

# HAVE YOU A TELEVISION FACE?

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All types of faces are not adaptable to television transmission. Here are some of the necessary requirements.

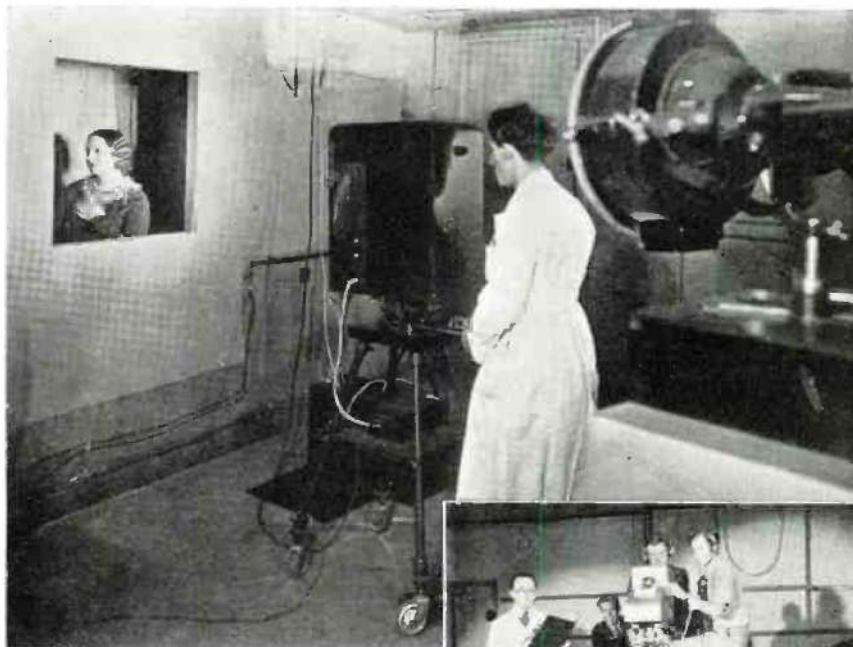
AMONG the many new occupations which will make their appearance with the advent of television, that of announcer is creating probably the most interest among the fair sex. The British Broadcasting Company, now transmitting televised programs with a remarkable degree of regularity and marked success, has shown a preference for comely young lady announcers. Other European countries are taking the same attitude.

Consequently European *femmes* are preening their feathers for a try at a vocation which is strikingly akin to that of a movie star. Many, to their consternation, are finding that the requirements for a television "hostess" are even more exacting than those for their sisters of the celluloid.

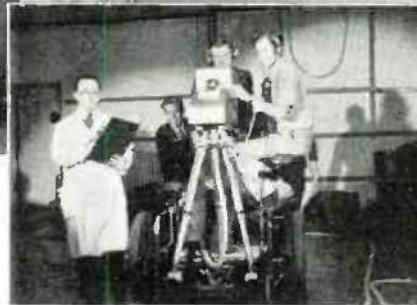
The emphasis is strongly on the brunette, where television is concerned. The features should be "contrasty," that is, they should be very pronounced and distinct. The scanning lines in a televised picture reproduce contrast much better than elements which flow smoothly one into the other.

To emphasize such contrast even more, special makeup is used, similar to that for black-and-white photography. If you were to meet one of the fair announcers in her makeup, you would think she was suffering from some new and terrible disease.

Her skin would be a yellow ochre and her lips would be painted brown. The inside of the nostrils would flame a vivid



(Above) One of the French television stations making tests of different types of faces for television transmission. (Left) The television announcer or actor faces not only the television camera but also a battery of technicians as in the movies.



red in contrast to a dark yellow nose. Green eyelids framed in coal-black eyebrows and lashes would complete the picture of a television hostess in her working clothes. However, the picture of her as received by your television receiver would be extremely pleasing and probably would show her to better advantage than if you were to meet her in street makeup.

In addition to features which lend themselves to televising, she should have an oval face, since such a face "frames" in

the television screen more pleasingly. As well as these physical qualities, she should have good diction and a pleasing voice, rich in overtones.

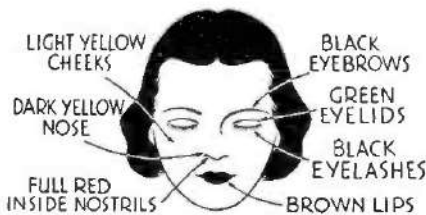
The BBC also requires that their lady announcers be able to speak French and German and, of all things, they should be *married*. Unmarried lady announcers seemed to take the altar walk in short order and gave up their careers for a life of domestic bliss.

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Blondes, due to light coloring, tend to washout on the television screen.



Brunettes with strong features and oval faces are favored for television jobs.



Color chart for television makeup.

Elizabeth Cowell, BBC television hostess.

