N.Y.C. B.A. New York University; M. Phyllis; Children—Carol Ann, Richard. Entered industry in 1946, United World Films TV Dept.; 1949-50, Universal Int'l Films in 16mm Sales; 1950, joined Hygo TV films as Sales Executive; 1951-56, V.P. and Sales Mgr., Hygo. Also Vice President and co-owner of Unity TV.



ANDERSON, HOWARD B., vice president and supervisor of sales, ABC Films Inc. Prior to joining the company in 1954 was associated with WFAA-TV, Dallas, as assistant program director and film buyer. His first post for ABC Films was manager of the Dallas office, later transferring to Chicago as mid-West sales manager. Two years later he was appointed central division sales manager.



BARNETT, WILLIAM H., president Barnett International Forwarders, Inc. Born New York, N. Y., 1894; attended Pace Institute; entered transportation industry in 1913 as export and import manager of firm he presently heads; served as officer of the corporation from 1920 until present; elected president in 1946. Married Hannah Peppes 1918; memberships include Variety Club.



FILM PRODUCER-DISTRIBUTOR BIOS.

LANDAU, ELY A., board chairman National Telefilm Associates & NTA Film Network. Born in New York. Following Army Air Force service in World War II, entered television as an account executive in 1947. Organized Ely Landau, Inc., 1951, and produced TV film shows. Formed NTA in Jan., 1954. Pioneered top feature films for TV with Selznick and Fox pictures. Organized NTA Network.



ZIV, FREDERICK W., chairman of the board, Ziv-United Artists Television. Born: August 17, 1905; U. of Mich., LLB, 1928. Started in TV with Ziv Television Programs Inc., as chairman of the board. Also held posts with Frederic W. Ziv Company (President). Married to Malvin Rae Pitzele; two children. Foundation for Boys, American Humanics Foundation, Boy Scouts of America.



SHUPERT, GEORGE T., president in charge TV of MGM. B. July 24, 1904; U. of Michigan, 1926. Started in TV with Paramount TV Prods. in 1935 as asst. to Paul Raibourn, president of Paramount Television Productions. Also held posts with Peerless TV Productions, Inc. as v. p. in charge of sales; v.p. and general manager of United Artists TV Corporation; established ABC Films, Aug. 1953.



DIGGES, SAM COOK, administrative vice president CBS Films. Entered broadcasting in 1942 with WMAL, Washington, D. C., in ABC affiliates sales department, served with merchant marine in W. W. II; joined CBS in 1949 as account executive in newly created TV department of radio sales; television manager CBS Radio sales office Chicago, 1950; Eastern sales manager CBS Television Spot sales.



WRATHER, JACK, president of the Jack Wrather Organization, whose interests range from the oil industry to the resort field and communications, including TV production. B. Amarillo, Texas, May 24, 1918. World War II service with U. S. Marines; film producer, of various TV series ("Lone Ranger," etc); owner of radio and TV stations; former partner in Independent Television Corp.



HYAMS, JEROME, vice president, general manager for Screen Gems, Inc. Was born in New York City. Entered the industry in 1934 with Guaranteed Pictures, joined Commonwealth Pictures in 1938; he became sales manager. In 1947, made vice president in charge of sales for Commonwealth Films and TV. He formed Hygo TV Films in 1950, which merged with Screen Gems, 1956.



STABLER, ROBERT W., president, Filmaster, Inc., born May 25, 1918; BA degree UCLA, 1940. Entered television with Hopalong Cassidy productions 1952 as V.P., general manager; previous associations included public relations-advertising director for Capitol Records. Formed Filmaster in 1954, producer of several successful TV series. Married to Dorothy Schulyer Stabler, parent of a daughter, Joan.



RETTIG, EARL, president of California National Productions, Inc., born in Chicago June 4, 1903, is married and has three children. After nearly 20 years with movie majors in Hollywood, entered industry in 1950 as network operations manager for NBC. Subsequent network posts include NBC director of finance and operations in Hollywood, vice president in charge of TV network services.



FILM PRODUCER-DISTRIBUTOR BIOS.

CLEAVER, FRANK, vice president in charge of programming and production, California National Productions, was born in Massillon, Ohio, graduate of University of Wisconsin's School of Journalism. Joined Columbia Studios as reader in 1938, became assistant story editor; Paramount Pictures story editor in 1946. Joined NBC in 1953. Named to his present CNP post in 1958.



DISNEY, WALT, chairman of the board of Walt Disney Productions. B. Chicago, 1901. Started career as commercial artist; created animated characters for short subjects that have become world-famed, and popular; was one of first major motion picture producers to create and produce for television and range of subjects he produced for the medium runs the gamut from fantasy to science.



SMALL, EDWARD, president Edward Small Productions, Inc. Born, Brooklyn, N. Y. Started career as actor; produced many important theatrical features as independent producer starting before talkies arrived for release by major distributor companies; entered TV film production; was one of organizers of Television Programs of America; produced series films for the television medium.



FAIRBANKS, JERRY, president Jerry Fairbanks Productions, Inc. of California. Born, San Francisco, 1904. Started his motion picture career as a cameraman and is winner of two Motion Picture Academy of Arts and Sciences Awards; developed the multicam system; after long career producing theatrical films, entered production of television, now one of the leading commercial film makers.



GUEDEL, JOHN, head of John Guedel Productions. Attended UCLA. Originated radio's first audience stunt show and singing commercials; producer and director of "Art Linkletter's Houseparty," CBS-TV and radio, "People Are Funny," NBC-TV and radio, and "You Bet Your Life," starring Groucho Marx; writer for Hal Roach studios on Our Gang comedies and Laurel and Hardy shorts.



REED, ROLAND, president Roland Reed Productions. Born, Middletown, N. Y. Started career in Hollywood in 1922; produced his first commercial picture in 1930 for Westinghouse; later a director of a feature length Technicolor picture; made first TV series, "Stu Erwin Show" 1950 and followed with such series as "Waterfront," "My Little Margie," "Rocky Jones."



GROSS, JACK J., independent producer. Born July 29, 1902; graduated Junior College, St. Josephs, Mo., 1919. Made his entry in the television industry in 1950 as president of Gross-Krasne Inc. Previously was associated with Universal and RKO Pictures. Is married to the former Hilda Ruth Marks. His club memberships include the Variety Club and the Academy of M. P. Arts and Sciences.



ALEXANDER, ARTHUR, president M. & A. Alexander Productions. Born in Germany, 1909; educated at Kassel there. Started business career in department store field; entered film production industry with Universal Studios, Frankfurt; went to Hollywood in 1929 as assistant director of theatrical films; organized with his brother Max the M. & A. Alexander production company.



FILM PRODUCER-DISTRIBUTOR BIOS.

UNGER, MAURICE, executive vice president in charge production, Ziv-United Artists Television; b. Aug. 16, 1913 in Cincinnati. Affiliated with Grandpa Brands, 1934-47, serving also with its Tom Collins Corp. President, Charles A. Maish Co., 1947-50. Started with Ziv-TV in Oct., 1950, as west coast manager. Married to Roslyn Unger, five children. Plays golf, Tamarisk Country Club.



ARNAZ, DESI, president, Desilu Productions, Inc. Born March 2, 1917. Began professional career as vocalist with a band; later a drummer and organized his own rhumba band, appearing on stage and night clubs, touring United States and Europe; later appeared as principal in several motion pictures. Entered television with organization of Desilu Productions which was organized in 1952.



BRISKIN, IRVING, president Variety Enterprise Inc. Born Feb. 28, 1903; graduated from New York University in 1923. Began work with Banner Productions; sales manager of Sterling Pictures, and Chesterfield Pictures; in charge of own unit at Columbia Pictures in 1935. With late Harry Cohn organized Screen Gems in 1949, later president of Briskin Productions; S. G. exec. prod.



HERSH, SAM, general manager, Family Films. Established the company in 1948 for the production of films for the TV market and church presentations; company is said to be the largest producers and distributors of religious pictures; filming is done at Keywest Studios in Hollywood, for which Hersh signed a 20-year lease for exclusive use; Hersh entered the film industry twenty years ago.



GALLU, SAMUEL, president Gallu Productions, Inc. Born, Philadelphia, 1918; attended Pennsylvania State U. Started career in industry as radio director for Fred Waring, 1941-42; radio script writer for comedian Henry Morgan, 1946; "It Pays to Be Ignorant" series, 1947; supervised "Garry Moore Show" for CBS-TV, 1952-53; formed his present company, Gallu Productions, in 1955.



ALEXANDER, MAX, secretary-treasurer M. & A. Alexander Productions. Born in Germany. Started career in motion picture industry in Berlin in the production field, gaining wide experience there, removed to the U. S. and joined Abe and Julian Stern in a production project; was associated with Phil Goldstone during two years association, with brother Arthur formed Alexander Co.



SCHAEFER, ARMAND L., television film executive for Flying A Productions. Born, Tavistock, Ont., Canada, 1898; educated at school in Spokane. Entered motion picture industry in 1924 with Mack Sennett as property man; executive producer for Republic Pictures, 1943-47; president Gene Autry Productions for Columbia release, 1947-53; in 1950 became executive-producer of Flying A.



KRASNE, PHILIP N., president of California Studios. Born May 6, 1905, Norfolk, Nebr. Law degree University of Michigan 1927, and UCLA, 1929. Entered motion picture production in 1936 following practice of law. Owner-partner with Jack J. Gross in Gross-Krasne Inc. starting in 1950 with formation of that firm and establishment of California Studios for the production of TV films.



FILM PRODUCER-DISTRIBUTOR BIOS.

GOIT, CHARLES W., director of national sales for Independent Television Corporation, is a native of Kansas City and attended Northwestern and Penn State Universities. Goit joined the ITC company when it acquired Television Programs of America, with which he was national sales manager. He resides in Westport, Conn. His hobbies are water-skiing, duck hunting and boating.



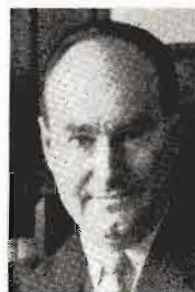
PINCUS, DAVID I., senior vice president Transfilm-Caraval Inc. Born, Boston, Mass., and started in motion pictures in 1915 as scenic artist at Universal studios, Fort Lee, N. J.; joined Fox in 1918; organized Caraval Films in 1921 and was president until 1959 when Transfilm-Caraval was formed. Produced 500 films for industry government and education and some 5,000 TV commercials.



BURNS, JOHN B., sales manager, MGM-TV, a Chicago native was educated in that city. Started in broadcasting as a newscaster then switched to sales. Before joining MGM-TV in 1959, Burns was vice president in charge of national sales for ABC Films, having been in ABC Radio network sales, from which he switched to ABC Film Syndication in 1953 as supervisor in Chicago.



BLAIR, LEE, president of Film Graphics Inc., and secretary-treasurer of Television Graphics, a Los Angeles native started a film career in 1933 as director and production stylist for Columbia Pictures; moved to MGM in 1941, later joined Walt Disney. Formed Film Graphics and Television Graphics with Bernard Rubin. He was elected president of the New York Film Producers Assn. in 1950.



ZOUARY, MAURICE H., president Maurice H. Zouary productions. Born Brooklyn, N. Y., July 17, 1921, educated School of Industrial Design. Trans-Lux Theatres, 1941, U. S. Armed Forces, 1943; entered live TV production, Bud Gamble Productions, 1948; industrial film production, 1953-54; Guild Films, 1955-56; presently producer-packager film series and commercials; stock shot library.



SACKETT, MORT D., president Commonwealth Film and TV, Inc., made his entry into the film industry in 1910, and eight years later organized Guaranteed Pictures in association with the late Sam Goldstein. In 1937 Commonwealth Pictures was organized, and Commonwealth Film & TV, Inc., was formed in 1947. Sackett eventually purchased interest in all of these companies.



LEO, JOHN, West Coast representative of Governor Television, was born in Des Moines and educated at San Jose State College and San Francisco Law School. He entered the film industry in 1943 with Republic Pictures, and later was Western district sales manager for Eagle-Lion in 1946-50. Two years later he entered the television field as sales manager for Telepictures Inc.



MANDELL, ABE, director of international sales, Independent Television Corporation, spent ten years in the Far East as a film distributor and operator of a theatre circuit. Returned to the Philippines as general manager for Frieder Films, distributor of Republic films, following three years army service. Served in Ziv's national sales division. Joined ITC in 1958 in his present post.



FILM PRODUCER-DISTRIBUTOR BIOS.

GOLDMAN, HAROLD, president National Television Associates International. B. New York City. At 16 joined Amalgamated Radio Network. Active in theatre as distributor, owner and managed a chain of record shops. In 1948, joined Snader Telecriptions as partner and eastern sales manager. In 1951, organized Television Exploitation, Inc. In 1954, organized Comet TV, and later joined NTA.



KEEVER, H. WELLER, vice president in charge of sales, Filmasters, Inc.; b. Jan. 20, '27; e. Yale University, receiving B.S. in 1949. Started in TV with NBC Television Films in 1951; VP California National Productions Inc. Married to Joan Bulley. Club affiliations include Woodway Country Club, Darien, Conn.; Racquet Club of Chicago and Yale Club of New York City. Hobbies: Golf, skiing.



POLL, MARTIN H., president Gold Medal Productions; president Gold Medal Studios. Born New York, N. Y., Nov. 24, 1922; educated University of Pennsylvania. U. S. Army service in W. W. II 1942-46; joined Paramount Music Corporation, 1946, assistant to general manager; partner Artists Management Associates, 1950, president Inter-Continental TV Films, 1952, produced TV films.



FRIEDHEIM, ROBERT W., administrative vice president, Ziv-United Artists Television. Born Dec. 8, 1908; Westminster College, Fulton, Mo. Started in TV with Ziv Television Programs Inc. in 1950 as bus. mgr. N.Y. office. Also held posts as VP, World Broadcasting System Inc.; director, NBC Recording Division. Named to present post in 1960. Married to Helen B. Friedheim and has two children.



UNGER, ALVIN E., administrative manager at Arrow Productions. Was born in Cincinnati, Ohio. He first entered the industry in 1939 with Ziv-TV, where he attained the post of vice president in charge of sales. He also held a post with Television Programs of America. His two children are Michael and Holly Ann. Golf and bowling are his main avocations, in that order of relaxation from business.



GRAHAM, ED, JR., partner Goulding-Elliott-Graham Productions. Graduated Dartmouth 1949. Started writing career at 16 with published work in The Saturday Evening Post; free-lance writer for Perry Como Chesterfield Supper Club, 1946-48; copywriter for McCann-Erickson, 1949-52; at Young & Rubicam created "Harry and Bert" in 1954; in 1956 joined Bob Elliott and Ray Goulding.



TODMAN, WILLIAM SELDEN, owner-partner with Mark Goodson of Goodson-Todman Productions. Born New York, N.Y., July 31, 1916; educated Johns Hopkins and New York University; career started as copywriter for advertising agency in New York; entered the industry as writer and director for radio shows for BBD&O Agency; became producer when he joined Biow Company.



EZZES, ERWIN H., vice president, Television Industries, Inc., Born September 21, 1916. Attended City College of New York, received BBA in 1938. Started in TV with Motion Pictures for Television, Inc. in 1950 as salesman. Also held posts with World Wide Development Co., secretary; United World Films, Inc., vice president, director, sales mgr. Married to Thelma Dunleavy; two children.



FILM PRODUCER-DISTRIBUTOR BIOS.

SCHWIMMER, WALTER, owner Walter Schwimmer Company. Born Chicago, 1904; attended Northwestern University, BA 1924; president Radio Features, Inc.; organized advertising agency of Schwimmer and Scott with R. J. Scott, February 1933, and the Walter Schwimmer Company in 1946 for production and syndication of Radio-Television programs. Married Daisy Seltzer, 1927.



RUSH, HERMAN, president, Herman Rush Associates. B. June 20, 1929, Phila., Pa. BBA, Temple Univ. 1951 became salesman for Official Films and in 1954, appointed assistant to the president. In 1956, named to board of directors and also named to the board of Gold Medal Studios. He formed Flamingo, becoming president and chairman of the board. Married. Member: Friars and Variety Club.



FEDDERSON, DON, president Don Fedderson Productions, Beverly Hills, Cal. Born Apr. 16, 1913. Attended Kansas City School of Law, 1933-34. Started in TV with KLAC-TV, Hollywood, in 1948 as general manager. Also held posts with Scripps-Howard newspapers, KYA, San Francisco, and KLAC, Hollywood. Fedderson is married to Helen Minor. Club affiliations include U.S.C. Trojaneers, Friars.



BECK, MAURICE, in association with Ed. E. McLemore producer of "Texas Rasslin'" film series, among the highest rated sports shows available in the syndication field. A native Texan, he accepted a post at the Federal Reserve Bank in Dallas. Later left the banking field to acquire an interest in one of the largest power laundry and dry cleaning plants in Texas, and wrestling shows.



KAUFMAN, REUB, president Jayark Films Corp. which he formed in May, 1958—producer and distributor of TV film properties. B. 1903. Attended Univ. of Chicago. 1940-46, advertising vice president Lieber Co., Chicago. 1946-50, president Kaufman and Asso., Chicago advertising agency. 1950-52, sales manager Snader Telescriptions. In 1952, organized Guild Films, Inc.



BRANDT, RICHARD, president, Trans Lux Television Corp. Born Dec. 5, 1927; Yale, B.S., 1948. Holds posts as president, Trans-Lux Pictures Corporation; president, Trans-Lux Distributing Corporation; president, Trans-Lux Theatres Corporation. Married to Lois Livingston; two children. Club affiliations: Friars Club, Yale Club of N.Y.C., Old Oaks Country Club. Hobbies: Golf, tennis, fishing.



WEIS, PIERRE, vice president, general manager, Economee Div., Ziv-United Artists Television. Born in Lille, France. Sorbonne Univ. Bachelor in Math. & Phil. 1933. Started with Economee Television Programs in 1956 as general manager. Also held posts with Langworth Feature Programs, Inc., where he was vice president in charge of sales, and World Broadcasting System.



TURELL, SAUL J., president Sterling Television Company, Inc. Born, New York, N. Y.; attended College of the City of New York and University of Chicago; served in W. W. II with U. S. Army in South Pacific, New Guinea and the Philippines; was associated with Official Films; in partnership with Robert Rhoades established Sterling Films in 1946, which later set up a television department.



FILM PRODUCER-DISTRIBUTOR BIOS.

HYMAN, ELIOT, president United Artists Associated, Inc. A pioneer in recognizing profit potential in distribution of feature motion pictures to television, founded Associated Artists, Inc., (now UAA) in 1947; played major part in the co-production and financing of many important motion pictures: "Lost Boundaries," "Moulin Rouge," "Moby Dick," produced for release by United Artists.



MORTON, ALFRED H., president, Atlantic Television Inc., was born Oct. 5, 1897, received a B.S. degree in 1919 from the University of Illinois; and M.S. degree from Columbia, 1921. Started his broadcasting career in 1938 with NBC, became vice president in charge of television. Later associated with National Concert & Artists from 1942-48; 20th Century-Fox, director of TV, 1948-50.



LEVATHES, PETER G., president of Twentieth Century-Fox TV, gave up law in favor of business and went to New York as assistant to the president of 20th-Fox, later entering sales as sales manager of Fox Movietone, and became general manager of the TV department. Levathes joined Young & Rubicam as vice president in 1952, becoming head of that agency's television in 1957.



UNGER, OLIVER A., president of National Telefilm Associates Inc. Born 1914 in Chicago. Attended Syracuse University, B.A., 1935. Upon graduation entered motion picture field with Hoffberg Productions, Inc. Served as Eastern Division Mgr., Monogram Pictures. Organized Distinguished Films, Inc., 1945. Formed Snader Telescription Sales, Inc., 1949. Became partner TV Exploitations.



SMITH, JOSEPH P., president of Cinema-Vue Corporation, started his business career in Wall Street after graduating from Columbia University. In 1939 he joined RKO Radio Pictures, and returned to that company following service in World War II, and later was associated with Lippert Pictures. He became vice president of sales for Guild Films Inc. in 1954, remaining until 1955.



PLITT, HENRY G., president of ABC Films Inc.; born New York, N. Y., November 26, 1918; Syracuse University, St. Lawrence University Law School; member of the New York bar; World War II service, mustered out as major of 101st Airborne Infantry; 1946, division manager of United Paramount Theatres; 1949, Paramount - Richards (which became Paramount Gulf) of the AB-PT circuit.



MANBY, C. ROBERT, president Show Corporation of America, Inc. Born Battle Creek, Michigan; educated Hillsdale College and Harvard Graduate School of Business, MBA, World War II service with U. S. Coast Guard; entered industry in radio; associated with WJW, Cleveland; WONS, now WPOP, Hartford; Yankee regional network; joined RKO Teleraudio, 1953; appointed to present post in 1958.



KERMAN, ARTHUR, president Governor TV and Regal TV Corporation, also president Tudor Pictures, Inc., Favorite Films Corporation and Congress Films, Inc., latter firms handle theatrical films. Born New York, N.Y., April 27, 1927; graduated Hofstra College. Organized Governor TV in 1951 after association with firms headed by his father, the late Moe Kerman, in the film distribution field.



FILM PRODUCER-DISTRIBUTOR BIOS.

FIRESTONE, LEN, vice president syndication sales, Ziv-United Artists Television; born in Pittsburgh and attended Duquesne University. He made his entry into the broadcasting industry in 1947 as an announcer for WPGH in his native Pittsburgh. In 1950, Firestone became sales manager for Unity Television Corporation. His association with Ziv started in 1954 as New York sales manager.



MITCHELL, JOHN H., vice president in charge of sales for Screen Gems Inc., was born in New York City and educated at Michigan University. In 1937 he was with Erwin Wasey & Company and two years later became manager of the sales service department of Mutual Broadcasting System. After service in the U. S. Navy, Mitchell became director of TV for United Artists.



BLUMBERG, KURT, business manager UA Syndication Division, Ziv-United Artists Television, entered retail sales after graduating from Princeton. He entered the television field with the Ziv company and served for more than two years as assistant to the vice president in charge of sales. Joined Television Programs of America, and later became syndication manager for U. A.



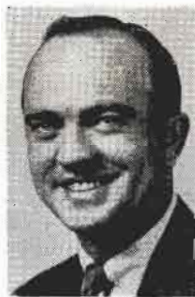
CARLTON, RICHARD, vice president in charge of sales for Trans-Lux TV Corporation, was born in New York City and attended CCNY, Columbia and Pratt Institute. Entered the film industry in 1935 with Columbia Pictures, later joining the company's TV subsidiary, Screen Gems. In 1951, Carlton became associated with Sterling TV, and in 1956 joined Trans Lux TV after serving in sales.



LEWIN, ROBERT F., vice president, programming, CBS Films, took his present post last September. He was vice president of NBC-TV network programs, joining NBC in 1956 from the ABC-TV network in a similar post. He formed his own company in 1947 to produce TV commercial, industrial and sales promotional films. From 1950 to 1953 Lewine was director of radio-TV for Hirshon-Garfield.



McMANUS, T. J., vice president film syndication division MCA-TV. Born in New York City and attended Columbia and St. John Law School. Entered the industry with Tele-news Productions in 1950. Two years later he joined United TV Programs and became Eastern sales manager in 1953. He joined MCA-TV when UTP merged with the former, continuing as Eastern sales manager.



KLAUBER, DONALD, national sales manager United Artists Associated, was born in New York City and attended Columbia University. Joined Associated Artists Productions, now UAA, in 1952 as a salesman and advanced to more responsible posts prior to his appointment to national sales manager. Among his hobbies are golf, tennis and photography. Klauber is a member of RTES.



HARPER, RICHARD A., syndication sales manager for MGM-TV, was born in Johnstown, Pa. Educated at U. of So. California and Columbia U. In 1939-42 with National City Bank of N. Y. on overseas duty. In 1946 with U. S. Navy and later at MGM in N. Y. In 1948-52 special sales rep at MGM. In 1952 with Shea Theatres. Rejoined MGM in 1953 as circuit sales manager.



—————**FILM PRODUCER-DISTRIBUTOR BIOS.**—————

POWELL, RICHARD E. (Dick), president Four Star Films Inc., born Nov. 14, 1904 in Mountain View, Ark. In 1950 with others he formed Four Star, producer of several successful network film series, following a career as screen star and later producer-director of motion pictures for major companies. Created "Richard Diamond" role on radio; starred in TV. Married to June Allyson.



RICH, ROBERT W., general sales manager, United Artists Associates, Inc., was born in Yonkers, N. Y., educated at Oberlin College. Started with NBC in Cleveland while at Oberlin. 1939-40, news editing for NBC in San Francisco and New York. Manager of California radio stations, 1953-55; program manager WPIX. Joined AAP, 1955, general sales manager until absorption by UAA.



GOODSON, MARK, owner-partner with William S. Todman, Goodson-Todman Productions. Born, Sacramento, Calif. Started his career as a child actor in stock companies; entered the radio field with KJBS, San Francisco, as a disc jockey in 1936; joined the Don Lee network in 1937; in 1942 removed to New York to emcee "Battle of the Boroughs" and the "Jack Dempsey Sports Quiz."



BAGNALL, GEORGE, president George Bagnall and Associates, Inc. Started his career in motion pictures in 1928 with Fox Film Company as controller of its West Coast studios; studio treasurer with Paramount in 1935, later being named executive studio manager; vice president, 1937; vice president, general manager Alexander Korda, 1941-42; vice president United Artists, 1942.



REINER, MANNY, executive vice president Galaxy Attractions, Inc. Born New York, N. Y. Joined Warner Bros., 1953 in publicity; MGM, 1934-37; Monogram pictures assistant adv. mgr., 1937-40; Paramount, publicity, 1940-42, Office War Information, 1942-46; foreign sales dept. Selznick Releasing Company, 1949-50; Louis G. Cowan Television Productions, 1950-52; Samuel Goldwyn Productions, 1953-54.



MICHELSON, CHARLES, President Charles Michelson, Inc., USA representative for Australian TV stations TCN, Sydney, and HSV, Melbourne. Born New York, N. Y.; attended Columbia University; entered television industry as export manager for Michelson & Sternberg, Inc.; established his own company, Charles Michelson, Inc., in 1938; married and father of two children.



RABINOWITZ, JASON, general manager of MGM-TV. Born August 19, 1921, New York, N. Y.; educated Harvard University, AB 1943; MBA, 1948. Career started in motion picture industry with United Paramount Theatres, Inc., 1949; first association with television industry when he became associated with American Broadcasting Company as assistant controller, later becoming vice president ABC Television Network.



MAHLSTEDT, FRED J., managing director, domestic and international operations, CBS Films. Born in New York, N. Y., e. Pratt Institute and Columbia University; started career in architecture; entered advertising field with Erwin, Wasey and the Kudner Agency; CBS 1939, as chief of sales development and research, radio sales promotion, later spot sales; organized CBS Films in 1950, subsequently director.



FILM PRODUCER-DISTRIBUTOR BIOS.

BURNS, LLOYD, vice president in charge of International operations of Screen Gems, Inc., was born in Toronto and graduated from McMaster University, Hamilton, Ontario. Entered the film industry on the sales force of Columbia Pictures in London, England. He joined Telepix Movies Ltd., Canada, in 1953 and became general manager. Was appointed to his present post in 1959.



SILVERBACH, ALAN M., managing director Twentieth Century-Fox TV International, was born Oct. 12, 1920 in New York City. After serving with the U. S. Air Force with a rank of major, he joined 20th-Fox in 1946 as a foreign sales executive and became supervisor in 1957. Silverbach graduated from Duke University, which he entered after attending the New York Military Academy.



FRIEDLAND, LOU, vice president in charge of station program sales, MCA TV Ltd., was an instructor in applied psychology at N.Y.U. until World War II, when he served in the U. S. Navy. Later he became assistant to the president at Gettinger Associates in film and TV financing. Friedland joined MCA TV in 1952 as an account executive, became a vice president in 1954 and a board member a year later.



BARUCH, RALPH M., director of international sales for CBS Films Inc., was born in France and educated at the Sorbonne. Commanding three languages, his native French, English and German, he came to the U. S. in 1941 and after three years with Sesac, joined DuMont Television in 1950 as account executive. Two years later he joined Consolidated Television Film Sales in New York.



LIEBENGUTH, JACQUES, manager of Syndication Sales, California National Productions, was born in Larchmont, N. Y. A graduate of Hillsdale College in Michigan, he is an infantry veteran of World War II. He joined NBC Television Films, where he covered the entire Eastern area of the U. S. and served as an account executive with the national sales force before his present post.



STERN, EDWARD J., president International division Ziv-United Artists Television, is a native of Detroit, and attended the University of Cincinnati. Entering the television industry in 1953, Stern headed up international sales and the preparation of foreign language programming, and has been active in that field since that time. He is a member of Sigma Alpha Mu, Sophos, and the IAA.



GOODMAN, HARRY S., general manager of Harry S. Goodman Productions. Started his business career in the finance and sales field; teacher of sales psychology at New York Life Insurance Company; president and general manager of Banker's Thrift Corporation, Chicago; organized Harry S. Goodman Productions in 1931; president of Radio-TV Representatives, Inc. operating 4 branches.



SMITH, FRANCIS D., vice president, general sales manager, Cinema-Vue Corporation, graduated from Holy Cross College, and after selling films for RKO he formed his own company, Silver Process Inc. He entered the TV film field as Eastern division manager for Tele-Pictures, later joining Guild Films in a similar post. In 1954 he directed sales for Cinepix film properties. Now heads coast office of Cinema-Vue.



FILM PRODUCER-DISTRIBUTOR BIOS.

GOLDSTEIN, CHUCK, president Chuck Goldstein Productions. Started career early, with organization of the "Modernaires," singing group; later Goldstein singing unit, "Four Chicks and Chuck," appeared in innumerable singing commercials after they attained national prominence via network radio appearances; entered commercials production field with organization of his present company.



RANSOHOFF, MARTIN, president of Filmways Inc., which recently opened a new New York studio for Motion Picture features as well as TV commercial and entertainment films to supplement Filmways' previously established plants for producing TV commercials. He started the company in 1950; last year signed an agreement with Warner Bros. for exchange of studio facilities on both coasts.



LAWRENCE, ROBERT L., president Robert Lawrence Productions Inc. West Point graduate and Fifth Army veteran. Started in entertainment industry in 1947 with RKO Pathe; joined Jerry Fairbanks, Inc., 1948; later v.p. in charge Eastern operations; formed own film production firm for TV commercials, 1952; expanded with formation of several subsidiaries in commercials production.



STREECH, WILBUR J., president Wilbur Streech Productions, TV commercial and animated film production firm. Graduate of UCLA. Received early training as animation artist for the Walt Disney studios; served as captain in U. S. Signal Corps during World War II; later became associated as a partner in Triangle Films; in 1951 decided to form own company to produce commercials for TV.



MIESZKAS, WILLIAM P., president Transfilm-Caravel. Born London, England, 1906; attended Harrow, 1920-24; Institut le Rosey, Switzerland. Started career in marine transportation, joining A. C. Fraser & Company, Rotterdam, merchant shippers, as junior executive. 1926, Meyer and Company, Amsterdam, 1927, established Transfilm which was merged with Caravel in 1959.



VAN PRAAG, WILLIAM, president, executive producer, Van Praag Productions producer and director of film commercials and features for television. Started career as movie theatre manager; entered advertising via promotional plan for theatres; advertising films for theatrical distribution; free-lance film editor; set up first film unit for Office of War Information; Army service in W.W. II.



NILES, FRED, president Fred Niles Productions, Inc. Born, September 12, 1919; graduated, P.A. University of Wisconsin, 1940. Started his association with television industry as salesman for King Studios in 1947; organized his company to produce commercials, industrial, public relations and sales training films. Club affiliations include: Broadcast Advertising Club and TV Academy.



ZUCKER, NATHAN, president of Dynamic Films Inc., is a native New Yorker started his career as an engineer. In cooperation with the Educational Television and Radio Center he helped plan three TV series, later became co-founder of Dynamic to produce industrial and TV films. Past president of the Film Producers Assn. of New York, having previously served as V-P of the organization.





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Sales Manager.....Ted Liss

Services Offered--Creators & producers of TV & business films. Animation & live action. Specializing in unusual audio-visual presentations. Have own studios & full eqpt.

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800 N. Seward St., Hollywood 38
Phone: HOLLYWOOD 2-0741

PresidentJ. Larsen

Services Offered--Complete motion picture production services, for comm'ls. Creators of jingles for agencies & advertisers.

Academy Pictures, Inc.

49 W. 45th St., N.Y.C. 36
Phone: PL 7-0744

PresidentMoray Foutz
Gen. Manager.....Patti Wilkus

Services Offered--Animation and live action films for TV and industry. Slide films and film strips.

Ad-Staff, Inc.

9122 Sunset Blvd., Hollywood 46, Cal.
Phone: CR 5-5219

PresidentDon Quinn
Vice President.....Martin Spertzell

TreasurerCharles Goldring
Services Offered--Creation, production of radio-TV music commercials, copy spots, background music. Tape equipment available.

Current Productions--Trend, Purex, Plymouth, Dodge Trucks, Sunkist Fruit Punches, Richfield Gasoline, Cock Of the Walk, Pacific Airlines, CMA Airlines, National Beer, Speedway Gasoline, Okla. High-Q Gasoline, Johnson's Glo-Coat Radio-TV Commercials, & "Yancy Derringer" theme song.

Advertisers' Broadcasting Company

117 W. 46th St., N.Y.C. 36
Phone: PL 7-3560

Exec. Prod.....Sholom Rubinstein
DirectorBernard Rubinstein

Copy Chief.....David M. Hausdorff
Services Offered--Write, create, produce jingles and commercials.

Alexander Film Co.

Alexander Film Bldg.,
Colorado Springs, Colo.
Phone: ME 3-1771

Bd. Chmn.....Don M. Alexander

PresidentKeith Munroe
V.P., Gen. Mgr.....Jay Berry
V.P., Production.....James Anderson
Mgr.....John B. Lee
Creative Dir.....Howard F. Olds
V.P., Mktg.....Jay Piccinati

Services Offered--TV film commercials, business and industrial films, theatre film commercials, distribution.

Paul Alley—MKR Films, Inc.

619 W. 54th St., N.Y.C. 19
Phone: JUDson 6-2393

PresidentSidney Katz
Vice President.....Gene Milford
Prod-WriterP. Alley

Services Offered -- Comm'ls; industrial films.

All-Scope Pictures, Inc.

(Comm'l Film Division of Twentieth
Century-Fox Television)
1417 N. Western Ave., Hollywood 27
Phone: HOLLYWOOD 2-6231

PresidentGordon Mitchell
Vice President.....B. F. McEveety

Services Offered--TV commercials, all type special purpose films.

Alpha Film Productions

P. O. Box 5323, Baltimore 9, Md.
Phone: Valley 3-6617

Owner.....W. E. Wood
Services Offered—Film processing; produce TV spots.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WA 2-1800

ManagerBen Harris
Sales Mgr.....S. Adams
SecretaryI. Weyhmiller

Services Offered--Produce motion pictures on special order plus projection service, booking, inspection, storage and shipping departments. Also rental of 8 mm & 16 mm plus special subjects from 1900 and advertising facilities.

American Film Producers

1600 Broadway, N.Y.C. 19
Phone: PL 7-5915

Exec. Prodr.....Robert Gross
Exec. Prodr.....Lawrence A. Glesnes
Prod. Control.....Madeline Stolz

Services Offered -- Complete production and distribution facilities for sponsored films, commercials, program openings and closings, slides and film inserts for integra-

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***Select One or More: INDUSTRIAL, TV COMMERCIAL, SLIDE FILM
IN LIVE ACTION OR ANIMATION.**

The search ends at . . .

Klaeger
FILM PRODUCTIONS, INC.
1600 BROADWAY, NEW YORK 19, N. Y.

tion; color or black and white, live action or animation in both 16 mm and 35 mm.

Current Productions—Esso Standard Oil, Progresso Foods, Buick, National Biscuit Co., Chesterfield Cigarettes, Bulova Watch Co., National Health Agencies, Stella D'Oro.

Clyde Anderson Motion Pictures

334 A St., Salt Lake City 3, Ut.
Phone: EMpire 3-5337

ManagerClyde Anderson
Services Offered—Film, comm'n's, services.

Animated Productions Inc.

(Al Stahl Productions)
1600 Broadway, N.Y.C.
Phone: CO 5-2942

PresidentAl Stahl
Services Offered—TV shows in animation and live. Comic strip animated films.

Animation, Inc.

736 N. Seward St., Hollywood 38, Cal.
Phone: HO 4-1117

PresidentEarl Klein
General Manager.....Chris Petersen, Jr.
Production Manager.....Bob Hirsch
DirectorEd Barge

Branch Offices

14005 Fenkell Ave., Detroit, Mich.
Phone: BR 3-3040

RepresentativeTed Petok
221 N. LaSalle St., Chicago, Ill.
Phone: FR 2-2628

RepresentativeJoe W. Edwards
Services Offered—Animated & live action TV comm'n's, storyboards, sound tracks, educational & industrial films.

Animation Service Co.

1780 Broadway, N.Y.C. 19
Phone: CI 5-4832

Chief Animator.....Abe Blashko
Animation Supervisor.....Leo Levko
AdministrationSeymour Posner
Services Offered — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

Animotion Associates, Inc.

333 W. 52nd St., N.Y.C. 19
Phone: CI 6-3817-8

PresidentGraham Place
Vice Pres.....Otto Feuer
Gen. Mgr.....Donald Fellows
National Sls. Dir.....Lee Krieger
Production Director.....Harry Basch
Services Offered—Producers of animated TV commercial spots and films. Animation is an exclusive film process using animated cartoon cut-outs in conjunction with "live" product.

Current Productions—Manufacturers Trust Co. of N. Y., Chef Boy-Ar-Dee, Electric Companies of America, Dye 'n Shine, Cadet Dog Food, Schmidt's Beer, Life Savers.

Evan J. Anton Prods., Ltd.

550 Fifth Ave., N.Y.C. 36
Phone: PL 7-3638

PresidentEvan J. Anton
Vice Pres.....Mary Mallios
Sec'y-Treas.....James Mallios
Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Apex Film Corporation

104 N. Las Palmas, Hollywood 38, Cal.
Phone: HOLlywood 3-5106

PresidentJames Chertok
Services Offered—Film comm'n's; industrial films. Sound stages available.

Apollo Productions

130 Carlton St., Toronto, Ont.
Phone: WALnut 2-3163

PresidentR. Rosenberg
Services Offered—Compl. film facilities; comm'n's & industrial films.

Arco Film Productions, Inc.

580 Fifth Ave., New York 36, N. Y.
Phone: COlumbus 5-6968

PresidentR. J. Oulmann
Services Offered—TV film facilities; animation & TV film show packaging.

J. Armstrong & Company

28 W. 44th St., N.Y.C.
Phone: LOngaere 3-0056

PresidentJoseph Armstrong
Services Offered—Custom, synd. comm'n's facilities.

Arrowhead Productions

355 N. Beverly Dr., Beverly Hills, Cal.
Phone: CRestveiw 5-4494

General Manager.....B. I. Harris
ProducerEdmund Beloin
Services Offered—Producers of TV film series & commercials.

Atlas Film Corp.

1111 South Blvd., Oak Park, Ill.
Phone: AUstin 7-8620

PresidentL. Mominee
Vice Pres.....A. S. Bradish
Services Offered—16 & 35mm public relations & training pictures & slide-films, TV Commercials, short subjects, theatrical shorts, packaged programs, sound recording, time-lapse photography, laboratory & editing, animation. Tape equipment available.

Current productions—U. S. Air Force, B. F. Goodrich Co., Gen. Motors Truck & Coach Div.

ATU Productions

130 W. 57th St., N.Y.C.
Phone: JU 6-4292

PresidentAllen Swift
Services Offered—Offering a new service of syndicated TV film commercials.

Memorable Music! Sparkling Animation!

for

TV COMMERCIALS

JINGLES

CHANNEL IMAGE ID'S

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Any spot identifying you must be of higher quality than anything else broadcast!

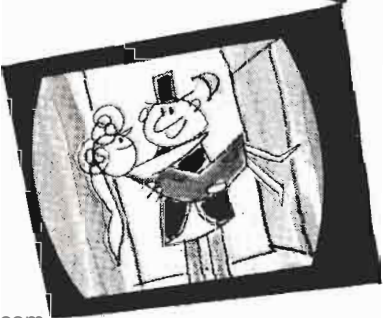
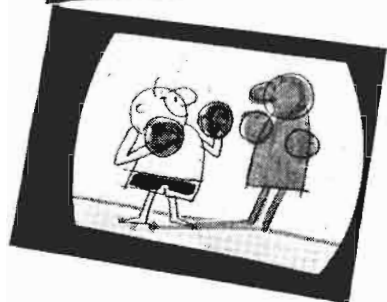
MUSIC BY LARRY ELGART

ART BY ABE AJAY

ANIMATION BY ELEKTRA

**MODERN BROADCASTING
INCORPORATED**

545 Fifth Ave., N. Y. 17, N. Y. YU 6-5564



AM-TV COMMERCIAL PROD.

Audio Productions, Inc.

630 Ninth Ave., N.Y.C. 36
Phone: PL 7-0760

President.....Frank K. Speidell
Vice Pres.....Herman Roessle
Vice President.....T. H. Westermann
TV Dept. Mgr.....Harold R. Lipman
Secy.-Treas.....P. J. Mooney
Services Offered—Producers of all types of TV commercials and sponsored films. Production facilities. Live action, animation, opticals, etc.

Aurvid Productions

P. O. Box 413, Phila., Pa.
Phone: LOcust 4-4429

Manager.....F. O. Pease
Services Offered — All TV film, comm'l facilities; live, package, film production; animation, package, TV shows.

Bil Baird's Marionettes

59 Barrow St., N. Y. C. 24
Phone: YUkon 9-9840

Partners.....Bil and Cora Baird
Personal Manager.....Paul Rosen
Services Offered—Produce live or filmed commercials with marionettes and hand puppets, with or without live actors, in own studios.

Bandelier Films

1837 Lomas Blvd., NE, Albuquerque, N. M.
Phone: CHapel 3-5848

PresidentR. Stevens
Services Offered — Technical trng. films; live action & film TV comm'l facilities.

Thos. J. Barbre Productions

2130 S. Belleire St., Denver 22, Colo.
Phone: SK 6-8383

ProducerThos J. Barbre
Asst. Mgr.....Anita T. Barbre
Dir. Sound.....Paul F. Emrich
Dir. Photography.....H. J. Anderson
Services Offered—Complete motion picture production service—script, photography, editing, sound recording, stage, mobile units, theater; nationally. Industrial, business films; TV spots.

Basch Radio & Television Productions

17 E. 45th St., N.Y.C. 17
Phone: MU 2-8877

PartnerCharles J. Basch, Jr.
Partner.....Frankie Basch
Services Offered — TV film commercials, animated and live; film programs, industrial, training, and fund-raising films; radio commercials, jingle, gimmick & dramatized.

Bay State Film Productions, Inc.

35 Springfield St., Agawam, Mass.
Phone: RE 4-3164

PresidentMorton Read
V.P., Sls.....D. D. Doyle
Services Offered—Film comm'l production.

Beacon Television Features, Inc.

115 Newbury St., Boston 16, Mass.
Phone: COmmonwealth 6-6881

PresidentJ. L. Sanderson
Services Offered—TV film commercials; story-boards, feature film production.

V. S. Becker Productions

551 Fifth Avenue, N.Y.C. 17
Phone: MU 2-0777

Exec. Prod.....Viola S. Becker
SalesThomas W. Bieder
Services Offered — TV & radio package shows & commercials; live, recorded & filmed. Casting. Industrial films.

Real Benoit Film Productions

2161 St. Catherine St., W., Montreal, Canada
Phone: WEllington 3-7339

PresidentReal Benoit
Secretary-TreasurerPietro Guerci
Services Offered—16 & 35mm film production; fully equipped sound stage; bilingual productions, French & English.

Russell R. Benson Productions

136 N. Delaware St., Indianapolis, Ind.
Phone: MELrose 7-0306

PresidentR. R. Benson
Services Offered—Film spot commercials; industrial, educational films.

Bernard-Degen Productions

1601 N. Gower, Hollywood 28
Phone: HO 5-9886

PartnerVince Degen
Services Offered—Creators, producers of musical commercials, TV & radio; arrangements (vocal & instrumental); underscoring to animation & live action.

Guy Biddick

1046 So. Olive St., Los Angeles 15, Cal.
Phone: RI 9-8800

ManagerGuy Biddick
Office Mgr.....Barbara McNeY
Traveling Rep.....Burton Zoul
Services Offered—Animation of product or trademark, commercial spots on film.

Biever & Stein Productions, Inc.

550 Fifth Ave., New York 36
Phone: PLaza 7-6454

take 3 giant steps

for  contemporary ideas

for  inspired concepts

for  new directions

*your next
TV commercial
deserves the
individual care
of*

**JAMES
LOVE**

productions, inc.

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New York 36, N.Y.

JU 2-1633

For
AD AGENCIES
See Page 115

For
**AGENCY TIME
BUYERS**
See Page 174

For
**CANADIAN
AGENCIES**
See Page 168

For
**AGENTS and
MANAGERS**
See Page 726

For
**PROGRAM
PRODUCERS**
See Page 877

AM-TV COMMERCIAL PROD.

President Curtis Biever
Secretary-Treasurer Lou Stein
Services Offered—Radio-TV commercials,
film backgrounds, musical jingles.

**George Blake Enterprises,
Inc.**

1600 Broadway, N.Y.C. 19
Phone: Circle 5-4582

President Mrs. Jean Blake
Production Dir. Robt. Kingsley
Supvr. Editor R. Jacques
Services Offered — Comm'ls, industrial,
films, synd. spots.

Brass Dolphin, Inc.

Biltmore Hotel, N. Y. 17, N. Y.
(See Program Producers)

Bray Studios Inc.

729 Seventh Ave., N.Y.C. 19
Phone: CI 5-4582

President J. R. Bray
V.P., Prod. Mgr. Paul A. Bray
Treasurer M. Bray
Animation Directors Max Fleischer,
W. G. Gilmartin

Film Dist. Mgr. B. D. Hess
Sales Paul Bray, Jr.

Services Offered—Producers and distribu-
tors of all types of films for TV use includ-
ing technical animation and cartoons. Spe-
cialize in industrial training and sales films,
as well as health, safety and films for the
military. Safety-training films in Spanish
translation. Tape equipment available.

Wm. F. Broidy & Company

5501 Wilshire Blvd., Los Angeles 36
Phone: WE 3-7461

Owner Erwin Yessin
Services Offered — Commercials & pro-
grams.

Bill Burrud Productions

Station KTTV, Sunset & Van Ness,
Hollywood 28, Calif.

Phone: HOLLYWOOD 3-8181

President Bill Burrud
Services Offered—TV live programs & film
shows; commercials; shorts; color anima-
tion; package film shows; TV scripts.

S. W. Caldwell, Limited

447 Jarvis St., Toronto 5, Ont.
(See TV Prod.-Dist.)

Calhoun M. P. Producers

264 E. 78th St., N.Y.C. 21
(See TV Prod.-Dist.)

Calif. Internat'l Productions

6710 Melrose Ave., Hollywood, Cal.
Phone: WE 9-1491

President H. F. O'Donnell
Services Offered — TV film shows &
comm'ls; religious films; shorts, educ. & in-
dust.

**California Studios
Incorporated**

650 N. Bronson St., L. A. 4, Cal.
Phone: HO 2-7141

President P. N. Krasne
Services Offered — TV film shows &
comm'ls; soundies; B & W animation; pack-
ages.

Lars Calonius Prods., Inc.

45 W. 45th St., N.Y.C. 36
Phone: PL 7-0350

President Lars Calonius
Services Offered—Full animation facilities.
Story boards. Live action.

The Camera Mart, Inc.

1845 Broadway, N.Y.C.
Phone: PL 7-6977

President Irving Browning
Manager Samuel Hyman
Sales Promotion Paul Meistrich
Treasurer H. V. Browning
Secretary Ann Browning
Services Offered—Manufacture, sell, rent,
repair 35mm & 16mm professional motion
picture production equipment; TV film cam-
eras, projectors, sound systems, lighting, film
editing & handling equipment, doilies, tri-
pods, mike booms.

**Campus Film Productions,
Inc.**

20 E. 46th St., N.Y.C. 17
Phone: MU 2-8735

President Nat Campus
Exec. Producers Jules Krater, John Zane
Services Offered—Film and TV commercial
production under contract.

**Canadian Film Industries Co.,
Ltd.**

310 Lakeshore Rd., Toronto 14, Canada
Phone: CL 1-5211

President Arthur D. Gottlieb
Services Offered—TV film shows, comm'ls;
shorts; animation, B & W & color; facilities
rented.

Canyon Films of Arizona, Inc.


834 N. 7th Ave., Phoenix, Ariz.
Phone: AL 2-1718

Producer R. Boley
Photography Robt. Allen
Services Offered—Production TV com-
mercials, industrial & pub. rel. films: 16/35 mm
animation & live action.

Capital Film Service

224 Abbott Rd., E. Lansing, Mich.
Phone: ED 2-3544

President J. R. Hunter
Services Offered—TV live and film shows;
commercials, soundies, shorts. B & W & color
animation, music, scripts.

AM-TV COMMERCIAL PROD. 

Capitol Records, Inc.

1750 N. Vine St., Hollywood 28
Phone: HO 2-6252

President Glenn Wallichs
Gen. Mgr. George R. Jones
Natl. Sls. Mgr. Herbert I. Sachs
Services Offered — Custom recording for records, radio and TV; mastering, processing; full library of production music.

Capt. Z-Ro Productions, Inc.

209 E. 56th St., N.Y.C. 22
Phone: EL 5-7943

President Henry Brown
Services Offered — TV commercials and film shows.

Carla Productions, Inc.

245 West 55th St., New York 19, N. Y.
Phone: JUdson 2-4477

President Carl A. Carbone
Secretary Murray Ramson
Prod. Mgr. Joseph Carbone
Services Offered—Production of promotional films for TV and theatrical distribution; TV commercials, industrial, documentaries, and trailers.

Carter & Galantin of Georgia, Inc.

752 Spring St., N.W., Atlanta 8, Ga.
Phone: TRinity 5-7144
N. Y. Phone: CHelsea 3-3377

President & Treas. C. G. Francke

Vice Pres. & Secy. Henry E. Carter
Vice Pres. & Gen. Mgr. Durwood P. Walters
Services Offered—Facilities for creation & production of motion picture, slidefilm & TV commercials for industry, ed. institutions & government; producer svcs. & equipment rentals; point of purchase displays, sales aids. Tape equipment available.

Current Productions — Southern Railway System, U. S. Navy & Air Force, York Corp., Gordon's Potato Chips, Childre & LaFlam.

Cascade Pictures of California

1027 N. Seward, Hollywood 38, Calif.
Phone: HO 2-6481

President Bernard J. Carr
Vice Pres. Roy Seawright
V.P. Prod. Vaughan Paul
Director. George B. Seitz, Jr.
Prod. Mgr. Doug Travers

Services Offered—Producers of film commercials for TV offering complete studio facilities, animation and optical effects personnel.

Cate and McGlone

1521 Crossroads of World, Hollywood 28
Phone: HO 5-1118

President. T. W. Cate
Secretary. E. D. McGlone
Services Offered — Commercials; production—scripts, storyboards, editorial, photography.

DAVID COOPER

LILIAN JONES

Pioneer PRODUCTIONS, INC.

A Creative

**Editorial and Production Service for Television,
Theatrical and Commercial Motion Pictures**



A Combined Total of Over 45 Years' Experience
In All Phases of Motion Pictures and Television



619 West 54th Street, New York 19, N. Y.

JUdson 6-7633

**Centron Corporation
Incorporated**

W. 9th at Avalon Rd., Lawrence, Kans.
Phone: VI 3-0400

President.....A. H. Wolf
Services Offered—Industrial, educ. films;
filmed spots.

Hu Chain Associates

15 E. 48th St., N.Y.C. 17
Phone: PL 5-5240

Owner.....Hubert V. Chain
Services Offered — Radio-TV and motion
picture production, direction and script writ-
ing.

**Charter Oak Tele-Pictures
Inc.**

423 E. 90th St., N.Y.C.
Phone: TR 6-6600

President.....Louis Cavrell
Secretary.....Olin Cavrell
Treasurer.....Olin Cavrell
Services Offered—Production facilities for

TV and industrial 16 and 35 mm color and
black & white films. Medical and dramatic
films. Printing and processing lab. Editorial
rooms. Sound stage rentals for automobile
commercials.

Chicago Film Studios

56 E. Superior St., Chicago 11
Phone: WH 4-6971

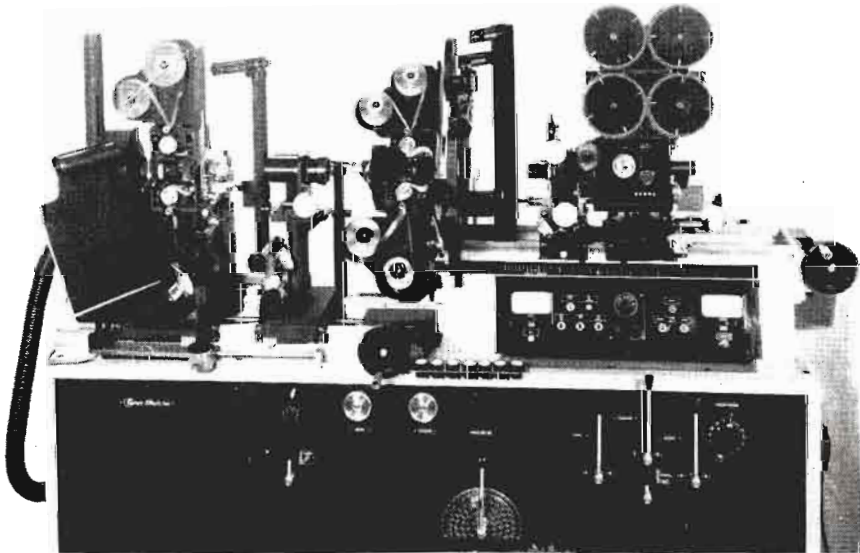
President.....A. G. Dunlap
Dir. of Sales.....Robert D. Casterline
Prodn. Mgr.....Russell T. Ervin, A.S.C.
Laboratory Mgr.....Walter Rice
Services Offered—Complete 16 & 35 mm
film production facilities; sound stages, RCA
sound recording, optical effects, Art Depart-
ment, complete processing laboratory.

**Christensen-Kennedy
Productions**

2624 Harney St., Omaha 31, Nebr.
Phone: AT 2977

Prod. Ptnrs....D. Kennedy, R. Christensen
Gen. Sls. Mgr.....Herb Hellwig

**Eastern's Know-How = Quality
World's Finest Equipment = Service**



ART TO FILM . . . finest and fastest
Eastern Engineered Effects

MAURICE SAM MAX LEVY
Eastern Effects, Inc.

is a complete producers
aid service designed to
solve your optical
problems with highest
quality and speed.

333 WEST 52nd STREET NEW YORK 19, N. Y.

CI 5-5280

AM-TV COMMERCIAL PROD.

West Coast Rep.....Jack Silver
Mgr., Motion Picture Prod.....B. Hufstader
EngineerRoger Wing
Services Offered—TV comm'ls, animations,
live action, industrial & business-sponsored
films; lab. processing.

**Churchill-Wexler Film
Productions**

801 Seward Ave., Los Angeles 38
Phone: HO 2-6671

Ptnrs.....S. Wexler, R. Churchill
Services Offered—Produce educational and
industrial films.

Cine-Audio Alberta Co., Ltd.

10251 106th St., Edmonton, Alberta, Canada
Phone: GArden 2-2017

Services Offered—TV commercials filmed,
shorts, newsreels, animation, color & B & W
processing, color & B & W prints.

Cinecraft Productions, Inc.

2515 Franklin Blvd., Cleveland 13, O.
Phone: SU 1-2300

PresidentR. Culley
Services Offered—Synd. spots; comm'ls.

Cineffects, Inc.

115 W. 45th St., N.Y.C.
Phone: CI 6-0951

PresidentNat Sobel
Sec'y-TreasIrving Hecht
Services Offered—Animation, special ef-
fects, titles, mats, inserts, black & white or
color, 16 or 35 mm.

Cinesound, Limited

552 Rogers Rd., Toronto, Ont.
Phone: RO 2-7338

President.....B. Bach, Jr.
Services Offered—Shorts, film comm'ls;
color, B & W animation; music; scripts;
packages; studio, facilities rental.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood 38
Phone: HO 5-3376

ProducerH. Lehman
Wrtr., Dir.....G. McKiddy
SalesJ. Lehman
Services Offered — Commercials, indust.
films; editing services; sound; trng. films,
public relations.

Cinetoon Productions

1847 Fort St., Honolulu, Hawaii

Exec.M. D. Meyers
Services Offered—Industrial films; synd.
spots; comm'ls.

Cine-Video Productions, Inc.

Boston Post Rd. at Cine Video La.
Milford, Conn.
Phone: TR 4-6590

Pres., Exec. Prodr.....Garo W. Ray
Tech. Dir.....Kenneth F. Rieke
Services Offered—Compl. motion picture
services for industrial & educational produc-
tions. Complete sound stages, recording &
dubbing studios, release printing — color,
B & W, processing, & all other film services.

Impa Productions, Ltd.

660 Madison Avenue

New York 21, N. Y.

TEmpleton 2-9200

Irving Mansfield — Peter Arnell

Coastal Film Services, Inc.

321 W. 44th St., N.Y.C. 36
Phone: JUDson 2-7780

President Manuel Casiano
Services Offered—Complete services including optical effects, animation, titles, film consultants.

Coastal Recording Co., Inc.

136 W. 52nd St., N.Y.C. 19
Phone: CI 6-3900

Executive Vice Pres.....Arthur Shaer
Services Offered—Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Each chamber, DuKane 30/50 cycle slide projector. Ampex tape recording, 16 mm projector, 9 studios.

Coffman Films, Inc.

4519 Maple Ave., Dallas 19, Tex.
Phone: LA 8-3692

PresidentH. Coffman
Production Manager.....H. Greene

John Colburn Assoc., Inc.

1122 Central Ave., Wilmette, Ill.
Phone: BR 3-2310

PresidentJ. E. Colburn
Vice President.....H. Ushijima
Services Offered—16/35 mm industrial & TV film & comm'ls' sound stage, production facilities.

Colmes-Werrenrath Prod. Inc.

1037 Woodland Dr., Glenview, Ill.
Phone: PArk 9-0011

PresidentW. Colmes
Exec. V.P.....R. Werrenrath
Vice President.....W. Bennett Phillely
Asst. Exec.....T. R. Bohn
Services Offered—Creation, production, direction, writing; studio, editing, projection facilities.

Current Productions — Commercials for Whirlpool Corp., Presto, Revere Camera; No. American Van Lines.

Commerce Pictures

525 Poydras St., New Orleans, La.
Phone: MA 5026

PresidentR. Wiegand
Services Offered—Comm'ls; art; special effects.

Commercial Recording

P. O. Box 6726, Dallas 19, Tex.
Phone: RI 8-8004

PresidentTom Merriman
Vice President.....Bob Farrar
Vice Pres., Sales.....Dick Morrison
Production Manager.....Tom Gwin
Record. Spvsr.....Robert Farris
Services Offered—Commercial advertising records, station jingles & station sales aides.

Motion Pictures

PAUL HANCE PRODUCTIONS, INC.
1776 BROADWAY
NEW YORK 19, NEW YORK
Circle 5-2424



AM-TV COMMERCIAL PROD.

Commercial Syndicated Films, Inc.

1431 N. Wells Ave., Chicago 10, Ill.
Phone: WH 4-7477

President.....W. R. Johnson
Vice President.....I. Bell
Production.....Paul Kalacnik
Services Offered — Color animated synd.
comm'ls.

Commodore Productions & Artists, Inc.

6636 Hollywood Blvd., Hollywood 28
Phone: 9-7502

Pres., Prod.....W. White, Jr.
Prod. Dir.....Ed. Woodworth
Prod. Superv.....W. White, III
Services Offered—TV live & film programs,
shows; comm'ls; industries; film packages.

Concord Company

9006 Sunset Blvd., Hollywood 46, Cal.
Phone: BR 2-7801

Ptnrs.....C. Pucnell, L. Atkinson
Services Offered—TV live & film shows;
industrials; religious films; color, B & W
animation; scripts; packages.

Condor Films, Incorporated

1006 Olive St., St. Louis 1, Mo.
Phone: MA 1-8876

President.....Bradford Whitney
Treasurer.....Edgar F. Stevens
Services Offered—Producers of 16 mm &

35 mm motion pictures, slide films, and
other visual and audio-visual materials for
sales promotion, public relations, advertising,
television programming, TV comm'ls, train-
ing & sports uses.

Consolidated Film Industries

521 W. 57th St., N.Y.C.
Phone: CI 6-0210

959 Seward St., Hollywood
Phone: Hollywood 9-1441

President.....Herbert Yates
Vice Pres.....Douglas Yates
V.P., W. Coast Mgr.....Sidney Solow
Services Offered — Processing of motion
picture film.

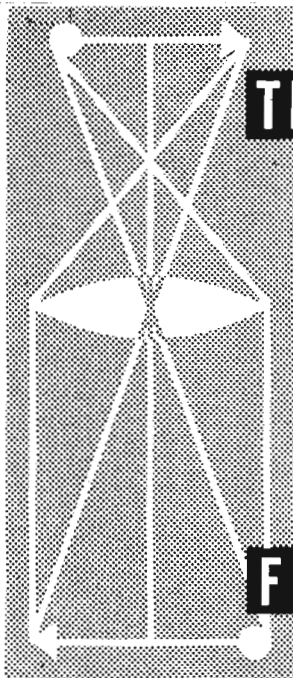
Continental Film Productions Corporation

539 Vine St., Chattanooga, Tenn.
Phone: AM 7-4302

President.....James E. Webster
Vice Pres.....Gene A. Carr
Secretary.....Thomas Crutchfield
Treasurer.....H. L. Thatcher
Gen. Sales Mgr.....Joseph Lawson
Services Offered—Animation, producers of
industrial and educational films & sound
slide films, producers of film spot commer-
cial. Tape equipment available.

Cousens-Blair Productions, Inc.

1600 Broadway, N.Y.C. 19



TELEVISION GRAPHICS inc.

producers of television film commercials

LIVE ACTION
ANIMATION
STOP MOTION
REAR SCREEN
PROJECTION (MITCHELL)

FILM GRAPHICS inc.

producers of industrial and educational films

369 LEXINGTON AVENUE, NEW YORK 17

MU 6-5255

AM-TV COMMERCIAL PROD.

Phone: CO 5-7380

President.....Clayton W. Cousens
 Vice Pres.....John K. Cousens
 Vice Pres.....Leonard Blair
Services Offered—Production in color or black & white of TV commercials, industrials, educationals, documentaries.

Roland D. Crandall Productions

31 Heusted Dr., Old Greenwich, Conn.
 Phone: NE 7-0425

President.....R. D. Crandall
Services Offered—Producer of commercial films.

Craven Film Corporation

330 E. 56th St., N.Y.C. 22
 Phone: MU 8-1585

President.....Thomas Craven
 Prodn. Mgr.....Bill Robinson
Services Offered—Production of TV commercials, live and animated.

Crawley Films, Limited

19 Fairmont Ave., Ottawa, Ont.
 Phone: PA 8-3513

President.....F. Crawley
 Vice President.....Graeme Fraser
 Dir. of Admin.....C. Everett
 Prod. Manager.....Thomas Glynn
 Chief Eng.....Rod Sparks
 Office Manager.....Alex Murray
 Lab. & Quality Control.....Ivor Lomas
 Accounts.....Paul Naish

Services Offered—Films, sponsored & TV; commercials; production; animation; lab.

Creativision

1780 Broadway, N.Y.C. 19
 Phone: CI 5-4830

President.....Victor Kayfetz
 Asst. to Pres.....Seymour Posner
 Art Director.....Abe Blashko
 Animation Supervisor.....Leo Levko
Services Offered—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

CR Enterprises, Ltd.

1148 S. Shendoah St., Los Angeles 35, Calif.
 Phone: BR 2-6884

Pres. Prod.....C. Roth
Services Offered—Film commercials; no animation.

Bing Crosby Productions

9028 Sunset Blvd., Los Angeles 46, Cal.
 Phone: CRestview 1-1171

President.....Harry L. Crosby
 Exec. V.P.....B. F. Grillo
Services Offered—Synd. spots; comm'ls.

Crossroads TV Productions

1121 S. Glenstone, Springfield, Mo.
 Phone: UNiversity 2-4422

V.P.'s.....J. Mahaffey, E. Siman, Jr.
Services Offered—Film spots; live shows. Tape equipment available.

EMPIRE



COMPLETE
SOUND RECORDING
 AND
FILM PRODUCTION
 FACILITIES

- Disc & Tape Sound Recording • Air Conditioned Studios
- 16mm & 35mm Film Production • Closed Circuit Projection

480 LEXINGTON AVE., NEW YORK 17, N.Y. — YUkon 6-5700

AM-TV COMMERCIAL PROD.

CTN Advertising Counselors
(Div. of Commercial Telecast Networks, Inc.)

11 Broadway, N.Y.C. 4
Phone: BOWling Green 9-6296
Vice Pres.....William F. Hogan
Secretary.....D. C. Durant
Services Offered—TV consultants and production supervisory service to advertising agencies in the creation and execution of TV advertising, both live and film. By contract only.

Cue Recordings, Inc.

117 W. 46th St., N.Y.C. 36
Phone: PLaza 7-3641
President.....Sholom Rubinstein
Vice President.....Mel Kaiser
Secretary-Treasurer.....Bernard Rubinstein
Services Offered—Tape, disc, studios, remotes, stereo facilities, editing rooms, shipping facilities, high-speed tape duplication.

Cummings Productions, Inc.

4 W. 56th St., N.Y.C. 19
Phone: PL 7-6452
President.....R. W. Cummings
V.P., Industrials.....A. J. Pocock
Services Offered—Creation and production of industrial shows, sales mtgs., film scores, & Radio & TV commercials.

Dalton Film Company

813 Daniel Bldg., Tulsa 3, Okla.
Phone: LU 5-9973

President.....R. Kurtz
Services Offered—TV live & film shows; live & film packages.

Lee Davis Productions

299 Madison Ave., N.Y.C. 17
Phone: YUKon 6-7290
Owner.....Lee Davis
Services Offered — TV live shows & comm'ls; live packages.

Phil Davis Musical Enterprises, Inc.

59 E. 54th St., N.Y.C. 22
Phone: MU 8-3950
President.....Phil Davis
V.P., Mus. Dir.....Earl (Nemo) Paul
Secy., Treas.....Loretta H. Davis
Production Mgr.....Joe Rhodes
Copy Director.....E. C. (Bud) Redding
Exec. Secretary.....Renee Strum
Sls. Dir. & Acct. Exec.....Gerard D. Gilard
Services Offered—Creators and producers of custom-built musical commercials for TV film soundtracks and radio transcriptions. Musical consultants to advertising agencies & film producers; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete packages.

Gordon M. Day Productions

15 W. 44th St., N.Y.C. 36
Phone: MURray 2-5299
Pres., Creative Dir.....Gordon M. Day

NOW IN PRODUCTION!

● **POEM FOR A DAY**

A new film series of 365 two minute inspirational poems by NICK KENNY—beautifully narrated-organ music background

● **ROCKIN' THE CAMPUS**

A full length entertaining feature about the teen age rock & roll craze

● **PARADE OF PRESIDENTS**

An authentic & exciting documentary about America's Presidents. From George Washington to Eisenhower.

MAURICE H. ZOUARY
TV-FILM PRODUCTIONS

333 West 52nd Street, N. Y. 19

JUDson 2-6185

===== **AM-TV COMMERCIAL PROD.**

V.P., Prodn. Super.....Carol Bulkley
 TreasurerLeo L. Reich
Services Offered — Writing-production of
 TV (film) & radio jingles & spots; adv.
 agency consultants on preparation & produc-
 tion of commercials.

De Frenes Company

1909-17 Buttonwood St., Phila. 30, Pa.
 Phone: LO 3-1686

Pres., Sales.....J. DeFrenes
 SecretaryR. DeFrenes
 Prod. V.P.....M. Levanios
Services Offered—Comm'ls; programs. In-
 dustrial shorts.

Gene Deitch Assoc., Inc.

43 W. 61st St., N.Y.C. 23
 Phone: CI 7-1970

PresidentG. Deitch
 ProductionK. Drake
Services Offered—Animation film.

Demby Productions, Inc.

1 W. 58th St., N.Y.C. 19
 Phone: PL 9-2495

PresidentEmanuel H. Demby
 Vice Pres.....Betty Jeffries
 Creative Dir.....Allen Swift
 ResearchAlexander Marshack
 Client Relations.....Rowena Pearl
Services Offered—Live, film and recorded
 commercials. Animation. Jingles. Music.

Panels for pre-testing commercials via Moti-
 vation Research Associates, affiliated firm.

Florian de Narde

3 E. 57th St., New York City
 Phone: PL 3-7030

OwnerF. de Narde
Services Offered—Comm'ls; documentar-
 ies; industrials.

Jack Denove Productions, Inc.

6611 Santa Monica Blvd., Hollywood
 (See TV Prod.-Dist.)

Dephoure Studios, Inc.

782 Commonwealth Ave., Boston 15, Mass.
 Phone: BE 2-5722

Pres.J. Dephoure
 Vice Pres.....M. Levy
Services Offered—Comm'ls; industrials;
 synd. spots.

Depicto Films Corporation

254 West 54th St., N.Y.C. 19
 Phone: COlumbus 5-7620

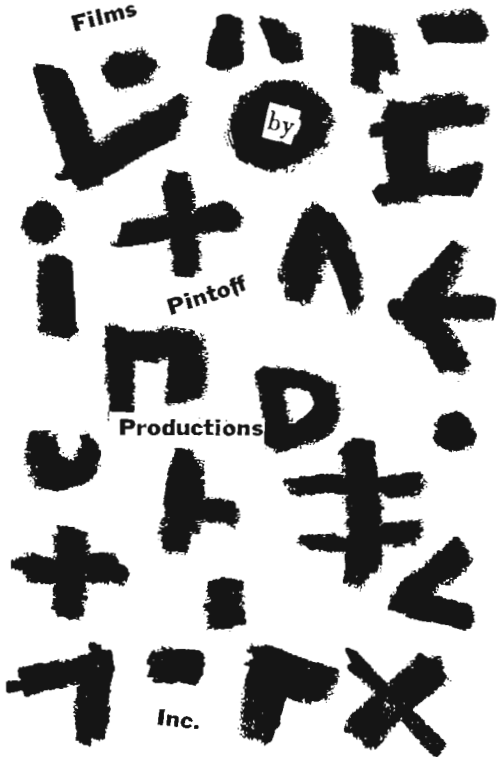
Board Chairman.....John Hans
Services Offered—Producers of industrial
 motion pictures, filmographs, color sound
 slidefilms, filmstrips, slide presentations,
 trade shows, vugraph presentations. Creation
 & prod. of compl. sls. trng. programs, incl.
 films & assoc. literature.

ANIMATE ME!



**AND WIN A FREE SCREENING
 OF THE H.F.H. REEL**

**animation . live action . industrials
 H.F.H. PROD. INC. 216 E. 49th ST. N. Y. C.
 PL - 2 - 1940**



AM-TV COMMERCIAL PROD.

Desilu Productions, Inc.

780 Gower St., Hollywood 38, Calif.
Phone: HO 9-5911
(See TV Prod.-Dist.)

Director L. Savin
Services Offered — Spots, synd.; commercials.

Leo Diner Films

332 Golden Gate Ave., San Francisco 2
Phone: PR 5-3664

Exec. L. Diner
Services Offered—Spots; lab sound & TV recording; animation.

Walt Disney Productions, Inc.

500 S. Buena Vista, Burbank, Cal.
Phone: VI 9-3411
(See TV Prod.-Dist.)

Bd. Chmn. W. Disney
Adv. Dir. Card Walker
Production Wm. Anderson
Services Offered—Comm'ls; programs.

Douglas Productions

10 W. Kinzie St., Chicago 8
Phone: MO 4-7455

President P. C. Raymond
V.P.'s A. Jones III, D. Raymond
Services Offered — Educ., ind., TV films;
tiling & animation; lab work; printing.

D.P.M. Productions, Inc.

62 W. 45th St., N.Y.C. 36
Phone: MU 2-0040

President Maurice T. Groen
V.P., charge Prod. Ronald T. Groen
Services Offered—Industrial films, commercials, travel films, camera crews in U. S., Sweden, Austria, South Africa, Malaya, World Wide coverage. Color stock footage.

Du Art Film Labs, Inc.

245 W. 55th St., N.Y.C.
Phone: PL 7-4580

Exec. Vice Pres. Irwin Young
Vice Pres., Sls. Lou Feldman
Vice Pres., Prod. Paul Kaufman
Services Offered—Processing of black & white motion picture film.

Dudley Pictures Corporation

10589 Santa Monica Blvd., Los Angeles 25, Calif.
Phone: CR 1-7258

Exec. C. Dudley
Services Offered—Spots, syndicated; commercials.

Walter Christian Duennhaupt Film Productions, Inc.

1908 Florida Ave., N.W., Wash. 9, D. C.
Phone: EXecutive 3-7750

President, Producer W. C. Duennhaupt
Vice President Dr. Milton Cohen
Secretary Dr. Maxwell Cohen
Treasurer John A. Scherzer
Services Offered—Producers for TV feature films, live & animated commercials, musical shorts & puppet shows, documentaries in 35 & 16mm, B & W, and color. Tape equipment available.

Cal Dunn Studios

159 E. Chicago, Chicago 11
Phone: WH 3-2424

President Cal Dunn
Vice Pres. Joseph G. Betzer
Exec. Art Dir. "Yar" Yarbrough
Creative Services Dir. Helen A. Krupka
Services Offered—Complete facilities for both live action and animated TV commercials, writing, storyboard, sound 35 & 16 mm cameras, editing equipment.

Dynamic Films, Inc.

405 Park Ave., N.Y.C. 22
Phone: PL 1-7447

President Nathan Zucker
Exec. Vice Pres. Lee R. Bobker
Vice President Lester S. Becker
Exec. Producer Sol Feuerman
Distribution Dir. Gerald Carrus
Sound Supvr. Jas. H. Townsend, Jr.
Editorial Supvr. Irving L. Oshman
Programming Director E. A. Humeston
Services Offered—Compl. prod. & distribution facilities, sound stages, recording studios, animation. Associated companies: Dynamic Film Studios, Medical Dynamics, Alan Shilin Films, Inc., Distribution Dynamics.

Eastern Effects, Inc.

333 W. 52nd St., N.Y.C. 19
Phone: CI 5-5280

President Maurice Levy
Vice Pres. Samuel Levy
Sales Mgr. Max Levy
Services Offered—Complete service, art to film (optical effects, animation, titles, and inserts).

Educational Films Corp. of America

1501 Broadway, New York City 36
Phone: PE 6-1780

President E. W. Hammons
Services Offered—Color & B & W animation; commercials; shorts; packages.

Elan-Porter Productions, Inc.

19 W. 45th St., New York 36, N. Y.
Phone: JU 2-1992

President R. Elan
Services Offered—Live & TV commercials, film; educ., industr. shorts; religious themes.

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood 38, Cal.
Phone: HO 5-2189

President B. B. Gottschalk
Services Offered — Industrials; commercials, phonograph recording; rental of facilities, including studios.

Elektra Film Productions, Inc.

33 W. 46th St., New York City
Phone: JU 2-3606

President A. Liss

AM-TV COMMERCIAL PROD.

Bus. Mgr.....S. Magdoff
Services Offered—Comm'l-industrial film service. Animated and live action scripts; storyboards.

Peter Elgar Productions, Inc.
75 W. 45th St., N.Y.C. 36
Phone: JU 6-1870

PresidentPcter Elgar
Vice President.....Robert C. Jacques
Secy.-Treas.Jessie Adamson
Services Offered—Industrials, educational, religious, television.

Elliot, Unger & Elliot, Inc.
414 W. 54th St., N.Y.C. 19
(See Screen Gems, Inc., TV Prod.-Dist.)

Charles Elms Productions Inc.
25 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 6-8877

President.....C. D. Elms
Vice President.....Charles D. Elms, Jr.
Secretary.....Ruth M. Elms
Services Offered—Photographic and animated; planning through production.
Current Productions—Commercials for Andre Richard, Bilco, Columbia Mills, IBM, Philip Morris, Assn. of Amer. R.R., Crown, Cork & Seal Co., Sperry Gyroscope Co., U. S. Navy.

Emerson Film Corporation
1037 Woodland Dr., Glenview, Ill.
Phone: PArk 9-0011
Services Offered—Comm'l's; synd. spots.

Empire Productions Corp.
480 Lexington Ave., N.Y.C. 17
Phone: YUkon 6-5700

Pres.Arthur Lubo
Vice Pres.....Fred de Jaager
Services Offered—TV commercials, industrial films, studio & editing facilities, closed circuit projection.

Robt. J. Enders, Incorporated
1001 Connecticut Ave., NW, Wash. 6, D. C.
(See Program Prod.)

Endorsements, Inc.
65 E. 55th St., N.Y.C. 22
Phone: PL 1-0320
1147 S. Beverly Dr., Los Angeles 35, Calif.
Phone: CR 4-5897

PresidentJules Alberti
Exec. V.P., Chmn. Exec. Comm...Tyler Davis
Sr. V.P.....Robert L. Montgomery
Vice Pres.....Harold S. Wadro, M.D.
Vice Pres.....Frederick G. Horan
V.P., Chf. Fin. Officer.....Arthur Steintal
Secy.-Treas.Hope Hills
Services Offered—Endorsements and testimonials, live and TV.

Enterprise Productions
13750 Saticoy St., Van Nuys, Cal.
Phone: TR 3-2730

Exec. Prod.....S. L. Weiss
Services Offered—All services.

Era Productions, Inc.
5545 Sunset Blvd., Hollywood 28, Cal.
Phone: HO 2-2251

PresidentBrice Mack
SecretaryMilt Schaeffer
Services Offered—Animation & sound recording facilities. Standing kitchen.

Ted Eshbaugh Studios, Inc.
109 W. 64th St., New York 23
Phone: TR 3-0720

PresidentT. Eshbaugh
Services Offered—Educational shorts; TV film shows & comm'l's; color & B & W animation; packages.

Faillace Productions, Inc.
59 E. 54th St., N.Y.C. 22
Phone: ELdorado 5-1752

PresidentTony Faillace
V.P., Creative Dir.....Len Mackenzie
V.P., Musical Dir.....Bob Haggart
Mgr. Prod. & Sales.....Bob Nash
Office Manager.....E. S. Beitchman
Services Offered—Creation and production of musical commercials. TV scoring, arrangements & production of agency created jingles. Tape equipment available.

Current Productions—Arnold Bread, Buc Bonnet Margarine, Chase Manhattan Bank, Ford Cars & Trucks, Chiquita Banana, Eskimo Pie, Fairmont Milk, International Breweries, Parliament Cigarettes, Peter Paul Mounds, Phillis Cigars, Pound's Moisture Base, Post Cereal, Tide, Wheatena.

Jerry Fairbanks Prod. of Calif.

1330 N. Vine St., Hollywood 28, Cal.
(See TV Prod.-Dist.)

Family Films Incorporated
5823 Santa Monica Blvd., Hollywood 38
Phone: HO 2-2243

PresidentS. Hersh
Services Offered—Film comm'l's; industrials; color & B & W animation; packages; facilities rented.

Farkas Films, Inc.
385 Third Ave., New York 16
Phone: MU 3-9937

PresidentNicholas Farkas
Vice President.....F. E. Robison
Secretary-TreasurerMary Finley
Services Offered—TV commercials, religious films, industrial films. Tape equipment available.

Ray Favata Productions, Inc.
165 W. 46th St., N.Y.C. 36
Phone: JU 2-5860

PresidentRaymond Favata

AM-TV COMMERCIAL PROD.

Vice President.....Carlton Reiter
Services Offered—Animated & live action films.

Current Productions — Film commercials for Hygrade Franks, Naia, Pils Beer, Nabisco Millbrook Farm Bread, 1960 Census.

Felix the Cat Creations, Inc.

355 Lexington Ave., New York 17
Phone: YUkon 6-5161

PresidentPat Sullivan
Vice President.....Joseph Oriolo
Secretary-Treasurer.....E. W. Poindexter
Services Offered—TV entertainment cartoons.

Current Production—Felix the Cat Series.

Paul J. Fennell Co.

404 N. La Cienega Blvd., Los Angeles 48
Phone: OL 2-2612
119 W. 57th St., N.Y.C. 19
Phone: Circle 5-1070

Producer.....Paul J. Fennell
Services Offered—Producer of film spot commercials and of industrial and educational films. Animation specialist.

Filmack Corp.

1327 S. Wabash Ave., Chicago 5
Phone: HA 7-3395

PresidentIrving Mack
V.P., Sales.....Bernard Mack
Dir. Creative TV Sls.....Larry Woolf
Branch Office
630 Ninth Ave., N.Y.C.
Phone: PL 7-0900

TV Sales Mgr.....Don Mack
Services Offered—Theatre, TV and industrial films. Semi-animation, full cartoon animation, and live motion picture, slides and filmstrips. Creative staff available for agency use.

Film-Aide

509 Harrison St., Amarillo, Tex.
Phone: DR 3-3777

General Manager.....G. W. Tiffany
Production Manager.....David K. Patton
Services Offered—Synd. spots; industrial films, laboratory & editing facilities, sound recording. Tape equipment available.

Film-Art Service, Inc.

41 W. 47th St., New York 36, N. Y.
Phone: CI 6-2126

PresidentN. Sessa
Art Director.....Jerry Rosenfield
Services Offered—TV & industry animation & slide films, Art-Film effects, title specialists, animation services. Tape equipment available.

Film Associates, Inc.

4600 Dixie Hwy., Dayton 39, Ohio
Phone: AX 3-2164

President.....E. Raymond Aru
General Mgr.....Edward R. Lang
Services Offered—Producers of 16 mm motion pictures for TV and industry; complete 16 mm producer's services.

Filmaster Productions, Inc.

1150 Radford, N. Hollywood, Calif.
Phone: POplar 9-0550

President.....R. W. Stabler
Vice President.....G. N. Cook
Services Offered—Comm'l, industrial military program & feature films.

Film Commercials, Inc.

87 Madison Ave., New York City 16
Phone: ORegon 9-3970

Vice President.....J. C. Ryder
Sales Manager.....Charles T. Evans
Services Offered—Radio & TV services.

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46
(See TV Prod.-Dist.)

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38
(See TV Prod.-Dist.)

Filmmercial Productions

1150 Radford, N. Hollywood
Phone: POplar 9-0550

Gen. Mgr.....W. H. FitzSimmons
Production Mgr.....Glenn Cook
Services Offered—A one stop commercial production service for both live action and animation films. Facilities include, ten fully equipped sound stages, complete sound, editorial, optical, tilting, animation, make-up, hair-dressing, property, set construction departments.

Filmex, Inc.

339 E. 48th St., N. Y. C. 17
Phone: PLaza 2-0078

PresidentRobert Bergmann
Vice President.....Wylie Adams
Producer-Director.....Shepard Traube
Casting Director.....Dorothy Klein
Services Offered—Film commercial production, TV programming, industrial film production.

Film File

(Pix Enterprises)

1615 Longridge, Sherman Oaks, Calif.
Phone: SState 8-7836

ProductionGeo. Grenville
Services Offered—Comm'l's & spots (synd.)

Film Graphics, Inc.

369 Lexington Ave., N.Y.C.
Phone: MU 6-5255

President.....Lee E. Blair
Treasurer.....Bernard Rubin
Services Offered—Producers of motion picture films, industrial, educational, government and institutional. Animation, live action, stop motion in both 35 mm color and black & white—also 16 mm.

Film Opticals, Inc.

421 W. 54th St., New York City 19
Phone: PL 7-7120

PresidentL. Levy
Services Offered — Slide film comm'l's; slides & optical effects, animation, blow-ups.

Film Originals

6536 Robertson Dr., Boise, Idaho
Phone: 4-3602

Owners.....G. O. Smith, Helen S. Smith
Services Offered—Film subject production & distribution.

Filmways, Inc.

18 E. 50th St., N.Y.C. 22
Phone: PL 1-2500

PresidentMartin Ransohoff
Vice Pres.....Lee Goodman
Vice Pres.....Nick Webster
Dir. Inter. Sales.....William E. Huston
Services Offered—Live action, animation, stop motion, Ampex Video Tape, rear screen projection, completely equipped camera cars and sound stages, New York and Hollywood.

Fine Arts Productions

7779 Sunset Blvd., Hollywood 47, Cal.
Phone: HO 7-7107

PresidentJohn Wilson
Services Offered — Animation & film comm'ls.

Fiore Films

128 Mallory Ave., Jersey City 4, N. J.
Phone: Henderson 2-4474

Executive Director.....Al Fiore, Sr.
Services Offered—35/16 mm documentary, educ. & public service films, B & W or color, for TV, industry, public relations, religious & civic clients; sound slide films; live action & animated TV comm'ls.

Alan M. Fishburn Productions

333 N. Michigan Ave., Chicago 1, Ill.
Phone: DE 2-0657

Owner.....A. M. Fishburn
Services Offered—Live & film programs & comm'ls; packages.

Flagg Films, Incorporated

1427 N. La Brea Ave., Hollywood 28, Cal.
Phone: HO 2-0902

PresidentDon Flagg
ProducerT. Flagg
Production Dir.....L. Raimond
Services Offered—TV comm'ls & shows; medical, indu-str., and educ. films. Tape equipment available.

Fletcher Film Productions, Ltd.

RCA Bldg., 225 Mutual St., Toronto 2, Ont.
Phone: EM 3-8372

President.....H. D. Fletcher
Prod. Dir.....H. J. Moreland
Services Offered — Features, theatrical shorts; comm'ls.

Flicka Films

1431 N. Wells, Chicago 10, Ill.
Phone: SU 7-2251

Manager.....W. R. Johnson
National Sls.....J. C. Branscombe
Services Offered—Animation & live action comm'ls; slidefilms.

Focal Point Productions

342 Madison Ave., New York City 17
Phone: MU 7-8717

Execs.....G. Joseph, J. Strang
Services Offered—Industrial films & commercials.

Fordel Films, Inc.

1079 Nelson Ave., New York City 52
Phone: WY 2-5000

Pres. Exec. Prod.....Clifford F. Potts
Services Offered — Complete, production facilities, animation & sound stage.

Forrell, Thomas & Polack Associates, Inc.

157 West 57th Street, New York 19, N. Y.
Phone: Circle 6-9131

President & Treas.....Gene Forrell
Vice President.....Edward Thomas
Vice President & Sect.....Jim Polack
Business Mgr.....Nadina B. Swanson
Services Offered—Creation and production of radio and television singing commercials. Original scoring for TV, industrial and institutional films.

Fotovox, Inc.

1447 Union Ave., Memphis 4, Tenn.
Phone: BR 5-3192

PresidentElston Leonard
Vice Pres.....Peter Harkins
Services Offered—Motion picture production facilities for live action and animation. One 75x50 ft. sound stage. Seven channel sound mixing and recording. Four editing and one interlock screening room.

Foundation Films

161 W. 75th St., N.Y.C. 23
Phone: TRafalgar 3-1982

PresidentDwight Godwin
Services Offered—Production of public relations, industrial, & educational films; filmstrips; service from consultation through production & distribution to schools, TV stations etc.

Four Star Films, Inc.

4030 Radford Ave., N. Hollywood, Calif.
(See TV Prod.-Dist.)

George Fox Corporation

1512 Crossroads o' World, Hollywood 28
Phone: HO 4-2242

President.....G. S. Fox
Services Offered—Industrials, spots (synd.) & comm'ls.

Frazen Productions Inc.

1040 N. Las Palmas Ave., Hollywood 38
Phones: HO 9-9011, HO 7-6967

Proder. Dir.....Stanley Frazen
Proder. Dir.....Sherman Rose
DirectorTholen Cladden
Services Offered—Complete facilities for the production of all types of filmed commercials, both live action and animated. Full industrial and sales films facilities.

AM-TV COMMERCIAL PROD.

Freberg, Limited

7781 Sunset Blvd., Hollywood, Cal.
Phone: HO 2-6973

Pres. S. Freberg
Manager Bob Klein
Services Offered—Humorous advertising campaigns, TV, radio, & print. Tape equipment available.

Current Productions—Kaiser Aluminum Foil, Coca-Cola Bottling Co., Butternut Coffee, Instant Ralston.

Allen A. Funt Productions

Croton-on-Hudson, N. Y.
Phone: CRoton 1-8847

President..... A. A. Funt
Services Offered—Comm'ls & industrial films & syndicated spots.

Galbreath Pictures, Inc.

2905 Fairfield Ave., Ft. Wayne, Ind.
Phone: HA 4147

President..... R. E. Galbreath
Chicago Sls..... C. L. Krebs, Jr.
Services Offered—TV & industrials.

Gallagher Films, Inc.

137 N. Oakland Ave., Green Bay, Wis.
Phone: HE 7-1307

President..... J. C. Gallagher
Services Offered—Half-hr. shows; producer of TV spot comm'ls.

William J. Ganz Company

(Div. of Institute of Visual Comm., Inc.)
40 E. 49th St., N.Y.C. 17
Phone: EL 5-1443

President..... William J. Ganz
Exec. Proder..... Herbert R. Dietz
Manager..... Vincent J. Capuzzi
Services Offered—Producer and distributor of 16 & 35 mm motion pictures, filmstrips, sound slide-films, visual presentations for education, advertising and TV. Production from script to screen. Motion picture films for public relations, industrial, TV, documentary, travel, educational, scientific, merchandising and orientation; animation.

General Film Productions, Inc.

2142 S. State St., Salt Lake City 15, Utah
Phone: AM 6-7244

Sls., Prod..... W. G. Mors
Services Offered—Comm'ls. live & TV film; color animation; educ., industr. shorts; laboratory.

General Pictures Corp.

4501 Pleasant Valley Rd., Cleveland 29, O.
Phone: VI 2-3636

President..... G. Oliva, Jr.
Vice President..... M. M. Horace
Services Offered—16/35 mm; newsreels & comm'ls, animation, still photography.

Current Productions—Sugar Dale, Ohio Bell Telephone, Cotton Club, Standard Oil Co.

Gerald Productions, Inc.

421 W. 54th St., N.Y.C. 19
Phone: PL 7-2125

Exec. Prod..... Gerald Auerbach
V.P., Sales..... Wm. V. Adams
V.P., Internat'l..... Hampus Morner
Ass't Prod..... Barbara Leventer
Great. Prod..... J. Monostyrsky
Business Mgr..... Alfred Traum
Supvr. Editor..... Stuart Grant
Services Offered—Producers of TV programs, commercials, public relations & industrial films, production, sound, & editorial facilities.

W. J. German, Inc.

Jane St., Fort Lee, N. J.
(Sec TV Prod.-Dist.)

Gifford-Kim Productions

165 W. 46th St., N.Y.C. 36
Phone: JUdson 2-1591

President..... Lewis L. B. Gifford, Jr.
Vice President..... Paul W. Kim
Production Mgr..... Julia M. Whalen
Services Offered—Animated & live action commercials, educational, public relations & entertainment films.

Current Productions—Commercials for Chrysler Corp., Post Bran Flakes, Duncan Hines Cake Mixes, Army Reserve.

Sherman Glas Productions

7017 Sunset Blvd., Hollywood 28
Phone: HO 7-8151

President..... Sherman Glas
Secretary..... Maggi Farkas
Services Offered—Produce animated TV-radio spots.

Melvin L. Gold Enterprises

200 W. 57th St., New York City 19
Phone: COlumbus 5-0756

Owner..... M. L. Gold
Services Offered—Produces for TV & industry.

Gold Medal Studios, Inc.

807 E. 175th St., N.Y.C. 60
(See TV Prod.-Dist.)

Chuck Goldstein Productions, Inc.

730 Fifth Avenue, New York 19
Phone: JUdson 6-7477

President..... Chuck Goldstein
Sect. and Treas..... Ruth Goldstein
Services Offered—Producers of live and filmed commercials.

Gommi-TV, Inc.

305 E. 47th St., New York City 17
Phone: EL 5-7650

President..... A. Gommi
Producer, V.P..... B. Gray
Services Offered—TV comm'ls, promotional film.

**Harry S. Goodman
Productions, Inc.**

19 E. 53rd St., N.Y.C. 22
Phone: PL 5-6131

General Mgr.....Harry S. Goodman
V.P., Sales Mgr.....Everett F. Goodman
Asst. to Pres.....William Baron
Radio Dir.....Frank Gehrecke
TV Dir.....Stuart Wilson
Secretary.....H. D. Knuth
Services Offered—Jingles for local, regional and national advertisers. Original music and lyrics written to order. Storyboards originated and produced for TV using live action, cartoon animation or marionettes.

**Gotham Film Productions,
Inc.**

11 E. 44th St., New York City 17
Phone: MU 2-4450

Vice President.....Susan Wayne
Services Offered — TV film shows & comm'ls; Educ.; industrial; color & B & W animation; editorial.

Gotham Recording Corp.

2 W. 46th St., N.Y.C. 36
Phone: JU 6-5577

President.....Herbert M. Moss
V.P., Gen. Mgr.....Robert M. Volkell
Dir. of Prog.....Fred Hertz
Services Offered—Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five disc lathes. Writing and productions staff available. Recording, editing, mastering, pressing. Comm'ls. Programs.

**Goulding-Elliott-Graham
Productions, Inc.**

420 Lexington Ave., N.Y.C. 17
Phone: LE 2-9014

President.....Edward R. Graham
Treasurer.....Raymond W. Goulding
Secretary.....Robert B. Elliott
Services Offered—Production of animated and filmed commercials, plus consultation with agency and client throughout all production phases.

**Grantray-Lawrence
Animation, Inc.**

716 N. LaBrea Ave., Hollywood 38
Phone: WE 6-8158

President.....Ray Patterson
Vice Pres.....Robert L. Lawrence
Secy.-Treas.....Grant Simmons
Services Offered—All types of animation films.

Gray & O'Reilly Studios

480 Lexington Ave., N.Y.C. 17
Phone: YUkon 6-4070

Vice Pres.....James E. Gray
Vice Pres.....John F. O'Reilly
Services Offered—Complete studio facilities, motion picture production. Sound stages, etc.

Lewis G. Green Productions

520 N. Michigan Ave., Chicago 11
Phone: WH 7-7440

General Mgr.....Lewis G. Green
Services Offered—Musical jingles, radio, TV, animation, consultation.

Ben Greene Film Productions

318 W. 51st St., N.Y.C. 19
Phone: PL 7-3858

Owner.....Ben Greene
Services Offered — Production of motion pictures for TV and commercials.

Abner J. Greshler

Sunset Towers W., 8400 Sunset, Hollywood 46
Phone: OL 4-5960

Services Offered — Industrial films; comm'ls.

**Grey Adv. Commercials
(Lanny & Ginger Grey)**

108 E. 96th St., N.Y.C. 28
Phone: ENright 9-7777

President.....Lanny Grey
Vice Pres.....Ginger Grey
Services Offered—Producers and packagers of programs, jingles and phonograph recordings; vocalists.

Guided Tour Productions

P. O. Box 537, Crystal River, Fla.
Phone: SWift 5-3147

Execs.....Irene Crum, Jean McGowan
Services Offered — Produce & distribute public svc. educational travelogues for free TV use.

Current Productions—Guided Tour Travel Series, Miami, Las Vegas, Wash., D. C.

**Herman Hack Prod. &
Scripture Films**

2441 N. Beachwood Dr., Hollywood 28
Phone: HO 7-0557

Owner.....H. Hack
Services Offered—TV film shows; soundies; live comm'ls; scripts; synd. film.

Paul Hance Productions, Inc.

1776 Broadway, New York 19, N. Y.
Phone: Circle 5-2424

President.....Roy Moriarty
Secretary.....Nyman Keyes
Treasurer.....Henry Langsam
Sales Director.....Phillip Mellilo
Services Offered — Complete 35 & 16 mm production; studios; cutting rooms; animation; projection. Films for industry TV & govt. Technical staff for research, writing, and all photographic phases of motion picture production

Handel Film Corporation

6926 Melrose Ave., Hollywood 38, Cal.
Phone: WE 6-5924

President.....L. A. Handel
Secy.....M. Manning

AM-TV COMMERCIAL PROD.

Services Offered—Produces film series & comm'ls; distr. series.

Jam Handy Organization

2821 E. Grand Blvd., Detroit 11, Mich.

Phone: TR 5-2450

New York Phone: JU 2-4060

President J. Handy
Vice President..... Oliver Horn
Sls. Develop..... G. Finch
Services Offered—Syndicated spots, commercials.

Hankinson Studio, Inc.

15 W. 46th St., N.Y.C. 36

Phone: JU 6-0133

President..... Frederick L. Hankinson
Services Offered—Producers of TV commercials and industrial films; modern animation equipment and editing service.

Hanna-Barbara Productions

1416 N. LaBrea Ave., Hollywood 28

Phone: HOLLYWOOD 5-4176

President George Sidney
V.P.'s..... Wm. Hanna, Jos. Barbera
Services Offered—Films for TV.

Hardrie Productions, Inc.

510 Madison Ave., New York City 22

Phone: AC 2-3354

President..... R. F. Craig
Mus. Dir., V.P..... H. Rood
Secretary Edith Graham
Services Offered—Create, produce musical commercials.

Harris-Tuchman Productions, Inc.

751 N. Highland Ave., Hollywood 38

Phone: WE 6-7189

Pres., General Mgr..... Ralph G. Tuchman
V.P., Creative Dir..... Fran Harris
Mgr., Sales Div..... Bennett Dolin
Prodn. Supervisor..... Fred Golt
Services Offered—Production of live action and animated TV commercials and industrial films. Creation and production of material originated by agency and/or client.

Harriscope, Inc.

355 N. Beverly Dr., Beverly Hills, Cal.

(See TV Prod.-Dist.)

Hartley Productions, Inc.

339 E. 48th St., N.Y.C. 17

Phone: EL 5-7762

President Irving Hartley
Secy.-Treas. Elda Hartley
Services Offered—Production & distribution of films for TV, industrials, commercials, public service and travelogue.

Health & Welfare Materials Center, Inc.

10 E. 44th St., New York City 17

Phone: MU 2-0283

President V. Weingarten

Services Offered—TV live & film shows, educ., packages.

Hearst Metrotone News, Inc.

450 W. 56th St., New York City 19

Phone: PL 7-4120

Exec. V.P..... C. B. Stratton
Production J. Michon
Services Offered—Film comm'ls; industrials; newsreels; packages; synd. film.

George Heid Productions

Penn Sheraton Hotel, Pittsburgh 30, Pa.

Phone: GR 1-3696

President G. Heid
Secretary..... Donna L. Seigh
Services Offered—TV & Radio programs, recording studios, slide film productions, tape recorder sales, transcriptions, phonograph records, Hi-Fi sound equipment sales. Tape equipment available.

Holland-Wegman Productions

207 Delaware Ave., Buffalo 2, N.Y.

Phone: MA 7411

Ptnrs..... E. Wegman, S. C. Holland
Services Offered—Create, produce 16/35 mm comm'ls & programs; laboratory.

Hollis Productions, Ltd.

5800 Sunset Blvd., Hollywood 28, Cal.

Phone: HO 2-6282

President C. Irving
Services Offered—Live & Taped TV shows, comm'ls; packages; industrials.

Hollywood Film Commercials

932 N. LaBrea, Hollywood 38, Calif

Phone: OL 4-7100

President D. Commons
V.P.'s..... W. Ambrose, T. Goetz
Services Offered—Animated, live action comm'ls; special effects; opticals; storyboards.

Hollywood Film Company

956 Seward St., Hollywood 38, Cal.

Phone: HO 2-3284

N. Y. Phone: LO 3-1546

President Ben Teitelbaum
Secy., Treas..... Harry Teitelbaum
East Reg. Mgr..... S. Kaplan
Services Offered—Manufacture & distribute editing supplies & eqpt. for motion picture & video tape incl. reels, cans & shipping cases.

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood

Phone: HO 4-2181

President Mickey Kaplan
Vice Pres..... Robert Warde
Services Offered—Developing and printing—Dailies and release prints. Black & White and color. Complete laboratory facilities.

Howard Radio-TV Productions

123 W. Chestnut St., Chicago 10, Ill.
Phone: MI 2-5877

Owner B. Howard
Services Offered—Produce comm'ls & programs.

Hubbard Hunt Productions

1459 N. Seward, Hollywood 28, Cal.
Phone: HO 5-8444

Production Dir.....H. Hunt
Services Offered—Color, B & W animation; live & filmed TV shows; shorts; packages, industrials.

Hunn, Fritz & Henkin Productions Inc.

(H-F-H Productions)
216 E. 49th St., N.Y.C. 17
Phone: PLaza 2-1940

PresidentHoward H. Henkin
V.P., Creative Dir.....Ronald Fritz
V.P., Animation Dir.....Daniel Hunn
Exec. Producer.....Larry Puck

Services Offered—Animation & live action TV comm'ls, industrials, & features; storyboards, soundtracks, script, studio photography.

Current Productions—Commercials for Gen. Electric, Buick, Coca Cola, B.T. Babbitt, H-O Oats, Best Foods, Howard Clothes, Labbatt's Ale.

Milton Harwitz

1553 Madrona Dr., Seattle 22, Wash.
Phone: EA 4-1108

Services Offered—Kinescope; produce TV programs, comm'ls; distr. films.

Imperial World Films, Inc. (IWF)

12 E. Delaware Pl., Chicago, Ill.
Phone: MI 2-6200

V.P., Sales.....R. Davis
Services Offered—Educ. & industr. films & spot comm'ls.

Independent Television Corp.

488 Madison Ave., New York City 22
(See TV Prod.-Dist.)

Intercontinental Television, S. A.

551 Fifth Ave., New York 17, N. Y.
(See TV Prod.-Dist.)

Riley Jackson Productions

6253 Hollywood Blvd., Hollywood 28
Phone: HO 3-2324

PresidentRiley Jackson
Services Offered—Complete production for radio and TV & motion pictures. Business films, commercials and shows. Creative & packaging services.

Jamieson Film Co.

3825 Bryan, Dallas, Texas
Phone: TA 3-8158

Pres.....B. Jamieson
TV Production.....J. Dickinson
Services Offered—Spots, comm'ls, industrials.

Jan Productions, Inc.

6611 Santa Monica Blvd., Hollywood 38
Phone: HOllwood 4-8331

PresidentA. Fairleigh
Vice Pres.....Jack Denvoe
Secretary.....Richard Denvoe
Services Offered — TV comm'ls & film shows.

Jenfred, Inc.

36 W. 57th St., N.Y.C.
Phone: CI 7-1429

PresidentC. M. Frederick
Secy.-Treas.....Grace Frederick
V.P.....Curtis Voss

Services Offered—Specialized projecting equipment, special projector for motion from stills, stock background pictures, special effects from pictures & slides.

Jewell Radio and Television Productions

612 N. Michigan Ave., Chicago 11
Phone: MO 4-5757

President.....James E. Jewell
Vice Pres.....W. Ralph Jewell
Secretary.....M. P. Casey
EditorJames Lawrence

Branch Offices

3062 Penobscot Bldg., Detroit 26
Phone: WO 3-6617

Exec-in-ChargeW. Ralph Jewell
1040 N. Las Palmas, Hollywood
Phone: HO 7-3111

ManagerMichael Baird
DirectorLewis Foster

Services Offered—Producers of industrial educational and TV films; radio and TV programs, commercial spots and jingles. Consultants to agencies and sponsors. All-inclusive package-production services; editing, directing, musical arrangements, supervision, casting, and related services.

Current Productions—The Silver Eagle, Pressure, Carnival of Youth, Starmaker Theater.

Jingle Mill, Inc.

201 W. 49th St., N.Y.C.
Phone: PL 7-5730

President.....M. Van Brink
Services Offered — Custom-made low-cost commercials.

Dallas Jones Productions, Inc.

430 Grant Pl., Chicago 14, Ill.
Phone: BU 1-8283

PresidentD. Jones
Bus. Mgr.....R. Bowen

AM-TV COMMERCIAL PROD.

Services Offered — Comm'ls & industrial films produced.

K & S Films, Inc.

5819 Wooster Pike, Cincinnati 25, O.
Phone: BR 1-3700

President.....J. R. Rabius
V.P.....S. H. Wilmink
Services Offered—Producers of industrials, slide films, live & animated comm'ls.

K & W Film Service Corp.

1657 Broadway, N.Y.C. 19
Phone: CI 5-8081

President.....Norman Witlen
V.P., Art Dept.....Ralph Koch
Services Offered—Opticals, titles, special effects, animation and animation photography.

Al Kane Productions, Inc.

1526 Sansom St., Phila. 2, Pa.
Phone: LO 3-0222

President.....A. M. Kane
Services Offered—Comm'ls & programs for TV; kinescopes; technical production & writing; consultants.

Victor Kayfetz Productions

1780 Broadway, N.Y.C. 19
Phone: CI 5-4830

President.....Victor Kayfetz
Client Service.....Irene Siegel
Asst. to Producer.....Seymour Posner
Services Offered—Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm production equipment, have animation stand, art equipment.

Keitz & Herndon

3601 Oak Grove, Dallas 4, Texas
Phone: LAkeside 6-5268

Ptnrs.....L. Herndon, Jr., R. K. Keitz
Services Offered—Production, animation—16/35 mm.

Sonny Kendis, Inc.

509 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-0890

President.....James Sonny Kendis
Services Offered—Musical commercials that tell the story and sell the product with quality and originality. Musical advisors to the industry.

Herbert Kerkow, Inc.

480 Lexington Ave., N.Y.C. 17
Phone: YUkon 6-4266

Pres., Treas.....Herbert Kerkow
Secretary.....Rosemond Kerkow
Services Offered—Sound stage and complete equipment for production of public relations and TV films.

Key Productions, Inc.

527 Madison Ave., New York City 22
Phone: EL 5-2180

President.....J. D. Kantor

Vice President.....W. M. Kahn
Services Offered—Industrials, comm'ls produced.

Klaeger Film Productions, Inc.

1600 Broadway, N.Y.C. 19
Phone: JU 2-5730

President.....Robt. H. Klaeger
Vice President.....John J. Fenton
Treas.....Peter F. DeCaro
Services Offered—TV & industrial motion pictures, live action & animation.

Kleiman Productions

7815 Milan Ave., St. Louis 14, Mo.
Phone: VO 3-6777

Production.....J. Kleiman
Services Offered — Industrials, syndicated spots, comm'ls.

William L. Klein Productions

301 E. Erie St., Chicago 11, Ill.
Phone: SU 7-9114

Pres., Exec. Prod.....W. L. Klein
Services Offered — TV & movie package shows, spots; business, industry, govt. clientele.

Kluge Film Productions

3200 N. Richards St., Milwaukee 12, Wis.
Phone: FR 2-0191

Sales.....D. R. Kluge
Production.....D. W. Kluge
Services Offered—16 mm color & B & W comm'ls, narrative or synchronous.

L & L Animation Service

480 Lexington Ave., New York 17, N. Y.
Phone: YU 6-9088

Ptnrs.....L. Lippman, I. Levine
Services Offered — Camera, art service—medical & industr. & TV spots.

La Brea Productions, Inc.

7417 Sunset Blvd., Hollywood 46, Calif.
Phone: HOLLYWOOD 4-7171

President.....O. Gail Papineau
Vice President.....Henry Ludwin
Sec. Treas.....Jas. E. Baumeister
Services Offered—An animation and live action staff for production of TV commercials, industrial and technical films. Special effects and inserts.

Lakewood Productions

2015 Kalamazoo, SE, Grand Rapids, Mich.
Services Offered—Films & comm'ls, educ. & indust., produced.

Lance Productions, Inc.

353 W. 57th St., N.Y.C. 19
Phone: PL 7-6167

President.....Lorraine Lester
Treasurer.....Samuel H. Evans
V.P., Secy.....George Lessner
V.P., Prodn. Coord.....Alford H. Lessner
V.P. Chg. of Sales, Assoc. Prod...Boyce Tuten