

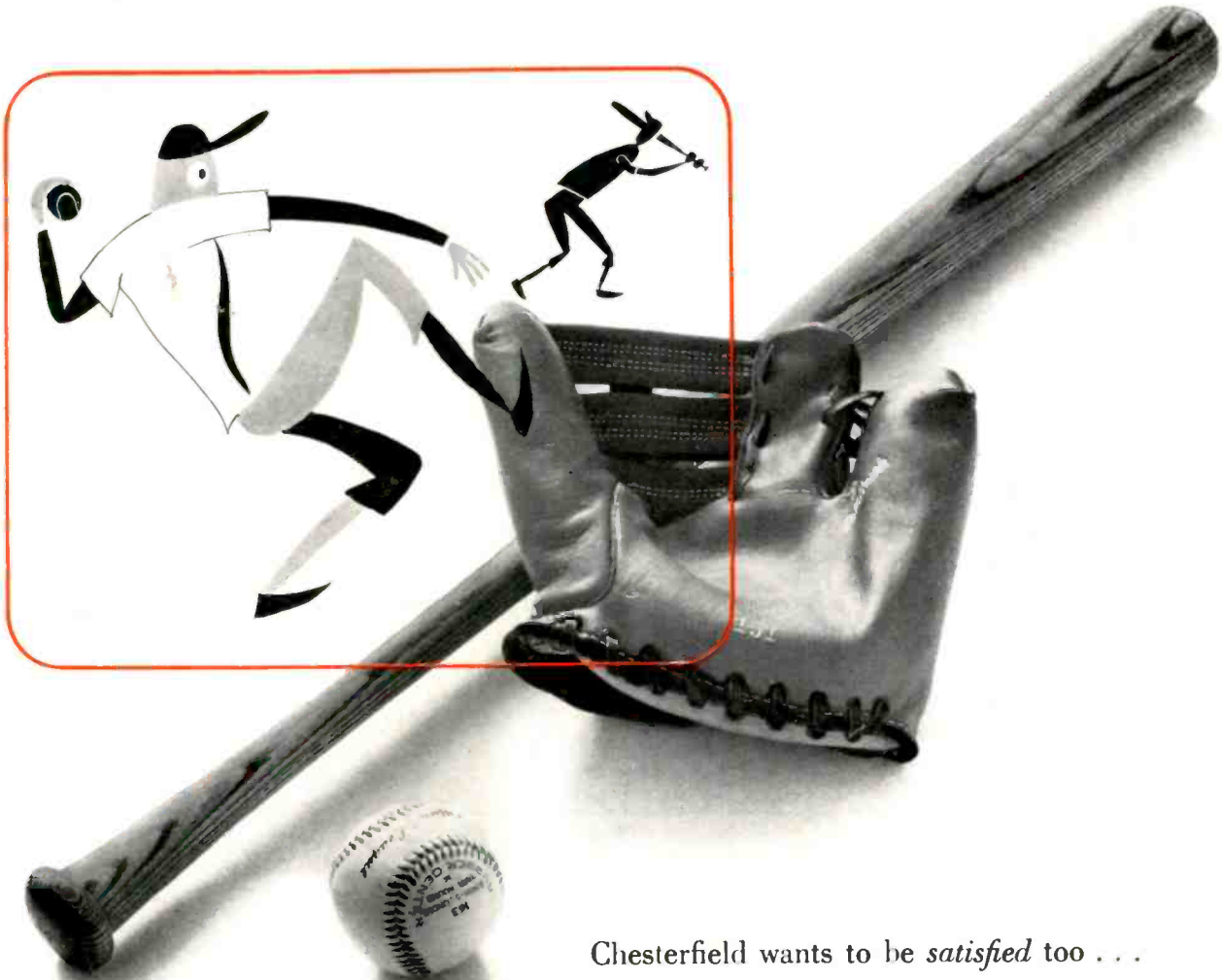
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April 1948

Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

April
50¢



Chesterfield wants to be *satisfied* too . . .

That's why WNBT was chosen—through

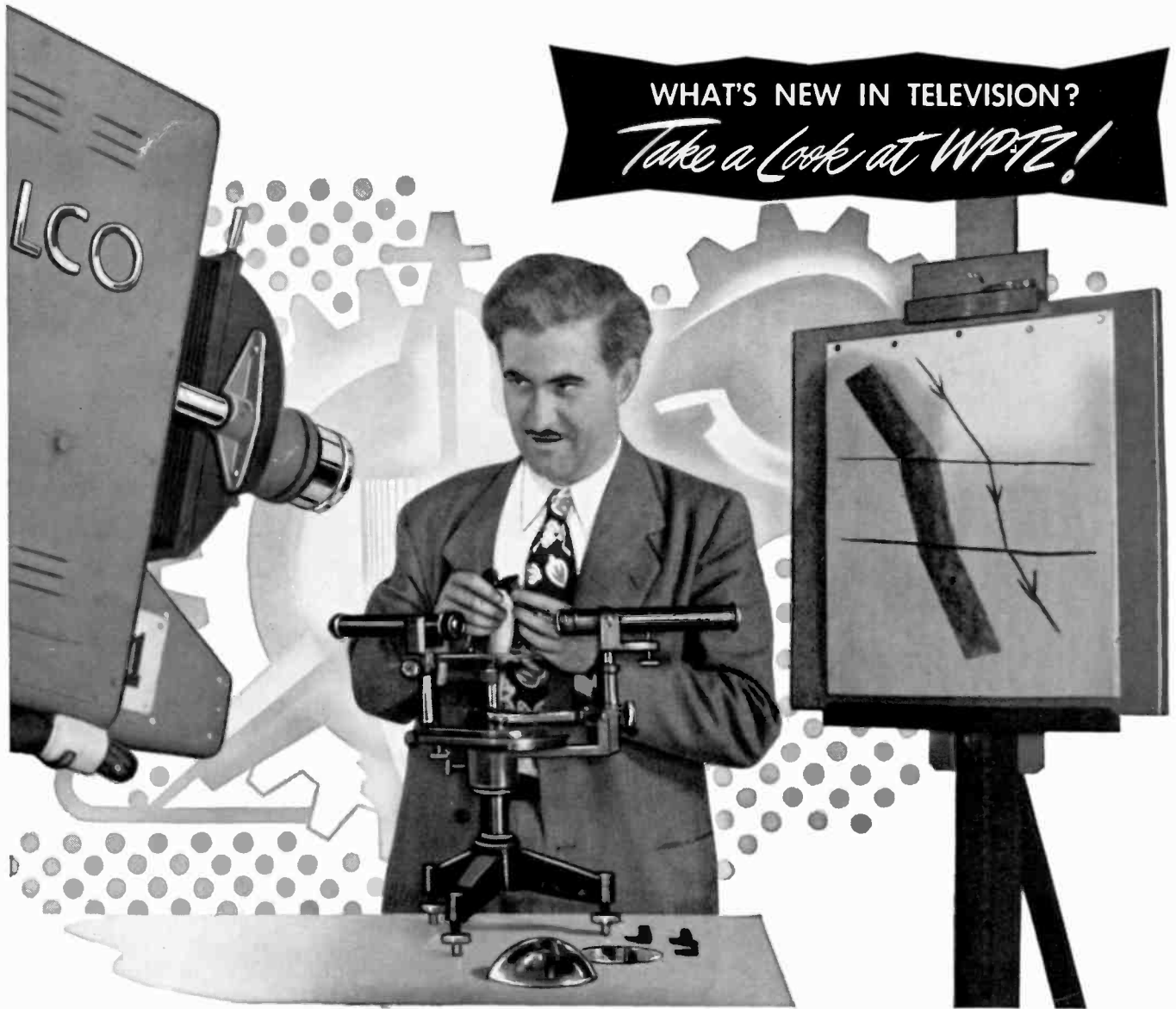
Newell-Emmett—to broadcast the New York Giant games in 1948.

to borrow the phrase . . . SATISFY YOURSELF . . . like Liggett and Myers,
that NBC is the right combination for *your* television plans.

NATIONAL BROADCASTING COMPANY
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.



A Service of Radio Corporation of America



WHAT'S NEW IN TELEVISION?
Take a Look at WPTZ!

SCIENCE "moves down stage center" in TELEVISION!

A few weeks ago, WPTZ produced and broadcast the first of a new series of television programs called "The Nature of Things," featuring Dr. Roy K. Marshall, noted Philadelphia scientist. Perhaps you have seen the show over the NBC television network.

The very first week "The Nature of Things" was on the air, it drew a rating of 214—a most respectable figure, actually higher than three of the five sporting events on the schedule for that week!

Motorola representatives saw the program in New York . . . liked it . . . bought it for the network beginning April 1st!

We're calling this particular program to your attention because for one thing, it

substantiates our contention that a television program doesn't necessarily have to be elaborate in order to be effective and entertaining. More than that, however, "The Nature of Things" demonstrates what happens when an engaging personality with a natural flair for showmanship is coupled with experienced production and direction.

If you're contemplating television for your company or your client, we think our experience, facilities and record in television here at WPTZ will be most interesting and valuable to you. If you would like to know more about the service we have to offer please give us a call or drop us a line.

PHILCO TELEVISION BROADCASTING CORP.
 1800 Architects Building Philadelphia 3, Pa.

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA



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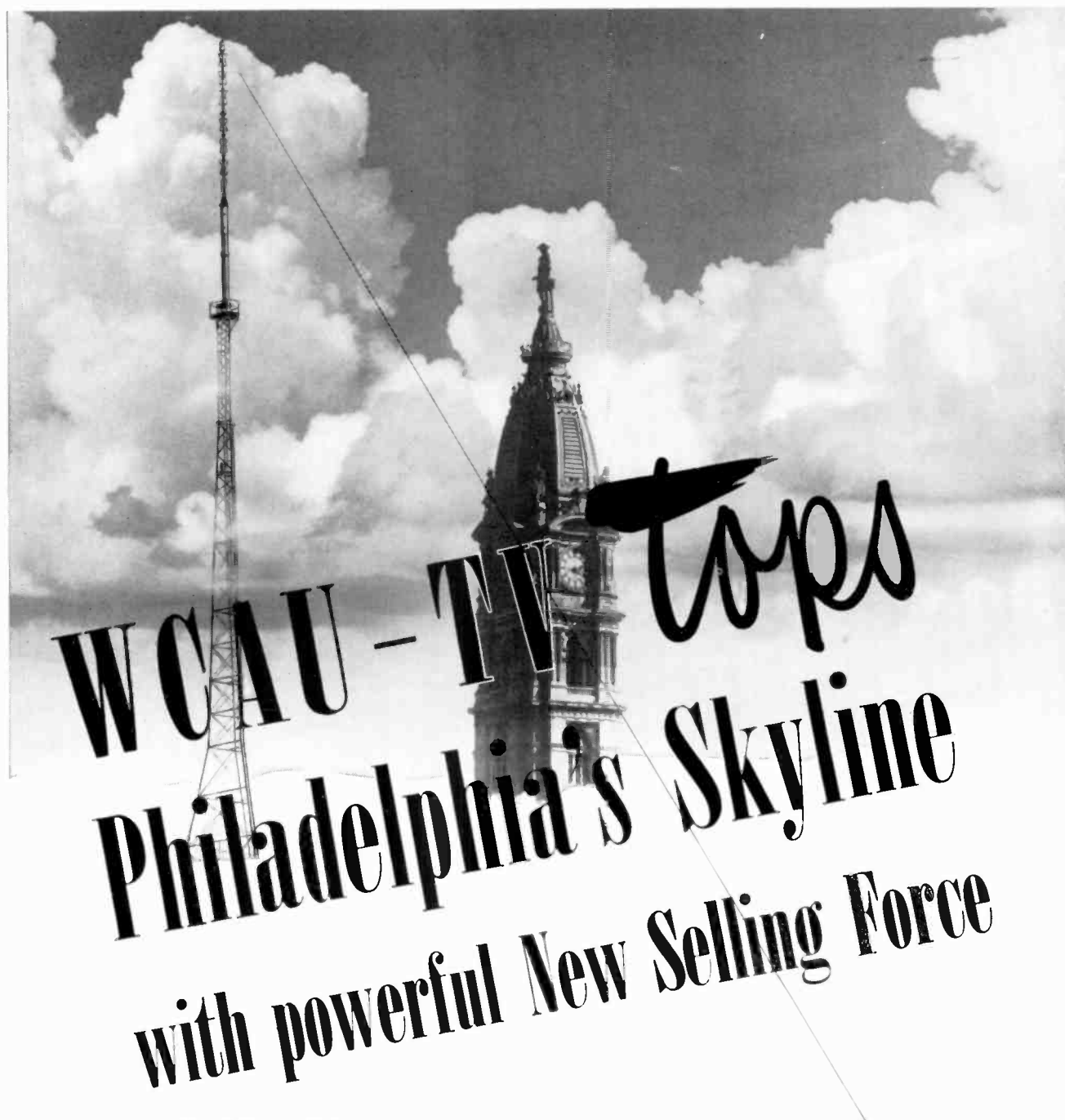
CHANNEL SEVEN

WMAAL-TV

WASHINGTON'S MOST POWERFUL and FIRST SEVEN-NIGHT-A-WEEK TELEVISION STATION

Owned and Operated by
THE EVENING STAR
BROADCASTING COMPANY
724 Fourteenth Street N.W.
Washington 5, D. C.

Represented Nationally by
ABC SPOT SALES



WCAU-TV *Tops* Philadelphia's Skyline with powerful New Selling Force

WCAU-TV the Philadelphia Bulletin television station, is now in operation on Channel Ten, the first high-frequency, high-fidelity Channel in Philadelphia.

With a tower 737 feet above the street, the highest structure in the city, WCAU-TV has a combination of supreme height and power thus assuring advertisers top reception for their sales messages in America's third largest market.

*WCAU-TV IS REPRESENTED NATIONALLY BY RADIO SALES
... DIVISION OF CBS. CONSULT THEM ABOUT PUTTING
THIS GREAT NEW SELLING FORCE TO WORK FOR YOU.*

WCAU-TV

CHANNEL 10

The Philadelphia Bulletin Television Station



TELESCOPE

PARAMOUNT'S theatre television demonstration proved conclusively that another phase of television has definitely arrived. Company by-passed telecasters' ban on pick-ups of their events by making their own negotiations and using their own equipment. Company-developed intermediate film recording system was employed, whereby pictures are filmed off a special cathode ray tube, processed, and 66 seconds later projected onto the 18'x24' Paramount Theatre screen by standard 35 mm. projectors. Signal was beamed over the 7000 mc. band. Theatre television rights for the Louis-Walcott fight are under discussion and plans call for a couple of telecasts a week of such events as are available.

Further proof of tele's effectiveness is NBC's poll which reveals that the offer on their "Howdy Doody" show polled a return from 33% of the sets in use.

Howard Clothes will feature the "Howard Man" in their sponsorship of boxing on WABD. In turn, the model will circulate at sporting and special events. A fairly complete wardrobe will be awarded to the first person identifying him.

The revised Swift show has come up with a new twist on a quiz. Contestants are "jockeys" and wooden horses are laid out similar to the horse races on shipboard. As each contestant answers a question correctly, his horse is moved up one space and for an incorrect answer, the horse is moved back. This is a decided plus, because it brings in a competitive angle in addition to the usual interest-holding qualities of a quiz show.

Chevrolet will shortly announce extensive plans for tele sponsorship in almost all television cities. The company is also considering a number of package shows . . . Young & Rubicam have just completed production of film spots for Simmons (mattresses) and Duff-Mott (apple juice), with stations undetermined as yet . . . Amusing is RCA's sponsorship of the 20th Century Fox Newsreel on Paramount's KTLA.

The 480 megacycle band will be coming in for some added attention. Major Armstrong's application is only the forerunner. Look for increased Congressional pressure for moving upstairs. It is the only way Congressmen can appease unsuccessful applicants from their territories.

Power of television as a straight reporting medium was most effectively demonstrated in recent film shots of Wall Street strike riot. Viewers clearly saw the girl striker, around whom the trouble centered, escorted to the patrol wagon—obviously unmolested or beaten by the police . . . followed a few minutes later with shots of circulars being handed out at the same spot decrying police methods in manhandling the girl. Unusual part of this spot news film was that it was shot by Daily News WPIX cameramen in preliminary experimental work. Because of its significance, it was offered to NBC who showed it the same night and saluted the Daily News as a worthy competitor.

Borden Company is signing up time on NBC for re-entry into video . . . New impetus on retailers' use of television should result from famed consultant Amos Parrish's all-out pitch for the medium at his yearly executive forum.

Texaco, while tying up the 8 to 9 hour on NBC Tuesday nights, have still not decided on a definite show. Amateur hour on WABD was pitched for, but package will stay with DuMont station.

Encouraging is the report that at last one manufacturer will have a receiver on the market including the North American Philips projection system retailing around the \$500 mark. Picture size is 12 x 16 projected from a 2½ inch tube. It is understood that a number of manufacturers have already signed to include Philips' projection system in their receivers.

DuMont-Crosley manufacturing agreement should see large volume of 12 inch tube sets starting by June . . . The problem of a bar appearing on the side of the picture in receivers, when tuned to channels 11 and 13, seems to have been solved. DuMont claims that for practically a few pennies a small magnet can be attached eliminating this interference.

In the past few weeks, ABC has added Burke Crotty as Director of Remote Pick-Ups; Larry Algeo as Eastern Program Manager; Dick Goggins as network producer; Ralph Warren, Marshall Diskin, Bobby Henry as directors; Nat Fowler as film director; Charles Holden as production manager; Stephen de Baun as writer; Ernest L. Jahucke, station relations manager; Richard Moore, administrative assistant; Jim McNaughton as art director.

In Chicago, where WENR-TV will begin operating in the fall, Harold Stokes has been named program manager; Fred Kilian, director of television programming; Bill Wilson, Jr., director of special events for television operations; E. C. Horstman, director of engineering, and Gerald Vernon, coordinator of television sales.

CBS, due to start studio programming later this month, has added Ed Mabley, Ace Ochs, Charles Polacheck and Ralph Levy as directors; Arthur F. Moore as producer-director; Nat Karson as consultant producer; Robert Merrill, Kenneth Redford, Kingman T. Moore and Hugh Muir Rogers as associate directors; Harold Meier as Night Supervisor of Operations and Allen Parr to handle operational schedules and assignments.

NBC has appointed Norman Blackburn as national program director of NBC Television and Warren Wade as production manager . . . Kenneth W. Stowman has been named television sales manager of WFIL-TV . . . Halsey Barret has been named manager of DuMont's Stations Relations department; Edward M. Hopcraft is the new film buyer for the net . . . Fred Shawn returns to Washington as manager of television and broadcast operations for WMAL-TV . . . Harry Golub has been named television director for KDYL (W6XIS).

Peter B. James has been appointed manager of the newly formed television department of Weed & Co., station reps . . . Ernest Colling has joined the staff of Beck Television Labs in Minneapolis. School, equipped with studio, film and remote facilities for closed circuit operation, has also applied for a television station.

WGN-TV's recent additions include Barbara Corning and Bruno DeSoto as producers; Spencer Allen as head of the News Department; Paul Fogarty as sports producer and Jack Brickhouse as sports service manager.

Reason[#] 2

why — Du Mont is the most sought after franchise in television

Only the Du Mont dealer can offer a full line, from table-top receivers to the world's most magnificent and complete home entertainment instruments — all bearing one great name.

DUMONT *First with the Finest in Television*

TELEVISION RECEIVER SALES DIVISION
Allen B. Du Mont Laboratories, Inc. • 515 Madison Avenue, New York 22, N. Y.

24 great newspapers select



THE AMERICAN PAST: Picture History of the U.S.
The Evening Bulletin
Red Rule Seems Near for Czechs
Lightweight Party Now Communist
Czechs in Exile
Czechs in Exile
Czechs in Exile

WCAU-TV

The Atlanta Journal
Bus Kils Mother, Daughter in Rain
Dixie Demo Split Widens
COACH STOP
L.A. News
L.A. News
L.A. News

WSB

The Philadelphia Inquirer
Communists Seizing Control Of Czech Government; Police Round Up Anti-Red Leaders
Grand Jury Speaks
OF R.A.L. Members to be Weighed by State
L.A. News
L.A. News
L.A. News

WFIL-TV

DAYTON DAILY NEWS
Three Blocks Red Plan For New Czech Cabinet
Henderson, Ohio Pen Warden, Farred Out
L.A. News
L.A. News
L.A. News

WHIO

THE ATLANTA CONSTITUTION
Poll of Senate Spells Defeat For Dixie Battle
Dixie Battle
Dixie Battle
Dixie Battle

WCON

ST. LOUIS POST-DISPATCH
Public Fight at Hearing
Public Fight at Hearing
Public Fight at Hearing
Public Fight at Hearing

KSD-TV

GAINESVILLE MAN IS KILLED, MISTOOK HOUSE
FORT WORTH STAR-TELEGRAM
Greece, Turkey U.S. Arms
Greece, Turkey U.S. Arms
Greece, Turkey U.S. Arms
Greece, Turkey U.S. Arms

WBAP-TV

BALTIMORE NEWS-POST
Jerusalem Blast Toll 52
Couple, Four Children Perish in Fire
Reds Announce Police
Jerusalem Blast Toll 52
Jerusalem Blast Toll 52
Jerusalem Blast Toll 52

WBAL-TV

St. Paul Dispatch
DEMOCRATS' FILIBUSTER ON
St. Paul Pioneer Press
St. Paul Pioneer Press
St. Paul Pioneer Press
St. Paul Pioneer Press

WTCN-TV

THE KANSAS CITY STAR
Truman Urges 5-Point Housing Program
CZECH REDS SEIZE FOES' QUARTERS
CZECH REDS SEIZE FOES' QUARTERS
CZECH REDS SEIZE FOES' QUARTERS
CZECH REDS SEIZE FOES' QUARTERS

WDAF

THE EVENING SUN
Truman Urges 5-Point Housing Program
CZECH REDS SEIZE FOES' QUARTERS
CZECH REDS SEIZE FOES' QUARTERS
CZECH REDS SEIZE FOES' QUARTERS
CZECH REDS SEIZE FOES' QUARTERS

WMAR-TV

St. Paul Pioneer Press
Arabs Attack To Split Palestine
Arabs Attack To Split Palestine
Arabs Attack To Split Palestine
Arabs Attack To Split Palestine

WIOD

THE COMMERCIAL APPEAL
BANDITS ESCAPE WITH \$3,100
Blow by Boxer Fatal to Ring Foe
Blow by Boxer Fatal to Ring Foe
Blow by Boxer Fatal to Ring Foe
Blow by Boxer Fatal to Ring Foe

WMCT

THE SUN
10 MILLION NEW HOMES ASKED BY TRUMAN
10 MILLION NEW HOMES ASKED BY TRUMAN
10 MILLION NEW HOMES ASKED BY TRUMAN
10 MILLION NEW HOMES ASKED BY TRUMAN

WBEN-TV

30,000 Turn Out To See Widener
MIAMI DAILY NEWS
UNION MEETING SMOLIKOFF
Probe Of Communists Here Seen
Probe Of Communists Here Seen
Probe Of Communists Here Seen
Probe Of Communists Here Seen

WIOD

The South Bend Tribune
BANDITS ESCAPE WITH \$3,100
Blow by Boxer Fatal to Ring Foe
Blow by Boxer Fatal to Ring Foe
Blow by Boxer Fatal to Ring Foe
Blow by Boxer Fatal to Ring Foe

WSBT

BUFFALO EVENING NEWS
10 MILLION NEW HOMES ASKED BY TRUMAN
10 MILLION NEW HOMES ASKED BY TRUMAN
10 MILLION NEW HOMES ASKED BY TRUMAN
10 MILLION NEW HOMES ASKED BY TRUMAN

WBEN-TV

THE MILWAUKEE JOURNAL
Electric Co. Accepts \$1,000,000 Rate Cut
U.S., Britain, France Denounce Czech Red Coup
U.S., Britain, France Denounce Czech Red Coup
U.S., Britain, France Denounce Czech Red Coup
U.S., Britain, France Denounce Czech Red Coup

WTMJ-TV

Television by RCA

RCA has everything you need
to get started NOW!

Overwhelming acceptance of RCA equipment marks the swift progress of television from coast to coast.

Already a substantial percentage of broadcasters and newspapers have ordered RCA transmitters. Most of these stations are being *completely* RCA equipped, from super-sensitive cameras to high-gain antennas.

Many of these telecasters are already on the air with regular programs—or on an experimental basis. Other stations are receiving shipments of RCA equipment that will put them on the air very soon. And by the end of 1948, high-definition *RCA television* should be within the reach of 49,000,000 people.

Why is *RCA television* so far in the lead? Here are a few of the reasons: (1) Everything needed to get on the air is in quantity production at RCA *now*; (2) All equipments embody the very latest technical advances in the art; (3) Designs are flexible . . . "add-a-unit" construction makes them equally applicable to the very small or the very large station; (4) Facilities can be gradually and *economically* expanded as television audiences grow . . . without obsolescence of original equipment; (5) Equipment is easy to operate and reliable.

As you know, television is moving fast. What are *your* plans? Will you be the first to bring this new public service to your community . . . utilize its tremendous audience impact for newscasting, advertising, and circulation building? We'll be glad to help you get started with complete planning information and cost data. Write Dept. 90-D.

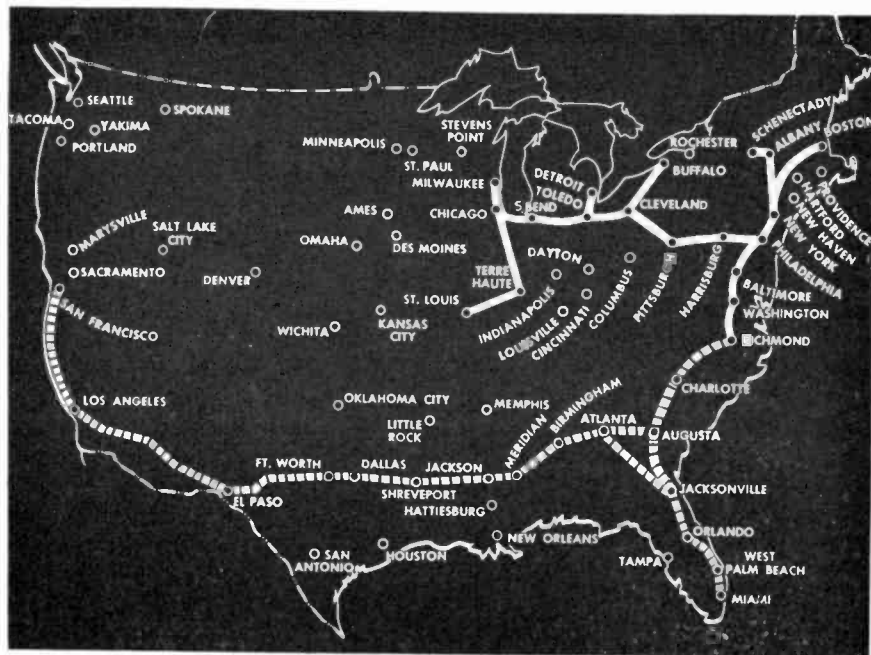


TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



PROGRESS REPORT



Solid lines show the network links which will be in commercial operation at the end of 1948 . . . broken lines indicate the cross-country cable route which will probably be completed, although there's no guarantee of television operation.

Analysis of network progress and affiliations, market data, timetable of scheduled openings and ownership interests.

By MARY GANNON

BY THE time the old man with the scythe and the little kid in the three cornered pants make their joint bows, at the '48-'49 border, 34 stations in 14 cities will be linked via network or radio relay and an approximate total of 60 TV outlets will be operating in 35 cities throughout the country.

Network Picture

The present east coast network connecting Boston, Schenectady, New York, Philadelphia, Baltimore, Washington and Richmond (to be added June 1st), and the mid-west chain linking Buffalo, Cleveland, Detroit, Toledo, Chicago, Milwaukee and St. Louis, scheduled to open in October, will be joined December 1st. A.T. & T. and Western Union construction timetables may be speeded up to include other cities, and network plans of individual broadcasters may amplify the coverage. But, as of presstime, here's how the network picture stacks up city by city. (Note: Stations in bold

are now operating. Affiliation is AM tie-up with * indicating a television tie-up. Italics show CP holders due to open this year.)

BALTIMORE: **WBAL-TV** (NBC); **WMAR-TV** (CBS*); *WAAM*. Channels assigned: 3.

BOSTON: *WBZ-TV* (NBC); *WNAC-TV* (MBS AM affiliate; have signed working agreement with CBS). WRTB, CP holder. Applications pending: WCOP (ABC), CBS, WHDH, New England Theatres, Boston Metropolitan Television, New England Television, E. Anthony and 20th Century Fox. Channels assigned: 5.

BUFFALO: *WBEN-TV* (NBC). Applications pending: WEBR (MBS), WKBW (ABC), WGR (CBS), WHLD, New England Television. Channels assigned: 4.

CHICAGO: **WBKB** (Paramount); **WGN-TV** (MBS); *WENR-TV*

(ABC owned); *WNBQ* (NBC owned). WIND-TV, CP holder. Applications pending: CBS, WJJD, Zenith Radio. Channels assigned: 7.

CLEVELAND: **WEWS**, *WNBK* (NBC owned); *WXEL*. Applications pending: DuMont, WGAR (CBS), WHK (MBS), WJW (ABC), WERE-FM. Channels assigned: 5.

DETROIT: **WWJ-TV** (NBC), *WDLT* (ABC owned). CP holder, WTVO. Applications pending: United Detroit Theatres, WJR (CBS). Channels assigned: 4.

MILWAUKEE: **WTMJ-TV** (NBC). Applications pending: WFOX, WISN (CBS), WEXT, Kapital City Broadcasting Co. Channels assigned: 4.

NEW YORK: **WNBT** (NBC owned); **WCBS-TV** (CBS owned); **WABD** (DuMont owned); *WATV*; *WPIX*; *WOR-TV* (MBS); *WJZ-TV*

(ABC owned). Channels assigned: 7.

PHILADELPHIA: WFIL-TV (ABC*); **WCAU-TV** (CBS*); **WPTZ** (NBC). Applications pending: WIP (MBS) and Daily News. Channels assigned: 4.

RICHMOND: WTVR (NBC*). Applications pending: WRNL (ABC), WRVA (CBS), WLEE (MBS). Channels assigned: 4.

ST. LOUIS: KSD-TV (NBC). Applications pending: KWK (MBS), KXOX (ABC), WEW, New England Television, Globe Democrat. Channels assigned: 5.

SCHENECTADY-ALBANY: WRGB (NBC). Application pending: WROW (MBS), WABY, WPTR. Channels assigned: 5.

TOLEDO: WSPD-TV (NBC). Channels assigned: 1. Applications pending: Toledo Blade and Maumee Valley Broadcasting Corp.

WASHINGTON: WNBW (NBC owned); **WTTG** (DuMont owned); **WMAL-TV** (ABC*); **WOIC** (MBS*).

Based on the definite openings scheduled for later this year (and provided, of course, that all AM operators sign up for TV), NBC will have 14 outlets connected by an electronic network; ABC, five; CBS, four; MBS, three, and DuMont, two.

Market Outlook

Presstime boxscore shows 24 stations are opened by Crosley later 70 construction permits granted and 192 applications pending. Television service will thus be an assured reality in 98 different market areas in 37 states and the District of Columbia, serving a potential audience of over 50,000,000 people. Analysis shows that applications have been filed for the first fifty cities, grouped according to sales rank, with only Lawrence-Haverhill (45) and Portsmouth-Newport News (47) missing. (It's understood that applications are now being prepared for Lawrence.)

This tremendous influx of applications, which started last fall and has snowballed to such proportions the first three months of '48, has also brought new complications. In many cases, it will have a delaying action, for in 38 cities there are more applicants than there are channels available. This means that the FCC will have to hold hearings, with the resultant delays before a

decision is rendered and the lucky aspirants get the official green light to start construction.

However, the rising crescendo of interest has also acted as a spur to CP holders and, combined with easing of equipment bottlenecks, push has started to put stations on the air as quickly as possible. Year's end should see an additional 36 stations giving telecasting service. This figure, combined with the 24 stations which will be operating by the end of April, means 60 television outlets in the following 35 cities: Albuquerque, Atlanta, Baltimore, Bloomington, Ind., Boston, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Detroit, Fort Worth, Indianapolis, Los Angeles, Louisville, Milwaukee, Minneapolis-St. Paul, New Haven, New Orleans, New York, Philadelphia, Pittsburgh, Richmond, Riverside, Cal., St. Louis, Salt Lake City, San Francisco, Schenectady, Seattle, Stockton, Calif., Toledo and Washington.

An additional 17 stations might possibly beat the old year out, adding another fifteen cities to the list. Some of those who might possibly get in under the '48 aegis are Ames, Iowa, Binghamton, Birmingham, Charlotte, Erie, Houston, Kansas City, Lancaster, Memphis, Miami, Omaha, Providence, Rochester, San Diego and Wilmington.

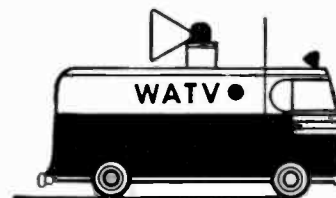
Video Contracts

Last month saw first definite video network contracts signed. NBC, ironically enough with three stations (WPTZ, WBAL-TV and WRGB) beside their two o and o outlets picking up off the net, signed two of their first three contracts with non-network connected stations. KSTP-TV, St. Paul and WLWT, Cincinnati will be fed WNBT programs via kinescope recordings of live shows, prints of film programs, scripts and possibly travelling live shows. These will include both network sponsored programs, such as the Kraft, U. S. Rubber and Gillette shows, and sustaining features. WLWT contract will be extended to WLWD, Dayton and WLWC, Columbus when these stations operating (2 experimentally), this year. WTVR, Richmond will be connected via coaxial cable by June 1st.

CBS signed definite television contracts with WCAU-TV, Philadelphia (CBS AM outlet there), and with WMAR-TV, Baltimore Sun station. Net also has a working agreement with WNAC-TV, Boston



the WATV Test-Pattern is now being telecast daily in the New York area on Channel 13.



the new WATV Mobile Unit will begin remote operations in April.



WATV main Television Studio, world's largest, (84' x 82'), is rapidly nearing completion.

WATV
CHANNEL 13
TELEVISION CENTER
NEWARK, NEW JERSEY
serving New Jersey and
Metropolitan New York

(MBS AM affiliate), which is due to open in late spring. In addition, CBS has also signed up nine stations now under construction. These include: WBNF-TV, Binghamton; WBT-TV, Charlotte; WKRC-TV, Cincinnati; WBNS-TV, Columbus; KRLD-TV, Dallas; WHIO-TV, Dayton; WFBM-TV, Indianapolis; WHAS-TV, Louisville; KGDM-TV, Stockton.

ABC, with their five owned and operated stations scheduled to go on the air this year, has signed with WFIL-TV, Philadelphia for the maximum two year contract term. New York outlet WJZ-TV is slated for an August opening. In the meantime, however, ABC will work with the WFIL-TV crew in originating programs from that outlet. WMAL-TV, Washington, another AM affiliate, is also signing with ABC.

AM Affiliations

While AM radio affiliation doesn't necessarily guarantee a TV contract, pattern now being formed would seem to indicate that the offspring will follow in the parent station's footsteps.

If this holds true, NBC leads the nets with 46 of their affiliates and

five company owned stations in the television picture, giving a total of 51. Of this number, 12 are operating, 23 have been granted construction permits and 16 have applications pending.

CBS, recovering from a late start, now have 40 AM affiliates actively interested which, with four o. and o. outlets, totals 44. Three are operating, construction permits are held by another 9, and applications are pending from 32.

ABC, with five CPs for their own stations, also lists 31 affiliates. Of the total 36, WFIL-TV and WMAL-TV are operating, 9 have been granted construction permits and 25 have applications pending.

Mutual has 31 in the ranks. Of these WGN-TV, Chicago and W6XAO are operating; grants are held by four others and applications are pending from 24.

Paramount-DuMont

Once the battle over whether or not Paramount owns a controlling interest in DuMont is resolved, network plans of both companies will crystallize. (Date set for FCC airing of the issues is now May 10th.)

Paramount subsidiaries WBKB, Chicago and KTLA, Los Angeles are operating, with bids pending hearing in Boston, Detroit, San Francisco and Dallas, where again Paramount is contesting FCC's claims that they own a controlling interest in Interstate Circuit. Their interest in networking is proved by the WBKB-built relay to South Bend, Indiana, their announced, but undetailed plans of extending it, and the proposed rate of \$40 a program hour to any station using it. (Bid from WSBT is on file for South Bend.)

DuMont operates WABD, New York and WTTG, Washington; will open WDTV, Pittsburgh, later this year. Bids are pending hearing in Cleveland and Cincinnati. Plans call for a five station net connecting these cities.

Independents

But biggest single block are the 113 TV interests who are unaffiliated with any of the existing nets. Close to 50 of this number are new to the broadcasting field or have recently started FM operations

(Continued on page 16)

Breakdown of Station Operations

IMPORTANT: In reading the station operation chart below, several factors such as time charges, commercial sponsorship of remotes, etc., must be kept in mind for a true evaluation. Because of the varying factors, this chart should not be used for comparative evaluation. These figures are presented merely to indicate a trend.

Station	Average No. of Hours Weekly	Remotes	Studio	Film	Networks	Commercial	Sustaining
WABD	28	29%	21%	32%	18%	33%	67%
WCBS-TV	17½	91%	*9%	—	—	58%	42%
WNBT	22½	20%	25%	21%	34%	58%	42%
WPTZ	32½	25%	15%	15%	45%	55%	45%
WFIL-TV	30	30%	19%	29%	22%	39%	61%
WNBW	26	13%	17%	31%	39%	36%	64%
WTTG	32	30%	23%	15%	32%	30%	70%
WMAR-TV	43½	21%	35%	6%	38%	17%	83%
WBKB	35	47%	31%	22%	—	65%	35%
KSD-TV	17½	38%	32%	30%	—	42%	58%
WWJ-TV	32	25%	50%	25%	—	50%	50%
WRGB	23	—	27%	6%	67%	—	—
KTLA	32	55%	21%	24%	—	32%	68%
W6XAO	15	65%	20%	15%	—	experimental	100%
WLWT	20	15%	45%	40%	—	34%	66%
WEWS	25	39%	31%	30%	—	—	—
WTMJ-TV	20	25%	40%	35%	—	40%	60%

*Studio and film combined

CONSULTING TELEVISION ENGINEERS

FRANK H. McINTOSH
Consulting Radio Engineers
710 14th St., NW, METropolitan 4477
WASHINGTON, D. C.
Laboratory: 910 King Street,
Silver Spring, Maryland

McNARY & WRATHALL
Consulting Radio Engineers
National Press Bldg. DI. 1205
WASHINGTON, D. C.

WELDON & CARR
1605 Connecticut Ave., NW. MI 4151
WASHINGTON, D. C.
1728 Wood Street Riverside 3611
Dallas, Texas

WORTHINGTON C. LENT
Consulting Engineers
Ring Building Washington, D. C.
1200 18th St., NW. DIstrict 4127

A. D. RING & CO.
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HOYLAND BETTINGER
Television Consultant
*Studio Design, Lighting,
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595 Fifth Avenue PLaza 8-2000

PROFESSIONAL DIRECTORY

Open to Engineers and
Consultants only

TELEVISION MAGAZINE AUDIENCE RESEARCH

THIS month's telephone survey of the New York area, done by C. E. Hooper, Inc. exclusively for Television Magazine, once again asked respondents to "name three sponsors of television programs" and at the same time, name their "favorite program." The distribution of respondents was 57% women and 43% men. In addition to the standard questions, an attempt was made to find out some information on the effectiveness of television advertising.

Ford Still the Leader; Kaiser-Frazer, Maxwell House and Kraft Follow

Ford, who since November has been the most frequently mentioned sponsor, again was Number 1 with both men and women. Kaiser-Frazer and Maxwell House which last month appeared for the first time among the first ten are now tied for second place with 26%. Next is Kraft with 25%. Camels, which has been moving up, placed fifth with 22%, while Gillette and Lucky Strike placed sixth and seventh with 20% and 18% respectively.

SPONSORS MENTIONED

	Men %	Women %	*All Resp. %
Ford Jointly sponsors Madison Sq. Garden Events, except boxing — WCBS-TV.	54	28	39
Kaiser-Frazer Amateur Hour — Sunday, 7-8 PM, WABD.	27	25	26
Maxwell House Jointly sponsors Madison Sq. Garden Events, except boxing — WCBS-TV.	43	13	26
Kraft Television Theater — Wednesday, 9-10 PM — WNBT.	23	27	25
Camels Fox-Movietone Newsreel — 5 times weekly, 7:50-8:00 PM — WNBT.	20	23	22
Gillette Boxing, Cavalcade of Sports — Monday and Friday evening — WNBT.	27	15	20
Lucky Strike Spot announcements — 5 times weekly, 7 PM — WABD; Thursday, 8:15 PM; Saturday and Sunday, 8 PM — WCBS-TV.	15	21	18
American Shops Boxing — Tuesday, 9:07 PM — Park Arena. Wrestling — Friday, 9:07 PM, Jamaica Arena — WABD.	10	15	13
Sanka Weather reports, 5 times weekly, 6:45 PM — WABD.	12	11	11
Chevrolet Telenews — Tuesday, 7:40-8:00 PM — WABD.	5	11	8

*Weighted Average

Other advertisers mentioned less often but by at least 2% of the respondents were: Botany, Bucknell Shirts, Bulova, Elgin, Eyervess, Fischer Baking Co., Hudson, Jay Jay Jr., Kelvinator, Knox Hats, Purofied Pillows and Swift.

46% of respondents bought an average of 1.43 products because of television advertising.

Kraft Theater Favorite Program; Amateur Hour and Small Fry Next

Kraft Theater has lost none of its popularity apparently, as it was mentioned most frequently by respondents as being the "favorite television program." The Amateur Hour once again placed second while Small Fry Club moved from 8th to 3rd with an increase of 4%. It should be remembered that these ratings exclude sports. If a sport was mentioned by a viewer, it was listed and a favorite other than sports was asked. Actually, 46% of all the respondents mentioned sports as the "favorite program"; 31% of the women and 64% of the men.

Here are the "favorite programs" other than sports:

FAVORITE PROGRAM

	Men %	Women %	*All Resp. %
Kraft Theater (Kraft, WNBT, Wed., 9-10:00 PM)	21	22	22
Amateur Hour (Kaiser-Frazer, WABD, Sun., 7-8:00 PM)	15	12	13
Small Fry (Fischer Baking Co., WABD, Thurs., 6:15-6:45 PM; Mon, Tu, Wed, Fri. — Un-sponsored).	6	12	9
Feature Films and Movies	12	5	8
Author Meets the Critics (General Foods, WNBT, Sun., 8-8:30 PM)	8	5	7
Theater Guild (Un-sponsored, WNBT, Sun., 8:30-9:30 PM)	5	5	5
Charade Quiz (Un-sponsored, WABD, Thurs., 8:30-9:00 PM)	2	5	4
Howdy Doody (Un-sponsored, WNBT, Tu, Th, and Sat., 5 PM)	2	4	4
Theater Plays (Unspecified)	4	4	4
News	1	4	3
Court of Public Opinion (Un-sponsored, WABD, Tu., 8-9 PM)	2	4	3
Birthday Party (Jay Day Dresses and Purofied Down Prod., WABD, Th., 7-7:30 PM)	6	—	3

*Weighted Average

Television Sells

This month as an experiment, an attempt was made to find out something about television's effectiveness as an advertising medium. The question asked was, "Have you bought any items specifically because you had seen them advertised on television?" If the respondent answered "Yes," he was asked, "What items?"

This question admittedly has many limitations in that it does not give us the effect of the other advertising media. However, the results are presented as an indication of television's effectiveness as an advertising medium. Also, the results indicate that more research should be done in this field. We might suggest personal interviews in television and non-television homes to find out their respective buying habits. Pantry checks might be very helpful in this regard.

Nevertheless, we offer the results for your information. It might be worthwhile to note that both expensive as well as inexpensive items are listed as having been bought specifically because they were seen on television. 46% of the viewers interviewed mentioned that they had bought at least one product

specifically because they had seen them advertised on television. An average of 1.43 products was mentioned by the respondents who answered, "Yes."

Here is a list of the products bought by at least 2 people (1%) because they had seen the product advertised on television:

Items Bought	% of all respondents
Kraft Products	15
Maxwell House	10
Gillette Blades	6
Camels	4
Sanka	3
Lucky Strikes	2
Bucknell Shirts	2
American Shop Suits	2
Purofied Pillows	2
Transmirra Definer	2
Fischer's Products	2

Bab-O	1
Jay Jay Jr. Dresses	1
Ford	1
Kaiser-Frazer	1

AMATEUR HOUR 46.8 TELERATING

Interesting are the results of the Hooper Continuing Measurement of Television survey which found WABD's Amateur Hour duplicating its February performance by receiving a 46.8 Telerating. The special Heart Association Benefit Program with Milton Berle actually received a higher rating, 50.4, but is not a regularly scheduled show.

It should be noted that the survey done exclusively for TELEVISION MAGAZINE by C. E. Hooper, Inc. found the Kraft Television Theater to be the favorite with the Amateur Hour next. We should like to emphasize that the two surveys are not comparable but should be used to complement each other. While the TELEVISION MAGAZINE survey measures the cumulative effect, Hooper's Telerating is a coincidental measurement.

Analysis of Television Set Ownership in the New York Area

THE MIDDLE income groups form the majority of television set owners, according to surveys conducted by WCBS-TV, The Pulse and WPIX. In doing their breakdowns, WCBS-TV and The Pulse used the Socio-economic classifications of A, B, C and D. These consist of ratings by trained interviewers of respondents' homes according to pre-determined criteria with A being the high income class, B upper middle, C middle and D poor. These have been found to be very effective in measuring the economic status of various groups. On the other hand, WPIX used the five standard rental district classifications. These consist of classifying homes according to the rental district in which they are located. The rental districts are grouped according to the median rental of homes in the area as compiled by the Bureau of the Census.

On the surface it would appear that the different methods would cause a great discrepancy among the surveys. However, if we group the data into three classifications: upper, middle and lower, we find that the surveys show much agreement.

For WPIX we would combine the high income and upper middle districts to form the upper, and the lower middle and poor to form the lower; while for The Pulse and WCBS-TV we would combine B and C to get the middle. Thus, WPIX would show 26.5% upper, 60.1% middle and 13.4% lower; The Pulse would show 30.6% upper, 57.8% middle and 11.6% lower; while WCBS-TV would show 25% upper, 73% middle and 2% lower.

The economic breakdown given by WPIX was for

the five boroughs of New York City, while the other two used the 10 counties of Metropolitan New York.

INCOME DISTRICT	WPIX	INCOME GROUP	THE PULSE	WCBS-TV
High Income	12.5%	A	30.6%	25%
Upper Middle	14.0	B	26.5	50
Middle	60.1	C	31.3	23
Lower Middle	7.4	D	11.6	2
Poor Income	6.0			
	100.0%		100.0%	100%

WPIX found that 53% of the sets were in New York City and 47% were in the suburbs. For the five boroughs the breakdown is given below. It should be noted that these percentages are in almost complete agreement with those published by Television Magazine's Audience Research Bureau in the September issue of TELEVISION. At that time, set distribution was listed for the entire New York viewing area. However, if the five boroughs were used as the 100% figure, the results would be as shown.

BOROUGH	WPIX	TELEVISION MAGAZINE
Brooklyn	41.6%	41.3%
Queens	22.1	21.7
Bronx	17.4	17.4
Manhattan	16.5	17.4
Richmond	2.4	2.2
	100.0%	100.0%

MERCHANDISING

Vision—1948

NBC Television is Theater

Theater—without aisles, but with all seats on seventh row center

Theater—with the stage's most intimate house; your own

Theater—with the brilliant immediacy of the legitimate stage,
and the visual scope of motion pictures

Theater—with stars to play an endless repertory of drama

Theater—with the excitement of premieres and the
satisfaction of established favorites.



NBC TELEVISION IS THEATER

to an audience that has ceased to marvel at the promise of television — an audience that knows the dramatic reality of Theater in sight, sound and substance on the air.

What has been said of Theater on NBC Television? In context of our reviews of NBC's dramatic shows read like this:

The Last of My Solid Gold Wishes (Tennessee Williams' play produced by ANTA and NBC on December 11) "challenging video material." — *Billboard*.

Twelfth Night (NBC production, starring Ann Blythe) "chalk up another outstanding television production to NBC's credit." — *Variety*.

The Purple Dowdiak (ANTA-NBC production, December 13) "a hilarious fusion of script, performance and production, the whole constituted a singular triumph." — *N. Y. Times*.

The Last George Apley (NBC Theater Guild production, December 7) "... a well-produced, acted and directed version." — *Variety*.

Regularly scheduled dramatic programs are but one feature of the balanced television entertainment offered by NBC — America's No. 1 Television. The whole range of sight and sound—sports, news, films, special events, children's programs, concerts and variety shows—are learned to viewers from The National Broadcasting Company, a service of Radio Corporation of America.

WNY NEW YORK

The \$25.00 monthly award for the best retail television ad, strangely enough, goes to Bill Webb, NBC Television Sales Promotion Manager, for this NBC ad. This is the kind of advertisement retailers should be running. It has more "sell" in it than any other ad we've seen for some time.

HOME demonstration sells television receivers. On that point there is almost complete agreement among dealers. However, the economics of this kind of selling is not as clearly defined. Many dealers feel there isn't any pressing need for the more costly home demonstration as yet.

Nevertheless, those dealers who use home demonstrations to sell receivers have been very successful and are continuing with it. Three techniques are being used currently.

Rentals

One plan that has been gaining adherents is that of installing a temporary installation for a slight rental fee. The prospective customer is allowed to use the set for a period of time and thus see the advantages of television. If he decides to buy the set, the fee is deducted from the price and a permanent installation is put in. If he decides not to buy the set, he just pays the rental fee. A drawback to this approach is obvious in the event of a rush on sets which allows the enthusiasm of the prospects to "cool" before the salesman can get around to all of them.



"Mobile Teleshov" van houses one console and two table models, has a collapsible antenna which is completely rotatable. Truck can seat ten people.

HOME DEMONSTRATION

Analysis of three methods of home demonstration used by dealers . . . Rental, temporary installation and mobile truck.

By Melvin A. Goldberg

Temporary Installation

A second approach that seems to be very popular is that of putting in a temporary or indoor installation for the night of the demonstration. This method is similar to that just described, except that the demonstration is only for one night. There is usually no charge, but the prospect is definitely "live" and if given a good show, will ordinarily buy. In some cases, the salesman sets up the installation himself. This is the technique employed by Terman's in Chicago. Each salesman carries a small Motorola in a carrying case, and is given a territory to cover. On short notice he can set up the installation to give the prospect a demonstration. Muir Radio Stores of the same city and Bressner's in Brooklyn, N. Y., both send a serviceman along with the salesman to see that the best and clearest picture is shown. Usually they try to demonstrate the set with the indoor antenna. They first try a tape on the floor, and then various installation procedures until a desirable picture is obtained. At all times the customer is made aware of the fact that it is not a permanent installation and that the picture would be clearer if it were.



**NOW — THE MIRACLE OF TELEVISION
CAN BE ENJOYED BY ALL THE PEOPLE**



No miracle of science can become an American institution until it can be produced and delivered at a price the majority of Americans can afford to pay. The miracle of television was too remote for the average American pocketbook until Motorola presented the now famous Model VT71... at only \$179.95*.

Low price alone could not have made this receiver the sensation that it is today. Beauty of design, ease of operation and consistently fine performance paved the way.

You could have predicted that sales of this receiver would skyrocket—they always do when the best costs less. Get your share. Feature Motorola Television—NOW.

*Installation additional. Walnut or Mahogany—Blond \$10 extra.

Motorola Inc.

4545 Augusta Blvd. • Chicago 51, Illinois

Mobile Trucks

The third method of demonstrating video is not so widely used but is nevertheless, successful. This technique, known as "Mobile Teleshov," while not allowing the prospect to see television at home, attempts to show television under actual home conditions. It consists of a van housing three standard television receivers—one console and two table models. It is small and light enough to enter private driveways, yet roomy and comfortable enough to seat up to 10 people during the show. Soundproofed and insulated throughout, the unit is air-conditioned for pleasant performances throughout the year. The standard antenna used is completely collapsible for road travel and can be telescoped to approximately 25 feet above the ground. It is remotely rotatable in a 360 degree circle for beaming at the telecast station. All in all it can be set up for demonstration by a single operator in approximately five minutes.

This approach has a number of advantages which are fairly obvious. It eliminates the disadvantages of poor quality pictures which in many cases are due to poor installation of temporary antennas. A number of prospects may be invited to see the demonstration, since there is room for 10 people. It can also be used to predetermine television reception in many areas,

taking the place of existing test methods.

Gunnar Nelson, the designer of the Teleshov, operates it exclusively for Frost Television Center, of Brooklyn, N. Y. Max Huegi, general manager of Frost, believes that the cost of operating the unit could be borne by the dealer and not infringe on manufacturer-approved installation and service organizations.

Pros and Cons

No matter which technique is used, the principles involved are simple:

1. Demonstrate the product while the prospect is still "live." Or to use the old standby, "Strike while the iron is hot."

2. Demonstrate in the home where the environment is ideal to give an impressive sales story.

3. Make sure the prospect is seated comfortably and at a *proper* viewing distance from the set. Viewers have a tendency to get too close to the screen.

All three methods of home demonstration are fairly expensive and time consuming. Usually, only one demonstration can be given per day. But it does produce sales. Bressner reports that it is "99% successful." Muir reports that of 80 "live prospects," 78 bought sets. That is what home demonstration can do.

PROGRESS REPORT (Continued from page 10)

jointly with TV. The others are independent radio stations.

Ownership

Aside from the radio interests represented in television—a count of which shows 211 AM outlets out of the total 277—newspapers represent the biggest single block. 84 papers in 59 cities are now in the TV fold. 67 of the 84 now operate AM stations. And, if you can stand a few more figures, 11 of the present 24 operating television stations are newspaper owned.

Thirty-one companies have applied for more than one station, again with new faces and new interests introducing themselves to the broadcasting field.

Among these are New England Television which has filed for seven stations (two above the maximum); C. C. Woodson on file for four outlets in Texas; Video Broadcasters asking for three slots in California—to mention a few.

Multiple ownership radio pattern is again reflected in some of the video bids filed. Fort Industry Company has asked for the full complement of five. WSPD-TV is opening in Toledo in May, CPs are held in Atlanta and Detroit, and applications are pending in Wheeling and Miami. Crosley, with operating station WLWT, Cincinnati, holds CPs in Columbus and Dayton, has a bid

pending hearing in Indianapolis.

Yankee Network due to open soon in Boston, is also on file for Fall River and Springfield and are now contesting FCC's decision against assigning one of Hartford's channels to Bridgeport. The Friendly Group is awaiting FCC decision on Steubenville, Atlantic City and Pittsburgh applications. The James S. Cox Stations hold CPs in Atlanta and Dayton, are awaiting hearing in Miami. Don Lee Broadcasting System is still awaiting FCC action on AM network practice charges before W6XAO can become commercial. Bids are also pending in La Jolla and San Francisco. Hearst Radio, Inc., operators of WBAL-TV in Baltimore, also are on file for Pittsburgh and Milwaukee. Scripps-Howard, with WEWS operating in Cleveland, holds CPs in Cincinnati and Memphis.

Other entrants for two stations include Westinghouse in Boston and Pittsburgh; Cowles in Des Moines and Boston; George A. Richards Stations in Cleveland and Detroit; Steinman Stations in Lancaster and Wilmington; United Broadcasting in Cleveland and Pittsburgh. As previously noted, NBC and ABC are in with five; CBS with four and MBS with two.

Satellites

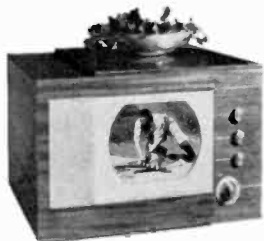
Satellite station idea is also grow-

ing. Midland Broadcasting Co. has bolstered their bid for a Kansas City outlet, with plans for a satellite station in Topeka and St. Joseph. Philco plans the same type of operation and have filed a bid in Allentown for pick-ups from WPTZ in Philadelphia. (Company has also filed in partnership with the Claridge Hotel for an Atlantic City outlet.) Philadelphia Inquirer, operator of WFIL-TV, has also asked for a station in York for the same purpose.

Summing It Up:

Proof that television will not be restricted to the large metropolitan areas is given by the applications filed in 25 cities with populations under 150,000. On this roster are such cities as Albuquerque (with KOB-TV due to open in June), Amarillo, Ames, Atlantic City, Austin, Bakersfield, Binghamton, Bloomington, Charlotte, Erie, Fresno, Greensboro, Iowa City, La Jolla, Madison, Phoenix, St. Joseph, San Jose, San Luis Obispo, Shreveport, South Bend, Stockton, Topeka, Waco and York.

FCC Chairman Wayne Coy's prediction is that all the channels in the top 140 marketing areas will be assigned by the end of the year—and the rising curve of applications seem to bear him out.



The Giant Ten . . . pictures almost 9" by 7" featuring Syncro-lok.

\$375*



T-621, 21" x 16" Modern Projection console with Radio, Record Changer.

\$1795



T-621, 21" by 16" Projection Console with Radio and Record Changer.

\$1795



T-525 PIC Model, 3 1/3 SQ. FT. Projection Pictures, Radio.

\$1595



T-525-L, 3 1/3 SQ. FT. Projection Pictures and Radio.

\$1595



T-530, GIANT 5 SQ. FT. Projection Pictures, Radio.

\$1795

(Compare size of screen with 15" cathode tube in girl's hands!)

UNITED STATES TELEVISION

offers the World's Most Complete Television Line for 1948

featuring 14 outstanding models including
THE GIANT FIFTEEN

- ★ **FIRST** in Television to Deliver Post-War Sets
- FIRST** to Deliver Home Television Console Combinations
- FIRST** to Deliver Television Sets for Commercial Use
- FIRST** to Deliver Projection Television
- FIRST** to Reduce Prices while Improving Quality
- FIRST** with a COMPLETE LINE in Television



*Latest Addition to the
Biggest Line in Television*

- ★ The Giant Fifteen . . . featuring big beautifully clear pictures . . . almost three times the size of the average table model . . . with Syncro-lok holding the image firm and steady in spite of passing cars or other local disturbance . . . **\$895***

Distributors... Still a few territories open... both in established television areas AND ESPECIALLY IN NEW TELEVISION AREAS! Apply NOW!

1,000,000 SEE TELEVISION ON UST SETS EVERY WEEK!

**Federal excise tax extra.
Moderate installation charge extra.*

Illustrated are only seven of our complete line of fourteen models priced from \$375 to \$2495.*

UNITED STATES TELEVISION MFG. CORP., 3 W. 61 STREET, NEW YORK 23, N.Y., PHONE CIRCLE 6-4255

Television Magazine's Supplement on Rates and Facilities

WPIX CHANNEL 11 NEW YORK

OWNED AND OPERATED BY: News Syndicate Company, Inc

STUDIO LOCATION: 220 East 42nd Street, New York 17, N. Y.

STUDIO: Three studios. Largest measures 52' x 69'. Others measure 46' x 29' and 15' x 21'.

FACILITIES: Three image orthicon cameras for studio use.

REMOTE FACILITIES: Two mobile units. Each equipped with two image orthicon cameras.

FILM FACILITIES: Three film cameras. 16 and 35 mm. film equipment.

REHEARSAL CHARGES: Camera rehearsal time in ratio of 3 - 1. In excess of this ratio there will be a charge of \$100.00 per hour or any portion thereof.

PERSONNEL: Robert L. Coe, Station Manager; B. O. Sullivan, Commercial Manager; Thomas Howard, Chief Engineer; Harvey Marlowe, Program Director; Carl Warren, News and Special Events.

REPRESENTATIVE: Free and Peters, Inc., 444 Madison Ave., New York, N. Y.

RATES:

LIVE STUDIO

6 PM to closing—Monday through Friday; Saturday and Sunday—12 Noon to closing.

Times	1	½	20	15	10	5	1	20
	Hour	Hour	Min.	Min.	Min.	Min.	Min.	Sec.
1	\$1,200	\$720	\$600	\$480	\$420	\$340	\$250	\$125
13	1,140	680	570	460	400	325	235	120
26	1,080	650	540	430	380	310	225	110
52	1,020	610	510	400	360	290	210	105
104	960	580	480	380	340	270	200	100
260	900	540	450	360	315	260	185	85

KSTP-TV CHANNEL 5 MINNEAPOLIS-ST. PAUL

OWNED AND OPERATED BY: KSTP, Inc.

STUDIO LOCATION: 3415 University Ave., Minneapolis or St. Paul, Minn.

STUDIO: Studio measures 25' x 50'.

FACILITIES: Two mobile cameras used for studio pickups and remote with a third on the way.

FILM FACILITIES: One 16 mm. film projector.

PERSONNEL: S. E. Hubbard, President and Station Manager; Kenneth M. Hance, Vice President and Treasurer; Brooks Henderson, Production Manager; J. N. Fricker, Technical Director.

12 Noon to 6 PM, Monday through Friday.

Times	1	½	20	15	10	5	1	20
	Hour	Hour	Min.	Min.	Min.	Min.	Min.	Sec.
1	720	430	360	290	250	200	150	75
13	680	410	340	270	240	190	140	70
26	650	390	320	260	230	180	130	65
52	610	370	310	240	220	170	120	60
104	580	350	290	230	210	160	110	55
260	540	320	270	220	200	150	100	50

Includes facilities covered by Film and Remote rate schedule plus full use of existing studio and camera facilities and the necessary technical staff.

FILM OR REMOTE*

6 PM to closing—Monday through Friday; Saturday and Sunday—12 Noon to closing.

Times	1	½	20	15	10	5	1	20
	Hour	Hour	Min.	Min.	Min.	Min.	Min.	Sec.
1	800	480	400	320	280	230	150	90
13	760	460	380	304	270	220	140	85
26	720	430	360	290	250	210	130	80
52	680	400	340	270	240	200	120	75
104	640	385	320	260	220	180	110	70
260	600	360	300	240	210	160	100	65

12 Noon to 6 PM, Monday through Friday.

Times	1	½	20	15	10	5	1	20
	Hour	Hour	Min.	Min.	Min.	Min.	Min.	Sec.
1	480	290	240	190	170	140	100	50
13	455	275	230	180	160	130	95	48
26	430	260	220	170	150	120	90	45
52	410	245	205	160	140	110	85	42
104	385	230	190	150	130	100	80	40
260	360	220	180	140	120	90	75	38

* Includes transmitter and film facilities, services of staff announcer and recorded musical background for film commercials.

Does not apply to programs and announcements using live talent or which require extra production facilities and personnel on the part of the station.

Mobile units available for coverage of outdoor and indoor remote telecasts—costs on request.

NOTE: Opening date set for June 15th.

NETWORK AFFILIATION: NBC.

REPRESENTATIVE: Edward Petry & Co., Inc., 17 East 42nd Street, New York, N. Y.

RATES:

TRANSMITTER CHARGES

Class "A"—6:00 to 10:00 PM; Monday through Friday.

	1:00 to 10:00 PM; Saturday and Sunday.							
1	40	30	20	15	10	5	*1	**20
Hour	Min.	Min.	Min.	Min.	Min.	Min.	Min.	Sec.
\$200	\$160	\$120	\$100	\$80	\$70.00	\$50.00	\$45.00	\$30.00

Class "B"—5:00 to 6:00 PM; Monday through Friday.

150	120	90	75	60	52.50	37.50	33.75	22.50
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Class "C"—All other items

100	80	60	50	40	35.00	25.00	22.50	15.00
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* Live and/or slide, film or card.

** Slide, film or card.

Bonus Discount for 52 weeks continuous telecasting—10% of the lowest net billing for any one week, multiplied by 52.

KSTP-TV (continued)

PROGRAM FACILITIES CHARGES

LIVE STUDIO

1	40	30	20	15	10	5
Hour	Min.	Min.	Min.	Min.	Min.	Min.
250.00	200.00	150.00	125.00	100.00	75.00	50.00

Rehearsal time
5 Hrs. 4 3 2½ 2 1½ 1

Additional rehearsal time \$25.00 per one-half hour or fraction thereof.

WBEN-TV CHANNEL 4 BUFFALO

OWNED AND OPERATED BY: WBEN, Inc. (The Buffalo Evening News)

STUDIO LOCATION: Hotel Statler, Buffalo 2, N. Y.

STUDIO: Studio measures 25' x 36'.

FACILITIES: Two studio image orthicon cameras.

REMOTE FACILITIES: Complete mobile unit with two cameras and micro-wave relays.

FILM FACILITIES: Two 16 mm. projectors, a two stage baloptican and two slide projectors.

PERSONNEL: A. H. Kirchofer, Executive Vice President; J. Woodrow Magnuson, Television Director; C. Robert Thompson, Station Manager; Ralph J. Kingsley, Chief Engineer.

REPRESENTATIVE: Edward Petry & Co., Inc., 17 East 42nd St., New York, N. Y.

WSPD-TV CHANNEL 13 TOLEDO

OWNED AND OPERATED BY: The Fort Industry Co.

STUDIO LOCATION: 136 Huron St., Toledo, Ohio.

STUDIO: Studio measures 24' x 45'.

FACILITIES: Three studio cameras.

REMOTE FACILITIES: Complete mobile unit with two cameras available.

FILM FACILITIES: Two 16 mm. projectors.

REHEARSAL CHARGES: Camera rehearsal time in ratio of 2:1 included in studio rates. \$25.00 per hour for time in excess of 2:1 ratio, but less than 4:1. \$75.00 per hour for time in excess of 4:1 ratio.

PERSONNEL: George B. Storer, President; E. Y. Flanagan, Managing Director; Glenn Jackson, Program Director; William M. Stringfellow, Chief Engineer.

REPRESENTATIVE: The Katz Agency, Inc., 500 Fifth Ave., New York 18, N. Y.

NOTE: Opening date—3rd week in May.

April, 1948

FILM STUDIO

75.00	70.00	60.00	52.50	45.00	37.50	30.00
Rehearsal time						
3 Hrs.	2½	2	1½	1	40 Mins.	½ Hr.

RATES:

TRANSMITTER CHARGE

1	40	30	20	15	10	5	1 Min.
Hour	Min.	Min.	Min.	Min.	Min.	Min.	or less
\$220	\$176	\$132	\$110	\$88	\$77	\$55	\$30

Program time in excess of 60 minutes is charged on a pro rata basis of the hourly rate, less 20% discount on the charge for time in excess of the first hour. A discount on transmitter time charge will be allowed advertisers who use 52 consecutive weeks of service, said discount to be 52 times 10% of the lowest weekly billing.

LIVE STUDIO

Use of live studio facilities for broadcast and/or rehearsal is charged at the rate of \$15.00 per ½ hour or fraction thereof.

FILM STUDIO

Use of film studio facilities for broadcast, run-through and/or rehearsal is charged at the rate of \$10.00 per ½ hour or fraction thereof.

LIVE AND FILM STUDIO

Use of film studio facilities in conjunction with live studio or remote pickup carries a flat rate of \$10.00.

RATES:

BASIC

(Includes transmitter and film facilities)

	1	½	20	15	10	5	
Time(s)	Hour	Hour	Min.	Min.	Min.	Min.	*Ann.
1	\$125.00	\$ 75.00	\$ 62.50	\$50.00	\$37.50	\$25.00	\$20.00
13	118.75	71.25	59.40	47.50	35.65	23.75	19.00
26	112.50	67.50	56.25	45.00	33.75	22.50	18.00
52	106.25	63.75	53.15	42.50	31.90	21.25	17.00
104	100.00	60.00	50.00	40.00	30.00	20.00	16.00

LIVE STUDIO

(Includes facilities covered by basic rate also)

1	200.00	120.00	100.00	80.00	60.00	40.00	32.00
13	190.00	114.00	95.00	76.00	57.00	38.00	30.40
26	180.00	108.00	90.00	72.00	54.00	36.00	28.80
52	170.00	102.00	85.00	68.00	51.00	34.00	27.20
104	160.00	96.00	80.00	64.00	48.00	32.00	25.60

* One Minute or less

WGN-TV CHANNEL 9 CHICAGO

OWNED AND OPERATED BY: WGN Inc. (Chicago Tribune).

STUDIO LOCATION: 441 North Michigan Avenue, Chicago, Ill.

STUDIO: One master studio which measures 36' x 42' x 20' and two auxiliary studios, 16' x 20'.

FACILITIES: Four studio cameras.

REMOTE FACILITIES: Four mobile cameras.

FILM FACILITIES: Two 35 mm. and one 16 mm. projector.

REHEARSAL CHARGES: Rehearsal time for studio \$30 for the first hour or fraction thereof, \$10 for each succeeding half or fraction thereof. Rehearsal subject to availability of facilities.

PERSONNEL: Col. Robert R. McCormick, President; Frank P. Schreiber, Manager; Carl J. Meyers, Director of Engineering; Vernon R. Brooks, Director of Operations;

Ted Mills, Program Manager; William A. McGuineas, Commercial Manager.

RATES:

Basic time rates—7-11 PM.

75% of basic time rates—5-7 PM, Mon. through Friday.

50% of basic rates—All other periods.

	1	40	30	20	15	10	5
	Hour	Min.	Min.	Min.	Min.	Min.	Min.
Time	\$150	\$120	\$90	\$75	\$60	\$50.00	\$37.50
Studio	400	320	240	200	160	133.50	100.00
Film	250	200	150	125	100	83.50	62.50

Rates for time and weather announcements and for remote pickups quoted on request.

Use of film studio facilities for commercials in connection with a live broadcast, \$30.

DISCOUNTS: Applicable to time charges only:

13 consec. weeks 5%

26 consec. wks. 7½%

52 consec. weeks 10%

2 times weekly for 13 or more weeks.....5% Tues. and Thurs.

3 times weekly for 13 or more weeks—7½% Monday, Wednesday and Friday

5 times weekly for 13 or more weeks.....10% Monday - Friday only

REVISED RATE CARDS (to supersede those printed in February issue)

WTMJ-TV CHANNEL 3 MILWAUKEE

RATES:

(Effective April 1, 1948)

TRANSMITTER CHARGES

Base Charges—Monday through Friday, 7:00 to 10:00 PM, Saturday and Sunday, 12:00 to 10:00 PM.

¾ Base Charges—Monday through Friday 5:00 to 7:00 PM.

½ Base Charge—All other periods.

1	40	30	20	15	10	5
Hour	Min.	Min.	Min.	Min.	Min.	Min.
\$200	\$160	\$120	\$100	\$80	\$70	\$45

1 min.—\$45. Live and includes facilities.

1 min.—\$30; 20 sec.—\$25. Slide, film or card only and includes facilities.

DISCOUNTS ON TRANSMITTER CHARGES

When 52 consecutive weeks of broadcasting are used, a bonus discount of 10% will be allowed on the lowest net weekly billing for transmitter charges only.

LIVE STUDIO

\$250	\$200	\$150	\$125	\$100	\$75	\$50
Rehearsal time included:						
5 Hrs.	4	3	2½	2	1½	1

FILM STUDIO

75	70	60	52.50	45	37.50	30
Rehearsal time included:						
3 Hrs.	2½	2	1½	1	40 Min.	½ Hr.

LIVE AND FILM STUDIO

Use of film studio in conjunction with the program studio or vice versa will be charged for at a flat rate of \$25.

REHEARSAL: If allotted live studio rehearsal time is not use, \$20 per half hour of unused time will be credited. Minimum charge of \$50. Additional rehearsal at \$20 per half hour.

WTTG CHANNEL 5 WASHINGTON

RATES:

(Effective March 15, 1948)

STUDIO OR REMOTE

Class A—Mon. through Sat. 6 PM to sign-off and all day Sun.

1	½	20	15	10	5	1 Min.
Hour	Hour	Min.	Min.	Min.	Min.	or less
\$250	\$150	\$120	\$100	\$75	\$50	\$25

Class B—Sign-on to 6 PM.

200	120	95	80	60	40	20
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REHEARSAL CHARGES: For studio show rehearsal \$25 for first hour and \$15 for each succeeding half hour or any portion thereof. A six-to-one ratio in studio rehearsal time is required except where the nature of the program is such that, in the opinion of the station, a lesser rehearsal period will suffice.

WCAU-TV CHANNEL 10 PHILADELPHIA

CLASS A—6:00 to 11:00 PM CLASS B—Before 6:00 PM and after 11:00 PM

LIVE STUDIO

10 Min.	5 Min.	10 Min.	5 Min.
\$70	\$60	\$52.50	\$45.00

FILM STUDIO

35	30	26.25	22.50
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WCBS-TV CHANNEL 2 NEW YORK

RATES:

(Effective April 1, 1948)

AIR TIME:

Class A time: 6-11 PM, Monday - Friday and 12 Noon-11 PM, Saturday and Sunday.

Class B time: All other periods. Will be charged at 60% of Class A rates.

Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	*Min.
1	\$560	\$420	\$350	\$280	\$235	\$200	\$150

* Sound film only. Includes use of film facilities.

Discounts on air time

26 times per year 5% 104 times per year..... 12½%
52 times per year 10% 208 or more times per year 15%

Time Signals: Per 20 second broadcast on sound film \$75.00

Studio Facilities: The charge for rehearsal is \$200 per hour as used. Maximum availability guaranteed at ratio of 5 to 1 of air time. Additional facilities only as available. Time for studio set-up and strike is \$50 per hour.

Use of Remote Pickup Facilities: \$800 per pickup, including rehearsal at remote location, for programs utilizing normal equipment and crew.

FILM FACILITIES:

\$125	\$105	\$85	\$75	\$65	\$55	\$45
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The above rate for film facilities are for sound film and include charges for the pre-broadcast run-through normally required. For rehearsal of commentator, interpolation and cueing of materials, etc., film facilities will be charged at the rate of \$100.00 per hour of such rehearsal.

WABD CHANNEL 5 NEW YORK

RATES:

(Effective March 15, 1948)

STUDIO OR REMOTE PROGRAMS

Class A—7-11 PM, Mon. through Sat.; 6-11 PM, Sun.

Hour	½ Hour	20 Min.	15 Min.	10 Min.	5 Min.	1 Min.	30 Sec.
\$800	\$480	\$360	\$320	\$240	\$160	\$120	\$100

Class B—6-7 PM, Mon. through Sat.; 12 Noon-6 PM, Sun.

650	390	292	260	195	130	97.50	80
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Class C—12 Noon-6 PM, 11 PM-Sign off, Mon. through Sat.

500	300	225	200	150	100	75	62.50
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Film Rates: 20% less when film only is used on periods of five minutes or more.

WWJ-TV CHANNEL 4 DETROIT

RATES:

(Rate Card No. 3—Effective March 1, 1948)

LIVE OR FILM STUDIO

Times	1 Hour	½ Hour	20 Min.	15 Min.	10 Min.	5 Min.	Ann.*
1	\$350.00	\$210.00	\$175.00	\$140.00	\$105.00	\$70.00	\$35.00
13	332.50	199.50	166.25	133.00	99.75	67.50	33.25
26	315.00	189.00	157.50	126.00	94.50	63.00	31.50
52	306.30	183.78	153.15	122.52	91.89	61.26	30.63
100	297.50	178.50	148.75	119.00	89.25	59.50	29.75
200	280.00	168.00	140.00	112.00	84.00	56.00	28.00
260	262.50	157.50	131.25	105.00	78.75	52.50	26.25

* 1 Minute or less.

WATV CHANNEL 13 NEWARK

GENERAL TELECASTING RATES

Class "A"—7:00 to 11:00 PM.

Per Wk.	1 Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
1	\$450.00	\$375.00	\$300.00	\$250.00	\$200.00	\$160.00	\$120.00
3	1282.50	1068.75	855.00	712.50	570.00	456.00	342.00
6	2430.00	2025.00	1620.00	1350.00	1080.00	864.00	648.00

Class "B"—3:00 to 7:00 PM.

Per Wk.	1 Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
1	360.00	312.50	250.00	212.50	170.00	136.00	102.00
3	1026.00	890.00	712.00	605.63	484.50	387.60	290.70
6	1944.00	1687.50	1350.00	1147.50	918.00	734.40	550.80

Weekly Discounts on Time: 26 consecutive weeks 5%; 52 consecutive weeks 10%.

Announcements:

Class A—One Minute	\$100.00	Twenty Seconds	\$80.00
Class B—One Minute	85.00	Twenty Seconds	70.00

Frequency Discounts on Announcements: 100-250 times—5%; 251-500 times—10%; 501 or more times—15%.

KSD-TV CHANNEL 5 ST. LOUIS

RATES:

(Effective May 1, 1948)

LIVE*

Hour	40 Min.	30 Min.	20 Min.	15 Min.	10 Min.	1 Min.
\$250	\$200	\$150	\$125	\$100	\$75	\$40

* General Telecasting Rates. All rates listed are for time charges only.

FREQUENCY DISCOUNTS: (Applicable to General Telecasting Rates Only).

13 Times	26 Times	52 Times	100 Times	200 Times
5%	10%	15%	20%	25%

FILM PROGRAMS AND SPOT ANNOUNCEMENTS: Same as above rates less 20% discount.

REHEARSAL: Rehearsal time included in rates as follows: 1 hour—2 hours rehearsal; 40 minutes—1½ hours rehearsal; 30 minutes—1 hour; 20 minutes—½ hour; 15 minutes—¼ hour; 10 minutes—¼ hour; 1 minute—¼ hour. For extra rehearsal time, \$50 for each hour up to five hours, and \$150 for each hour in excess of five hours.

WBAL CHANNEL 11 BALTIMORE

RATES:

LIVE STUDIO

Times	1 Hour	½ Hour	20 Min.	15 Min.	10 Min.	5 Min.
25 or less	\$350.00	\$185.00	\$150.00	\$125.00	\$100.00	\$65.00
26	332.50	175.75	142.50	118.75	95.00	61.75
52	315.00	166.50	135.00	112.50	90.00	58.50
104	297.50	157.25	127.50	106.25	85.00	55.25
208	280.00	148.00	120.00	100.00	80.00	52.00

ANNOUNCEMENTS: 20 second service announcement or one minute participating announcement on film or slide: \$35. Live studio announcement: \$50. Discounts: 26 times 5%, 52 times 10%, 104 times 15%, 208 or more times 20%.

FILM STUDIO: ¾ Live studio rates.

REHEARSAL CHARGES: Double the amount of broadcast time without extra charge. Additional rehearsal time: Studio \$60 per hour; film studio \$30 per hour.

PROGRAMMING

Analysis of commercial program formats shows news programs in lead with 15 sponsors.

ANALYSIS OF PROGRAM FORMATS

Sponsored studio shows outdistance sports pick-ups by 2 to 1; news and studio sport shows lead.

Breakdown of the 278 different program formats used by the 237 advertisers on television during March, shows that 100 studio programs were sponsored, 49 sports pick-ups, 9 film formats and 120 spot announcements.

News Leads

Of the studio shows, news programs ranked first in advertiser's popularity with 15 sponsored. Most of these are newsreels, such as the Camel-20th Century Fox reel, the Chevrolet-INS Telenews and Oldsmobile and GE-sponsored NBC newsreel. Others combine stills, graphs, charts, etc., with film clips and studio interviews.

Sports shows are second with 12 advertisers picking up the tab. Most of these center around studio inter-

views with leading sports figures interspersed with film clips of outstanding plays. Others precede or follow sports events, giving personality slants on the players or scores after the games.

Shopping programs have nine sponsors, most of them on a participation basis. Shows of this type are usually straight demonstration of the item in use, with selling features detailed and prices mentioned.

Kids' Shows Pull

Children's programs are growing in popularity particularly for sponsorship by set manufacturers. Nine such shows are now commercial. Angle here is to get the moppets so enthused that they'll consider television a basic essential in the home.

Most of these children's shows are combination formats of puppet shows, visualized story telling, film cartoons, shorts and serials, and guest appearances of people who rate high with the juvenile crowd. Personal interest note is interjected into some with young viewers invited to send their pictures in, mention made of birthdays, etc. Club memberships are also being built up, with cards or buttons issued if the youngsters write in.

DuMont's "Small Fry" program, half hour show five times weekly, now has over 30,000 members. The "Howdy-Doody" program, presented three times weekly over the NBC network, recently announced that "Howdy-Doody" was going to run for president and asked the youngsters to signify their support by writing in for buttons. Result: Over 55,000 requests.

Teen age shows for the older age groups now have two sponsors.

Variety programs have 8 sponsors, and musical programs two. However, once definite contract rates are set for musicians, more of this type show will probably be done—provided, of course, that the salary scale is within budget limits.

Women's Programs

Women's programs are sponsored by 9 manufacturers—with three sponsoring cooking programs, four fashion shows, and two general formats. Cooking programs are straight culinary demonstrations, with step-by-step processes in food preparation shown. Fashion programs are either handled straight or combined with variety acts. General formats are in three or four sections, with segments devoted to cooking, interior decorating, fashion, beauty hints, and the other subjects of particular interest to homemakers. With the exception of New York, most of these programs are scheduled for afternoon telecasting.

Quiz and audience participation shows have ten sponsors. These run the gamut of studio contestants, home viewer participation, either by write-in or phone, and cover everything from stunts to mental twisters on a wide range of topics.

Demonstration programs, based on "how to do it" ideas, have 6 sponsors, with many of the formats being integrated commercials. Two dance instruction and one art instruction programs are also being sponsored. These are also geared along the step by step technique.

Amateur hours are becoming popular, with five advertisers picking up the tab. Interviews and discussion formats now rate six sponsors. Some of these center around "at home" formats with guest stars interviewed. Others are pro and con discussions on controversial subjects.

While dramatic shows rate high in viewer preference, the high cost has found only one taker—Kraft. Education formats and "Man on the Street" programs each rate one sponsor.

Seven advertisers sponsor film programs—mostly full length features of old releases, and Westerns. Two others sponsor travelogues.

Summing It Up

Of the 49 commercial sports pick-ups, boxing is sponsored by 18 advertisers, basketball by 12, wrestling by 11, hockey by 6, horse racing by 1 and swimming by 1.

SOLD

"Time Thru The Ages"



Other
"Tele-POP spot film
cartoon commercials
available in new series
and CUSTOM-BILT.

* trade-mark for VIDEO ASSOCIATES' unique animated film cartoon technique at 1/3 to 1/2 the cost of standard animation.

PROGRAM PRODUCERS
Film Commercials

VIDEO ASSOCIATES INC.

515 Madison Ave., N. Y. 22, N. Y.
PL 3-7966

Analysis of A. T. & T. and Western Union network charges; new applications—by **Dorothy Holloway**

NOT generally known is the fact that FCC still has some TV channels "in the bag." Whether FCC approves their use in some areas depends on a rule-making procedure or a finding that "public interest" permits use of the wavelength even though it may proscribe coverage of other TV operators. FCC could, of course, let loose some of the channels it's been holding for the whistle-stops.

Delays in establishing television in the TV-congested markets where hearings are in prospect are promised as the result of FCC's new rule-making requirement whenever a channel is shifted to a video-poor area. Some 20 channel shifts are pending at FCC—most of them bad news for long-delayed video applicants in the big towns.

Yankee Net's request to use ch. 10 in Bridgeport rather than Hartford precipitated the FCC move.

The Toledo Blade promptly followed with a request to add chs. 10 and/or 11 to the Toledo area where four bidders are after a theoretically non-existent channel. KVEC, San Louis Obispo, Calif., is also out to hijack a channel.

TV Networked With Platinum?

It's touch-and-go whether the new coaxial cable network rates filed by the American Telephone & Telegraph Company will undercut charges quoted by Western Union for microwave relaying between New York and Philadelphia. Both companies' charges are to go in effect May 1. Neither includes transmission of the FM sound for video. There's some talk among TV'ers of protesting the rates, but FCC men say they aren't too high considering present stratospheric costs of operating the cable.

Practically, the rates are not com-

parable since the phone company quotes charges for one-way transmission only; Western Union's relay is a reversible—but not a simultaneous—two-way circuit.

The new phone company tariffs: \$35 per-airline-mile per month for 8-hour-daily usage; for the same users, original station connection charge of \$750 has been shaved to \$500 (or \$1,000 a month for connections on both receiving and transmitting ends). Overall, they represent a 25-30 percent reduction over the rates withdrawn last summer.

The phone company has a separate rate card whenever it is necessary to split a circuit among two or more subscribers. The monthly charge is \$25 per-airline-mile for four hours daily use plus \$250 per station connection.

Occasional users pay a stiffer sum: \$1.00 per-airline-mile for the first hour, 25 cents per airline mile for each additional consecutive quarter-hour segment. Their station connection charge is \$200 plus \$10 an hour of actual time used.

Whether N. Y. area subscribers will find it cheaper to use Western Union or A.T. & T. facilities for their convention coverage may depend on the local loops (another extra) they will require.

Rock-bottom rates for FM sound track are \$6.00 per airline mile per month; higher-fidelity lines are available at \$8.00.

Western Union's monthly rate for 4-to-12 daily usage was pegged at \$4,700 between N. Y. and Philly. Regular broadcasting hours may be extended at a monthly cost of \$340 for each additional hour. Occasional use outside of regular contract hours will cost \$25 for each extra hour.

Networks

Main differences in the two rates center around the fact that Western Union will lease their lines to one company who in turn can share it with other broadcasters and split the total charge of \$4700 among themselves providing, of course, that no profit is made on the deal. In other words, two broadcasters could work out their own time-sharing arrangements with each of

A.T.&T. Rates for Coaxial Cable and Radio Relay

NEW YORK—PHILADELPHIA—83 airline miles

	Mileage Rate	Terminal Charges	Sound*	TOTAL
8 Hour Daily Use	\$2905	\$1000	\$498	\$4403
Split Circuit Use	2075	500	498	3073
Occasional Use (1 Hour).....	83	420	498	1001

NEW YORK—PHILADELPHIA—BALTIMORE—173 airline miles

8 Hour Daily Use	\$6055	\$1500	\$1038	\$8593
Split Circuit Use	4325	750	1038	6113
Occasional Use (1 Hour).....	173	630	1038	1841

NEW YORK—PHILADELPHIA—BALTIMORE—WASHINGTON—209 airline miles

8 Hour Daily Use	\$7315	\$2000	\$1254	\$10569
Split Circuit Use	5225	1000	1254	7479
Occasional Use (1 Hour).....	209	840	1254	2303

NEW YORK—BOSTON—188 airline miles

8 Hour Daily Use	\$6580	\$1000	\$1128	\$8708
Split Circuit Use	4700	500	1128	6328
Occasional Use (1 Hour).....	188	420	1128	1736

* Sound charges are figured at the lowest rate of \$6 per airline mile for 16 hours daily use. A.T.&T. has made no provision for split charges on sound transmission.

them paying \$2350 per month for video transmission. On A.T. & T. rates the split circuit and occasional use charges precludes such intra-company arrangements. On page 23 is a breakdown of the proposed time

charges for the use of A.T. & T. facilities. Basic rate of \$6 per air-line mile for sound is used. However, charges for local routes are not included as this would depend on individual cases.

pany operates WJLB (AM) Detroit and has permits in Saginaw and Lansing. Lawyers are Kirkland and Fleming; engineers are Ed Clark, technical director of Booth stations and Percy Russell.

Application is also pending from Advertisers Press, Inc. for the one channel assigned to Flint.

APPLICATIONS FILED

Albany: Hudson Valley Broadcasting Co., Inc. (WROW) has filed for channel 7. Plant costs will be \$176,125 with first year's expenses pegged at \$125,000. Power will be 2.4 kw visual and 1.2 kw aural.

Press Company has filed for channel 2. Transmitter will be at Kill Road, 4 miles south of Western Avenue and the studio at the corner of Beaver and Green Streets, Albany. Plant cost is pegged at \$238,840 with first year's expenses \$95,000. Power will be 15.1 kw visual and 7.5 kw aural. President is Frank Gannett and J. M. McDonald is treasurer. Company is owned by Gannett Co., Inc.—100% newspaper chain. Press Co. owns 20% of stock of WABY.

The Albany - Schenectady - Troy area has been assigned 5 channels. WRGB is already operating, leaving 4 channels available.

Baltimore: Applications of WCAO and WITH to have channel 6 assigned to Baltimore have been dismissed by the FCC.

Birmingham: Birmingham News Co., operators of WSGN and publishers of the Birmingham Age-Herald and News, has filed for channel 9. Construction costs are pegged at \$192,500, with yearly expenses estimated at \$120,000 and revenues of \$70,000. RCA transmitter will be located at Red Mountain Rose-dale, with 25.8 visual power and 12.8 kw aural power. Company has interlocking ownership with WHBS, Huntsville, Alabama. Henry P. Johnston is executive vice president and manager. Engineer is John Barron.

Three channels have been assigned to Birmingham. CP has been granted to WBRC, and application is also pending from WAPI.

Davenport, Ia.: Central Broadcasting Co. has filed for channel 5. \$288,347 has been earmarked for construction, with first year's expenses estimated at \$72,000. They plan to locate RCA transmitter at Pleasant Valley with 22.9 kw visual power. Company also has a TV bid filed in Des Moines and has interlocking ownership with KMA,

Shenandoah, Ia. (KMA has an application pending in Omaha.) B. J. Palmer is president; P. A. Loyet, vice president and D. C. Palmer vice president and treasurer. The lawyers are Dow, Lohnes & Alber-son; the engineer, A. D. Ring & Co.

This is the first bid for one of the four channels assigned to the Davenport-Rock Island-Moline area.

Denver: Landon Television Broadcasting Co. of Topeka, Kan. has filed for channel 5. The RCA transmitter and studio will be located at Park Lane Hotel, Denver. Plant costs pegged at \$180,000 with no estimated expenses given. Alf M. Landon, the president, was 1936 Republican presidential candidate. Firm holds AM permits in Leavenworth and Liberal, Kansas. Power will be 16.9 kw visual and 8.5 kw aural. Ross Bohannon is the lawyer and Frank McIntosh, the engineer.

This is the first application for one of the five channels assigned to Denver.

Des Moines: KSO, Murphy Broadcasting Co., plans to spend \$215,000 on construction and \$130,000 for the first year's expenses. Transmitter will be located at E. 38th Street & Broadway, with 16.8 kw visual power and 8.5 kw aural power. Sale of KSO is pending to Tri-States—Meredith Broadcasting Co., which has mutually exclusive TV application on file for Des Moines. If sale is approved, one will be withdrawn. President is Kingsley Murphy; lawyers, Pierson & Ball; engineers, Jansky & Bailey.

In addition to KSO and Tri-States-Meredith, bids are also pending from KIOA, KRNT and WHO for the four channels assigned.

Flint: Booth radio station (WBBC) has filed for channel 11. The transmitter will be located at Bristol Road, 500 ft. E. Dort Highway and the studio at 112 W. Water St., Flint. Plant cost is estimated at \$106,217 with first year's expenses at \$60,000. Power will be 2.8 kw visual and 1.4 kw aural. John Booth is president and is also head of Booth Newspapers of Michigan. Eric Hay is vice president. Com-

Fresno: Donroy Broadcasting Co. plan to locate the GE transmitter at the intersection of Cedar & Barstow Avenues, with plant costs estimated at \$154,352 and first year's expenses at \$120,000. Firm is an equal partnership of Don K. Hankey and Leroy Hillman, operators of Los Angeles Rent-Car Service. Engineers are Bernard Associates.

This is the first bid for the two channels assigned to Fresno.

Jacksonville: WMBR, Florida Broadcasting Co., plans \$197,500 for construction with first year's expenses estimated at \$50,000. Transmitter will be located at Vine & Massachusetts Avenues with 14.8 kw visual power and 7.4 kw aural. Station has joint ownership with WAPI, Birmingham, Ala., who also have a bid pending. President is Frank King. Lawyers are Hogan & Hartson; engineer is A. D. Ring.

Jacksonville Broadcasting Co. (WPDQ) has filed for channel 6. The transmitter will be located at the Barnett Bank Building, and the studio will be at the Gulf Life Building. Plant cost is pegged at \$188,242, with first year's expenses estimated at \$70,000. Power will be 19.8 kw visual and 10.2 kw aural. James Stockton is 30% owner and president; Linton Baggs (60%) is vice president and Robert Feagin (10%) is secy.-treasurer. There is an interlocking ownership with WNCA. Feagin was the lawyer and George C. Davis the engineer.

These are first two bids for four channels assigned to Jacksonville.

La Jolla: Don Lee Broadcasting System has applied for channel 6; will locate GE transmitter-studio on Mt. Soledad. Power will be 20 kw visual; 10 kw aural. Construction costs are estimated at \$264,130 with first year's expenses at \$100,000. Company plans net operation with its experimental station W6XAO in Los Angeles and also has a bid on file in San Francisco. Lewis Allen Weiss is general manager of all Don Lee stations. Dempsey & Kopolovitz are the lawyers.

No channel has been assigned to La Jolla by the FCC.

Milwaukee: Hearst Radio (WISN-Milwaukee Sentinel) will locate its studio at 3716 Wisconsin Avenue; the transmitter in the Wisconsin Tower Building with 30 kw visual power and 16 kw aural power. Construction is estimated at \$364,438 with first year's expenses at \$208,000. Hearst operates WBAL-TV, Baltimore, with subsidiary WCAE, Pittsburgh also applying for TV. E. M. Stoer is Hearst radio vice president; G. W. Grignon is vice president of WISN. Littlepage & Littlepage are the lawyers; A. Earl Cullum, the engineer.

WFOX, Wisconsin Broadcasting System, will locate their transmitter at 208 E. Wisconsin Avenue, with 26 kw visual and 13 kw aural power. \$191,200 has been earmarked for plant, with first year's expenses estimated at \$100,000. Charles J. Lamphier is president; Haley & McKenna, the lawyers, and E. C. Page, the engineer.

Four channels have been assigned with WTMJ-TV operating.

Minneapolis: Beck Studios, Inc., have applied for channel 7, will locate DuMont transmitter at W. Lynnhurst Street and University Avenue, St. Paul, and studios at the Lyceum Theatre, Minneapolis. Power will be 18 kw visual, 9 kw aural. Construction costs are pegged at \$215,200, with first year's expenses estimated at \$96,000. Company operates the Beck Radio School and the Twin City Television Lab, a training school in television. President and majority stockholder is Joseph H. Beck, former TV director, WTCN; William E. Gage is vice president, and Ernest Colling is program director. Lawyers are Roberts & McGinnis; engineer is Weldon & Carr. Company holds video rights to Lyceum productions.

Independent Merchants Broadcasting Co., WLOL, has also applied for channel 7. Plans call for locating the RCA transmitter at 2503 Myrtle Street, St. Paul, with 16 kw visual and 8 kw aural power. Plant costs are figured at \$229,700, with first year's operating expenses set at \$131,000. C. T. Hagman is general manager. Pierson & Ball are the lawyers; E. C. Page, the engineer.

Five channels have been assigned the Minneapolis-St. Paul area. KSTP-TV is now on the air and WTCN-TV is due to open this summer. Application is also pending from WMIN, leaving 3 bidders for the two remaining channels.

New Orleans: New Orleans Television Co. has applied for channel 2. DuMont transmitter and studio will be located at 1100 S. Liberty Street, with 14.6 kw visual and 7.3 kw aural power. Construction costs are pegged at \$306,800, with estimated first year's expenses set at \$120,000. Partnership is equally divided among oil producers H. H. Coffield, W. L. Pickens and R. L. Wheelock, with each partner showing assets of over \$500,000. They are also bidding in San Antonio and Phoenix and expect to file in Corpus Christi. Engineer is Frank McIntosh.

Five channels have been allocated to New Orleans. Grants have been made to WRTV, WDSU and WTPS. Applications are pending from Mississippi Valley Broadcasting Co. and WWL.

Niagara Falls: Niagara Falls Gazette Publishing Co., operators of WHLD, have applied for channel 9. RCA transmitter will be located at Eagle Park, Grand Island, with power of 15 kw visual and 11.3 kw aural. \$239,700 has been earmarked for plant costs, with \$60,000 estimated for the first year's expenses. Vice president and general manager is Earl C. Hull. Dow, Lohnes & Albertson are the lawyers and Russell P. May is the engineer.

Four channels were originally allocated to the Buffalo area, but in accordance with Canadian agreement one channel was recently taken away. This move however is now being protested. Score in Buffalo stands at one CP to WBEN-TV, which will open in May, and applications pending from WEBR, WKBW, New England Television and WGR.

Omaha: KFAB Broadcasting Co. has filed for channel 7. The transmitter and studio will be located at 408 S. 18th St., Omaha, Nebr. Plant costs are estimated at \$205,081 with first year's expenses \$150,000. Harry Burke is general manager and L. A. Miller, the program director. Power will be 24.4 kw visual and 12.7 kw aural. Segal, Smith and Hennessey are the lawyers and Mark W. Bullock and George C. Davis are the engineers.

One grant has already been made to WOW and bid is pending from May Broadcasting Co.

Phoenix: Phoenix Television Co. has filed for channel 5. Construction costs are pegged at \$171,500 with first year's expenses estimated at \$96,000. Power will be 17.5 kw

visual and 8.7 kw aural. For details of partnership, see New Orleans.

Four channels have been assigned to Phoenix, this being the first application.

Richmond: WRVA, Larus & Bros. Co., are applying for channel 10. Transmitter will be located on Midlothian Turnpike, with 23.5 kw visual and 11.7 kw aural power. Plant costs are estimated at \$273,575, with first year's expenses at \$60,000. Company has interlocking ownership with WRVC, Norfolk. C. T. Lucy is manager; Fisher & Wayland are the lawyers and Paul Godley Co. are the engineers.

Lee Broadcasting Co. (WLEE) has filed for channel 10. Transmitter and studio to be located at AM site. They plan to spend \$198,000 on plant construction with first year's expenses pegged at \$60-120,000. Power will be 21.3 kw visual and 13.6 kw aural. Thomas G. Tinsley is manager and owner. William Porter is the lawyer and Chambers and Garrison the engineers.

Four channels have been assigned to Richmond. WTVR will start operating April 22; and application is also pending from WRNL.

San Antonio: San Antonio Television Co. has asked for channel 5. Company will spend \$194,000 for plant and \$76,500 for first year's expenses. DuMont transmitter and studios will be located in the Transit Tower Building with 17.8 kw visual power and 8.9 kw aural power. Engineer is Frank McIntosh. (For details of partnership see New Orleans.)

Five channels have been assigned to San Antonio. Application is also pending from WOAI.

San Francisco: Television, California, has applied for channel 11, will locate GE transmitter on Mt. Bruno, with 31.3 kw visual and 15.6 kw aural power. Plant costs are estimated at \$276,670, with first year's expenses pegged at \$150,000. Partners are R. H. Chamberlain and W. E. Breedon. Pauley holds 72 out of 80 shares, gives annual income in excess of \$500,000, and is willing to underwrite deficits for three years to the tune of \$150,000 a year. Company plans other California bids. Haley & McKenna are the lawyers; Dixie B. McKey is the engineer.

Columbia Broadcasting System has applied for channel 9, will locate GE transmitter on Mt. San Bruno; studio at 140 Jessie Street. Plant is

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estimated at \$635,000 without land, with first year's expenses pegged at \$500,000. Company owns WCBS-TV, New York, has applications pending hearing in Chicago and Boston, are trying to buy in TV in Los Angeles. Net also holds 45% KQW, San Francisco. Frank Stanton is president; Adrian Murphy, vice president in charge of television.

Radio Diablo, operators of FM station KSBR, has applied for channel 13. Construction costs are estimated at \$287,500, with estimated first year's expenses set at \$180,000. Company is affiliate of tube manufacturer, Eitel-McCullough, Inc. Orrin Brown is president; Loucks & Sharfeld, the lawyers.

Six channels have been assigned to San Francisco. Grants have been issued to KWIS, KRON-TV and KGO-TV. In addition to the three applications listed above, bids are also pending from KFRC, KSAN, KROW, Television Productions and Leland Holzer, making eight bidders for the three remaining channels.

San Jose: FM Radio and Television Corp. (KRPO) has filed for channel 13. The RCA transmitter will be located at Mt. Copernicus; studio at 3654 Main St., Riverside. Plant costs pegged at \$188,450 with first year's expenses estimated at \$168,000. W. L. Gleeson, the president, is also principal in KPRO, Riverside, TV permittee. Power will be 31.4 kw visual and 15.7 kw aural. Lawyer is Peter Seward; Glenn D. Gillette is engineer.

Video Broadcasting Co. also has an application on file for the one channel assigned to San Jose.

Topeka: WIBW, Topeka Broadcasting Association, Inc., has applied for channel 7. RCA transmitter will be located 6 miles west of Topeka, with 21.1 kw visual and 10.6 aural power. \$191,700 has been earmarked for construction costs, with first year's expenses estimated at \$60,000. Company is owned by Senator Arthur Capper and Capper Publications, Inc. Bid has also been filed through Capper station KCKN, for TV outlet in Kansas City, and net operation is planned between the two. Ben Ludy is manager; lawyers are Hogan & Hartson, and engineers are Chambers & Garrison.

Two channels have been allocated to Topeka. Bid is also pending from Midland Broadcasting Co.

St. Joseph, Mo.: Midland Broadcasting Co. (KMBC, Kansas City) has filed for channel 13. DuMont transmitter will be located at First

& Indiana Avenues, St. Joseph; studio at 1330 Baltimore Avenue, Kansas City. Plant is estimated at \$58,000, with \$15,000 for the first year's expenses. KMBC-CBS plans satellite operation with St. Joseph and possibly Wichita. (Application for Kansas City is now pending hearing.) Power will be 3 kw visual and 1.5 kw aural. Arthur B. Church is president; Loucks & Sharfeld are the lawyers.

Application is the only bid for the one channel assigned the city.

Tulsa: George E. Cameron, Jr., has filed for channel 6. RCA transmitter will be located at Pittsburgh Avenue & 21st Street, with 16.5 kw visual and 8.5 kw aural power. Construction costs are estimated at \$201,800, with first year's expenses at \$50,000. President and 70% owner is George Cameron, independent oil producer; Mrs. M. H. Alvarez, KTUL and John B. Hill, each 15 percent. Bids will be filed in four other markets under the corporate name of Cameron Television Corp. Lawyers are Hogan & Hartson; engineer is George C. Davis.

This is the first application for one of the four channels assigned to Tulsa.

Utica: Copper City Broadcasting Corp. (WKAL, Rome), has applied for channel 13; will locate RCA transmitter at Old Road & Smith Hill Road, with 15 kw visual and 11.3 kw aural. Construction costs are estimated at \$205,900, with first year's expenses at \$50,000. Myron J. Kallet is president; Hogan & Hartson, the lawyers and George P. Adair, the engineer.

Two channels have been assigned to Utica. Application is also pending from the Observer-Dispatch.

AT PRESSTIME: Applications were received from:

Albany: WPTR, Patroon Broadcasting Co.

Clayton, Mo.: KFUD, Evangelical Lutheran Synod.

Denver: KLZ Broadcasting Co.

Miami: Miami-Hollywood Television Co.

Madison: WISC, Radio Wisconsin Inc.

Milwaukee: WEXT, Inc. and Capital City Broadcasting Co.

Sacramento: M. R. Schacker.

Santa Barbara: M. R. Schacker.

Portsmouth, N. H.—WHEB.

ADVERTISING

237 advertisers on television during March . . . complete category breakdown of all sponsored shows.

ADVERTISING ANALYSIS

Local and regional sponsors total 78%, national advertisers 22%. Category-wise, retailers lead with 35%.

Of the 237 advertisers on television during March, retail outlets total 35% of the various categories. Of this group, 11% were appliance stores, 8% local auto dealers, 5% department stores, and 11% specialty shops of all types. This 35% total, naturally, consists of local advertisers in each city.

The next largest category is distributors and manufacturers, comprising 13% of the total. Most of this group are television set manufacturers such as Philco, RCA, General Electric, Motorola, Crosley, etc., and their local distributors and dealers in each area. Programs are sponsored with the two-fold purpose of helping to build station programming and thus sell their own television sets.

Third on the list are food and beverage companies with a total of 9%, followed by beer and wine advertisers which make up 6% of the entire group. Clothing and apparel manufacturers add another 6%. Motor oil and fuel and home furnishings each total 3%, while building materials, auto manufacturers, home appliance companies, television accessories, public utilities, hotels and restaurants, poll 2% each. Other categories, represented with 1% each of the total, include accessories, cigarettes, real estate, rubber products, soaps and starches, toilet articles, watches, insurance and banks, newspapers and magazines and pharmaceutical supplies. The remaining total of 3% is covered by advertising agencies, associations, laundries and personal services, theatres, schools, moving and storage companies and repair services, with one company of each type now on television.

National and Local

Summing up the overall picture, local and regional advertisers account for about 78% of the total with national advertisers making up the remaining 22%. However, the number of stations used by these national advertisers shows a deeper penetration than the percentage

figure would seem to indicate. Many of these national accounts, as can be seen by the following breakdown and the complete list of advertisers, are sponsoring spot announcements on anywhere from 5 to 11 stations, in addition to regularly scheduled shows.

Breakdown of the total 237 shows that 78 advertisers use spots only, 42 advertisers combine spots with studio, film or remote programs and 117 advertisers use studio, film or remote programs only.

CATEGORY BREAKDOWN

Distributors and Manufacturers

—31: *Over WABD*—DuMont Tele-sets, Telestores Corp. of America, Transvision. *Over WNBT*—General Electric, Motorola, Philco Corp. *Over WRGB*—General Electric, Motorola, Philco Corp. *Over WPTZ*—General Electric, Motorola, Philco Corp. *Over WFIL-TV*—Trilling & Montague. *Over WMAR-TV*—Stephan Seth (Bendix), Simon Distributing Co. (Motorola), Television Co. of Md., Zamoisky Co. *Over WBAL-TV*—General Electric, Motorola, Philco Corp. *Over WNBW*—General Electric, Motorola, Philco Corp. *Over WTTG*—DuMont Tele-sets, Simon Distributing Co. *Over WMAL-TV*—General Electric Supply Corp., Philco, Simon Distributing Co. *Over WBKB*—Admiral Corp., Harry Alter Co., Galvin Mfg. Co., Motorola, Philco Corp., Philco Distributors, Inc., RCA-Victor Dist. Corp. *Over WLWT*—Avco Mfg. (Crosley Div.), Philco Corp. *Over WEWS*—Philco Corp. *Over WWJ-TV*—Norge Dealers of Greater Detroit, Philco Corp., Philco Distributors of Detroit, RCA-Victor Dist. Corp. *Over KTLA*—Admiral Radio, General Electric Supply Corp., Los Angeles Television Distributors, Motorola, Philco Corp. *Over WTMJ-TV*—Electro-Pliance Distributors, Philco Corp., Radio Specialty Co., Taylor Electric Co. *Over KSD-TV*—Artophone Corp., Crosley Dealers,

Philco Corp., Philco Dealers, RCA Victor Dealers.

Retail Outlets—27:

Over WABD—American Shops, Bergdorf Goodman. Powers, Inc., Jay Thorpe. *Over WRGB*—The Carl Co., McManus & Riley, Snappy Men's Shop. *Over WPTZ*—Barr's Jewelers, C. H. Davis Co., Irwin Schaffer. *Over WMAR-TV*—Baltimore Salvage Co., Nick Bloom Tailor, Century Shoe Repair, Hauswald's Bakery, S. & N. Katz. *Over WNBW*—Stewart's Men's Clothes. *Over WTTG*—Stewart's Men's Clothes, Zlotnick the Furrier. *Over WMAL-TV*—Fashion Shop. *Over KTLA*—Adair's, Alfa Beta Food Stores, Caspar Davis, Park Camera Exchange, Pep Boys, Rexall Drug Stores, Schwabacher Frey, The Sleep Shops. *Over WTMJ-TV*—William Silverstone & Co.

Appliance Stores — 26:

Over WABD—Winston Radio & Television. *Over WNBT*—Davega-City Radio, Inc. *Over WRGB*—American Television Headquarters. *Over WPTZ*—Philadelphia Electric, Wilf Brothers. *Over WFIL-TV*—Bartel's, Mort Farr. *Over WNBW*—Georges Radio & Television Stores, Lacy's, Master Appliance, Sun Radio Co., Ward Radio Co. *Over WTTG*—Georges Radio & Television Stores. *Over WBKB*—Emergency Radio & Appliance, Hudson-Ross, Terman Television Sales. *Over WLWT*—Steinberg's Radio Store. *Over WWJ-TV*—Hot 'N Kold Shops. Ned's Auto Supply. *Over KTLA*—Flash Electric, Richards Radio. *Over WTMJ-TV*—Broadway House of Music, Good Housekeeping Stores, Hack's Furniture and Appliance Store, Ische Bros. Radio Co.

Foods, Beverages—21:

Over WABD—Fischer Baking Co., General Foods, Sanka. *Over WCBS-TV*—Evervess, General Foods, C. F. Mueller. *Over WNBT*—General Foods, Kraft, Swift. *Over WRGB*—Colonial Ice Cream, Kraft, Swift. *Over WPTZ*—Chex Candy Co., Kraft, Swift. *Over WMAR-TV*—Bettar Ice Cream, Kress Dairies. *Over WBAL-TV*—Kraft. *Over*



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WNBW—L. S. Briggs Co., Kraft, Swift. *Over WTTG*—Good Humor Ice Cream, Meadow Gold Ice Cream. *Over WBKB*—Dad's Root Beer, New Era Potato Chips Sales Corp., Reed Candy Co., Squirt Co. *Over WEWS*—Chex Candy Co. *Over KSD-TV*—American Packing Co., Pepsi-Cola Bottling Co., Seven-Up Bottling Co.

Automobile Dealers—19: *Over WABD*—Hudson Dealers. *Over WPTZ*—Heinel Motors, Shore Bros. *Over WFIL-TV*—Crisconi's Phila. Motor Car Co., Thornton Fuller, Girard Chevrolet, Heinel Motors, Harry Krouse, Phila. Automobile Co. *Over WMAR-TV*—Frost Motors, Kaiser-Frazer Dealers, State Motor Co. *Over WNBW*—Tom's Auto Service, Peake Motor Co., Wheeler, Inc. *Over WTTG*—Tom's Auto Service, Wheeler, Inc. *Over WMAL-TV*—McKee Pontiac Co., Skinker Motor Co., Tom's Auto Service, Wheeler, Inc. *Over KTLA*—Kelley Kar Co., Tupman Motors, Inc. *Over WTMJ-TV*—Ennis Motors of Milwaukee.

Beers, Wines—14: *Over WABD*—Cresta Blanca, Dry Imperato Champagne, Mouquin Wines. *Over WPTZ*—Barbey's, William Gretz Brewing Co. *Over WFIL-TV*—Cresta Blanca, Scott & Grauer. *Over WMAR-TV*—Cresta Blanca, Free State Beer, Globe Brewing Co., Gunther Brewing Co., National Brewing Co. *Over WNBW*—Gunther Brewing Co. *Over WTTG*—Cresta Blanca, Dry Imperato Champagne, Gunther Brewing Co., National Brewing Co. *Over WMAL-TV*—Globe Brewing Co. *Over WBKB*—Atlas Prager Brewing Co., Cresta Blanca. *Over WLWT*—George Wiedemann Brewing Co. *Over WWJ-TV*—Cresta Blanca. *Over KTLA*—Cresta Blanca. *Over WTMJ-TV*—A. Gettelman Brewing Co. *Over KSD-TV*—Hyde Park Breweries Asso.

Clothing and Apparel—13: *Over WABD*—Botany, Bucknell Shirts, Jay Day Dress Co., Powell-Campbell. *Over WCBS-TV*—Knox the Hatter. *Over WNBT*—Simon Ackerman, B. V. D. Corp., Botany, Brentwood Sportswear. *Over WRGB*—Brentwood Sportswear. *Over WPTZ*—B. V. D. Corp., Botany, Brentwood Sportswear. *Over WMAR-TV*—B. V. D. Corp., Calvert Hats. *Over WNBW*—B. V. D. Corp., Calvert Hats. *Over WTTG*—Baskin Furs. *Over WBKB*—B. V. D. Corp., Botany. *Over WWJ-TV*—B. V. D. Corp. *Over KTLA*—B. V. D. Corp., Botany, Brownstein Louis (Hendan Shirts),

Pelta Furs, Inc. *Over WTMJ-TV*—Botany, Stuarts, Inc. *Over KSD-TV*—Botany.

Department Stores—12: *Over WPTZ*—Gimbels (Phila.). *Over WMAR-TV*—Hub Dept. Store. *Over WNBW*—The Hecht Co. *Over WTTG*—Ida's Dept. Store. *Over WBKB*—The Fair Store. *Over WLWT*—H. & S. Pogue. *Over WWJ-TV*—J. L. Hudson Co. *Over KTLA*—The May Co., Sears Roebuck. *Over WTMJ-TV*—The Boston Store, Gimbels (Milwaukee), Ed Schuster Stores.

Home Furnishings—7: *Over WABD*—Alexander Smith, Purofed Down Products Corp. *Over WRGB*—Roberts Piano Co. *Over WFIL-TV*—Stoumen Rug Co. *Over WNBW*—P. J. Nee Furniture. *Over WTTG*—Pennsylvania Linoleum, Southern Venetian Blind Co.

Motor Oils & Fuels—7: *Over WCBS*—Gulf. *Over WNBT*—Gulf. *Over WRGB*—Gulf. *Over WPTZ*—Atlantic Refining Co., Gulf. *Over WEWS*—Sohio. *Over KTLA*—General Petroleum, Standard Oil of California, Union Oil Co. *Over WTMJ-TV*—Wadham's Div. Socony Vacuum Oil Co.

Building Materials—5: *Over WMAR-TV*—Kool-Vent Awnings. *Over WWJ-TV*—American Blower Corp. *Over KTLA*—Recall Brass. *Over WTMJ-TV*—Droegkamp Appliance & Heating Co., Stenz Bldg. Co.

Hotels & Restaurants—5: *Over WFIL-TV*—Chalfonte-Haddon Hall. *Over WMAR-TV*—Hotel Herman Dining Room, Marty's, Park Plaza. *Over WBKB*—Jump Town Restaurant.

Automobile Mfgs.—4: *Chevrolet*—*Over WABD, WTTG, WBKB, WWJ-TV.* *Ford*—*Over WCBS-TV, WWJ-TV, KTLA.* *Kaiser-Frazer*—*Over WABD, WFIL-TV, WMAR-TV, WTTG.* *Oldsmobile*—*Over WNBT.*

Home Appliances—4: *Over WABD*—Apex Electrical Mfg. Co. (Fold-A-Matic Iron). *Over WNBT*—Kelvinator. *Over WRGB*—Kelvinator. *Over WPTZ*—Kelvinator, Pierce Phelps (Proctor Never-Lift Iron). *Over WBAL-TV*—Kelvinator. *Over WNBW*—Kelvinator. *Over WMAL-TV*—Proctor & Hutchison (washing machines).

Television Accessories—4: *Pioneer Scientific Corp. (Polaroid)*—

Over WABD and WCBS-TV. *Transmirra Products Corp.* — Over WABD, WFIL-TV, WMAL-TV, WBKB, KSD-TV. *Walco (Tele-Vue-Lens)*—Over WABD, WCBS-TV, WFIL-TV, WEWS, KTLA. *Video Sales Co. (Walco)*—Over WTMJ-TV.

Utilities—4: Over WMAR-TV—Gas & Electric Co. of Baltimore. Over WBKB—Commonwealth Edison Co. Over WWJ-TV — Detroit Edison Co. Over KSD-TV—Union Electric Co.

Accessories—3: *Kirk Plastic*—Over KTLA. *Lektrolite* — Over WABD, WBKB. *Ronson* — Over WNBT, WFIL-TV, WMAR-TV, WNBW, WBKB, WWJ-TV, KTLA.

Cigarettes—3: *American Tobacco Co.* Spots over WABD, WCBS-TV, WRGB, WFIL-TV, WTTG, WMAL-TV, WBKB, WWJ-TV, KTLA, WTMJ-TV, KSD-TV. *Brown & Williamson Tobacco Co.* Basketball over WBKB. 5 min. sport show over WNBT, WRGB, WPTZ, WBAL-TV, WNBW. *R. J. Reynolds Co.* "Camel Newsreel Theatre" over WNBT, WRGB, WPTZ, WBAL-TV, WNBW, KSD-TV.

Insurance Companies & Banks—3: Over WPTZ—Reynolds & Co., Western Saving Fund Society. Over WWJ-TV — Automobile Club of Michigan.

Real Estate—3: Over WRGB—Young & De Santis. Over WNBW—Shannon & Luchs. Over WMAL-TV —Shannon & Luchs. Over WWJ-TV —Homer Warren Real Estate.

Soaps & Starches—3: Over WCBS-TV—B. T. Babbit, Inc., Man-

hattan Soap Co. Over WPTZ—Jiffy Products, Inc.

Watches—3: *Bulova* — Over WCBS-TV, WNBT, WPTZ, WNBW, WTTG, WLWT, WWJ-TV, WTMJ-TV. *Elgin* — Over WCBS-TV, WNBT, WPTZ, WBKB, KTLA. *Longines-Wittnauer*—Over WABD.

Newspapers & Magazines—2: Over WABD — Phillips Television World. Over WMAL-TV — The Evening Star.

Pharmaceutical Supplies — 2: Over WNBT—Vick Chemical Co. Over KTLA — Snowden Chemical Co.

Rubber Products—2: *Firestone Tire & Rubber Co.*—Over WNBT, WRGB, WPTZ, WNBW. *U. S. Rubber*—Over WNBT, WRGB, WPTZ, WFIL-TV, WBAL-TV, WNBW.

Toilet Articles—2: *F. W. Fitch Co.*—Over WABD. *Gillette*—Over WNBT, WRGB, WPTZ, WNBW.

Agencies—1: Over WMAR-TV—Fox Advertising Co.

Associations—1: Over KSD-TV—Hat Research Foundation.

Boats & Marine Service—1: Over WBKB — DuMont Marine Service, Inc.

Laundries & Personal Service—1: Over WNBW—Golden Star Valet.

Moving & Storage Companies—1: Over WPTZ—Security Storage.

Schools—1: Over WBKB—American Television, Inc.

Service & Repair—1: Over WPTZ —Television & Facsimile Service Co.

Theatres & Movies—1: Over KTLA—Columbia Pictures.

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CURRENT ADVERTISERS ON ALL STATIONS

TELE SPONSORS

50 New Advertisers On 17 Stations In March. Total—237

Adair's—Spots. KTLA.
Alfa Beta Food Stores—"Shopping at Home." KTLA. Tuesdays. Split sponsorship, quarter hour shopping program.
Apex Electrical Mfg. Co.—Spots. WABD. Agency, Meldrum and Fewsmith.
Baskin Furs—Spots. WTTG.
Bettar Ice Cream—Spots. WMAR-TV. Agency, Theodore A. Newhoff.
Calvert Hats—"NBC Television Journal." WNBW. Participation show, four spots each Friday. Spots. WMAR-TV. Agency, Joseph Katz.
Chalfonte-Haddon Hall—Two spots weekly. WFIL-TV. Agency, Lamb, Smith & Keene.
Colonial Ice Cream Co.—"Page Printer." WRGB. Five minute news show.
Columbia Pictures—Spots. KTLA.
Cresta Blanca—Spots. WTTG, WABD, WFIL-TV, KTLA, WBKB, WMAR-TV, KSD-TV and WWJ-TV. Agency, Biow Co.
Crisconi's Phila. Motor Car Co.—"Batter Up." WFIL-TV. Mondays, 8:00 to 8:30. Format consists of a novel quiz type program.
Davega-City Radio, Inc.—"Stop Me If You've Heard This One." WNBW. Fridays, 8:30 to 9:00. Comedy show featuring famous jesters. Agency, Alfred J. Silberstein-Bert Goldsmith.
Caspar Davis—Spots. KTLA.
Droegkamp Appliance & Heating Co.—Spot. WTMJ-TV. Agency, Gus Marx.
Electro-Pliance Distributors—Film features. WTMJ-TV. 15 min. of sports and cartoon films. Agency, Gus Marx.
Firestone Tire & Rubber Co.—"Voice of Firestone." WNBW. Relayed to WNBW, WRGB, WPTZ. Monday. Half hour musical program telecast simultaneously with the radio show. Agency, Sweeney & James Co.
Frost Motors—Spots. WMAR-TV. Agency, Frank D. Webb Co.
General Electric Company—10 minute newsreel. WNBW, WRGB, WPTZ, WBAL-TV, WNBW. Fridays, 9:00. Agency, Maxon, Inc.
General Petroleum—Freedom Train films. KTLA.
Golden Star Valet—"NBC Television Journal." WNBW. Participation show, three spots weekly, Tuesday, Wednesday and Friday. Agency, Robert J. Enders.
Good Housekeeping Stores—Spots. WTMJ-TV. Agency, Berry-Mitchell.
Good Humor Ice Cream—Spots. WTTG.
Hack's Furniture and Appliance Stores—Boxing. WTMJ-TV. Agency, Edmund Milinowski.
Hauswald's Bakery—"Adventures in Breadlam." WMAR-TV. ½ hour program. Agency, Stanley Musselman.
Hudson Dealers—Spots. WABD. Agency, Pavemaker.
Ische Brothers Radio Co.—Spot. WTMJ-TV. Agency, Gus Marx.
Kool-Vent Awnings—Spots. WMAR-TV. Agency, Azrael.

Master Appliance—Spots, WNBW. Agency, I. T. Cohen.
McManus & Riley—Ten min. fashion show in cooperation with "Esquire" magazine. WRGB.
Pepsi-Cola Bottling Co.—"Russ David's Teen Bar." KSD-TV. Half hour teen-age show. Agency, Jimm Daugherty.
Philco Corp. and local distributors—"1948 Baseball Preview." WPTZ, KTLA, WLWT, KSD-TV, WBKB, WEWS, WWJ-TV, WTMJ-TV, WRGB, WNBW, WNBW, WBAL-TV. Series of films on the highlights and sidelights of nine Major League baseball teams' Spring training activities.
Pierce-Phelps, Inc.—20 minute program. WPTZ. Monday 9:30 to 9:50. Show consists of a sight and sound demonstration of the Proctor Never-Lift Iron.
Pioneer Scientific Corp. (Polaroid)—Spots. WABD and WCBS-TV. Agency, Cayton, Inc.
Proctor & Hutchison—One minute spot announcements. WMAL-TV. Agency, Henry J. Kaufman & Asso.
Rexall Drug Stores—"Shopping at Home." KTLA. Tuesdays. Split sponsorship, quarter hour shopping program. Agency, Batten, Barton, Durstine & Osborn.
Ranson—Spots. WFIL-TV. Agency, Na-

tional Spot. Spots. WNBW, WNBW, KTLA, WBKB, WMAR-TV, WWJ-TV. Agency, Cecil & Presbrey.
Ed Schuster Stores—Spots. WTMJ-TV. Agency, Cramer-Krasselt.
Stephan Seth—Spots. WMAR-TV. Agency, Fox.
William Silverstone & Co.—Spots. WTMJ-TV.
Skinker Motor Co.—One minute spot announcements. WMAL-TV. Agency, Henry J. Kaufman & Asso.
Snappy Men's Shop—"On the Job." WRGB. Fridays. 20 minute program.
Snowden Chemical Co.—Spots. KTLA.
Standard Oil of California—Los Angeles Angels' baseball games. KTLA.
Stenz Building Co.—Spot. WTMJ-TV.
Stewart's Men's Clothes—Spots. WTTG, WNBW. Agency, Romer Advertising.
Stuart's, Inc.—Spots. WTMJ-TV.
Jay Thorpe—"Television Fashions on Parade." WABD. Fridays, 8:00 to 8:30. Fashion and entertainment program.
Union Oil Co.—Feature race from Santa Anita. KTLA. Saturdays.
Video Sales Company (Walco Tele-Vue-Lens)—Spots. WTMJ-TV.
Young & DeSantis—One minute spot. WRGB. Fridays.

187 Advertisers Continue Sponsorship

Simon Ackerman—"Telefilm Snapshots." WNBW. Fridays. Ten min. film. Agency, Ehrlich and Neuwirth.
Admiral Radio Corp.—"Admiral Movie Theatre of the Air." WNBW, WBKB. Full-length motion picture. 1½ hrs. Sundays and Thursdays. Split sponsorship boxing and wrestling. KTLA. Agency, Cruttenden & Eger.
Alexander Smith—"Magic Carpet." WABD, Friday. Fifteen minute studio show. Bi-weekly. Anderson, Davis & Platt.
Harry Alter Company (Crosley and Lauderall Distributors)—Wrestling. WBKB. Mondays. Malcolm-Howard Agency.
American Blower Corp.—Spots, once weekly. WWJ-TV. Agency, Brooke, Smith, French & Dorrance.
American Packing Co.—Live spots. KSD-TV. Anfenger Advertising.
American Shops—Boxing bouts. Tuesday; wrestling matches, Friday. WABD. Agency, Scheer Advertising Co.
American Television, Inc.—"People in the News." WBKB. 15 min. studio show. Wednesdays. Agency, Turner Advertising.
American Television Headquarters—"Styles on Song." WRGB. Mondays. 10 min. live musical.
American Tobacco Company—Spot announcements. WWJ-TV, WCBS-TV, WABD, WTTG, WBKB, KTLA, KSD-TV, WMAL-TV, WFIL-TV, WTMJ-TV, WRGB. Agency, Foote, Cone & Belding.
Artophone Corp. (Philco Distributors)—Spots. KSD-TV. Marjorie Wilten Advertising Agency.
Atlantic Refining Co.—Penn basketball games. WPTZ. Agency, N. W. Ayer.
Atlas Prager Brewing Co.—Wrestling and boxing. WBKB. Wednesday and Friday. Olian Advertising.
Automobile Club of Michigan—Spots, four times weekly. WWJ-TV. Agency, Stockwell and Marcuse.

Avco Mfg. Corp. (Crosley)—"Kitchen Klub." WLWT. Monday and Saturday. Half hour format featuring food preparation and care. Agency, Roy S. Durstine.
B. T. Babbitt, Inc.—"Missus Goes-A-Shopping." WCBS-TV. Participation in half hour shopping program originating from a different grocery store each Wednesday. Agency, Duane Jones Co.
B. V. D. Corporation—Weather reports. WNBW, WPTZ. Spots. KTLA, WWJ-TV, WMAR-TV, WNBW and WBKB. Grey Advertising Agency.
Baltimore Salvage Co.—Spots. WMAR-TV. Direct.
Barbey's, Inc.—"Sportsman's Show." WPTZ. 15 min. studio show. Fridays. Agency, Gray & Rogers.
Barr's Jewelers—Time spots. WPTZ, Prager Advertising Agency.
Bartel's—"Let's Pop the Question" WFIL-TV. Half hour quiz show. Sundays. Shapiro Advertising Agency.
Bergdorf Goodman—"Television Fashions on Parade." WABD. Fridays, 8:00 to 8:30. Fashion and entertainment program.
Nick Bloom Tailor—Spots. WMAR-TV. Agency, Irving Klein.
The Boston Store—"Life at the Boston Store." WTMJ-TV. Sundays. 20 min. show based on a "how to do it" theme. Agency, Mark-Maunter-Berman.
Botany Worsted Mills—Weather reports. WABD, WNBW, WPTZ, KTLA, WBKB, KSD-TV. WTMJ-TV. Alfred Silberstein, Bert Goldsmith.
Brentwood Sportswear—Weather spots. WPTZ. WNBW, WRGB. Agency, J. R. Kupsick.
L. S. Briggs, Inc.—Spots. WNBW. Agency, Courtland D. Ferguson.
Broadway House of Music—High school basketball games. Spots. WTMJ-TV. Swimming. Agency, Cramer-Krasselt.
Brown and Williamson Tobacco Co. (Kools)—Collegiate basketball double-headers. WBKB. Agency, R. M. Seeds.

"Sports Reports." Five min. film sport show preceding Friday boxing. WNBT, WNBW, WPTZ, WRGB, WBAL-TV. Agency, Batten, Barton, Durstine & Osborn.

Brownstein Louis Co. — "Shopping at Home." KTLA. Tuesdays. Split sponsorship. quarter hour shopping program. Agency, Mayers Co.

Bucknell Shirts—Participation in "Doorway to Fame". WABD, ½ hr. amateur show. Monday.

Bulova Watch Co.—Time signals. WNBT, WLWT, WNBW, WCBS-TV, WTTG, WWJ-TV, WPTZ, WTMJ-TV. Agency, Biow Co.

The Carl Company—One minute spots. WRGB.

Century Shoe Repair—Spots. WMAR-TV. Agency, Dundon and Rosenbush.

Chevrolet—"Telenews." 20 min. film. WBKB, WABD, WTTG. "Telenews Digest." WWJ-TV. 20 minute weekly program. Agency, Campbell-Ewald.

Chex Candy Company—Weather signals. WPTZ, WEWS. Agency, Solis S. Cantor.

Commonwealth Edison — "Jane Foster Comes to Call". WBKB. ½ hr. cooking and home management format. Tuesday, 3:00 to 3:30. Agency, J. R. Pershall Co.

Crosley Dealers (St. Louis) — Sports KSD-TV. Basketball. Agency, Maurice L. Hirsch.

Dad's Root Beer Co. — Spots. WBKB. Three times weekly. Malcolm-Howard Advertising Agency.

C. H. Davis & Co.—INS news. WPTZ. Five times weekly. Agency, Solis S. Cantor.

Detroit Edison Co.—Two fifteen minute newscasts weekly. WWJ-TV. Agency, Campbell-Ewald.

Dry Imperato Champagne (Robinson & Lloyds Ltd.) — Spots, WABD. Twice weekly. One min. film spot. WTTG. Mondays. Agency, Wiley, Frazee & Davenport, Inc.

DuMont Marine Service, Inc. — Spots. WBKB.

DuMont Telesets—Spots. WABD, WTTG. Five times weekly. Direct.

Elgin—Time spots. WNBT, WCBS-TV, WPTZ, WBKB, KTLA. Agency, J. Walter Thompson.

Emergency Radio & Appliance — Split sponsorship of Blackhawks Hockey. WBKB. Direct.

Ennis Motors of Milwaukee — "The Sportsman." WTMJ-TV. Sundays. 15 min. interview and demonstration format.

The Evening Star—Spot announcements. WMAL-TV. Agency, Kal, Ehrlich & Merrick.

Everess — Spots. WCBS-TV. Agency, Young & Rubicam.

The Fair Store—"Tele-Chats". WBKB. Friday. Fifteen minute news program. Agency, Ivan Hill, Inc.

Mort Farr—"Farr Better Sports." WFIL-TV. Sports. Sundays. Shapiro Advertising.

Fashion Shop—One minute spot weekly. WMAL-TV. Agency, Joseph Katz.

Fischer Baking Co.—"Small Fry Club." WABD. Thursday. Half hour children's program. Scheck Advertising Agency.

F. W. Fitch Co.—Spot. Once weekly. WABD. L. W. Ramsey Agency.

Flash Electric—Spots. KTLA.

Ford Motor Co.—Madison Square Garden "Parade of Sports." WCBS-TV. Boxing and wrestling over KTLA. Wrestling matches. WWJ-TV, J. Walter Thompson.

Fox Advertising Co.—Spots. WMAR-TV. Agency, Fox Advertising.

Free State Beer — Spots. WMAR-TV. Agency, Theodore A. Newhoff.

Thornton Fuller (Dodge-Plymouth Dealers)—Rockets hockey games. WFIL-TV.

Galvin Mfg. Co. (Motorola) — Boxing. WBKB. Tuesdays. Agency, Gourfain-Cobb.

Gas & Electric Co. of Baltimore—"How Well Do You Know Baltimore." WMAR-TV. Quiz show. Direct.

General Electric Supply Corp. (Los Angeles)—"Pantomime Quiz." KTLA. Sunday. ½ hr. quiz show. Agency, Stokely and Ebert.

General Electric Supply Corp. (Washington) — Wrestling. WMAL-TV. Agency, Belmont Ver Standig.

General Foods—"Author Meets the Critics." WNBT. Weather spots. WABD. Agency, Young & Rubicam. Joint sponsorship of sporting events at Madison Square Garden. WCBS-TV. Agency, Benton & Bowles.

Georges Radio & Television Stores—"Let's Learn To Dance". Friday. 15 min. dance instruction program. Spots. WNBW. Split sponsorship of full-length motion pictures. WNBW. 1½ hrs., Sundays. "Did You Find It." WTTG. ½ hr. audience participation program. "On Wings of Thought." WMAL-TV. Half hour studio program. "The Street Singer." WNBW. Fridays. 15 min. Popular songs supported by stills portraying the theme of the ballad. Agency, Robert J. Enders.

A. Gettelman Brewing Co.—"Sports Thrills". WTMJ-TV. 15 min. film preceding Saturday night basketball games. Wrestling. Thursdays. Golden Gloves boxing bouts. Spots. Agency, Scott-Telander.

Gillette Safety Razor Co.—"Cavalcade of Sports". WNBT. Monday and Friday. Boxing bouts. Relayed to WRGB, WPTZ, WNBW. Maxon, Inc.

Gimbels, Philadelphia—"The Handy Man". WPTZ, Friday. Fifteen minute demonstration.

Gimbels, Milwaukee—"Gimbels Telenews Digest." WTMJ-TV. Sundays. 20 min. newsreel.

Girard Chevrolet — Spots preceding and following sports events. WFIL-TV. Agency, Ed Shapiro.

Globe Brewing Co.—Boxing. WMAR-TV. Boxing, Mondays. WMAL-TV. Agency, Joseph Katz.

William Grez Brewing Co. — "Sports Scrapbook." WPTZ. Thursday. 15 min. sports show featuring distinguished personalities in various fields of sports and film flashbacks. Agency, Seberhagen, Inc.

Gulf Refining Company—"Television News." WCBS-TV. Thursday. Fifteen minute film program. "You Are An Artist." WNBT. Thursday. Ten minute art lesson format. Relayed to WRGB, WPTZ. Young & Rubicam.

Gunther Brewing Company — "Tele-Sports." WNBW. Friday. Fifteen minute sports clinic format. Spots during hockey games. WTTG. Spots, boxing. WMAR-TV. Horse races at Bowie track. WNBW. 3:15 p.m. daily. Agency, Booth, Vickery and Schwinn.

J. C. Harding, Inc.—Spots. WTTG.

Hat Research Foundation—Spots. KSD-TV. Grey Advertising Agency.

The Hecht Co. — "The Fashion Story." WNBW. Friday. 15 min. commentary on fashions. Agency, Harwood Martin.

Heinel Motors (Dodge & Plymouth Dealers)—"Going Places With Heinel Motors". WPTZ, WFIL-TV. Sunday. 15 min. travel film. Agency, Solis S. Cantor.

Hot 'N Kold Shops — Spots, five times weekly. WWJ-TV. Agency, Gabriels Advertising.

Hotel Herman Dining Room — Spots. WMAR-TV. Agency, Advertiser Television Productions.

Hub Department Store — Spots. WMAR-TV. Agency, Joseph Katz.

The J. L. Hudson Co. — "Sketchbook", WWJ-TV. Wednesday. Quarter hour demonstration type program. Agency, Wolfe, Jickling, Dow & Conkey.

Hudson-Ross—Co-sponsorship of "Junior Jamboree." WBKB. Hour children's program, 5 times weekly. Agency, Dave Epstein.

Hyde Park Breweries Association, Inc.—Boxing, wrestling, sports. KSD-TV. Agency, Gardner Advertising Co.

Ida's Dept. Store—Spots. WTTG. Agency, I. T. Cohen.

Jay Day Dress Company—Participation in "Birthday Party". WABD. Thursday. Half hour children's format. Agency, Birmingham, Castleman & Pierce, Inc.

Jiffy Products, Inc.—Weather signals at network station break Sunday. WPTZ. Agency, Martin & Andrews.

Jump Town Restaurant—"Jump Town." WBKB. Saturday. 5 min. entertainment format.

Kaiser-Frazer—"Original Amateur Hour." WABD, WTTG, WFIL-TV, WMAR-TV. Sundays. 7:00 to 8:00. Format features amateur talent and includes a "salute" to various cities throughout the nation. Agency, Swaney, Drake & Bement.

Kaiser-Frazer Dealers — Spots. WMAR-TV. Agency, Frank Wehl.

S & N Katz—Spots. WMAR-TV. Prager Advertising Agency.

The Kelley Kar Co. — Spots. KTLA. 6 nights weekly. Agency, Tullis.

Kelvinator—"In the Kelvinator Kitchen". WNBT, Wednesday. Fifteen minute cooking program. Relayed to WPTZ, WRGB, WNBW, WBAL-TV. Geyer, Newell and Ganger.

Kirk Plastic—Spots. KTLA.

Knox the Hatter—Joint sponsorship of sporting events at Madison Square Garden. WCBS-TV. Agency, Geyer, Newell & Ganger.

Kraft Food—"The Kraft Television Theatre". WNBT, Wednesday. Hour dramatic show. Relayed to WNBW, WPTZ, WBAL-TV and WRGB. Agency, J. Walter Thompson.

Kress Dairies—Spots. WMAR-TV. Agency, Elliott Buse.

Harry Krouse—"Studebaker Amateur Show." WFIL-TV. Fridays, half hour. Agency, Taubman.

Lacy's—"You Name It." WNBW. Thursday. Half hour quiz type program. Agency, Henry J. Kaufman & Asso.

Lektrolite—Spots. WABD, KTLA, WBKB. Agency, Donahue & Coe.

Longines-Wittnauer—Film spots. WABD Agency, Arthur Rosenberg.

Los Angeles Television Distributors—Participation in "On the Town." KTLA. Hour remote from various interest points in Los Angeles.

Manhattan Soap Co. (Sweetheart Soap)—"Missus Goes A-Shopping". WCBS-TV. Participation in half hour shopping program originating from a different grocery store each Wednesday. Agency, Duane Jones.

Marty's — Spots. WMAR-TV. Fox Advertising Agency.

The May Co. — "Shopping at Home." KTLA. Tuesdays. Split sponsorship, quarter hour shopping program. Agency, Mayers Co.

McKee-Pontiac Co. (Pontiac dealer)—One min. spot weekly. WMAL-TV. Agency, Kal Ehrlich & Merrick.

Meadow Gold Ice Cream — One spot weekly. WTTG. Agency, James S. Beattie.

Motorola—Spots. KTLA. Boxing from Michigan City. WBKB. Tuesdays. "The Nature of Things." WPTZ. Thursdays. 8:15 to 8:30. Relayed to WNBT, WRGB, WNBW, WBAL-TV. 15 min. explanation of the wonders of science. Agency, Gourfain-Cobb.

Mouquin Wines (Austin Nichols Co.)—"Sports Names to Remember". WABD. 5 min. program on sports figures preceding pick-up of boxing and wrestling. Monday and Thursday. Agency, Alfred Lilly Co.

C. F. Mueller—"Missus Goes A-Shopping". WCBS-TV. Participation in half hour shopping program originating from a different grocery store each Wednesday. Agency, Duane Jones Co.

National Brewing Co.—Washington Capitol basketball games. WTTG. Baltimore Bullets basketball games. WMAR-TV. Agency, Owen & Chappell.

Ned's Auto Supply — Co-sponsorship of "Junior Jamboree." WWJ-TV. ½ hr. children's program, 5 times weekly. Agency, Gerrish Albert.

P. J. Nee Furniture Co.—College basketball games. WNBW. Tuesdays and Saturdays. Agency, Harwood Martin, Washington.

New Era Potato Chips Sales Corp.—Participation in "Barn Dance". WBKB. Mondays. ½ hr. variety show. Agency, Tom Schroeder.

Norge Dealers of Greater Detroit—15 min. newsreel. WWJ-TV. Hockey games. Agency, Campbell-Ewald.

Oldsmobile — "Review of the News." WNBT. Sunday. Ten min. newsreel on news of the week including live commentary. Agency, D. P. Brother & Co.

Park Camera Exchange — "Shopping at Home." KTLA. Tuesdays. Split sponsorship, quarter hour shopping program. Agency, Milton Weinberg.

Park Plaza—Spots. WMAR-TV. Agency, Fox Advertising.

Peake Motor Co. — "News in Review". WNBW. Friday. 5 min. news format. Spots. Agency, Henry J. Kaufman & Associates.

Pelta Furs, Inc. — Spot. Once weekly. KTLA. Direct.

Pennsylvania Linoleum—Two spots weekly. WTTG. Agency, I. T. Cohen.

Pep Boys—"Shopping at Home". KTLA. Sunday. Split sponsorship quarter hour shopping program.

Philadelphia Automobile Co. — Spots. WFIL-TV. Agency, Lowenthal.

Philadelphia Electric Co. — "Television Matinee". WPTZ. Hour fashion and home economics program. Monday and Wednesday afternoons. Direct.

Philco (Washington) — "Philco Playhouse." WMAL-TV. Hour film show. Agency, Kal, Ehrlich & Merrick.

Philco Dealers (St. Louis) — "Rush Hughes' Guest Register." KSD-TV. ½ hr. Golden Gloves bouts.

Philco Distributors, Inc (Chicago)—Split sponsorship Blackhawks Hockey. WBKB. Direct.

Philco Distributors, Inc. (Detroit) — WWJ-TV. "Fun and Fables". ½ hr. children's program, 5 times weekly. "Philco Television Theatre." Feature film. Sundays. Agency, William I. Denman, Inc.

Phillip's Radio and Appliance — Spots twice weekly. WTTG. Agency, I. T. Cohen.

Phillips Television World—Spots. WABD. 3 times weekly. Direct.

H. & S. Pogue—"Luncheon at the Sinton." WLWT. Saturday. Quarter hour fashion and interview format. Agency, Kilduff & Co.

Powell-Campbell—Spots. WABD. Sterling Advertising Agency.

Powers, Inc. — Spots. Twice weekly on appliances. WABD. A. W. Lewin Agency.

Purofied Down Products Corp.—Participation in "Birthday Party." WABD. ½ hr. children's variety program. Once weekly. Agency, Birmingham, Castleman & Pierce, Inc.

RCA Distributing Corp. (Chicago)—Co-sponsorship of "Junior Jamboree." WBKB. Hour children's program. 5 times weekly. Agency, J. Walter Thompson.

RCA Victor Dealers (St. Louis)—"Junior Jamboree." KSD-TV. ½ hr. children's program. Hockey.

RCA Victor Distributing Co. (Detroit)—Co-sponsorship of "Junior Jamboree." WWJ-TV. ½ hr. children's program, 5 times weekly. Agency, J. Walter Thompson.

Radio Specialty Co. (Philco)—"Philco News and Views". WTMJ-TV. Ten min. news program. Agency, Gus Marx.

Reed Candy Co.—"Today's World Picture". WBKB. 10 to 15 min. news show. Agency, Reincke, Meyer & Finn.

Recall Brass—Spots. KTLA.

Reynolds & Co.—"Leaders of Industry." WPTZ. Tuesday. 15 min. interview on current industrial and business topics. Agency, Philip Klein.

R. J. Reynolds Tobacco Co. (Camels)—"Camel Newsreel Theatre." WNBT, WPTZ, WRGB, WNBW, WBAL-TV, KSD-TV. 5 times weekly. 10 min. graphic coverage of daily events. Agency, William Esty Co.

Richards Radio—"Lois Andrews Show." KTLA.

Roberts Piano Co. — Spots. WRGB. Fridays.

Sanka Coffee—Weather reports. WABD, five nights a week. Young & Rubicam.

Irwin Schaffer—Spots. WPTZ. Direct.

Schwabacher, Frey—"Shopping at Home". KTLA, Tuesdays. Split sponsorship, quarter hour shopping program.

Scott & Grauer (Ballantine Distributors)—Wrestling bouts. WFIL-TV. Mondays. J. Walter Thompson Agency.

Sears Roebuck — "Shopping at Home". KTLA, Tuesdays. Split sponsorship, quarter hour shopping program.

Security Storage—Spots. WPTZ. Wednesday. Agency, L. M. Beresin.

Seven-Up Bottling Co.—Film spots. KSD-TV. Agency, Oakleigh R. French.

Shannon & Luchs—Spot announcements. WNBW, WMAL-TV. Agency, Henry J. Kaufman & Asso.

Shore Bros.—Time spots. WPTZ. Thursday and Sunday. "Man on the street" interviews. Agency, Adrian Bauer.

Simon Distributing Corp. (Motorola) — Spots. WTTG, WMAR-TV, WMAL-TV. Agency, Henry J. Kaufman & Asso.

The Sleep Shops—"Shopping at Home." KTLA. Tuesdays. Split sponsorship, quarter hour shopping program.

Sohio — "Sohio Television Try-Outs." WEWS. ½ hr. amateur show. Agency, McCann-Erickson.

Southern Venetian Blind — "The Bob Wolff Show". WTTG. 15 minute sports program. Direct.

Squirt—Participation in "Barn Dance." WBKB. Mondays. ½ hour variety show. Agency, Ruthrauff and Ryan.

State Motor Co. — Spots. WMAR-TV. Fox Advertising Agency.

Steinberg's Radio Store — Three spots weekly. WLWT. Agency, E. V. Dinerman.

Stoumen Rug Company — Spots twice weekly. WFIL-TV. Agency, Ralph A. Hart.

Sun Radio Co. (Philco)—Station breaks. WNBW. Agency, Kal, Ehrlich & Merrick.

Swift—"The Swift Home Service Club". WNBT, Friday, 1 to 1:30. Half hour entertainment, decorating and cooking format. Relayed to WNBW, WPTZ, WRGB. Agency, McCann-Erickson.

Taylor Electric Co. (RCA)—"Those Keen Teens." WTMJ-TV. Saturdays. 3:00 to 3:30. Format features teen-age participants, interviews, quizzes and variety type entertainment. Agency, Gus Marx.

Telestores Corp. of America — Spots. WABD. Agency, Diener & Dorskind.

Television Co. of Maryland — Spots. WMAR-TV. Agency, Harry J. Patz.

Television & Facsimile Service — INS news. WPTZ. Five times weekly. Direct.

Terman Television Sales — "Learn to Rhumba." WBKB. Friday. 15 min. dance instruction show. Agency, Jones & Frankle.

Tom's (Chrysler-Plymouth Dealers) — Spots. WMAL-TV, WTTG. "Capital Citizen." WNBW. Tuesday. ½ hr. interview. Agency, Henry J. Kaufman & Asso.

Transmira Products Corp. — "Today's World Picture." WBKB. 7 min. news show. 5 spots weekly over WABD. Spots. WFIL-TV, WMAL-TV, KSD-TV. Agency, Smith, Bull and McCreery.

Transvision—Spots. WABD.

Trilling and Montague (Norge Distributors)—Philadelphia Warriors basketball games. WFIL-TV. Agency, Campbell-Ewald.

Tupman Motors, Inc.—Two spots weekly. KTLA.

Union Electric Company—"Telequizzicals". KSD-TV, Monday. Half-hour viewer participation show. Gardner Advertising Agency.

U. S. Rubber Company — "U. S. Royal Sports Time." WNBT. Relayed to WPTZ, WNBW, WRGB, WBAL-TV. Series of films on track and field events. "The At Liberty Club." WFIL-TV. Tuesdays. 8:00. Half hour variety show. Agency, Campbell-Ewald.

Vick Chemical Co.—Weather and film spots. WNBT. Agency, Morse International.

Wadham's Division Socony-Vacuum Oil Co.—Marquette University home basketball games. WTMJ-TV. Agency, Compton Advertising.

Walco (TeleVue Lens)—Spots. WABD, WFIL-TV, WCBS-TV, KTLA, WEWS. Agency, Scheck Advertising.

Ward Radio Company—Station break. WNBW. Agency, Kal, Ehrlich & Merrick.

Homer Warren Real Estate—Spots, once weekly. WWJ-TV. Agency, Stockwell and Marcuse.

Western Saving Fund Society — Time spots. WPTZ. Tuesdays. Agency, Geare-Marston, Inc.

Wheeler, Inc. (Chrysler Dealer)—Spots. WTTG. WMAL-TV and WNBW. Agency, James S. Beattie.

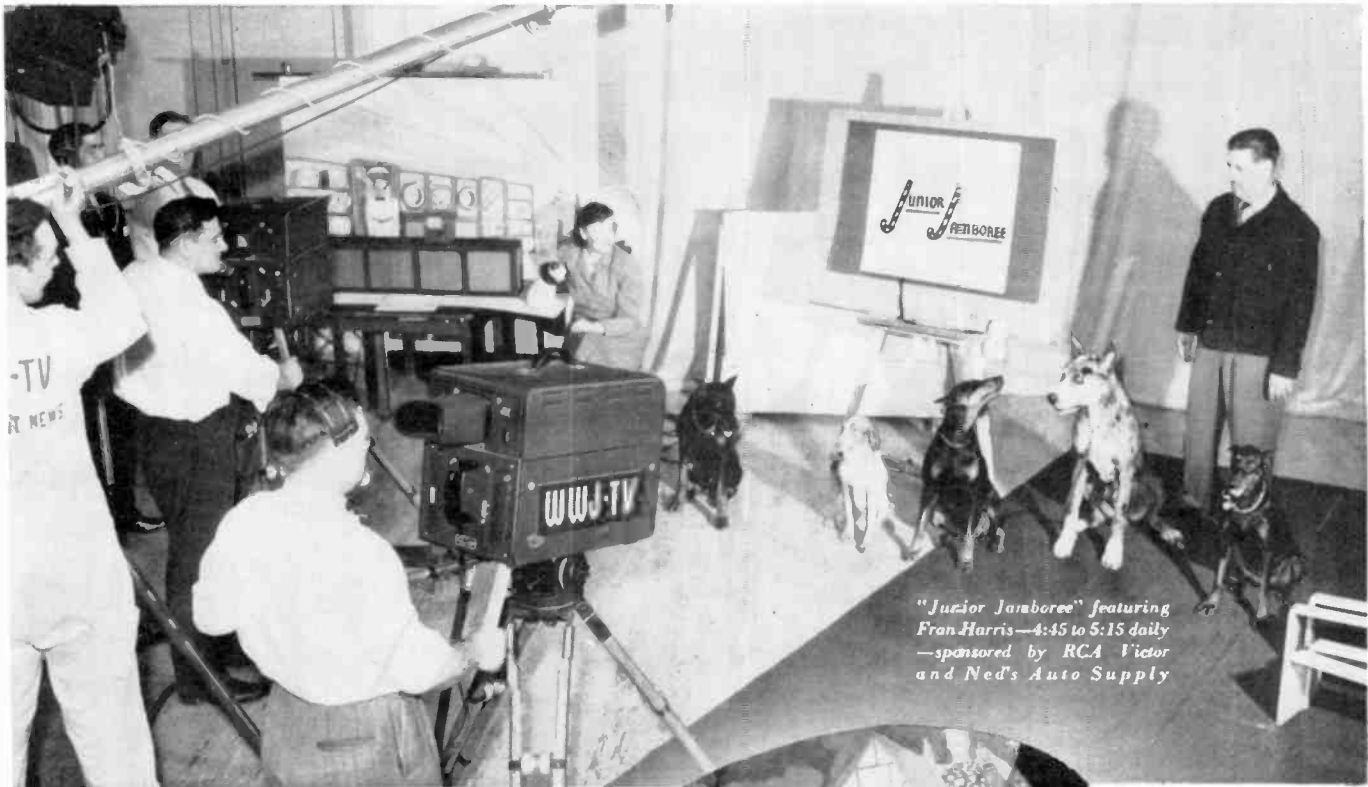
George Wiedemann Brewing Company—Wrestling matches. WLWT. Friday. Golden Gloves tourney. Agency, Strauchen and McKim.

Wilf Bros.—"Author Meets the Critics." WPTZ. Relayed from WNBT. ½ hr. discussion. Agency, Solis S. Cantor.

Winston Radio & Television Co.—Amateur boxing. WABD. Monday.

Zamoiski Co. (Philco Distributors)—Spots. WMAR-TV. Harry J. Patz, Agency.

Zlotnick The Furrier—Film spots. WTTG. Agency, Belmont Ver Standig.



*"Junior Jamboree" featuring
Fran Harris—4:45 to 5:15 daily
—sponsored by RCA Victor
and Ned's Auto Supply*

**once upon
a time...**



*"Playtime" featuring
Ruth Noyes—5:15 to
5:30, 4 days weekly
—sustaining feature.*



*"Fun and Fables" featuring
Jane Durrell, storyteller
—5:30 to 6 daily—sponsored
by PHILCO Distributors.*

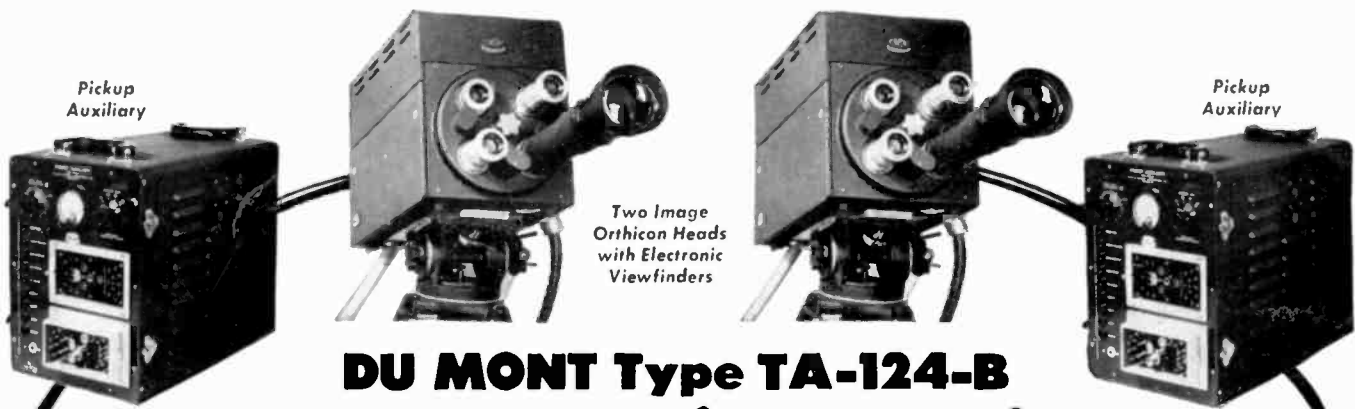
... children's radio programs were heard, but not seen. Today, in Detroit, they're both SEEN and LISTENED-TO by a wide-eyed audience of thousands, in their own homes, through WWJ-TV, Detroit's only television station. For 75 minutes daily, WWJ-TV caters to "kids", whose enjoyment of these programs has been expressed through thousands of letters received from children and their parents. Naturally, WWJ-TV is proud to add this success to its long list of program accomplishments during its first year of operation.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

Associate FM Station WWJ-FM
Associate AM Station WWJ



DU MONT Type TA-124-B *Dual Image Orthicon Chain*

Split-second action through quick setup and finger-tip controls; accessibility for time-saving inspection and immediate maintenance; superlative image pickup with precise electronic viewfinder checkup; handy matched units for all required power, synchronizing, amplifying and monitoring functions plus latest camera effects—such explains the popularity of the Du Mont Type TA-124-B Dual

Image Orthicon Chain for studio and outdoor telecasts alike.

Whatever your telecasting plans or requirements—from modest start (Acorn Package) to most ambitious setup—whether local station or network—be sure to get the details of this outstanding camera equipment. From camera to antenna, it's DU MONT for "The First with the Finest in Television."

FEATURES...

Heavy-duty cables and "Jifty" Connectors for trouble-free operation. Built in intercommunications.

Camera: Four-lens turret. Electronic viewfinder and camera integral assembly, but separately operable. Heater and blower for wide variation of ambient temperatures. Pan-handle operation of focus control. Remote iris adjustment from camera rear. No screwdriver controls. Factory-aligned peaking in video pre-amplifier.

Auxiliary: Pentode control of focus-coil current. Independent cable delay compensation for multiple camera hook-ups.

Power Supplies: Rugged construction. Super-regulating supplies for video circuits.

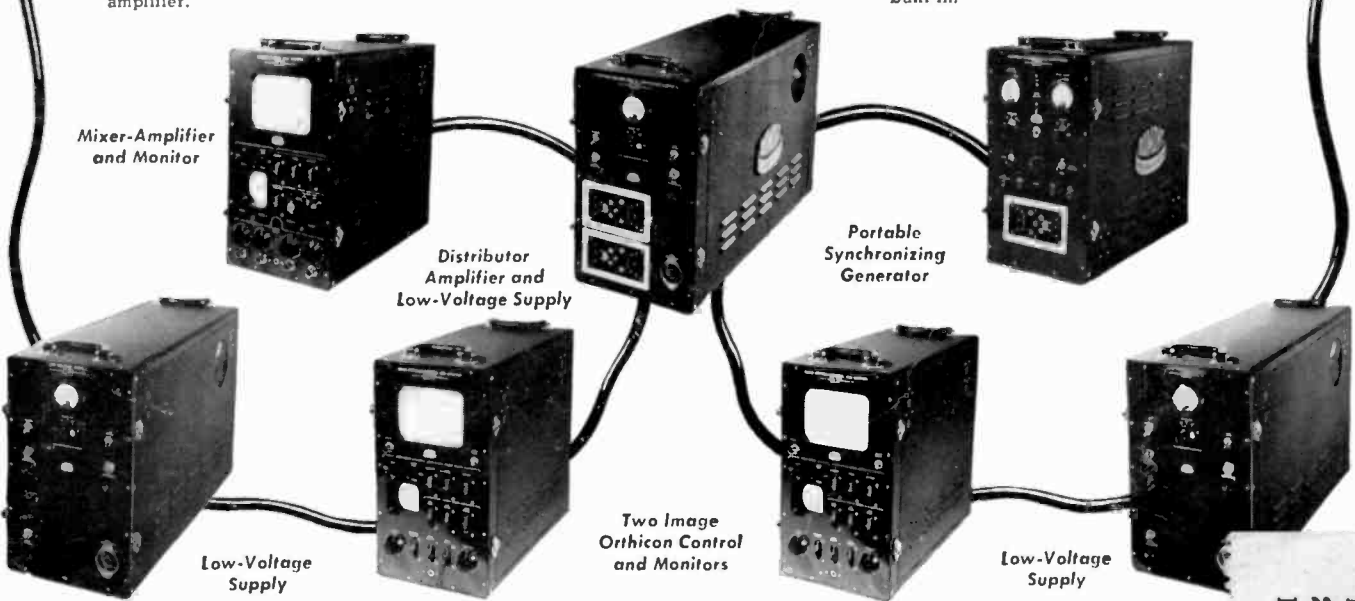
Control and Monitor: Thumb-wheel controls. Line-to-line clamp circuits. Single-camera chain operation if necessary.

Sync Generator: Smallest and lightest

portable unit extant. Better rise time of pulses and freedom from adjustments than most studio type sync generators.

Distribution Amplifier: Equipment set up to handle up to four cameras without use of junction boxes.

Mixer Amplifier and Monitor: Automatic lap dissolve and fading circuits (four speeds) applicable up to four channels. Normal manual mixing and fading, also built in.



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