

JOHN E. ALLEN, INC.

JEA 1TO8 - TELEVISION

<06/98>

[u-bit #19200237]

2110-1-2

03:00:16 1) CBS cameras covering: (N) TV: TV At Work
horse race, roller derby, motorboat race, football - CU foot kicking R-2
off ball, baseball, tennis, woman playing ping pong, [sound]

03:00:32 Joe DiMaggio hitting ball

03:00:34 football

03:00:41 baseball with Jackie Robinson in run down between bases, bowling,
ice hockey, television camera and view of football game, basketball,
boxing, ski jumping, golf - player sinking long putt and gallery clapping

03:01:07 man projecting 16mm film, title for film *The Judas Coin* (1948)
sign on building: "CBS Television Studio 51",
taping of programs in studio -
game show *Winner Take All* with man and woman performing throws
("Flying Mare", "Circle Throw") for contestants to identify, daytime
service program with women talking about wrapping presents nighttime
service program with woman icing cake in kitchen children's puppet show

03:03:09 exterior of Radio Theatre building, simultaneous television and radio show
Arthur Godfrey Talent Scouts

03:03:14 Arthur Godfrey promoting Lipton products and introducing first talent
of the night, comedian Sue Carson performing, Godfrey reading
letter from viewer mentioning Lipton and other sponsor's products

03:04:30 animation of commercial products

03:06:00 woman in bathtub washing her body with bar of soap, washing her
face with bar of soap, children eating sandwiches, boy somersaulting
over giant size loaf of bread

03:06:33 <**animated Lucky Strike cigarette commercial with cigarettes
in barn country dancing - "L.S./M.F.T."**>

03:07:01 skit on show with Bab-O Cleaner sign

03:07:53 autos - <**Ford commercial**>

-03:08:45

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- 03:08:51 2) informational advertisement with head shot photographs of women participants in 1949 Miss Rheingold contest then moving images of some of them being interviewed, views of people walking on streets with some women wearing fur coats, views of various crowds with some people applauding, ZOOM out from map of U. S. in McCann - Erickson Advertising Agency, people working in office with man rubber stamping chart: ""Estimated Trend Of Television Circulation Costs" showing cost of television circulation going down from \$3.77 per thousand families on January 1, 1948 to \$2.50 a year later (N) TV: *TV At Work*
R-3
[sound-with narration]
- 03:10:40 views of CBS television workshop with technical equipment, CBS cameras, CBS cameramen taping with crowds on streets, PAN up CBS building with U.S. flag hanging outside, views of television programmers at conference table, building in New York with statue out front, many views of shooting of drama in studio with CBS cameras including control room, actors, director and demonstration of good and bad lighting techniques and rear projection with the actors in beach scene, throwing snow balls in winter, and having drinks on terrace, PAN across New York City skyline at night, PAN up Chrysler Building, LA antenna with airplane flying in distant b/g
- 03:16:06 family and dog watching soap commercial on television set in living room with woman on screen taking a bath, bar of soap slipping out of woman's hands and appearing on floor of living room, man picking up soap and handing it back to women inside television set, older woman in store buying bar of soap with photograph of women in bath in advertisement sitting on store counter, "Television Today", "A Story Without An End", "End"
- 03:17:41 [Produced By Columbia Broadcasting System]

2110-2-4

- 03:17:45 1) people looking at technicians setting up television equipment on stage, technicians working on stage, sticker on equipment: "Global TV Demonstration - RCA", POV of technicians from stage, technicians and director in control room, director cueing cameras from control room, cameraman opening compartment in camera, sign in background: "Marshall Plan", audience, grounds, stage, children reading large sign on campus?, LS antenna, technicians setting or wrapping up, large backdrop in b/g as technicians work around equipment, camera? show- many cameras in a row, sign: "TV Show In West Berlin..", talent show- couple singing, contortionist, camera, monitors working in control room (N) TV: RCA
Demonstration
In Germany

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- 03:27:31 2) Baruch in cap and gown being honored - CBS Special - speaking (N) Newsreels:
-03:29:19 about Communism, the Iron Curtain, freedom on expression, Telenews D. Vol.
Being A Good Neighbor about freedom of the press and 3 #203
information (1950) <continued below> [sound]
- 03:29:21 3) <continuation of 2> "People In The News", Baruch in cap and (N) Newsreels
-03:30:13 gown saying that television should be based on the truth Telenews D. Vol.
(1950) 3 #203
- 03:30:14 4) color television demonstration - people going into building, CBS (N) Newsreels:
-03:31:20 studio interior, cameraman, woman model, camera being opened up Telenews 0136
(late 1940s - early 1950s) [b/w]
- 03:31:31 *Your Hit Parade* - television program starring Frank Sinatra (?) ?
-03:49:54 <**Lucky Strike cigarettes commercial** with four men in straw hats [sound]
singing>, Lucky Strike Orchestra playing with Lucky Strike insignia
on wall in background, Frank Sinatra singing with the Hit Paraders
Embraceable You and *Amor, Amor, Amor*, Joan Edwards singing
Crazy Rhythm, Dick Todd and Joan Edwards singing cowboy song,
<**Lucky Strike cigarettes commercial** - head of cigarette auctioneer
chanting SUPERIMPOSED over tobacco leaf (1943)>, Frank Sinatra
singing *Stardust Melodies*, Kay Kaiser conducting orchestra dressed in
cap and gown with singers Georgia Carroll, Julie Conway, Tully Mason,
and Harry Babbit, <**animated Lucky Strike cigarettes commercial** -
paper cover of cigarette being removed to reveal tobacco inside, group
of cigarettes being wrapped up into pack> [Presented by Lucky Strikes]