

's Multi-Screen Program Preview Work Shows Fall Season Fare to Sponsors, Agencies

AS ARE LOOKING way up at C-TV these days. Rebound- in a weak season last year (4), the network is now with arch-rivals NBC and the audience reports, and look at the figures on exact- right week, perhaps a little That's a big jump. With this story of progress people who really count — advertisers and their agencies C put on two big breakfast

scope-designed, Mondrian-like pat- tern of 26 "building blocks" con- structed of aluminum frames. These, besides having their own functional attractiveness, tied in with the network's "building blocks of success" theme.

Programs Snap on 26 Screens

As he spoke, one-by-one the blocks were filled by 4 by 4 foot photographs which snapped up into place. These pictures illustrat- ed the current successful ABC



Tom Duffy, ABC vice-president in charge of Network Sales, is the lecturer as screens behind him take up the presentation theme that "current programming is a structure for success."

shows, in New York (Feb. 3) and Chicago (Feb. 10) for audi- ences of 1500 and 600 respective-

Building Structure for Success"

The theme of the meetings was ABC's current programming and structure for success, and the momentum built up in this will send the network soar- ing next year.

President Thomas W. Moore, who left the program, relied on a stage fully packed with highly integrated audio-visual presentation material which consistently brought rounds of ooh's and aah's from the audience.

Different Projectors at Show

Designed and produced by Visualscope, Inc., of New York, the show utilized two 35mm arc- light projectors and one 16mm in- dependent motion picture projec- tor. The two "Gold Plate" and the Kane sound slide film pro-

jector was the first device to be seen. Mr. Moore, was a Visual-

scope-designed, Mondrian-like pat- tern of 26 "building blocks" con- structed of aluminum frames. These, besides having their own functional attractiveness, tied in with the network's "building blocks of success" theme.

Mr. Moore then took his audi- ence behind the scenes to show what was coming up next season. At this point, the "building blocks" set revolved on a turn table to re- veal a motion picture screen on which short sequences of the new programs for next year were shown.

While ABC will have relatively few holes in its programming to fill next year, the chief of that department, Ed Scherick, came on to present clips of such new shows as *F Troop* and *The Big Valley*, westerns, *Okay Crackersby*, a Burl Ives comedy, and other pilots, which drew a good round of ap- plause.

Visualscope, which had a crew of 32 people on the big show, worked in cooperation with ABC vice-president Jerry Zucker, who was responsible for the network's end of the proceedings, and Joel Cohen, of ABC, who wrote the commentary for the show. •



The Tower of Light pavilion is a cluster of 80-foot high aluminum pyramids.

Have a "Holiday With Light" at the Fair

Colorful Sequences on Electricity Are Set to Music

THE TOWER OF LIGHT, feature exhibit attraction at the New York World's Fair sponsored by electric utility companies, is displaying a new and lively musical review, *Holiday With Light*.

Fair visitors are transported on a giant electrically-powered turn- table while comfortably seated in newly-installed revolving seats as they view the story of electricity told in a fanciful, light-hearted way in seven different chambers. The show uses a variety of techniques, including spectacular lighting ef- fects, a toe-tapping musical score and three-dimensional animated figures.

Show Was Produced by Wilding

Holiday With Light was produc- ed by Howard Hoyt, of Wilding, Inc., from a script by Sidney Brooks (who also wrote the lyr- ics). Composer Lee Pockriss fur- nished the musical score and sets were designed by Fred Fox.

Audiences first meet a familiar utility industry figure, Reddy Kilo-

watt, who is joined by Benjamin Franklin. Reddy brings Ben up to date on the progress made with electricity since that memorable kite-flying episode. The pair set out, with the audience, on a tour of America's most festive holidays.

A Tour of Seven Holiday Scenes

In the show "chambers," the seven holiday scenes take viewers into entertaining moments of New Year's Eve, Labor Day, Thanks- giving, Mother's Day, Father's Day, the Fourth of July and Christmas. In one of these, a stir- ring Independence Day sequence is brilliantly illuminated with elec- trical fireworks; a music hall num- ber features Reddy Kilowatt and Ben as "the last of the red hot daddies;" and a charming Christ- mas episode is highlighted by the world's largest Yuletide orna- ments.

After this concluding episode, visitors descend to the ground floor of the pavilion where they view (CONCLUDED ON PAGE 49)

Reddy Kilowatt is the New Year Baby and Ben Franklin plays Father Time as second "Holiday With Light" scene takes audience to New Year's party.



BUSINESS SCREEN EXECUTIVE

NEWS OF STAFF APPOINTMENTS AND A-V INDUSTRY DEVELOPMENTS



Da-Lite exec Elmer Danch

Gleason Named Vice-President of the Jamieson Film Company

Chester D. Gleason, project manager of Manned Spacecraft Center support operations in Houston for the Jamieson Film Company, Dallas, Texas, has been appointed a vice-president of that firm. A veteran of 20 years in the film business, Gleason joined the Jamieson staff as a director-cameraman in 1952.

He served as manager of the company's Atlanta, Georgia office from 1955-58 and as production manager in Dallas until 1962. His new duties involve complete supervision of the Houston operation as well as over-all executive responsibility in firm.

Three in New Executive Posts at Pathe Laboratories, Inc.

Thomas R. Howitt has been appointed executive vice-president and general manager of Pathe Laboratories, Inc., New York; Kenneth J. Coleman has been promoted to vice-president and general manager of sales and services; and Bartholomew Gallagher has been appointed assistant vice-president of operations.

For the past eight years Mr. Howitt was manager, management controls at Peat, Marwick, Mitchell and Co. Prior to that, he was assistant director of Research and Development, Fairchild Camera and Instrument Corp. and was responsible for cost controls of the

Danch Heads Up Promotion at the Da-Lite Screen Company

Elmer J. Danch has been appointed manager of advertising, sales promotion and public relations for the Da-Lite Screen Company, Inc.

Danch joined Da-Lite after 21 years with Studebaker Corporation where his responsibilities covered the administration, management, and supervision of merchandising, advertising, public relations, sales promotions and publications. He was also editor-in-chief of the Studebaker News, a dealer publication, and the Studebaker Wheel, a consumer magazine.

McShane, Orr Join the Staff of Pelican Films, New York

Two major additions to Pelican Films' staff have been announced by Thomas J. Dunford, president of the New York production firm:

John McShane, for the last two years a producer at Young & Rubicam, and before that a director in Chicago, has joined Pelican as a staff director.

John Orr, for nine years a production and studio executive for such firms as Sarra, Klaeger and most recently, Arco, has become Pelican's studio manager.

The appointments follow the recent naming of S. William Aronson as vice-president in charge of sales, and Jack Daniels of ABC-TV as a sales production executive.

Animation Graphics Opens New Facilities in San Francisco

Animation Graphics reports newly-opened facilities at Pier 5 North San Francisco, specializing in new sight-sound images in TV advertising. Bob Mills, whose production techniques and concepts have earned national awards, is in charge of production.



This photograph was made in an undarkened room. Notice the brilliant clarity of the film being shown.

AV rear projection cabinets immediately improve your audio-visual program

A typical owner reports that AV rear projection cabinets gave his audio-visual program new vitality and effectiveness. It's because this new teaching aid makes using films so much simpler and more economical.

Users frequently find that they can afford more and better films when they must bear no longer the expense of fitting out darkened visual aids rooms. Directors of audio-visual programs notice that teachers are more willing to schedule films when they can use this compact, easily managed projection equipment.

The AV cabinet is completely self-contained with your projector installed and a big speaker built in. It goes into action quickly, and, just as quickly, stores away. Since it operates anywhere, instructors are able to preview films well in advance and at their convenience.

"Custom-made" quality for reliable performance

The AV rear projection cabinet

gives you a distortion-free, 22" x 28" picture on a new Polacoat non-glare screen. Cabinet accommodates most projectors. Exclusive Buhl built-in lens (optional) provides full-screen presentation from projectors with two-inch lenses and larger, including slide and film-strip projectors. Cabinet rolls easily from room to room on 5-inch casters.

Risers available to accommodate Bell & Howell projectors. All modifications made at the factory prior to delivery.

Send for free folder containing complete information and specifications. Order direct from factory or your AV supplier.



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Pampa, Texas

Approved for purchase under Title III, National Defense Education Act.

manufacturing and research activities in that company.

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Ruth Ratny Becomes Head of Washington Video Productions

A well-known writer-producer of motion pictures, Ruth L. Ratny has become president of Washington Video Productions, Inc., a 24 F. Street, Washington, D. C. Her appointment to that post was announced on April 20 by Mrs. George F. Johnston, chairman of the board at WVP and widow of the company's founder, who died on March 21.

The former vice-president and creative director at Fred A. Meser Communications Centers in Chicago began her career in 1945 with the J. Walter Thompson Co. In 1947, she became one of the first writers of television commercials while on staff at Ruthraff & Ryan. A native of Chicago, Miss Ratny attended DePaul University and is a member of the Screen Writers Guild, East; the Academy of TV Arts and Sciences; American Women in Radio and Television; and the Broadcast Advertising Club of Chicago.

Washington Video is currently producing motion pictures and slidefilms for industry and government. It will begin to produce television commercials for Washington and Baltimore advertising agencies.

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Beckman & Whitley Appoint Brown as Chief Cine Engineer

Beckman & Whitley, Inc., an Anaheim, California company, has appointed Les Brown to the newly-created position of chief engineer for new products. He had been chief engineer at Mitchell Camera Co.

Brown will report to Lawrence R. Feeple, manager, cine products and will direct engineering of all motion picture products. His major initial responsibility concerns the radically-new CM6 newsfilm camera which B&W photo-instrument engineers have developed to American Broadcasting Company specification for the ABC news department.

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Coronet Films Appoints Creke Media Development Director

The newly-created post of director of media development at Coronet Films has been filled by the appointment of Richard P. Creke according to John M. Abraham, vice-president and general manager of this Chicago-based educational film production company.