

NO KINESCOPE RECORDING here but a program filmed simultaneously by three movie cameras that preserved picture and sound qualities, cut costs and permitted staggered television showings and re-use of films for various sales requirements

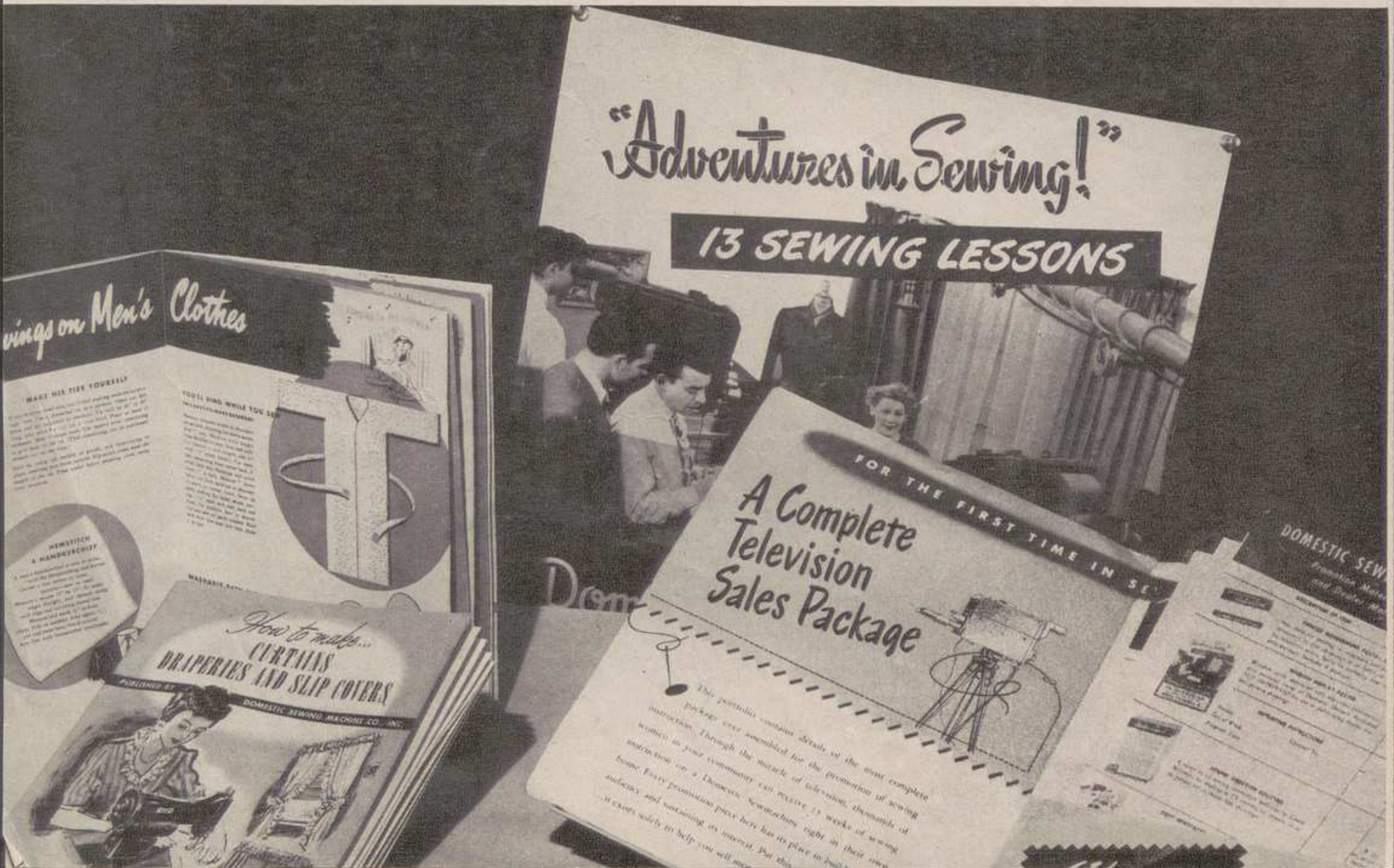
PACKAGED PROMOTION for either television or motion picture showings includes TV announcement films, post card mailings, window posters, newspaper ads, publicity material and sewing bulletins

Three-camera technique used to shoot TV film

Cost of show spread by re-use of films and packaged promotion built around it

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NATIONAL ADVERTISERS who have hesitated to plunge into live network television because of talent and time costs have watched with interest the TV film program, *Adventures in Sewing*, developed by the film, radio and television department of Fuller & Smith & Ross, Inc., under the supervision of Charles Hutaff.

The 29-station program solved the problem of how a manufacturer can offer its distributor-dealer organization a television program that has network quality with low cost, and still suits sales requirements. The answer lies in the use of specially prepared films, complete with promotional materials.

We released at one time to our distributor organization a series of 13 30-minute television motion pictures. While primarily for TV use, the films are being used also for showings to women's groups. The initial print order was for one million feet of 16-mm. film.

Adventures in Sewing aims to instruct rather than entertain. Written and conducted by Louise Winslow, well-known home economist, the films provide sewing instructions and demonstrate techniques for all phases of creative sewing, including custom tailoring, making hand bags, berets, curtains, draperies and dresses.

Instead of filming a picture off a TV station's transmission tube, we filmed the action first to eliminate several stages of reproduction with attendant loss in picture and sound qualities.

To save time and effect greatest pos-

sible production economies, each 30-minute program was filmed with three 16-mm. cameras in three continuous 10-minute takes. Using three mobile cameras, director Charles Ranallo pre-edited the film as it was shot by turning the cameras on and off in synchronization with the master sound track. By utilizing this new production technique, we were able to offer our distributors 13 30-minute films for \$650.00 or \$50 for each half-hour program, plus time costs.

Old hand at TV

Product demonstration on television is not new to us. Our first TV venture was in the spring of 1949 as a co-sponsor of *It's Sewing Time*, a live weekly half-hour daytime program over WNBC, New York.

Last fall we began to sponsor Louise Winslow, home economist, over WNBK, Cleveland. Sales results and dealer interest were sufficient to warrant making the program available to all our distributors.

The choice of motion picture film rather than live network was made for several reasons. By the use of film, the company has been able to select specific markets and to air *Adventures in Sewing* on TV stations that are not on the networks. And the film programs may be used as new stations come on the air and may be repeated over existing stations when set population increases. Programs on film do not face the same limitations as Kinescope, which has to be used within 30 days of live broadcast.

Films offered the added opportunity for distributors and dealers in areas lacking television to hold instructional classes for women's clubs, schools and colleges, 4-H clubs, granges, church groups and Parent-Teacher associations. Dealers, principally appliance stores, are holding demonstration and instructional screenings in their stores.

The last and most important reason for choosing films was the cost, for network line charges exceed film production costs.

A film a day

Because of Miss Winslow's live television commitments, shooting of the films was limited to two days a week. Shooting started on the last day of December and was completed in mid-March. Actual shooting time was 13 days.

Although it was found possible to

film a half-hour program in exactly 30 minutes rather than the three 10-minute takes used, no greater economies were gained. Many of the same limitations of live television were encountered in the 30-minute take. But by pausing a few minutes between 10-minute takes, it became possible to obtain the full advantage of the flexibility of the new process and to allow both camera crews and talent time to prepare for the next sequence.

This technique places tremendous responsibility upon the talent who must be able to memorize an entire 30-minute program, and also possess a sharp sense of self-timing.

Dealer promotion kit for movie or TV show

Whether a distributor sponsors *Adventures in Sewing* on television or shows the programs as motion picture, he has the support of a complete promotion package. This includes four 1-minute announcement films for TV, post card mailings, large window posters, newspaper advertisements, publicity stories, sewing bulletins for film audiences or TV viewers.

One of the special features of the films which has appealed especially to the distributor-dealer organization is the incorporation of various give-aways for TV viewers who write in. These booklets, "101 Ways to Save With Your Sewing Machines" and "How To Make Draperies, Curtains and Slip Covers," together with useful items like a hem gauge and needle threader, have been the means of evaluating viewer interest and supplying names and addresses of viewers.

This mail response has helped both Fuller & Smith & Ross, Inc., and Domestic to evaluate how large an audience a station was actually able to deliver. For example, the station carrying *Adventures in Sewing* in one city had a much higher mail response in the first two weeks than stations in two other cities in which more sets are located. Because the programs are aimed directly at a women's audience, many stations added afternoon television for the first time, and others shifted their afternoon schedules to handle the films.

Two important results can definitely be traced to this television test: (1) Dealers have ordered more sewing machines and now carry the specific models featured in the films; (2) non-Domestic dealers have indicated that they would like to sell the line.