Table of Contents

History of a Book	v
Contributors	vii
I. Introduction By John F. Royal	1
II. The Science of Television By F. A. Wankel	17
III. Television Writing Problems By Richard P. McDonagh	26
IV. Television Production Facilities By N. Ray Kelly	49
V. Settings for Television By Robert J. Wade	72
VI. Production of Dramatic and Variety Programs By Edward Sobol	95
VII. Opera in Television By Herbert Graf	105
VIII. Problems in the Studio By Frederick Coe	113
IX. Television Mobile Unit Broadcasting By Burke Crotty	
X. Legal Problems in Telecasting By I. E. Lambert	136
XI. Television Advertising By Reynold Kraft	150
Index	