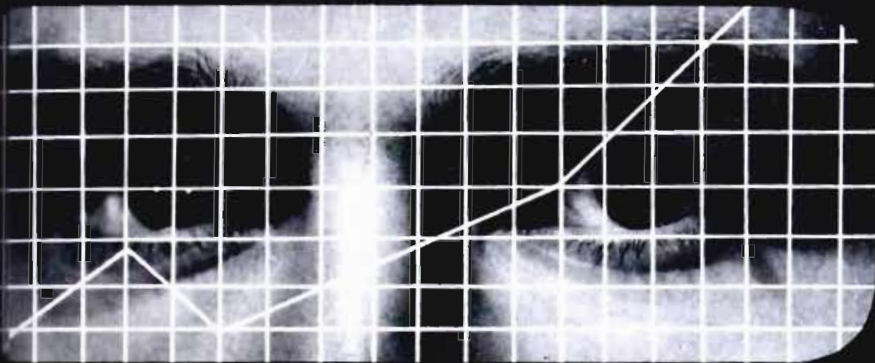


Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

Eighth Year of Publication



1952

ANNUAL DATA BOOK

APR 19 1952

Library

**ADVERTISING EXPENDITURES
MARKETS: COUNTY BY COUNTY
PROGRAMMING COSTS
FILM
STATION OPERATION
AND OTHER VITAL
INDUSTRY INFORMATION**

**PUBLISHED FOR THE
FIRST TIME BY
TELEVISION MAGAZINE
THE ONLY PUBLICATION
DEVOTED EXCLUSIVELY
TO TELEVISION**

\$3 A COPY



**FASTEST
GROWING
FOUR-YEAR-OLD
IN RICHMOND**

After four years, television has lost none of its magic in Richmond, though much of its mystery.

From the moment WTVR, the South's first TV station, was unveiled it became the most sought-after guest in more homes than set makers could frequently supply.

Today in the WTVR area more than 113,000 homes are television-equipped and the number continues to grow in beanstalk-like fashion.

In Richmond your most important step for national sales is to get in step with the Havens & Martin stations, pioneers in AM, TV and FM. Ask your nearest Blair man for particulars.

Havens & Martin Stations are the only complete broadcasting institutions in Virginia.

WMBG AM

WTVR TV

WCOD FM

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.

BBDO

RADIO AND TELEVISION

NATIONAL NETWORK PROGRAMS

RADIO

AMERICAN SAFETY RAZOR CORP.
Blue Star and Treet Razor Blades
"The Red Skelton Show"

TELEVISION

CURTIS PUBLISHING COMPANY
The Saturday Evening Post
"Keep Posted"

TELEVISION

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
"Robert Montgomery Presents—
Your Lucky Strike Theatre"
"The Jack Benny Television Show"
"This Is Show Business"
"Your Hit Parade"
"Meet the Champ"

TELEVISION

**DE SOTO-PLYMOUTH DEALERS
OF AMERICA**
"The Groucho Marx Show—
You Bet Your Life"

RADIO

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
"The Jack Benny Program"
"Your Hit Parade"

RADIO

**DE SOTO-PLYMOUTH DEALERS
OF AMERICA**
"The Groucho Marx Show—
You Bet Your Life"

RADIO

GEO. A. HORMEL & COMPANY
Canned Meat Products
"Music With the Girls"

TELEVISION

ARMSTRONG CORK COMPANY
Floor Coverings, Building Materials
"Armstrong's Circle Theatre"

RADIO

**E. I. DU PONT
DE NEMOURS & CO. (INC.)**
"Cavalcade of America"

RADIO

REXALL DRUG COMPANY
Drug Products
"Amos 'n' Andy"

RADIO

ARMSTRONG CORK COMPANY
Quaker Rugs
"Theatre of Today"

TELEVISION

GENERAL ELECTRIC COMPANY
"The Fred Waring Show"

RADIO

U. S. STEEL CORPORATION
"Theatre Guild on the Air"

RADIO

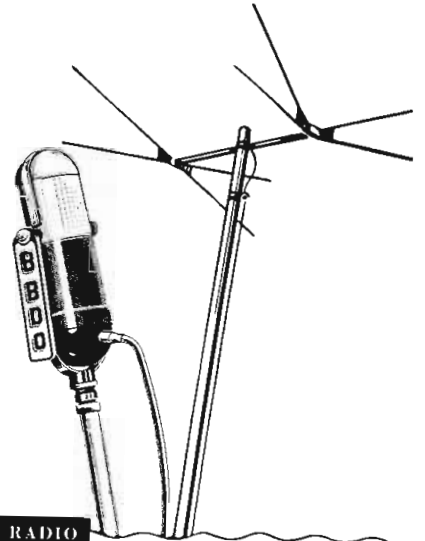
CREAM OF WHEAT CORPORATION
Cream of Wheat
"Let's Pretend"

TELEVISION

THE B. F. GOODRICH COMPANY
Silvertown Tires
"B. F. Goodrich Celebrity Time"

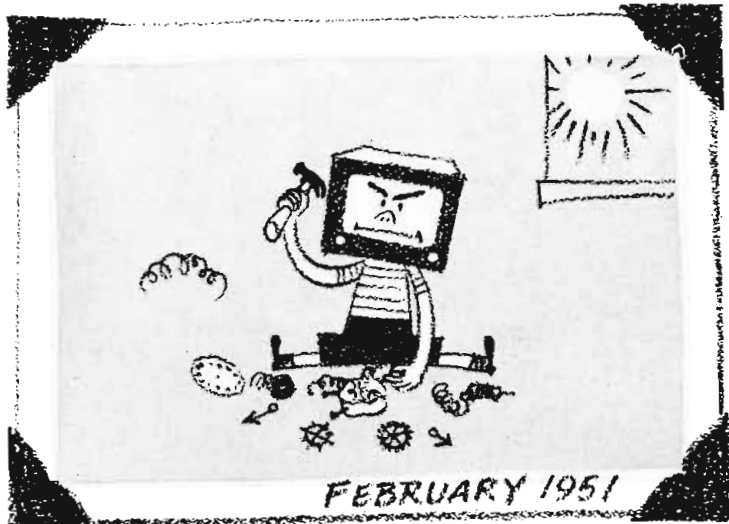
RADIO

WILDROOT COMPANY, INC.
*Wildroot Cream-Oil Hair Tonic and
Wildroot Liquid Cream Shampoo*
"The F. B. I. in Peace and War"
"The Shadow"



BATTEN, BARTON, DURSTINE & OSBORN, INC. Advertising

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH • MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT



have you taken a good look at daytime television lately ?

Sometimes you don't notice how a boy has grown until he puts on his first real suit, complete with long pants.

That's the way it's been with *daytime television* during the past year.

Daytime TV had been growing fast . . . but it took NBC's famous breakfast-time news show, "TODAY", to complete the morning line-up and herald the arrival of daytime television as a major force on the advertising scene.

We all know that TV set ownership nationally increased about 42% during 1951 . . . but what about the payoff — actual viewing? Therein is the key to the growth of daytime TV.

Just in the 8 major markets represented by NBC Spot Sales, actual daytime tune-in during the *average daily 1/4-hour* from 7 AM and 5 PM, Monday through Friday, increased by a third of a million sets-in-use from February 1951 to February 1952 (when "TODAY" began) . . . a gain of 66% in one year.

Have you looked into the full potential of daytime television in these 8 key markets?

Call your NBC Spot Sales representative
for full details.

NBC Spot Sales

New York Chicago Cleveland
San Francisco Hollywood

WNBT New York
WNBQ Chicago
KNBH Hollywood
WPTZ Philadelphia
WBZ-TV Boston
WNBK Cleveland
WNBW Washington
WRGB Schenectady-Albany-Troy

TELEVISION

THE BUSINESS MAGAZINE OF THE INDUSTRY

Volume IX, Number 4, March, 1952

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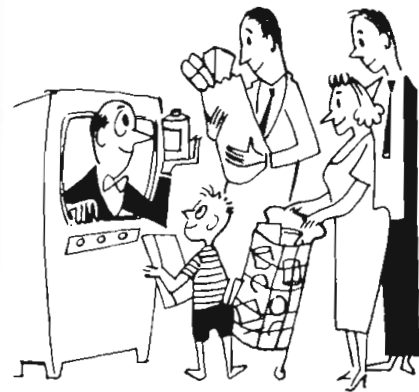
PETER SMITHERS
Advertising Representative

West Coast Representatives:

DUNCAN SCOTT & Co., San Francisco, L.A.

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in the
Wilmington,
Delaware,
market
WDEL-TV



reaches
more people
who
buy more*

*WDEL-TV is the *only* television station in this area rated first of all states in per capita expenditure. With NBC and DuMont network shows, many popular night and daytime programs—it's the favorite with viewers throughout the area. Write for information.



Represented by
**ROBERT MEEKER
ASSOCIATES**

New York • Los Angeles
San Francisco • Chicago

We don't believe in TV angels

Definition of an angel (in show business): Anyone who gambles a wad on a show.

Definition of an angel (in TV): Any *advertiser* who gambles a wad on a show.

Frankly, we don't believe in TV angels.

We know that TV doesn't have to be a gamble. It can be a solid, money-making *investment*.

It can be, that is, if your agency can give you four things:

1. Sound judgment in the selection of a program—judgment aided and abetted by skillful research.
2. A correct matching of your program to your marketing pattern.
3. Complete merchandising exploitation of your program.
4. Commercials full of good, simple, clear-cut *sell*.

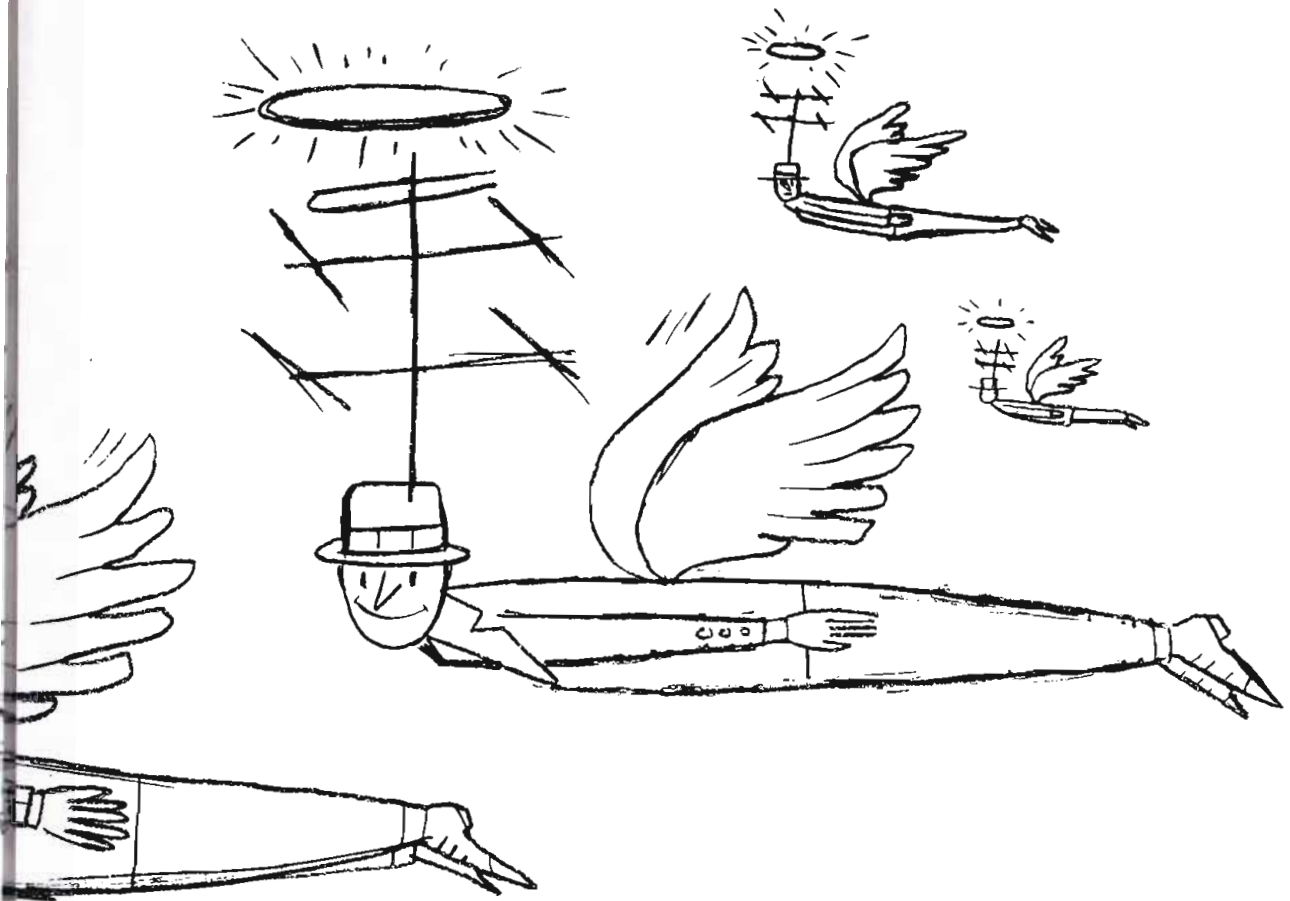
If you suspect that you yourself have been a TV angel—or if you're afraid you might become one—your next move is clearly indicated:

Just get in touch with McCann-Erickson.

McCann-Erickson, Inc.

Advertising New York, Boston, Cleveland, Detroit, Chicago, Cincinnati,
San Francisco, Los Angeles, Hollywood, Portland and offices throughout the world.





FATTENING DIET FOR LEAN TV BUDGETS



DU MONT
TELEVISION NETWORK

Du Mont's
lower time costs

Du Mont's
lower program costs

Du Mont's
lower facility charges

Du Mont's
lower production costs

Du Mont's
ability to clear stations

Du Mont's
pre-built audiences

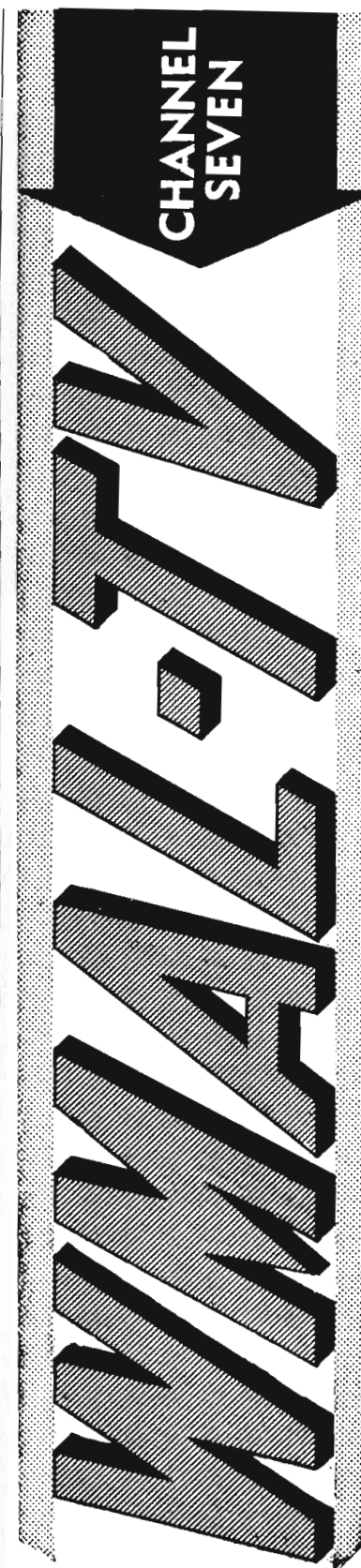
See how the Du Mont Television Network
will stretch your television budget
—and your sales—further than
you ever thought possible.

Advertisers who find Television Valuable in Selling . . .
. . . Use Du Mont for Value in Television

515 Madison Ave., New York 22, N. Y., MU 8-2600 • A Division of the Allen B. Du Mont Laboratories, Inc.

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Now Operating from — EVENING STAR TELEVISION CENTER — finest TV Studios South of New York

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

Represented Nationally by
The KATZ AGENCY, INC.

TH



VANISHING AMERICAN?

Any salesman is a friend of ours.

We're particularly drawn to those who go directly to the home to sell, because that's the kind of thing we do.

But you don't see so many of them at people's front doors as you used to. In fact they've even had the door slammed in their faces by law in some 400 localities.

We hate to think we helped to make things tougher for them.

But while they were standing outside punching away at the doorbell, we were already in the living room, selling on the television screen.

Today, we make as many as four million home demonstrations an hour in sixty-two major markets. We call by *invitation* as often as five times a week. And the lady



of the house gives us her attention...not for just a hurried moment or two, but for two full selling hours each day.

We would be happy to demonstrate how effectively we can sell your products via Daytime Television. But better hurry. There aren't too many hours left in the day.

CBS TELEVISION



BEST TEST PATTERN
FOR SHOW RECEPTION

KUDNER AGENCY, INC.

for Tops in Television

NEW YORK SAN FRANCISCO DETROIT WASHINGTON

TELEVISION MAGAZINE'S ANNUAL DATA BOOK 1952

Published for the first time, exclusive information on advertising expenditures (program and time); county by county breakdowns of each television market — comprehensive coverage of audience, film, stations, spot and local advertising, research, personnel

THE year 1952 should see a trend towards stabilization in practically all phases of the industry. That is, with the exception of station activity as a result of the lifting of the freeze.

During 1951, cities like Los Angeles, Philadelphia, Boston, Baltimore, Cincinnati—to mention a few—reached the point of penetration where three out of four families own television receivers. Other cities, notably San Francisco (with only 33 percent penetration, January, 1952) still have plenty of room for more receiver-owning families. This Coast city will probably absorb some 200,000 sets during 1952. Similarly, Houston, Dallas-Ft. Worth, Miami and others to be hooked-up with the cable this year should show a considerable spurt in sales . . . perhaps even doubling 1951 sales figures.

New York, which as of the first of this year had 2,811,000 receivers (68 percent penetration) should still add as many as 400,000 sets in '52, particularly in view of successful exploitation of "fringe areas" attributable to more sensitive receivers and the new Empire State Building tower.

But, in '52, less receiver sales will go to new homes; more will

be purchased as replacements and second-sets.

In the Stations section, readers will find tables indicating informed estimates of '52 and '53 receiver sales, resulting from power increases and new station licensing. Estimates of January, 1953, receiver circulation for each of the present TV markets will be found in the Markets section. These exclusive TELEVISION Magazine estimates are based on total production absorbed by each market in 1951 (as regularly reported in monthly revisions of our Status Map), whether or not the market presently is or will become in '52 either cable or microwave linked, present penetration, effective buying income and other sales and population indices.

While TV advertising expenditures set all sorts of records last year, indications are—what with increased revenue from early morning and other "fringe" times—that new billing highs will be set in '52. Last year, according to exclusive TELEVISION Magazine estimates, the following advertisers made the largest investments in network TV time and programming.

TOP 10 NETWORK ADVERTISERS, 1951 (Time and Program Costs)

Procter & Gamble	\$12,205,000
General Foods	12,111,000
R. J. Reynolds	7,586,000
Colgate-Palm-Peet	6,831,000
Ford Motor	6,752,000
American Tobacco	6,371,000
Liggett & Myers	5,942,000
Lever Bros.	4,974,000
P. Lorillard	4,784,000
General Mills	4,087,000

These figures, while including both programming charges as well as time costs, are exclusive of spot advertising expenditures. No attempt has been made to reflect frequency discounts in time charges.

Both time and programming costs, which have been spiralling upwards for some time now, appear to be levelling off. The relationship between the two is clearly spelled out for current network programs in the cost chart published in the Programming section. Ratios for time and programming costs paid by seven of the top 10 TV advertisers are:

RATIO OF TIME TO PROGRAMMING COST

ADVERTISER*	RATIO
Procter & Gamble	7.6 to 5.3
R. J. Reynolds	1.0 to 1.0
Colgate-Palm-Peet	5.5 to 2.3
Lever Bros.	2.8 to 3.4
Liggett & Myers	3.4 to 2.7
P. Lorillard	3.0 to 1.7
General Mills	1.9 to 2.2

* Programming cost data on General Foods, American Tobacco and Ford Motor incomplete.

DANCING PACKAGE performs wonders for Old Gold Cigarettes on TV.

Cast of characters

on Lennen & Mitchell's highly successful TV and radio shows!



TED MACK, the genial host of "The Original Amateur Hour," wins wide audiences for Old Gold Cigarettes.



MURIEL, animated character created for Muriel Cigars, is an outstanding achievement of Lennen & Mitchell's TV staff.



BERT PARKS, the dynamic Master of Ceremonies of "Stop the Music," captivates viewers and listeners for Old Gold Cigarettes.



DENNIS JAMES and **DON HANCOCK**, spokesmen for Old Gold on "Stop the Music" and "The Original Amateur Hour."



JACK BAILEY, the ingratiating Master of Ceremonies of "Queen for a Day," delights quiz enthusiasts for Old Gold Cigarettes.



IMOGENE COCA and **SID CAESAR**, overwhelmingly popular stars of "Show of Shows," co-sponsored by Lehn & Fink Products Corp.



BILL SLATER, amiable TV newscaster of "Broadway to Hollywood," sponsored by Tide Water Associated Oil Co.

In TV and radio,
watch the role played by...

**Lennen &
Mitchell, Inc.**
Advertising

17 East 45th Street, New York 17, N.Y.
308 N. Rodeo Drive, Beverly Hills, Calif.

In programming, the largest single category of shows by quarter-hour periods, as reported by Pulse in the Programming section, were daytime variety stanzas. Other leading categories by quarter hours for November in the 1950 and '51 Multi-Market Tele-Pulse were:

LARGEST PROGRAM CATEGORY	Nov.	
	1951	1950
Daytime Variety	99	70
Drama and Mysteries	92	74
Comedy-Variety	71	77
Kid Shows	68	96
Quiz, Aud. Part.	56	72

On the station front, the most informed estimates to come forward by press-time were projections shown in a special report of the Radio and Television Manufacturers' Association (timetables in the Stations section). Interesting is the chart below:

NEW VHF STATIONS GOING ON THE AIR IN 1952*

DATE	NON-TV AREAS	PRESENT TV CITIES
Jan-March	0	0
April-July	0	0
Aug-Oct	5	0
Nov-Dec	16	1
TOTALS	21	1

* RTMA Report envisions first UHF station opening in the first quarter of 1953.

That the figures above are realistic estimates is underscored by the fact a survey conducted by Haskins & Sells, accounting firm, reveals that there are 28 VHF transmitters currently in the hands of prospective broadcasters, another 20 in manufacturers' stock, and 149 additional in process for which material availability is currently assured. In the UHF department, 5 transmitters are now in process, none having been completed to date.

\$202,528 is the total current replacement cost of the station equipment in the country's smallest market operation, KOB-TV, Albuquerque. A complete analysis of this equipment and its use, is reported in the Equipment section.

With circulation growth level-

HOW MUCH DOES IT COST TO APPLY FOR A TV STATION?

Initial cost for filing an application will probably run around \$5,000 for legal and engineering fees. The cost will be higher if there are any complications on location of site.

But this is just the beginning for, if the application is filed in a market where there are more applicants than channels available, an additional \$10,000 should be put aside for costs of hearings.

It's readily apparent that a \$15,000 investment is necessary, without any assurance of getting a license. In fact, in the larger cities, hearings are apt to drag out considerably longer which, of course, means additional costs.

ling-off in established markets, advertisers can expect some relief in rate increases. Of special interest in this connection, is the rate projection chart (in the Spot section) which shows the correlation between receiver circulation and time charges.

Current TV coverage in the 63 video markets accounts for over 62 percent of all U. S. families who do more than 66 percent of the country's retail purchasing. The specific figure for retail sales, according to NBC-Sales Management estimates, is \$92,708,837,000.

However, important in estimating coverage are the new county-by-county population and sales statistics presented for the first time in the Markets section. Now, advertisers have available to them precise population and sales indices for every TV market, including duplicated signal areas. These statistics differ considerably from network projections which reduce the coverage of about 30 markets by eliminating duplicated signal areas.

With a high incidence of cross viewing in these overlapping areas, particularly in one station markets, TELEVISION Magazine's exclusive county-by-county breakdowns are invaluable to the spot or local advertiser in computing an individual station's coverage area.

\$1,343—that's the tab for an "A" time station ID bought at the open rate to cover the top 10 circulation markets... a quick look at TELEVISION Magazine's Spot Rate Estimator will provide "A" time rates for everything from an ID up to an hour of time in each of the 63 TV

markets. A handy guide, the Estimator enables the advertiser to approximate the cost of any combination of time buys in any set of markets.

What are the 14 major items of expense that contribute to the \$13,700 producer's tab (exclusive of overhead, profit and contingencies) for a half-hour film show... what makes a fairly simple 1 minute commercial hit a \$3,652 cost... who are the sponsors of the 24 film shows now being aired via the networks: these and many other 'facts on film' are covered in the Film Section.

Also included in the film section is complete information on 85 syndicated programs.

Furniture, appliance and department stores are the largest categories of local advertisers, according to a special study made for this DATA BOOK and appearing in the Local Advertiser section. Based on a survey conducted by the TELEVISION Magazine Research Department, the table below lists the largest categories of local advertisers in typical markets of 100,000 to 250,000 receiver circulation:

LEADING LOCAL ADVERTISER CATEGORIES

- Furniture, appliance and dept. stores
- Beer
- Banks
- Autos
- Drugs, food stores

Many of the statistics presented in the DATA BOOK for the first time would not have been available, were it not for the cooperation of the following agencies: TED BATES, B.B.D. & O., BENTON & BOWLES, BIOW, CECIL & PRESBREY, COMPTON, DANCER-FITZGERALD-SAMPLE, D'ARCY, ERWIN-WASEY, WILLIAM ESTY, FOOTE-CONE & BELDING, KENYON & ECKHARDT, J. W. THOMPSON, LENNEN & MITCHELL, MC CANN-ERICKSON, J. D. TARCHER, RUTHRAUFF & RYAN and YOUNG & RUBICAM.

Special thanks also to the various stations, station reps, networks and research services who cooperated so heartily.

Population and sales figures used in the Markets section courtesy of Sales Management.

Advertisers' time cost estimates from the Publishers Information Bureau.

is this the biggest advertising news of the year?



Selling with "Today":

- Anahis*
- Doorkin*
- Florida Citrus Commission*
- Kennell Magikater*
- Kiplinger Washington Agency*
- Knorr Gelatine Co., Inc.*
- Myster Forum*
- Paxo-Pak*
- Regent Cigarettes*
- Time Magazines*

*American Research Bureau, average 1¹/₂-hour rating—7 to 9 a. m., Murchison
... latest Nielsen, Feb. 17-22, 10 sponsored segments—6.6*

In two short months, "Today" has pushed its rating from 5.3 to 7.6 – a new mark for early morning television that many had thought all but impossible. The thirty-one-city daily audience has burgeoned swiftly to over 1,700,000 viewers – an increase of 53%.

Garroway and his knowledgeable crew are opening the eyes of advertisers, too. To quote an example, Time Magazine bought this show for one five-minute segment to make one one-minute offer of a copy of Time's Current Affairs Quiz. The results were so gratifying that Time snapped up

a thirteen-week sponsorship.

It adds up to this – "Today" is doing for early morning TV exactly what "Your Show of Shows" did for Saturday night and "The Kate Smith Show" for daytime selling (each the top show in its class ever since going on). And "Today" is doing this spectacular job at prices any ambitious advertiser can afford . . . as low as \$2,332

gross for time and talent.

Great day in the morning!



today

7-9 AM EST

N B C T E L E V I S I O N

America's No. 1 TV Network

Produced by **1** program
in one afternoon
on **1** TV station

67,852

replies!

'nuff said?

The program: "Community Auditions," a talent-hunt show deftly built with an eye to the special interests of metropolitan Boston.

The sponsor: Community Opticians, experienced advertisers who recognize the influence of the station which introduced television to New England.

The agency: Lasker Riseman, Inc. Writes Mr. Baerman: "We have just tabulated the unprecedented return of 67,852 pieces of mail in response to our 67th program."

The station: WBZ-TV, of course. Who else?

WBZ-TV

BOSTON CHANNEL 4

Represented by NBC Spot Sales



WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

Sales Representatives for the Radio Stations, Free & Peters

PROGRAMMING

Cost analysis—programming trends—listing of network shows—
their sponsors—average time and production charges per tele-
cast—number of performances—total expenditures

THE programming costs of 126 of 1951's sponsored network shows still on the air are published on the following pages.

The per telecast production tabs—no less the total annual time and production outlays—of many shows are staggering to even the largest advertisers, witness the seven programs costing over \$35,000 per performance for production alone: top of the heap (if this is a source of pride to anyone) is the *All Star Revue*, at \$60,000; then the *Texaco Star Theatre*, at \$45,000; next is *Amos 'n' Andy*, at \$40,000; following at \$35,000 each are—*Celanese Theatre*, *Col-*

gate Comedy Hour, *RCA Victor Show* and *Red Skelton*.

On the credit side are the 14 network programs that are produced at under \$3,000. Soap operas and news and current events account for 6 of the fourteen; two children's shows, two sports stanzas and two variety programs are also represented as are one educational and one women's show.

Equally important are the 16 shared - sponsorship programs which share among themselves 62 advertisers. Daytimers Kate Smith and Garry Moore lead the parade, with 12 and 8 sponsors, respectively. *Your Show of Shows* num-

bers 6 sponsors; *Howdy Doody* packs away 5 and *Ruth Lyon's 50 Club* accounts for 4 more, the 11 remaining programs averaging 2 to 3 sponsors each.

Also of interest in this section are the cost breakdowns below, showing item by item production expenses for three typical half hour shows; the Multi-Market Pulse report on page 22 written by Dr. Sydney Roslow, and the 1950-51 New York Pulse Programming comparison (page 23) which indicates the importance of feature film in this, the largest TV market.

COST BREAKDOWNS OF THREE TYPICAL NETWORK PROGRAMS

THE figures shown here are talent and production cost breakdowns for three different types of network programs.

Though the names of the shows are not identified for obvious reasons, the costs are authentic figures culled from current network programs.

The first is a top half-hour drama show, whose sponsor is seeking a top rating in the face of big-time, big-name competition. Grand total, including rehearsal and live commercial costs, \$16,512.50.

Second is a mystery show, whose sponsor is willing to settle for a medium rating. Grand total: \$11,337.50.

Third is a low-budget show, on the order of *Cameo Theatre*, whose sponsor is attempting to reach a loyal, quality audience on a minimum investment. Grand total: \$6,597.50.

One cautioning note is sounded by the several top producers who have been kind enough to check the accuracy of these production figures: "Tell your readers," they all say, "that every production estimate should end with a budget item that reads: 'Allowance for contingencies—10% to 15%'".

TYPICAL COSTS, 1/2 HOUR AGENCY PRODUCED SHOW

Cost Element	Top rated drama show	Medium rated mystery show	Low budget drama show
Lead, Top Star	\$ 3,500	—	—
Good support	1,500	—	—
Cast	2,500	3,500	2,000
	(6 people)	(8 people)	(6-8 people)
Director	900	500	300
Asst. Director	100	75	75
Script Girl	75	75	65
Script	1,000	750	500
Sets, Props, Artwork	3,500	3,000	2,500
5 hrs. Camera Rhs. @ \$350.	1,750	1,750	—
3 hrs. Camera Rhs. @ \$350.	—	—	1,050
1 hr. Film & Slide Facts.	150	150	—
1/2 hr. Film & Slide Facts.	—	—	87.50
TOTAL	\$14,975	\$ 9,800	\$6,577.50
Commercial Costs (live)			
Announcer	300	300	200
Sets, Props, Artwork	800	800	600
1 hr. Camera Rhs. @ \$350.	350	350	—
1/2 hr. Camera Rhs.	—	—	175
1/2 hr. Film & Slide Facts.	87.50	87.50	—
1/4 hr. Film & Slide Facts.	—	—	45
TOTAL	\$ 1,537.50	\$ 1,537.50	\$ 1,020
GRAND TOTAL	\$16,512.50	\$11,337.50	\$ 6,597.50

TIME & PROGRAM COSTS OF 126 SHOWS

Program	Sponsor	No. Perf. 1951	Average Cost		Total Annual Cost
			Per Time	Per Telecast Prod.	
ALL STAR REVUE—NBC	Clinton Foods	17	\$38,913	\$20,000	\$ 590,975
" Total 1 hr. production cost: \$60,000	Kellogg Co.	17	38,913	20,000	594,725
"	Pet Milk Co.	17	38,913	20,000	495,825
THE ALDRICH FAMILY—NBC	Campbell Soup Co.	17	15,304	18,000	566,165
AMAZING MR. MALONE—ABC	Seiberling Rubber	8	17,152	12,000	233,220
AMERICAN FORUM OF THE AIR—NBC	Bohn Aluminum	36	5,674	2,800	305,070
AMOS 'N' ANDY—CBS	Blatz Beer	27	17,482	40,000	1,552,020
ARMSTRONG CIRCLE THEATRE—NBC	Armstrong Cork	52	15,532	10,000	1,327,690
ARTHUR MURRAY SHOW—ABC	Arthur Murray	21	8,190	10,000	381,992
AT HOME SHOW—ABC	C. H. Masland	18	6,186	7,972	358,365
BEAT THE CLOCK—CBS	Sylvania Electric	52	13,002	8,500	1,118,125
THE BERT PARKS SHOW—NBC	General Foods Corp.	130	7,329	3,300	3,292,870
BETTER HOME SHOW—ABC	Anthracite Inst.	35	5,808	5,000	378,293
BETTY CROCKER STAR MATINEE—ABC	General Mills	9	9,352	17,000	237,173
BEULAH—ABC	Procter & Gamble	52	6,860	13,076	1,036,722
BIG TOWN—CBS	Lever Bros.	52	10,690	12,500	1,205,885
BIGELOW THEATRE—DuM	Bigelow-Sanford	17	4,025	8,500	278,330
THE BIG TOP—CBS	Nat'l Dairy Pdcts.	49	14,393	13,000	1,342,263
BILL GOODWIN SHOW—NBC	General Electric	29	12,412	4,500	490,461
BLUE RIBBON BOUTS—CBS	Pabst Brewing	52	22,884	2,769	1,333,978
BREAK THE BANK—NBC	Bristol-Myers Co.	52	16,614	8,500	1,305,940
BRIDE & GROOM—CBS	Hudson Pulp & Paper	49	4,326	3,000	359,000
B'WAY TO HOLLYWOOD—DuM	Tide Water Oil	49	3,477	1,800	258,601
BURNS & ALLEN—CBS	Carnation Co.	26	16,852	25,000	1,088,165
CAMEL NEWS CARAVAN—NBC	R. J. Reynolds	261	8,937	2,400	2,958,910
CAPTAIN VIDEO—DuM	General Foods Corp.	196	9,789	2,000	2,440,758
CAVALCADE OF STARS—DuM	Drugstore TV Pdctns.	52	14,896	15,000	1,554,600
CBS NEWS—CBS	General Motors Corp.	245	5,115	2,200	792,370
CELANESE THEATRE—ABC	Celanese Corp.	7	16,566	35,000	360,965
CELEBRITY TIME—CBS	B. F. Goodrich	52	13,883	10,000	1,241,965
CHARLIE WILD—ABC	Wine Corp. of Amer.	16	14,260	7,000	340,165
CITY HOSPITAL—ABC	Carter Pdcts.	5	7,467	7,500	74,836
THE CLOCK—ABC	Rhodes Pharmacal	11	11,477	7,500	208,747
COLGATE COMEDY HOUR—NBC	Colgate-Palm-Peet	37	29,308	35,000	2,379,425
CRIME PHOTOGRAPHER—CBS	Gillette	7	18,563	12,500	217,445
" Total ½ hr. production cost: \$12,500	Carter Pdcts.	19	12,168	12,500	468,710
CRIME SYNDICATED—CBS	Schick, Inc.	15	19,752	20,000	596,280
DANGER—CBS	Block Drug Co., Inc.	52	10,027	11,500	1,119,430
THE DINAH SHORE SHOW—NBC	General Motors Corp.	10	13,572	9,000	225,720
DOWN YOU GO—DuM	P. Lorillard Co.	15	5,985	4,000	149,775
FAIR MEADOWS, U.S.A.—NBC	Johns-Manville	9	12,136	22,000	307,230
FAYE EMERSON SHOW—CBS	Pepsi-Cola Co.	29	18,061	15,000	958,770
FIRESIDE THEATRE—NBC	Procter & Gamble	51	16,945	17,500	1,756,710
FIRST 100 YEARS—CBS	Procter & Gamble	261	28,851	3,200	2,335,515
FLYING TIGERS—DuM	Johnson Candy	31	6,733	3,000	301,730
FRANK SINATRA SHOW—CBS	Ekco Products Co.	12	9,391	11,000	244,700
Total 1 hr. production cost: \$44,000					
GABBY HAYES SHOW—NBC (Weekday)	Quaker Oats Co.	115	4,916	6,000	1,255,415

Program	Sponsor	No. Perf. 1951	Average Cost Per Telecast		Total Annual Cost
			Time	Prod.	
GARRY MOORE SHOW—CBS	Best Foods, Inc.	46	\$ 6,336	\$ 1,750	\$ 371,965
" Total 1 hr. production cost: \$7,000	Corn Products	24	5,965	1,750	158,600
"	General Electric Co.	46	7,286	1,750	415,690
"	Hansen's Labs.	43	3,658	1,750	232,560
"	Procter & Gamble	201	6,432	1,750	1,644,755
"	Quaker Oats Co.	76	4,254	1,750	456,345
"	R. J. Reynolds	157	6,396	1,750	1,278,880
"	Standard Brands	105	4,611	1,750	667,950
GAYELORD HAUSER SHOW—ABC	Minute Maid Corp.	9	5,197	2,300	67,479
GENE AUTRY—CBS	Wm. Wrigley Jr. Co.	52	5,951	17,000	1,193,480
GODFREY & FRIENDS—CBS	Gillette	22	15,053	9,500	540,185
" Total 1 hr. production cost: \$19,000	Liggett & Myers	45	15,281	9,500	1,110,151
"	Pillsbury Mills	22	14,996	9,500	548,925
GODFREY'S TALENT SCOUTS—CBS	Lever Bros.	53	10,243	11,660	1,160,860
GREATEST FIGHTS OF CENTURY—NBC	Chesebrough Mfg. Co.	52	8,294	3,000	587,330
HAWKINS FALLS—NBC	Lever Bros. Co.	166	6,466	1,800	1,372,371
HOLLYWOOD OPENING NIGHT—CBS	Pearson Pharmacal	24	11,642	6,000	423,420
HOLLYWOOD JR. CIRCUS—ABC, NBC	Hollywood Brands	14	6,450	9,642	431,733
HOLLYWOOD SCREEN TEST—ABC	Ironrite, Inc.	53	7,649	5,250	683,683
HOPALONG CASSIDY—NBC	General Foods Corp.	52	21,750	15,000	1,911,025
HOWDY DOODY—NBC	Colgate-Palm-Peet	104	7,166	1,410	890,908
" Total ½ hr. production cost: \$2,820	International Shoe	45	7,120	1,410	383,871
"	Kellogg Co.	88	6,805	1,410	722,962
"	Mars, Inc.	89	6,688	1,410	724,769
"	Wander Co.	44	6,372	1,410	342,430
I LOVE LUCY—CBS	Philip Morris	12	17,611	25,000	511,338
IT'S NEWS TO ME—CBS	General Foods Corp.	27	11,726	8,092	476,740
JUVENILE JURY—NBC	Minnesota Mining	29	14,331	5,500	575,120
KATE SMITH EVENING HOUR—NBC	B. T. Babbitt, Inc.	6	21,790	26,000	286,740
" Total 1 hr. production cost: \$52,000	Borg-Warner Corp.	8	20,613	26,000	372,910
"	Reynolds Metals Co.	7	22,881	26,000	342,170
KATE SMITH SHOW—NBC	Gerber Products Co.	16	8,634	3,400	192,550
" Total 1 hr. production cost: \$13,600	The Glidden Co.	54	6,035	3,400	509,505
"	Hunt Foods, Inc.	157	7,028	3,400	1,637,275
"	Jergens Co.	82	6,322	3,400	797,240
"	Johnson & Johnson	2	8,575	3,400	23,950
"	Knomark Mfg. Co.	15	8,595	3,400	183,325
"	Minute Maid Corp.	41	4,634	3,400	329,405
"	Pillsbury Mills	17	7,994	3,400	193,710
"	Procter & Gamble Co.	205	5,706	3,400	1,866,785
"	Simoniz Co.	16	7,713	3,400	177,810
"	Simmons Co.	40	5,203	3,400	344,140
"	Singer Mfg. Co.	15	8,727	3,400	181,905
KEEP POSTED—DuM	Curtis Publishing Co.	12	7,784	3,400	134,216
KIDS & CO.—DuM	International Shoe	18	3,315	3,800	128,081
KRAFT TV THEATRE—NBC	Nat'l Dairy Products	52	23,947	16,000	2,077,250
KUKLA, FRAN & OLLIE SHOW—NBC	Nat'l Biscuit Co.	23	14,941	3,000	401,653
" (¼ hr. only in 1952)	RCA	60	14,566	3,000	1,014,372
LIFE WITH LINKLETTER—ABC	Green Giant Co.	35	8,029	1,000	316,046
LONE RANGER—ABC	American Bakeries	52	895	5,000	306,561
"	General Mills	52	6,391	15,000	1,112,360
LONGINES CHRONOSCOPE—CBS	Longines-Wittnauer	58	1,942	1,500	199,680
LOVE OF LIFE—CBS	American Home Pdcnts.	71	5,860	1,700	536,760
LUX VIDEO THEATRE—CBS	Lever Brothers	45	11,369	12,500	1,074,125
MAMA—CBS	General Foods Corp.	47	13,271	8,500	1,097,945
MAN AGAINST CRIME—CBS	R. J. Reynolds	52	14,115	12,500	1,383,965

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Program	Sponsor	No. Perf. 1951	Average Cost		Total Annual Cost
			Per Telecast Time	Per Prod.	
MARTIN KANE—NBC	U. S. Tobacco	45	\$17,720	\$12,000	\$1,337,385
MEET THE PRESS—NBC	Revere Copper	52	14,863	3,530	950,450
MISS SUSAN—NBC	Colgate-Palm-Peet	203	5,916	2,000	1,607,060
MR. DISTRICT ATT'Y—ABC	Bristol-Myers Co.	7	17,376	13,000	212,632
MYSTERY THEATRE—ABC	Sterling Drug, Inc.	13	10,733	13,500	315,030
ONE MAN'S FAMILY—NBC	Manhattan Soap	37	17,062	9,000	1,000,305
" Total ½ hr. production cost: \$9,000	Miles Labs., Inc.	7	24,765	9,000	236,355
ORIGINAL AMATEUR HOUR—NBC	P. Lorillard	52	29,281	11,000	2,094,637
PAUL WHITEMAN REVUE—ABC	Goodyear	52	14,453	20,000	1,791,575
WHITEMAN TV TEEN CLUB—ABC	Nash-Kelvinator	25	29,186	9,000	954,667
PERRY COMO—CBS	Liggett & Myers	157	8,972	5,662	2,297,760
PLAINCLOTHESMAN—DuM	Larus & Bro. Co., Inc.	28	8,916	5,000	389,660
PULITZER PLAYHOUSE—ABC	General Motors	1	16,850	32,000	48,850
RCA VICTOR SHOW—NBC	RCA	6	20,245	35,000	331,470
RACKET SQUAD—CBS	Philip Morris	30	16,044	15,000	931,320
RANGER JOE—ABC	Ranger Joe, Inc.	52	2,261	1,400	190,391
RED SKELTON—NBC	Procter & Gamble	14	24,135	35,000	827,890
ROCKY KING—DuM	American Chicle	16	3,847	6,000	157,560
"	Johnson & Johnson	7	4,358	6,000	72,510
RUTH LYONS' CLUB 50—NBC	Campana Corp.	13	4,058	650	61,210
"	Corn Products	13	4,071	650	61,380
"	G. F. Heublein	7	4,203	650	33,975
"	Penick & Ford	13	4,876	650	71,840
RUMPUS ROOM—DuM	Francis Leggett	189	1,210	500	382,780
SAMMY KAYE SHOW—CBS	The Lambert Co.	23	13,490	12,000	586,275
SCHLITZ PLAYHOUSE—CBS	Schlitz Beer	13	35,611	20,000	722,950
SEARCH FOR TOMORROW—CBS	Procter & Gamble	86	8,023	2,000	867,060
SEE IT NOW—CBS	Aluminum Co. of America	5	13,632	20,000	168,160
SMILIN' ED McCONNELL—CBS, NBC	Brown Shoe Co.	21	8,398	7,142	326,370
SPACE PATROL—ABC	Ralston-Purina	10	11,786	11,000	355,085
SPORTS SPOT—CBS	General Cigar Co.	12	6,343	2,500	106,120
STAR OF THE FAMILY—CBS	Ronson	23	8,839	15,000	548,295
(Now alternate weeks)					
STOP THE MUSIC—ABC	Gillette	5	17,709	10,000	138,545
" Total ½ hr. production cost: \$20,000	Hazel Bishop, Inc.	4	17,595	10,000	110,380
"	P. Lorillard Co.	52	15,419	10,000	1,321,832
STORK CLUB—CBS	Liggett & Myers	104	8,559	4,500	1,358,170
STRIKE IT RICH—CBS (daytime)	Colgate-Palm-Peet	103	8,941	3,000	1,229,979
STRIKE IT RICH—CBS (evening)	Colgate-Palm-Peet	26	10,573	5,000	504,920
THE STU ERWIN SHOW—ABC	General Mills	52	16,290	12,000	1,471,123
STUDIO ONE—CBS	Westinghouse	40	26,051	22,000	1,922,060
SUPER CIRCUS—ABC	Canada Dry	52	12,267	6,000	949,897
" Total 1 hr. production cost: \$12,000	International Shoe	22	11,747	6,000	470,503
"	M & M, Ltd.	22	15,386	6,000	448,792
SUSPENSE—CBS	Electric Auto-Lite	52	14,399	11,500	1,208,879
TALES OF TOMORROW—ABC	Jacques Kreisler	11	9,340	12,000	234,750
TV PLAYHOUSE—NBC	Goodyear Tire	6	41,775	25,000	400,650
" Total 1 hr. production cost: \$25,000	Philco Corp.	46	29,183	25,000	2,492,450
TEXACO STAR THEATRE—NBC	Texas Co.	39	29,913	45,000	2,921,625
THEY STAND ACCUSED—DuM	Crawford Clothes	17	3,800	3,400	122,400
THOSE TWO—NBC	Procter & Gamble	16	14,728	3,333	288,978
TOAST OF THE TOWN—CBS	Ford Motor Co.	52	22,799	29,500	2,719,595
TOM CORBETT, SPACE CADET—ABC	Kellogg Co.	166	7,062	5,000	2,002,363
TREASURY MEN IN ACTION—NBC	The Borden Co.	39	11,164	15,000	1,020,420
TWENTY QUESTIONS—DuM	The Mennen Co.	26	9,730	7,500	448,000
VOICE OF FIRESTONE—NBC	Firestone Tire	53	14,256	16,679	1,639,580
WAYNE KING SHOW—NBC	Standard Oil of Indiana	42	3,553	9,000	527,265
WE, THE PEOPLE—NBC	Gulf Oil Corp.	43	11,872	12,000	1,026,525
THE WEB—CBS	P. Lorillard Co.	52	12,403	11,000	1,216,961
WEEK IN REVIEW—CBS	Norwich Pharmacal	51	1,999	3,500	280,495

Program	Sponsor	No. Perf. 1951	Average Cost Per Telecast		Total Annual Cost
			Time	Prod.	
WHAT'S MY LINE—CBS	Jules Montenier	52	\$12,169	\$ 8,000	\$1,048,802
WINCHELL-MAHONEY SHOW—NBC	Speidel Corp.	40	14,981	15,000	1,002,999
YOU ASKED FOR IT—DuM, ABC	Rosefield Packing	51	6,587	7,500	718,455
YOUR SHOW OF SHOWS—NBC	Benrus Watch	39	4,994	8,300	518,470
" Total 1½ hr. production cost: \$75,000	Eversharp, Inc.	8	25,689	25,000	405,515
"	Lehn & Fink	9	24,571	25,000	446,145
"	Libby, McNeill & Libby	17	7,142	8,300	262,525
"	R. J. Reynolds	17	24,359	25,000	839,105
"	S. O. S. Co.	39	4,975	8,300	517,750
ZOO PARADE—NBC	Quaker Oats Co.	44	13,856	3,100	746,045

PROGRAMMING TRENDS

By Dr. Sydney Roslow

APPROXIMATELY 70 per cent of all TV programming in New York over the past two years has been local and by far the largest group of programs was feature films.

Here are some other '50-'51 programming comparison high-lights:

(1) Of the 30 categories of programming counted in November, 1950, the following five types of shows accounted for 56.3 per cent of network TV programming in 12 cities analyzed: kid shows; comedy - variety; quiz - audience participation; drama and mystery; daytime variety.

These program types made up only 14.1 per cent of local programming for the same month.

In November, 1951 the same five program types accounted for 57.7 per cent of New York's network programming and 17.8 per cent of the local programming.

(2) In New York, feature movies—which accounted for one-fifth of all local programming in 1950—climbed to one-fourth in 1951.

Film shorts and western films also increased their share of local time in 1951, to bring the combined percentage of local TV time in New York for these three film groups to 42 per cent.

(3) Network shows draw a higher average rating than local shows in New York. In 1951, seven types of network shows, for example, drew average ratings of 10 or better. In comparison, the highest-rated local program—*The Roller Derby*—averaged a 6.9.

PROGRAMMING CATEGORIES AND SHARE OF TOTAL PROGRAMMING

From Multi-Market TelePulse

	November, 1950			November, 1951*			% Rtg. Chge.
	# ¼ Hrs.	Avg. Rtg.	% TV Time	# ¼ Hrs.	Avg. Rtg.	% TV Time	
KID SHOWS	96	8.7	14.1	68	9.0	10.0	3.4
COMEDY—VARIETY	77	17.6	11.3	71	20.0	10.5	13.6
DRAMA & MYSTERIES	74	15.7	10.9	92	14.8	13.6	-5.7
QUIZ, Audience Participation	72	9.8	10.6	56	10.2	8.3	4.1
DAYTIME VARIETY†	70	4.4	10.3	99	5.3	14.6	20.4
FOOTBALL	44	7.6	6.5	33	16.8	4.9	121.0
MUSICAL VARIETY	36	12.2	5.1	31	11.1	4.6	-8.2
HOMEMAKING—SERVICE†	30	2.5	4.4	20	3.2	2.9	28.0
INTERVIEWS	23	5.2	3.4	31	4.7	4.6	-9.6
WRESTLING	19	9.1	2.8	18	8.3	2.7	-8.8
COMEDY—SITUATION	18	11.9	2.7	20	14.2	2.9	19.3
MUSIC	18	19.7	2.7	9	7.6	1.3	-61.4
FORUMS, DISCUSSIONS	16	6.7	2.4	18	6.9	2.7	3.0
NEWS	12	11.3	1.8	11	10.1	1.6	-10.6
SPORTS NEWS	12	5.4	1.8	—	—	—	—
TALENT	11	17.2	1.6	18	13.0	2.7	-24.4
WESTERNS	10	17.6	1.5	8	16.5	1.2	-6.3
HORSE SHOW	8	5.1	1.2	—	—	—	—
EDUCATION & SCIENCE	8	3.5	1.2	12	4.5	1.8	28.6
BOXING	7	14.1	1.0	6	20.4	.9	44.7
ROLLER DERBY	6	9.1	.9	—	—	—	—
RELIGION	6	2.5	.9	12	2.5	1.8	—
FEATURE FILM	4	3.6	.6	10	6.0	1.5	66.6
PRESIDENT TRUMAN	2	47.2	.3	2	42.5	.3	-10.0
SERIAL STORIES	—	—	—	30	4.5	4.4	—
FILM SHORTS	—	—	—	2	1.9	.3	—
TOTAL	679		100.0	677		100.0	

* November, 1951 Multi-Market data recomputed to correspond to the 12 markets covered by Pulse in 1950.

† The categories of "Homemaking - Service" and "Daytime Variety" were not originally used in 1950. Therefore, 1950 programs were re-classified to make the groupings comparable to 1951.

NEW YORK PROGRAMMING COMPARISON, 1950-1951

NEW YORK TV PROGRAMS, BY TYPES

From November, 1950, New York TelePulse

	Local Programs			Network Programs		
	# 1/4 Hrs.	% TV Time	Avg. Rtg.	# 1/4 Hrs.	% TV Time	Avg. Rtg.
FEATURE FILMS	336	20.9	2.8	4	.6	3.5
HOMEMAKING—SERVICE	215	13.3	1.1	30	4.4	2.0
MUSICAL VARIETY	126	7.8	1.4	38	5.6	9.4
KID SHOWS	124	7.7	5.5	97	14.1	7.4
WESTERNS, SERIALS	123	7.6	3.5	10	1.5	13.7
INTERVIEWS	78	4.8	2.8	23	3.4	4.4
QUIZ, AUDIENCE PARTICIPATION	70	4.3	1.7	70	10.2	8.4
TEST PATTERN, NEWS OR MUSIC	69	4.3	.5	—	—	—
NEWS	57	3.5	3.2	12	1.8	9.5
HORSE SHOW	62	3.9	4.4	8	1.2	3.9
FILM SHORTS	46	2.9	1.9	—	—	—
WRESTLING	45	2.8	5.0	20	2.9	4.2
POLITICAL TALKS	44	2.7	2.0	8	1.2	9.1
MUSIC	34	2.1	3.1	18	2.6	20.9*
BOXING	28	1.7	5.4	7	1.0	10.2
SPORTS NEWS	22	1.4	3.2	12	1.8	4.7
COMEDY—VARIETY	19	1.2	2.7	79	11.6	18.9
UN TELECASTS	16	1.0	1.9	—	—	—
DRAMA & MYSTERIES	15	.9	4.3	70	10.2	16.8
MR. & MRS.	14	.9	.7	—	—	—
TALENT	11	.7	3.8	9	1.3	15.1
FOOTBALL	11	.7	—	9	1.3	6.0
RELIGION	10	.6	2.0	43	6.3	1.6
ROLLER DERBY	9	.6	1.0	6	.9	6.3
FORUMS, DISCUSSIONS	6	.4	4.8	6	.9	7.2
MISC. SPORTS	6	.4	1.9	16	2.3	—
COMEDY—SITUATION	3	.2	2.1	—	—	—
EDUCATION & SCIENCE	3	.2	2.4	18	2.6	10.1
DAYTIME VARIETY	2	.1	4.4	8	1.2	2.3
MISCELLANEOUS	2	.1	—	70	10.2	2.8
TOTAL	1613	100.0	1.9	683	100.0	3.2

* Includes Metropolitan Opera opening night.

NEW YORK TV PROGRAMS, BY TYPES

From November, 1951, New York TelePulse

	Local Programs			Network Programs		
	# 1/4 Hrs.	% TV Time	Avg. Rtg.	# 1/4 Hrs.	% TV Time	Avg. Rtg.
FEATURE FILMS	423	25.5	3.6	12	1.7	5.6
WESTERNS, SERIALS	190	11.5	3.5	8	1.1	13.7
KID SHOWS	137	8.3	4.2	68	9.8	6.6
HOMEMAKING—SERVICE	134	8.1	1.5	21	3.0	2.6
INTERVIEWS	97	5.9	2.4	36	5.2	3.9
FILM SHORTS	83	5.0	2.9	2	.3	4.6
DAYTIME VARIETY	80	4.8	2.1	99	14.2	4.8
QUIZ, AUDIENCE PARTICIPATION	72	4.4	3.0	12	1.7	7.3
TEST PATTERN, MUSIC OR NEWS	56	3.4	2.1	74	10.6	6.5
NEWS	56	3.4	.4	—	—	—
HORSE SHOW	42	2.5	4.8	—	—	—
BOXING	39	2.4	4.5	6	.9	13.9
FORUMS, DISCUSSIONS	36	2.2	1.1	19	2.7	4.8
WRESTLING	24	1.5	3.6	19	2.7	4.0
SPORTS NEWS	19	1.1	3.5	—	—	—
MUSIC	18	1.1	1.2	10	1.4	5.0
EDUCATION & SCIENCE	17	1.0	2.1	14	2.0	2.5
DRAMA & MYSTERIES	16	1.0	5.9	88	12.6	13.2
MUSICAL VARIETY	16	1.0	3.2	31	4.5	8.4
RELIGION	12	.7	1.5	12	1.7	1.5
HOCKEY	7	.4	5.0	—	—	—
RACING	7	.4	1.9	—	—	—
TALENT	6	.4	3.9	18	2.6	11.0
COMEDY—SITUATION	6	.4	1.6	20	2.9	11.6
COMEDY—VARIETY	5	.3	2.9	73	10.5	18.8
BOWLING	4	.2	2.8	—	—	—
ROLLER DERBY	3	.2	6.9	—	—	—
MR. & MRS.	2	.1	.5	—	—	—
SERIAL STORIES	—	—	—	30	4.3	4.4
FOOTBALL	—	—	—	23	3.3	11.6
PRESIDENT TRUMAN	—	—	—	2	.3	40.4
MISCELLANEOUS	47	2.8	2.7	—	—	—
TOTAL	1654	100.0	2.7	697	100.0	—



PRIME MOVER * *in New York*

W A B D

Channel 5

* *and economical*
"THE MOST EFFECTIVE FORCE
television
IN ANY UNDERTAKING"
^

WEBSTER

DU MONT

TELEVISION NETWORK

515 Madison Avenue, N. Y. 22, N. Y. MU 8-2600

MARKETS COUNTY BY COUNTY

For the first time, TELEVISION Magazine defines complete coverage areas of each TV market, listing all counties included and supplying vital circulation, population and sales figures — integrated station listing gives ownership, affiliation, rep and key personnel for every TV station

IMPORTANT in estimating individual TV market coverage areas are the new county-by-county population and sales statistics presented for the first time on the following pages. Now, for the first time, network, spot, regional and local advertisers have available precise population and sales indices for every TV market, including duplicated signal areas. These statistics differ considerably from network projections which reduce the coverage of about 30 markets by eliminating duplicated signal areas. This is particularly important in one station markets with overlapping areas for here there is a high incidence of cross-viewing.

Also presented for the first time

are estimates of receiver circulation in each city for January, 1953. These have been based on the formula employed by TELEVISION Magazine's Research Department when projecting monthly circulation estimates appearing in the Status Map. The percentage of total production in 1951 going into each market; the ratio of receiver penetration to families; effective buying income and estimated set production and sales in 1952 are some of the factors used in arriving at the 1953 estimates.

The market figures published here are based primarily on a 60 mile signal radius. A few markets aren't up to this yet, and to be sure, there are some that go

beyond it. The RTMA, as one case in point, reports set shipments to counties 90 miles away from the closest TV city, Charlotte.

With power increases taking place rapidly, stations will be filing new claims for coverage; these will be reported as they come in.

In the individual station listings, the order of information is as follows: ownership, address, phone number, representative, Start of Commercial Operations, personnel. Abbreviations are: P—president; GM—general manager; StM—station manager; SM—sales manager; PM—program manager; FM—film manager; CE—chief engineer.

Sales Management statistics correlated for each TV market.

RTMA TIMETABLE OF C.P.'S AND NEW STATIONS FOR 1952-53

	Present Non-TV Cities Under		Present Non-TV Cities Over		Cities Now Served With TV		Sub Total C.P.'s		Amplifiers		Total
	*50,000 Pop.		*50,000 Pop.				New Stations				
	VHF	UHF	VHF	UHF	VHF	UHF	VHF	UHF	VHF	UHF	
C. P. GRANTS											
1952 1st Qtr.	—	—	—	—	—	—	—	—	—	—	—
2nd Qtr.	12	15	8	5	—	—	20	20	—	—	40
3rd Qtr.	15	20	9	8	3	—	27	28	5	—	60
4th Qtr.	10	11	5	4	3	2	18	17	5	—	40
Total	37	46	22	17	6	2	65	65	10	—	140
1953 1st Qtr.	5	10	5	3	5	2	15	15	10	—	40
2nd Qtr.	10	14	5	4	5	2	20	20	10	—	50
3rd Qtr.	10	14	5	4	5	2	20	20	10	—	50
4th Qtr.	10	14	5	4	5	2	20	20	10	—	50
Total	35	52	20	15	20	8	75	75	40	—	190
STATIONS ON THE AIR											
1952 1st Qtr.	—	—	—	—	—	—	—	—	—	—	—
2nd Qtr.	—	—	—	—	—	—	—	—	—	—	—
3rd Qtr.	3	—	2	—	—	—	5	—	—	—	5
4th Qtr.	10	—	6	—	1	—	17	—	1	—	18
Total	13	—	8	—	1	—	22	—	1	—	23
1953 1st Qtr.	12	4	8	1	2	—	22	5	4	—	31
2nd Qtr.	11	12	6	5	3	—	20	17	6	—	43
3rd Qtr.	7	16	5	6	5	—	17	22	9	—	48
4th Qtr.	9	14	5	5	5	1	19	20	10	—	49
Total	39	46	24	17	15	1	78	64	29	—	171

* Covers city population, not including total population which will be serviced with TV by these cities. Based on: Allocation Order by March 1, 1952; First C. P. Granted by June 1, 1952; FCC Assumed to Receive Some but Not All of the Requested Funds.

MARKET, Counties	Jan. '52 Rcvr Circ	Estmtd Jan. '53 Rcvr Circ	Popltn (add00)	Fmls (add00)	RtI Sls (add000)	Food Sls (add000)	Drug Sls (add000)	EBI (add000)
ALBUQUERQUE, N. M. Bernalillo, Sandoval, Valencia—82% KOB-TV — Albuquerque Broadcasting Co; 234 S. Fifth St; 3-4411; Branham, SCO: 11/29/48; George S. Johnson StM; Dorothy B. Smith PM; George S. Johnson CE; Bill Williams FM. (Purchased by Time Inc. Wayne Coy Pres & SM)	13,000	16,160	1911	537	168083	35227	5171	262432
AMES, Ia. Boone, Calhoun, Carroll, Dallas, Franklin, Greene, Grundy, Guthrie, Hamilton, Hardin, Humboldt, Jasper, Madison, Marion, Marshall, Polk, Poweshiek, Story, Tama, Warren, Webster, Wright WOI-TV — Iowa State College; Ames 2500; Weed, SCO: 2/21/50; Richard B. Hull GM; Robert Mulhall SM; Burke Farquhar PM; L. L. Lewis CE; Tad Williams FM.	78,136	104,336	7134	2143	726680	134539	15974	956722
ATLANTA, Ga. Barrow, Bartow, Butts, Carroll, Cherokee, Cobb, Coweta, Dawson, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gilmer, Gwinnett, Hall, Haralson, Heard, Henry, Jackson, Jasper, Lamar, Lumpkin, Meriwether, Monroe, Morgan, Newton, Paulding, Pickens, Pike, Polk, Rockdale, Spalding, Walton WAGA-TV — The Fart Industry Co; 1032 W. Peachtree St; Emerson 2541; Katz; SCO: 3/8/49; Stanton P. Kettler GM; J. W. Collins Local AM; Claude H. Frazier Natl AM; Don Naylor PM & FM; Geo. B. Smith CE. WSB-TV — Atlanta Newspapers, Inc; Biltmore Hotel; Elgin 6711; Petry; SCO: 9/29/48; John M. Outler, Jr. GM; Frank Goither SM; Marcus Bartlett PM & StM; C. F. Dougherty CE; Jean Hendrix FM. WLTV — Broadcasting, Inc.; 15 Forsyth St; Cypress 6676; H, R&P; SCO: 9/30/51; William T. Lane GM; George P. Moore, Jr. SM; Roger Van Duzer PM; Harvey J. Aderhold CE; John Barry FM.	152,000	188,000	12139	3256	1016780	196375	28895	1278391
BALTIMORE, Md. Anne Arundel, Baltimore, Calvert, Caroline, Carroll, Cecil, Frederick, Harford, Howard, Kent, Montgomery, Prince Georges, Queen Annes, Talbot, Washington, DEL—Kent; PA—Adams, Cumberland, Franklin, York; W. VA.—Berkley, Jefferson WAAM — Waam, Inc; 3725 Malden Ave; Mahawk 7600; H, R&P; SCO: 11/1/48; Ken Carter GM; Armand Grant SM; Herbert B. Cahun PM&FM; Ben Wolfe CE. WBAL-TV — Hearst Corp., 2610 N. Charles St; Hopkins 3000; Petry; SCO: 3/11/48; D. L. Provost VP; Leslie Peord, Jr., GM; Jerre Wyatt PM; William C. Bareham CE; John Frankenfeld FM. WMAR-TV — A. S. Abell Co; Baltimore & Charles Sts; Mulberry 5670; Katz; SCO: 10/27/47; E. K. Jett GM; Earnest A. Lang SM; Thomas J. Severin PM; Carlton G. Nopper CE; David V. Stickle FM.	358,052	390,972	26206	7544	2279253	570555	61701	3529428
BINGHAMTON, N. Y. Broome, Chemung, Chenango—33 1/3%, Cortland—50%, Delaware, Schuylar—50%, Tioga, Tompkins—50%; PA—Bradford, Lockawanna, Luzerne—50%, Susquehanna, Wayne, Wyoming WNBF-TV — Clark Associates, Inc; Arlington Hotel; P.O. Box 48; 2-3461; Bolling; SCO: 12/1/49; Cecil D. Mastin GM; Stanley N. Heslop SM; E. M. Scara PM; L. H. Stontz CE; E. Henton FM.	50,150	75,110	10087	2840	938626	232023	17271	1253070

WOI-TV

CHANNEL 4

AMES, IOWA

Affiliated with _____
NBC • CBS • DuM • ABC
_____ networks

The Only Station in Prosperous Central Iowa
Showcase of the World in 90,000 "Hawkeye" Homes

NATIONALLY REPRESENTED BY: **WEED & CO.**
NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • HOLLYWOOD • SAN FRANCISCO

Here's a **NEW**
TV Market!



➤ NOW REACHING out to over one and one-half million Hoosiers with NEW Transmitting Equipment... HIGHER Tower...and MORE Power

REPRESENTED NATIONALLY BY MEEKER

STATION WTTV (Channel 10) and **WTTS** (5000 watts)
Owned and Operated by **SARKES TARZIAN** in **BLOOMINGTON**

MARKET, Counties	Jan. '52 Rcvr Circ	Estmtd Jan. '53 Rcvr Circ	Popltn (add00)	Fmls (add00)	Rtl Sl's (add000)	Food Sl's (add000)	Drug Sl's (add000)	EBI (add000)
BIRMINGHAM, Ala. Bibb, Blount, Chilton, Coosa, Cullman, Jefferson, St. Clair, Shelby, Talladega, Tuscaloosa, Walker	71,147	99,147	9797	2644	667223	167135	15880	879812
WAFM-TV — Voice of Alabama, Inc.; Protective Life Bldg; 3-8116; CBS; SCO: 5/29/49; Thod Holt P; C. P. Pearsons Jr. GM, SM, PM & FM; James L. Evans CE.								
WBRC-TV — Birmingham Broadcasting Co. Inc; Wbrc Bldg., P.O. Box 2111, 4-7741; Raymer; SCO: 7/1/49; Mrs. Eloise Hanna Pres; G. P. Hamann GM & CE; M. D. Smith PM & FM.								
BLOOMINGTON, Ind. Bartholomew, Boone, Brown, Clay, Decatur, Dubois, Greene, Hancock, Hendricks, Jackson, Jennings, Johnson, Lawrence, Martin, Marion, Monroe, Montgomery, Morgan, Orange, Owen, Parke, Pike, Putnam, Rush, Scott, Shelby, Sullivan, Vermillion, Vigo, Washington; ILL—Clark, Crawford, Edgar, Lawrence; KY—Davies, Knox	125,000	187,400	15375	4600	1366174	288806	42850*	2011479
WTTV — Sarkes Tarzian, Inc; 535 S. Walnut St; 2-3366; Meeker; SCO: 11/11/49; Glenn Van Horn GM; Robert Lemon SM; Morton Weigel CE.								

WBRC-TV

NBC AFFILIATE

BIRMINGHAM, ALA.

HEART OF AMERICA'S FASTEST GROWING SECTION

FIRST IN BIRMINGHAM IN 1925

FIRST IN BIRMINGHAM IN 1952

**TELEVISION MAGAZINE
ANNUAL DATA BOOK
1952**

MARKET, Counties	Jan. '52 Rcvr Circ	Estmtd Jan. '53 Rcvr Circ	Popltn (add00)	Fmls (add00)	Rtl Sls (add000)	Food Sls (add000)	Drug Sls (add000)	EBI (add000)
BOSTON, Mass.	847,725	987,725	44624	12797	4392482	1191979	120344	6455099
Barnstable, Bristol, Dukes, Essex North, Essex South, Middlesex North, Middlesex South, Nantucket, Norfolk, Plymouth, Suffolk, Worcester North, Worcester South, MAINE—York—50%; N. H.—Hillsboro, Rockingham; R. I.—Providence—5%								
WBZ-TV — Westinghouse Radio Stations, Inc; 1170 Soldiers Field Road; AI 4-5670; NBC; SCO: 6/9/48; W. C. Swartley GM; C. Herbert Masse SM; W. Gordon Swan PM; W. H. Hauser CE; Carl Lawton FM.								
WNAC-TV — Yankee Network, Inc; 21 Brookline Ave; Co 6-0800; H-R Repts; SCO: 6/21/48; Linus Travers VP, GM, SM; George Steffy VP-TV; Harry Whittemore CE; James Pike FM.								
BUFFALO, N. Y.	247,503	287,503	14305	4107	1500617	362393	34745	1907348
Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans, Wyoming								
WBEN-TV — Wben, Inc; Statler Hotel; Mohawk 0930; H, RGP; SCO: 5/14/48; C. L. Thompson GM; N. J. Malter SM; G. R. Torge PM; Ralph Kingsley CE; Quentin Renner FM.								
CHARLOTTE, N. C.	117,113	145,353	14958	3722	1022377	231869	25260	1242271
Alexander, Anson, Burke, Cabarrus, Caldwell, Catawba, Cleveland, Davidson—50%, Davie, Forsyth—50%, Gaston, Iredell, Lincoln, McDowell, Mecklenburg, Polk, Rowan, Rutherford, Stanly, Union, Wilkes, Yadkin—20%; S. C.—Cherokee, Chester, Lancaster, Spartanburg, Union, York								
WBTV — Jefferson Standard Broadcasting Co; Wilder Bldg; 3-8833; CBS; SCO: 7/15/49; Charles Crutchfield GM; W. J. Jorgenson SM; William Quinn PM; M. J. Miner CE; Dorothy McDonald FM.								
CHICAGO, Ill.	1,077,817	1,237,817	60385	17773	6672873	139858	176049	10323022
Cook, DeKalb, DuPage, Grundy—50%, Kane, Kankakee, Kendall, Lake, McHenry, Will; IND—Lake, La Porte, Porter; Wis—Kenosha, Racine								
WBKB — Balaban & Katz Corp; 190 N. State St; Randolph 6-8210; Weed; SCO: 10/45; John H. Mitchell GM; S. C. Quinlan PM; William P. Kusack CE; Carl Russell FM.								
WENR-TV — American Broadcasting Co. Inc; Opera Bldg., 20 N. Wacker Drive; Andover 3-0800; ABC; SCO: 9/17/48; John H. Norton Jr VP; Joe Fisher SM; James Pollak PM; E. C. Horstman CE; Polly Thompson FM.								
WGN-TV — WGN, Inc; 441 N. Michigan Ave; Superior 7-0100; Hollingbery; SCO: 4/5/48; Frank P. Schreiber GM; Theodore Weber SM; J. E. Faraghan PM; Carl Meyers CE; Elizabeth Baime FM.								
WNBQ — National Broadcasting Co. Inc; Merchandise Mart; Superior 7-8300; NBC; SCO: 1/7/49; Harry Kopf GM; John McPartlin SM; George Heinemann PM; Howard Lutgens CE; Isabelle Cooney FM.								
CINCINNATI, Ohio	329,000	389,000	16424	4999	1497619	367481	39340	2380358
Brown, Butler, Clermont, Clinton, Greene—25%, Hamilton, Highland, Montgomery, Preble—50%, Warren; IND—Dearborn, Fayette, Franklin, Ohio, Ripley, Switzerland, Union, KY—Boone, Bracken, Campbell, Carroll, Gallatin, Grant, Harrison, Kenton, Mason, Owen, Pendleton, Robertson								
WCPO-TV — Scripps-Howard Radio, Inc; 2345 Symmes St; Capital 0777; Branham; SCO: 7/26/49; M. C. Watters GM; Harry LeBrun DTV; Byron Harris SM; Ed Weston PM & FM; Paul Adams CE.								
WKRC-TV — Radio Cincinnati, Inc; Times Star Bldg, Garfield 1331; Katz; SCO: 4/4/49; Hulbert Tatt, Jr., GM; U. A. Latham Mgr. TV; Don C. Chapin SM; Lloyd Smithson PM; George Wilson CE, Warren Warner FM.								
WLW-T — Crosley Broadcasting Corp; 140 W. Ninth St; Cherry 1822; Crosley; SCO: 2/15/48; John T. Murphy GM; David E. Partridge SM; Lin Mason PM; Howard Lepple CE.								
CLEVELAND-AKRON, Ohio	567,692	647,962	27574	7961	2787101	690312	75445	4404156
Ashland, Carroll, Cuyahoga, Geauga, Holmes, Lake, Lorain, Medina, Portage, Richland, Stark, Summit, Tuscarawas, Wayne								
WEWS — Scripps-Howard Radio, Inc; Wews Bldg, 1816 E. 13th St; Tower 1-5454; Branham; SCO: 12/17/47; James C. Hanrahan GM; J. H. Hartley SM; J. B. Epperson CE; Gilbert S. Canfield FM.								
WNBK — National Broadcasting Co. Inc; NBC Bldg; Cherry 1-0942; NBC; SCO: 10/31/48; John McCormick GM; Harold L. Gallagher SM; Carl Freeborn PM; S. E. Leonard CE; Albert L. Odeal FM.								
WXEL — Empire Coil Co. Inc; Pleasant Valley & State Rds; Victory 3-8400; Katz 12/17/49; F. C. Snyder GM; Thomas B. Friedman CE; R. C. Wright SM; Harry Black PM; Nicholas Boris FM.								
COLUMBUS, Ohio	210,000	268,000	12012	3584	1096302	238181	26317	1595477
Champaign—50%, Clark—50%, Crawford, Delaware, Fairfield, Fayette, Franklin, Greene—25%, Hocking, Knox, Licking, Logan, Madison, Morion, Morrow, Muskingum, Perry, Pickaway, Ross, Union								
WBNS-TV — Columbus Dispatch; 33 N. High St; Fletcher 3538; Blair; SCO: 10/5/49; Richard A. Borel GM; Robert D. Thomas SM; Jerome R. Reeves PM & FM; Lester H. Nafzger CE.								
WLW-C — Crosley Broadcasting Corp; 3165 Olentangy River Road; Jefferson 5441; Crosley; SCO: 2/15/48; James Leonard SM; George Henderson SM; Roy Wilson PM; Charles Sloan CE.								
WTVN — Picture Waves, Inc; 3710 LeVeque-Lincoln Tower; Fletcher 1529; Headley-Reed; SCO: 9/30/49; John Rassiter GM; Roger La Reau SM; William Wagner PM; Joe Gill CE; Russell Dickendasher FM.								
DALLAS-FT. WORTH, Tex.	150,000	230,000	15043	4661	1658863	369032	46831	2174591
Bosque—70%, Collin, Cooke—70%, Dallas, Denton, Ellis, Erath—40%, Fannin—75%, Grayson—70%, Henderson—75%, Hill—90%, Hood, Hunt, Jack—80%, Johnson, Kaufman, Montague—50%, Navarro—90%, Palo Pinto, Parker, Rains—90%, Rockwall, Tarrant, Van Zandt—80%, Wise								
KRLD-TV — Dallas Times Herald; Herald Square; Ro 6311; Branham; SCO: 12/3/49; Clyde W. Rembert GM; W. A. Roberts CM; Roy George PM & FM; Roy Flynn CE.								
WRAP-TV — Carter Publications, Inc; 3900 Barnett St, P.O. Box 1780; Tremont 9757; Free & Peters; SCO: 9/29/48; Harold Hough VP; George Cranston GM; Roy I. Bacus SM; Bob Gould PM; R. C. Stinson CE; Lynn Trammel FM.								
WFAA-TV — The Dallas Morning News; WFAA Studios, 1122 Jackson St; Ri-9631; Petry; SCO: 9/15/49; Martin B. Campbell Supvr. Radio-TV; Ralph W. Nimmons Mgr TV; Terry Lee SM; Lawrence E. DuPont PM; William C. Ellis CE; Howard Anderson FM.								

"What's Cooking" is Hot Stuff in

FORT WORTH-DALLAS!



WBAP-TV

Last September the Bowman Biscuit Company of Texas started TV advertising on WBAP-TV exclusively in the Fort Worth-Dallas market. Only five daytime announcements weekly were used, mainly participations in WBAP-TV's own local kitchen show "What's Cooking" with Margret McDonald, from 1:00 P.M. to 2:00 P.M. early in the afternoon.

After two months, "Four times as many Mayfair Cookies have been sold in the Dallas-Fort

BOWMAN BISCUIT CO.

Worth Area as ever before during a comparable time period" reported Mr. J. J. Sanders, Vice President and Division Sales Manager of Bowman--"This record constitutes the largest output of any single item ever sold out of the Fort Worth Branch." Grocer cooperation was excellent resulting in many tie-in displays and the comment "Customers say, 'I saw it on Television, and it looked so good!'"

REPRESENTING TELEVISION STATIONS:

DAVENPORT (Central Broadcasting Co.— WHO-WOC)	WOC-TV*
FORT WORTH-DALLAS (STAR-TELEGRAM)	WBAP-TV*
LOUISVILLE (WAVE, Inc.)	WAVE-TV*
MIAMI (Wometco Theatres)	WTVJ
MINNEAPOLIS-ST. PAUL (DISPATCH-PIONEER PRESS)	WTCN-TV
NEW YORK (THE NEWS)	WPIX
ST. LOUIS (POST-DISPATCH)	KSD-TV*
SAN FRANCISCO (THE CHRONICLE)	KRON-TV*

*Primary NBC Affiliates

*Yes, Spot Television Sells Goods!
For Further Facts, Ask:*

FREE & PETERS, INC.

Pioneer Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

We've got
their eyes
glued to
WWJ-TV



The Eyes of Detroit are upon you when you're on WWJ-TV, Detroit's NBC affiliate . . . from 7 A.M. Dave Garroway time to sign-off at midnight.



Seven of Detroit's ten top-rated multi-weekly shows are on WWJ-TV. So is Red Wing hockey. And Detroit Tiger baseball soon will be back on WWJ-TV, for the sixth consecutive year.



In 1952, join the multitude of current WWJ-TV advertisers who are profiting from this large, responsive audience on a station that commands the greatest community respect, and assures reliability of production . . . in one of the greatest marketplaces in the world today.



FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

WWJ-TV

NBC Television Network
ASSOCIATE AM-FM STATION WWJ



National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

MARKET, Counties	Jan. '52 Rcvr Circ	Estmtd Jan. '53 Rcvr Circ	Popltn (add00)	Fmls (add00)	Rtl Sls (add000)	Food Sls (add000)	Drug Sls (add000)	EBI (add000)
DAVENPORT, Ia. Cedar, Clinton, Des Moines, Henry, Jackson, Jones, Louisa, Muscatine, Scott, Washington; ILL.—Bureau, Carroll, Fulton, Henderson, Henry, Jo Daviess, Knox, Lee, Mercer, Peoria, Rock Island, Stark, Warren, Whiteside, Woodford	85,314	125,534	10343	3282	1063786	213767	23782	1527675
WHBF-TV — Rock Island Broadcasting Co; Telco Bldg; 6-5411; Avery-Knodel; SCO: 7/1/50; Leslie C. Johnson VP GM; Maurice J. Carken CM; F. W. Cooke PM & FM; Robert J. Sinnett CE.								
WOC-TV — Central Broadcasting Co; 805 Brady St; 3-3661; Free & Peters; SCO: 10/31/49; Ernest Sanders GM; Mark Wadlinger SM; Charles Freiburg PM; Paul Arvidson CE.								
DAYTON, Ohio Butler, Champaign, Clark, Clermont—50%, Clinton, Darke, Fayette—50%, Greene, Hamilton—50%, Highland—25%, Logan—50%, Madison—50%, Miami, Montgomery, Preble, Shelby, Warren; IND—Franklin—25%, Randolph, Union, Wayne	230,000	310,000	15171	4568	1466232	336123	37914	2154015
WHIO-TV — Miami Valley Broadcasting Corp; 45 S. Ludlow St; Adams 2261; Hollingbery; SCO: 1/31/50; Robert H. Moody GM; Harvey R. Young, Jr. SM; Don Lyons PM; Ernie Adams CE; Carol Keller FM.								
WLW-D — Crosley Broadcasting Corp; 4595 S. Dixie Highway; Walnut 2101; Crosley; SCO: 3/15/49; H. Peter Lasker GM; Wm. J. Williamson SM; Neal Van Elss PM; Lester Sturgill CE.								
DETROIT, Mich. Genesee—67%, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, Wayne; OHIO—Fulton—20%, Lucas—20%	611,235	771,235	37490	10717	3981946	922998	47395	5866669
WJBK-TV — The Fort Industry Co, Masonic Temple, 500 Temple Ave; Temple 3-7900; Katz; SCO: 10/24/48; Gayle Grubb GM; Richard E. Fischer PM; Harry Lipson SM; Paul Frincke CE; Donald Striker FM.								
WWJ-TV — Evening News Association; 622 W. Lafayette Ave; Woodward 2-2000; Hollingbery; SCO: 3/47; Edwin K. Wheeler GM; Willard E. Walbridge SM; M. C. Wissman PM; Russell Williams CE; Norman Hawkins SM.								
WXYZ-TV — American Broadcasting Co. Inc; 1700 Mutual Bldg; Woodward 3-8321; ABC; SCO: 10/9/50; James G. Riddell GM; Peter Strand PM; Charles Kocher CE; Kenneth Sims FM; Harold Christian CM.								
ERIE, Pa. Crawford, Forest, Erie, Mercer, Venango, Warren; OHIO—Ashtabula, Lake, Trumbull, NY—Chautauque	56,826	70,826	9804	2857	920871	217464	17582	1266140
WICU — Dispatch, Inc; 3515 State St; 4-6371; Headley-Reed; SCO: 3/1/49; Herbert S. Stewart GM; Charles Stone SM; Don Laik PM; Michael Csap CE; John Cook FM.								
GRAND RAPIDS, Mich. Allegan—50%, Barry—50%, Ionia, Kalamazoo—50%, Kent, Montcalm, Muskegon, Newaygo, Ottawa	123,000	155,400	6481	1993	674823	163837	22630	877469
WOOD-TV — Grandwood Broadcasting Co; Grand Rapids Natl Bank Bldg; 9-4211; Katz; SCO: 8/15/49; Willard Schroeder GM; Howard Silber SM; Frank Sisson PM; Robert Wilson CE; Clark Grant FM.								
GREENSBORO, N. C. Alamance, Brazoria, Chatham, Davidson, Durham, Forsyth, Guilford, Lee, Montgomery, Moore, Person, Orange, Randolph, Rockingham, Stokes, Surry, VA—Henry, Patrick, Pittsylvania	74,940	93,660	13028	2854	789397	161258	19166*	1075819
WFMY-TV — Greensboro Daily News; 212 N. Dora St; 3-3611; H, RGP; SCO: 9/22/49; Gaines Kelley GM; Virgil Evans SM; William Neil CE.								
HOUSTON, Tex. Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, Waller	116,000	196,000	10933	3283	1176453	267442	31499	1743537
KPRC-TV — The Houston Post Co, Lamar Hotel, Fairfax 7101, Petry; SCO: 1/1/49; Jack Harris GM; Jack McGraw SM; Bert Mitchell PM; Paul Huhndorf CE; Earl Corriden FM.								
HUNTINGTON, W. Va. Boone, Cabell, Jackson, Kanawha, Lincoln, Logan, Mason, Mingo, Putnam, Wayne, KY—Boyd, Carter, Elliott, Greenup, Johnson, Lawrence, Lewis, Martin, Rowan; OHIO—Columbia, Jackson, Lawrence, Meigs, Scioto	66,199	86,599	10265	2632	649680	154173	14024*	926503
WSAZ-TV — WSAZ Inc.—Huntington Publishing Co; West Va. Bldg; 4th Ave. & 9th St; 3-9991; Katz; SCO: 11/15/49; L. H. Rogers GM; J. H. Ferguson SM; Ted Eiland PM; Leroy E. Kilpatrick CE; Ned R. Brooke FM.								
INDIANAPOLIS, Ind. Bartholomew, Boone, Clay, Clinton, Decatur, Delaware, Hamilton, Hancock, Hendricks, Henry, Howard, Johnson, Madison, Marion, Montgomery, Morgan, Putnam, Rush, Shelby, Tipton	192,588	271,788	12320	3835	1211026	252247	40208	1852501
WFBM-TV — WFBM Inc; 1330 N. Meridian St; Lincoln 8506; Katz; SCO: 5/30/49; Harry M. Briner Jr. CM; Hugh Kibbey PM & FM; Harold Holland CE; William F. Kiley CM.								
JACKSONVILLE, Fla. Baker, Bradford, Clay, Duval, Nassau, Putnam, St. Johns, Union; GA—Camden, Charlton	52,000	80,000	4188	1201	386250	93853	12241	479945
WMBR-TV — Florida Broadcasting Co; 605 S. Main St; 3-4477; Avery-Knodel; SCO: 10/16/49; Glenn Marshall, Jr. CM; Bernie Adams PM; Charlie Stone SM; E. B. Vordermark CE; William Terry FM.								
JOHNSTOWN, Pa. Allegheny, Armstrong, Bedford, Blair, Butler—50%, Cambria, Centre, Clarion, Clearfield, Fayette—50%, Fulton, Huntington, Indiana, Jefferson, Somerset, Westmoreland; MD—Allegany	132,732	182,732	19270	5147	1482950	416865	30528	2150918
WJAC-TV — WJAC, Inc; 329 Main St; 91-965; Headley-Reed; SCO: 9/15/49; Edwin D. Schrott GM; J. W. McGough SM; Frank P. Cummins PM; Tilseadine Campbell CE.								
KALAMAZOO, Mich. Allegan—50%, Barry—50%, Branch, Calhoun, Cass, Eaton, Kalamazoo, Kent—30%, St. Joseph, Van Buren; IND—Elkhart—33%, Lagrange—68%, St. Joseph	167,352	206,952	7946	2446	1808949	174286	24222	1411729
WKZO-TV — Fetzer Broadcasting Co; 124 W. Michigan Ave; 3-1223; Avery-Knodel; SCO: 7/9/50; John E. Fetzer GM; Donald W. DeSmit Jr. SM; Harry E. Travis PM & FM; Carl E. Lee CE.								

THE BEST ADVERTISING BUY

CHANNEL
5

KT LA

ANY NIGHT IN THE WEEK!



HOOPERREPORT

SHARE OF LOS ANGELES TELEVISION AUDIENCE

Evenings—Sunday thru Saturday, 6:00 p.m. to 11:00 p.m., January '52

Average TV Sets-in-Use	52.2%
KT LA's Share	26.7
STATION "A"	19.0
STATION "B"	13.5
STATION "C"	13.3
STATION "D"	11.6
STATION "E"	9.8
STATION "F"	6.1

KT LA creates its own top-rated TV programs—shows that win and hold large and loyal audiences. Sponsored on a spot basis, these **KT LA** programs produce highly satisfying results—more sales per advertising dollar!



Typical of **KT LA**-developed programs is "*The Spade Cooley Show*," sponsored by American Home Foods, Boyle-Midway,

Minute Maid and Liggett & Myers. (33.0 January Hooperating) . . . Another top **KT LA** sales-producing program, currently partially available for participating sponsorship is "*Frosty Frolics*," spectacular ice revue (24.1 January Hooperating).



For an audition print, wire, write or telephone . . .

KT LA Studios • 5451 Marathon St., Los Angeles 38 • **HOLLYWOOD 9-6363**
Eastern Offices • 1501 Broadway, New York 36 • **BRyant 9-8700**

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

Write for a copy of "The Story of the Fabulous **KT LA**," just off the press.

MARKET, Counties	Jan. '52 Rcvr Circ	Estmtd Jan. '53 Rcvr Circ	Popltn (add00)	Fmls (add00)	Rtl Sls (add000)	Food Sls (add000)	Drug Sls (add000)	EBI (add000)
KANSAS CITY, Mo. Andrew, Bates, Buchanan, Caldwell, Carroll, Cass, Clay, Clinton, Daviess, De Kalb, Henry, Jackson, Johnson, Lafayette, Platte, Ray; KAN—Atchison, Brown, Doniphan, Douglas, Franklin, Jackson, Jefferson, Johnson, Leavenworth, Linn, Miami, Osage, Shawnee, Wyandotte WDAF-TV — Kansas City Star Co; 1729 Grand Ave; Jefferson 3766; H, R&P; SCO: 10/16/49; Dean Fitzner, GM; Bill Bates StM; Manne Russo SM; Randall Jessee PM; Joe Flaherty CE; Martha Jenkins FM.	180,775	231,575	14352	4736	1526164	285534	62049	2008772
LANCASTER, Pa. Lancaster, York, Lebanon, Dauphin, Berks—33%, Cumberland—50% WGAL-TV — Steinman Stations; 24 So. Queen St; 5246; Meeker; SCO: 6/1/49; Clair R. McCollough GM; Harold E. Miller StM, FM; J. Robert Gulick SM; J. E. Mathiat CE.	130,804	156,804	8581	2560	830355	180366	16633	1224186
LANSING, Mich. Calhoun, Clinton, Eaton, Genesee, Graftiot, Ingham, Ionia, Jackson, Livingston, Shiawassee WJIM-TV — WJIM, Inc; Bank of Lansing Bldg; 2-1333; H-R Repts; SCO: 5/1/50; Harold F. Gross GM; Howard K. Finch StM; Roger S. Underhill CM; Emil Papke FM; Charles Wallace CE.	80,000	114,400	9056	2727	926478	222328	28289	1307037
LOS ANGELES, Calif. Kern, Los Angeles S.W., Los Angeles N.E., Orange, Riverside—75%, San Bernardino—87%, San Diego—50%, Santa Barbara, Ventura KECA-TV — American Broadcasting Co. Inc; ABC Television Center, Prospect & Talmadge Aves; Normandy 3-3311; ABC; SCO: 9/16/49; Phillip Hoffman GM; Frank G. King SM; Alvin G. Flanagan PM; Cameron G. Pierce CE; Eloise Reeves FM. KHJ-TV — Don Lee Broadcasting System; 1313 N. Vine St; Hudson 2-2133; Petry; SCO: 10/48; George A. Whitney GM; John Brodley SM; Kenneth Higgins PM; Robert E. Arne CE; James Love FM. KLAC-TV — KMTR Radio Corp; 1000 Cahuenga Blvd; Hudson 2-7311; Katz; SCO: 9/17/48; Don Fedderson GM; David E. Lundy SM; Fred Henry PM; Robert Connor CE; Malcolm Klein FM. KNBH — National Broadcasting Co. Inc; Sunset & Vine; Hollywood 9-6161; NBC; SCO: 1/48; Thomas B. MacFadden GM; Don Norman SM; Albert Cole PM; Robert Guggenheim FM. KNXT — Columbia Broadcasting System; 1313 N. Vine St.; Hollywood 9-1212; CBS; SCO: 5/49; Wilbur S. Edwards GM; James T. Aubrey Jr. SM; Bill Brennan PM; Don Hine FM. KTLA — Paramount Television Productions, Inc; 5451 Marathon St; Hollywood 9-3181; Paramount; SCO: 1/22/47; Klaus Landsberg GM; Harry Maynard SM; Raymond Moore CE; Leland Muller FM. KTTV — Los Angeles Times; 5746 Sunset Boulevard; Hudson 2-7111; Blair; SCO: 11/24/48; Richard A. Moore GM; Tom Corradine FM; Joseph Conn CE; Richard Grey, Prod. Op. Mgr.	1,161,036	1,361,036	55431	18044	6009859	1368802	183352	9208250
LOUISVILLE, Ky. Anderson, Breckinridge, Bullitt, Carroll, Franklin, Hardin, Henry, Jefferson, Larue, Meade, Nelson, Oldham, Shelby, Spencer, Trimble, Washington; IND—Clark, Crawford, Floyd, Harrison, Jackson—50%, Jennings—40%, Jefferson, Orange, Scott, Switzerland—40%, Washington WAVE-TV — WAVE, Inc; 334 E. Broadway, Wabash 2201; Free & Peters; SCO: 11/24/48; Nathan Lord GM; Ralph Jackson CM; George Patterson PM; Wilbur Hudson CE. WHAS-TV — Louisville Courier-Journal; Sixth & Broadway; Wabash 2211; HR & P; SCO: 3/27/50; Victor A. Shalis GM; Ralph Hansen PM & FM; Orrin W. Towner CE; Neil D. Cline SM. * Drug sales not reported for Switzerland, Indiana	118,000	170,400	9177	2677	741384	166274	24283 ^a	1102964
MEMPHIS, Tenn. Fayette, Hardeman, Haywood, Lauderdale, Shelby, Tipton; ARK—Crittenden, Cross, Lee, Mississippi, Poinsett, St. Francis; MISS.—Benton, DeSoto, Marshall, Ponola, Tate, Tunica WMCT — Memphis Publishing Co; Third and Madison Sts; 8-7464; Branham; SCO: 12/4/48; H. W. Slavick GM; Earl Moreland SM; Wilson Mount PM & FM; E. C. Frase Jr. CE.	115,083	137,483	10084	2942	790344	154542	19451	1027929
MIAMI, Fla. Broward, Dade WTVJ — Wometco Theatres; 17 N.W. 3rd St; 82-6671; Free & Peters; SCO: 3/21/49; Lee Ruwitch GM; John S. Allen SM; Lee Phillips PM; Earl Lewis CE; Lobe Mell FM.	83,170	123,170	5869	1897	782598	151727	32548	794303
MILWAUKEE, Wisc. Dodge, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, Waukesha WTMJ-TV — The Journal Co; Radio City, 720 E. Capital Drive, Marquette 8-6000; H, R&P; SCO: 12/3/47; W. J. Damm GM; R. G. Winnie StM; N. V. Bakke SM; James Robertson PM & FM; Edwin L. Cordes CE.	305,537	334,737	13899	4087	1452104	323455	33475	2106463
MINNEAPOLIS-ST. PAUL, Minn. Anoka, Carver, Chisago, Dakota, Goodhue, Hennepin, Isanti, Le Sueur, McLeod, Ramsey, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Washington, Wright; WISC.—Pierce, Polk, Saint Croix KSTP-TV — KSTP, Inc; 3415 University Ave; Prior 2717; Petry; SCO: 4/27/48; Stanley Hubbard GM; M. C. Robertson SM; Del Franklin PM; John McMahon CE. WTCN-TV — Mid-Continent Radio & Television, Inc.; Radio City; Lincoln 0552; Free & Peters; SCO: 7/1/49; F. Van Konynenburg GM; R. N. Ekstrum SM; Gwen Harvey PM; John Sherman CE; Harry Jones FM. (Purchase of interest by CBS on FCC approval.)	301,500	358,700	15510	4584	1621666	318408	41084	2092328
NASHVILLE, Tenn. Bedford, Cannon, Cheatham, Davidson, De Kalb, Dickson, Hickman, Houston, Humphreys, Macon, Marshall, Maury, Montgomery, Robertson, Rutherford, Smith, Sumner, Trousdale, Williamson, Wilson; KY—Allen, Logan, Simpson, Todd WSM-TV — WSM, Inc; 301 Seventh Ave; 6-7181; SCO: 9/30/50; Petry; John H. DeWitt GM; Irving Waugh CM; Jack Stapp PM; Aaron Shelton CE; Elmer Cartwright FM.	54,784	73,984	7803	2182	520610	113238	12569	777204








MARKET, Counties	Jan. '52 Rcvr Circ	Estmtd Jan. '53 Rcvr Circ	Popltn (add00)	Fmls (add00)	Rtl Sls (add000)	Food Sls (add000)	Drug Sls (add000)	EBI (add000)
NEW HAVEN, Conn. Hartford, Litchfield, Middlesex, New Haven North, New Haven South, New London—50%, Tolland WNHC-TV — Elm City Broadcasting Corp; 1110 Chapel St; 6-9826; Katz; SCO: 6/13/48; Aldo DeDominicis GM; Vince Callanan SM; David K. Harris PM; Vincent DeLaurentis CE; Kit Adler FM.	224,000	295,200	13815	4044	1419633	358758	39719	2149379
NEW ORLEANS, La. Ascension, Jefferson, La Fourche, Livingston, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John Baptist, St. Tammany, Tangipahoa, Terrebonne; MISS—Hancock, Pearl River WDSU-TV — WDSU Broadcasting Corp; 520 Royal St; Tulane 4371; Blair; SCO: 12/18/48; Edgar B. Stern, Jr., Pres; Robert D. Swezey GM; A. Louis Read CM; Lindsey Riddle CE; Rose Wetzel FM.	78,377	108,377	9947	2843	767001	166317	25955	1128548
NEW YORK CITY, N. Y. Bronx, Dutchess—40%, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Sullivan, Ulster, Westchester; CONN—Fairfield North, Fairfield South, Litchfield; N. J.—Bergen, Essex, Hudson, Hunterton, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren; PA.—Northampton, Pike WABD — Allen B. Du Mont Laboratories, Inc; 515 Madison Ave; Mu 8-2600; Du Mont; SCO: 1941; Richard Jones GM; Rodney Chipp CE; Donald Stewart FM; James L. Caddigan PM; Ted Bergmann SM. WATV — Bremer Broadcasting Corp; Television Center, Newark 1, N.J.; Mitchell 2-6400; Weed; SCO: 5/15/48; Irving R. Rosenhaus GM; Edmund S. Lennon SM; George H. Green PM; Henry L. Dabrowski CE; Robert P. Paskow FM. WCBS-TV — Columbia Broadcasting System, Inc; 485 Madison Ave; PI 5-2000; CBS; SCO: 11/1/46; Craig Lawrence GM; George Dunham Jr. SM; Richard Doan PM; Robert G. Thompson CE; David Savage FM. WJZ-TV — American Broadcasting Co., Inc; ABC Television Center; Tr 3-7000; ABC; SCO: 8/48; Trevor Adams GM; Harold Hough PM; Frank Marx CE; Nat Fowler FM; Don L. Kearney SM. WNBT — National Broadcasting Co., Inc; RCA Bldg., 30 Rockefeller Plaza; Ci 7-8300; NBC; SCO: 7/1/41; Ted Cott GM; Charles Philips SM; Richard Pack PM; F. A. Wankel CE; Beulah Jarvis FM. WOR-TV — General Teleradio Inc; 1440 Broadway; Longacre 4-8000; WOR; SCO: 10/11/49; Theodore C. Streibert GM; Julius F. Seebach Jr. PM; J. R. Poppele CE; Milford Fenster FM; Robert C. Mayo SM. WPIX — WPIX, Inc; 220 E. 42nd St; Mu 2-1234; Free & Peters; SCO: 6/15/48; G. Bennett Larson GM; John F. Noone SM; Louis B. Ames PM; Thomas Howard CE; Anthony Azzato FM.	2,811,094	3,211,094	146270	43474	15586284	4210940	344109	26193213
NORFOLK, Va. Charles City, Elizabeth City, Gloucester, Isle of Wight, James City, Mathews, Nansemond, New Kent—50%, Northampton, Princess Anne, Southampton, Surry, Sussex, Warwick, York; N. C.—Camden, Currituck, Gates, Hertford, Pasquotank, Perquimans * Drug sales not reported for Charles City and New Kent, Va. WTAR-TV — WTAR Radio Corp; 720 Boush St; 56711; Petry; SCO: 4/2/50; Campbell Arnoux GM; Robert Lambe SM; Richard Lindell CE; Harry Nicholas FM; Joel Carlson PM.	97,606	122,006	8090	2072	623559	149142	17300*	884298
OKLAHOMA CITY, Okla. Blaine, Caddo, Canadian, Cleveland, Garfield, Garvin, Grady, Kingfisher, Lincoln, Logan, McClain, Noble, Oklahoma, Payne, Pottawatomie, Seminole WKY-TV — WKY Radiophone Co; Box 8668, Britton Station; 88-2161; Katz; SCO: 6/6/49; P. A. Sugg GM; Robert Olson PM; H. J. Lovell CE; Keith Mathers FM; R. E. Chapman SM.	98,875	128,875	7805	2443	694219	135382	23043	929358
OMAHA, Neb. Burt, Butler, Cass, Colfax, Cuming, Dodge, Douglas, Johnson, Lancaster, Nehmaha, Otoe, Sarpy, Saunders, Seward, Thurston, Washington; IOWA—Fremont, Harrison, Mills, Manona, Montgomery, Page, Pottawattamie, Shelby KMTV — May Broadcasting Co; 2615 Farnam St; Webster 9800; Katz; SCO: 9/1/49; Owen Saddler GM; Howard O. Peterson SM; Glen E. Harris PM. WOW-TV — Radio Station, WOW, Inc; Insurance Bldg; Webster 3400; Blair; SCO: 8/29/49; Frank P. Fogarty GM; Fred Ebener SM; Lyle DeMoss PM; William Kotera CE; Soren Munkhof FM.	112,362	162,362	7813	2320	853384	147409	21727	1076777

RTMA 1952-'53 INCREASED RECEIVER REQUIREMENTS, BASED ON FCC ALLOCATIONS

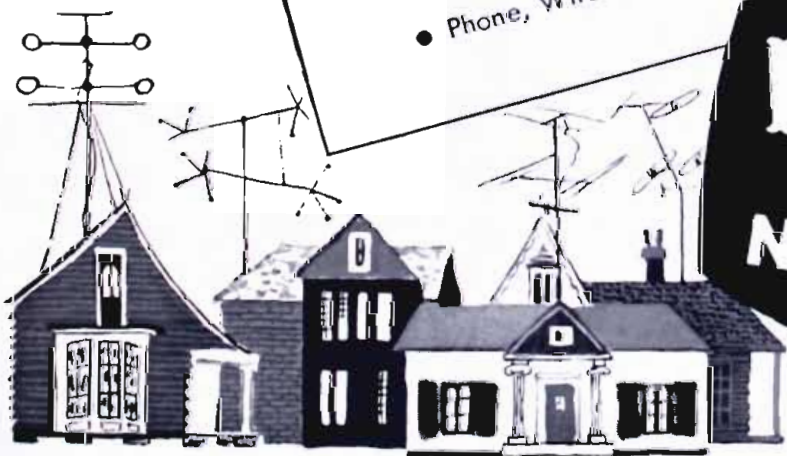
	Resulting from Power Increases	Resulting from New TV Areas with Large Stations	Resulting from New TV Areas with Small Stations	Total
1952 Third Quarter	—	16,620	6,516	23,136
1952 Fourth Quarter	3,534	74,790	28,236	106,560
1953 First Quarter	17,670	166,200	62,988	246,858
1953 Second Quarter	38,874	282,540	112,944	434,358
TOTAL	60,078	540,150	210,684	810,912

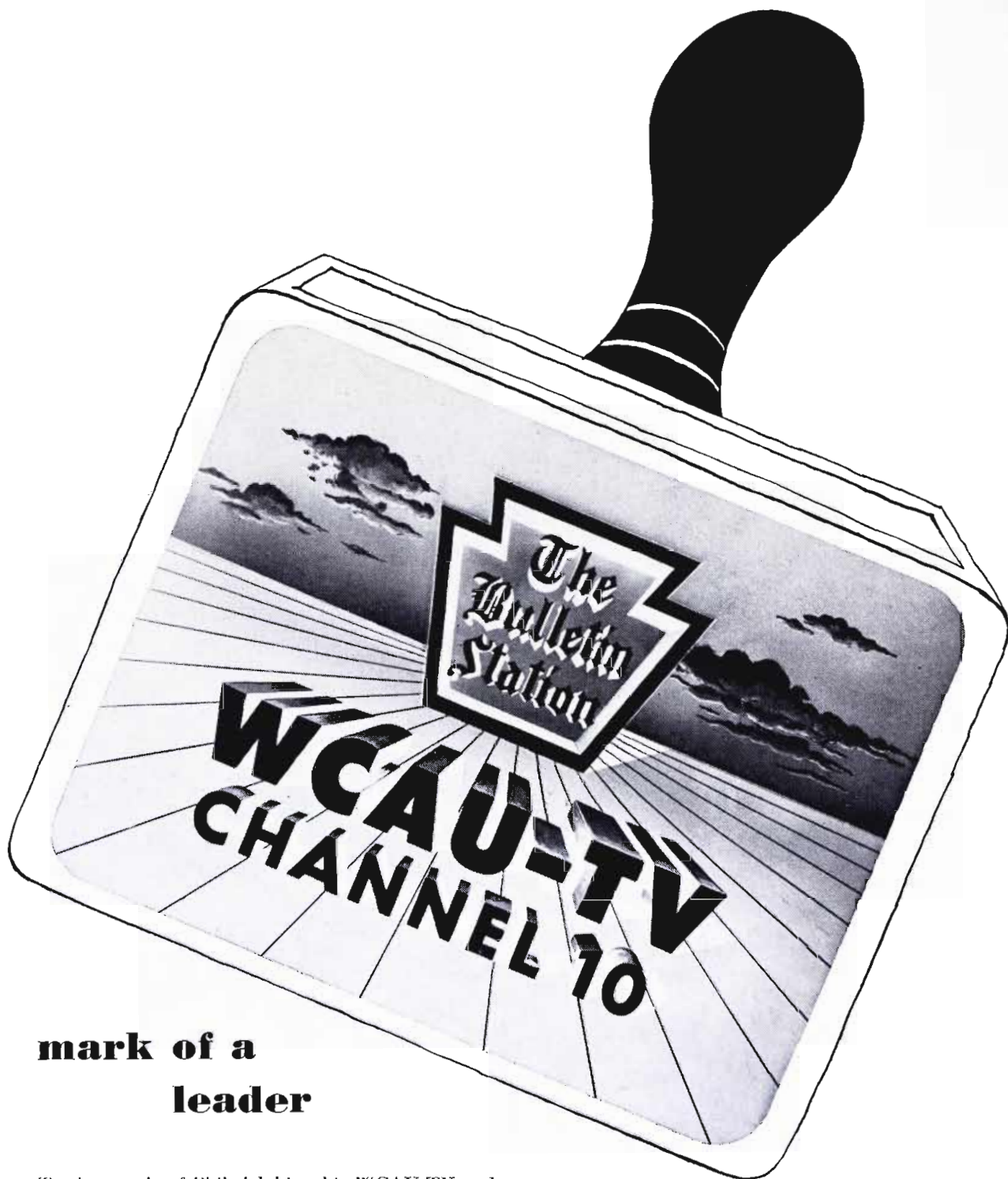
Successful Sales Recipe!

WDSU-TV NEW ORLEANS

- Larvel Products in testing a late evening  spot, offered a Swiss Watch  for \$7.99. The response was overwhelming  — the first commercial pulled 241 orders . As a result, the sponsor  continued his late evening offer. And for the next ten weeks  every late evening spot consistently pulled more than 200 orders!
- Here's proof positive of WDSU-TV's sales power  to the "Billion Dollar New Orleans Market"—and deliver RESULTS for you!
- Phone, Wire or Write BLAIR-TV!

WDSU-TV
CHANNEL 6
New Orleans





mark of a leader

To the people of Philadelphia, this WCAU-TV seal means the best in television entertainment, news and educational programs. To the advertiser, the WCAU-TV seal means prestige, good will and wide circulation for his product's name in the rich Philadelphia market.

The people behind this seal of *showmanship* and *salesmanship* are the same expert craftsmen who originate and produce regular programs for the CBS television network.

This same creative skill is available to you—to all WCAU-TV advertisers. For network quality service at no extra cost, follow the mark of the leader to WCAU-TV.

WCAU-TV

The Philadelphia Bulletin Television Station

CBS Affiliate

Represented by CBS Television Spot Sales

MARKET, Counties	Jan. '52 Rcvr Circ	Estmtd Jan. '53 Rcvr Circ	Popltn (add00)	Fmls (add00)	Rtl Sls (add000)	Food Sls (add000)	Drug Sls (add000)	EBI (add000)
PHILADELPHIA, Pa. Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Monroe, Montgomery, Northampton, Philadelphia; DEL—New Castle; N. J.—Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Middlesex, Monmouth, Ocean, Salem, Somerset	1,000,771	1,160,771	48980	17065	6036549	1269598	135131	8938776
WCAU-TV — Philadelphia Bulletin; 1622 Chestnut St; Locust 7-7700; CBS; SCO: 5/48; Donald W. Thornburgh GM; Robert McGredy SM; Charles Vanda PM; Jack Leitch CE; Thomas Freebairn FM								
WFIL-TV — Philadelphia Inquirer; Market St. at 46th St; Evergreen 2-4700; Katz; SCO: 9/13/47; Roger W. Clipp GM; Kenneth W. Stowman SM; Jack Steck PM; Louis E. Littlejohn CE; Walter Tillman FM								
WPTZ — Philco Television Broadcasting Corp; 1600 Architects Bldg, Locust 4-2244; NBC; SCO: 9/16/41; Ernest B. Loveman GM; Rolland V. Tooke Asst. GM & PM; Edward Murray FM; Alexander W. Dannenbaum, Jr. CM; Raymond J. Bowley CE								
PHOENIX, Ariz. Maricopa West, Maricopa East, Maricopa South, Pinal	44,013	53,613	3807	1211	356764	75264	11979	454808
KPHO-TV — Phoenix Television, Inc; The KPHO Bldg., 631 N. 1st Ave; 4-7367; Petry; SCO: 12/4/49; John C. Mullins GM; Julian Kaufman SM; William Burton PM; George L. McClanathan CE								
PITTSBURGH, Pa. Allegheny, Beaver, Butler, Fayette, Greene, Lawrence, Washington; OHIO—Columbiana, Jefferson; W. VA—Brooke, Hancock, Marshall, Ohio	359,000	495,000	27290	7478	2577001	680545	61457	3886477
WDTV — DuMont Television Network; Chamber of Commerce Bldg; Express 1-1071; DuMont; SCO: 1/11/49; Harold C. Lund GM; Larry Israel SM; Raymond W. Rodgers CE								
PROVIDENCE, R. I. Bristol, Kent, Newport, Providence, Washington; CONN—New London, Windham; MASS—Barnstable, Bristol, Dukes, Nantolk, Plymouth	338,300	417,100	20345	5911	1845229	504369	53568	2068933
WJAR-TV — The Outlet Co; 176 Weybossett St; Gaspee 1-7000; Weed; SCO: 7/10/49; John J. Boyle GM; Norman S. Giffleson SM, PM, FM; Thomas C. Prior CE								
RICHMOND, Va. Albemarle—75%, Amelia, Buckingham, Caroline, Charles City, Chesterfield, Cumberland, Dinwiddie, Essex, Fluvanna; Gloucester, Goochland, Greensville, Hanover, Henrico, Isle of Wight—75%; James City, King George, King & Queen, King William, Lancaster, Louisa, Lunenburg, Mathews—60%, New Kent, Nottaway, Northumberland—75%, Powhatan, Prince Edward, Prince George, Richmond, Southampton—30%, Spotsylvania, Surry, Sussex, Westmoreland, York	105,258	109,258	8124	2043	717046	131553	17214*	891097
WTVR — Havens & Martin, Inc; 3301 W. Broad St. P.O. Box 5229; 5-8611; Blair; SCO: 4/22/48; Wilbur M. Havens GM, SM; G. Conrad Richard PM, FM; James Kyle CE								

WE'RE PROUD OF OUR SUCCESS STORIES

Clients' results from advertising over WDTV have been really sensational during the past year. One manufacturer (Spoolie Hair Curlers) was forced to withdraw a test offer after only 11 shows to enable the factory to catch up with the orders for this \$1.50 item. Such reports are the rule rather than the exception **ON WDTV**

We're proud, too, that we have been able to bring Pittsburgh District viewers all 15 top television network shows. We realize our responsibility in this single channel market, one of the nation's outstanding marketing areas, and strive constantly to provide the best in TV entertainment.

There's lots to see on channel 3
DU MONT TELEVISION NETWORK.. WDTV

PITTSBURGH'S PIONEER TV STATION

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PENNA.

MARKET, Counties	Jan. '52 Rcvr Circ	Estmtd Jan. '53 Rcvr Circ	Popltn (add00)	Fmls (add00)	Rtl Sls (add000)	Food Sls (add000)	Drug Sls (add000)	EBI (add000)
ROCHESTER, N. Y. Genesee, Livingston, Monroe, Ontario, Orleans—50%, Wayne, Yates WHAM-TV — The Stromberg-Carlson Co; Rochester Radio City; Culver 7240; Hollingbery; SCO: 6/11/49; William Foy GM; J. W. Kennedy, Jr. SM; Charles Siverson PM; Kenneth Gardner CE; David Manning FM.	109,000	148,200	7339	2215	735591	172487	16545	1043849
ST. LOUIS, Mo. Franklin, Jefferson, St. Charles, St. Louis; ILL.—Bond, Calhoun, Clinton, Greene, Jersey, Macoupin, Modison, Monroe, Randolph, St. Clair, Washington KSD-TV — St. Louis Post-Dispatch; 1111 Olive St; Main 1111; Free & Peters; SCO: 2/10/47; George M. Burbach GM; Guy E. Yeldell SM; Harold Grams PM; J. E. Risk CE.	363,000	411,000	19558	5689	1864430	441979	52218	2850172
SALT LAKE CITY, Utah Box Elder, Davis, Tooele, Utah, Weber KDYL-TV — Intermountain Broadcasting and Television Corp; Tribune-Telegram Bldg; 5-2991; Blair; SCO: 7/48; S. S. Fox GM; George Provol SM; Dan Rainger PM; John Baldwin CE; F. C. Eckhardt FM. KSL-TV — Radio Service Corp. of Utah; Union Pacific Bldg; 5-4641; CBS; SCO: 6/1/49; C. Richard Evans GM; D. Lennox Murdoch SM; Edw B. Kimball SM; Wayne F. Richards PM; Vincent Clayton CE; Richard Thiriot FM.	70,200	72,200	5115	1436	495568	10297	13633	687742
SAN ANTONIO, Tex. Atascosa, Bander, Bexar, Blanco—50%, Caldwell—75%, Comal, Frio, Gillespie—50%, Gonzales—75%, Guadalupe, Hays, Karnes, Kendall, Kerr—75%, Medina, Wilson KEYL-TV — Ft. Industry Co; Transit Tower Bldg; Garfield 8151; Katz; SCO: 2/15/50; George B. Storer, Jr. GM; Bill Kelley SM; Bill Robb PM; Bill Jackson CE; John Hicks FM. WOAI-TV — Southland Industries, Inc; P.O. Box 2641, WOAI Bldg; Garfield 4221; Petry; SCO: 12/11/49; Hugh A. L. Halff, Pres; A. X. Pangborn GM; W. Perry Dickey PM; Ed Hyman FM; Charles L. Jeffers CE.	62,681	89,081	7061	1967	630375	135648	17123	927791
SAN DIEGO, Calif. Orange—50%, Riverside—50%, San Diego KFMB-TV — Kennedy Broadcasting Co; 1405 Fifth Ave; Main 2114; Branham; SCO: 5/16/49; John A. Kennedy, Chrmn; Howard L. Chernoff GM; W. E. Edholm SM; Bill L. Fox PM, FM; Thornton Chew CE.	113,597	147,597	7437	2442	107850	163302	20237	899460
SAN FRANCISCO, Calif. Alameda, Contra Costa, Marin, Napa, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Salano, Sonoma KGO-TV — American Broadcasting Co. Inc; 155 Montgomery St; Ex 2-6544; ABC; SCO: 5/5/49; Vincent Francis GM & SM; Bloyce M. Wright PM; A. E. Evans CE; Phyliss Towner FM. KPIX — KPIX, Inc; Hotel Mark Hopkins; Ex 2-4567; Katz; SCO: 12/26/48; Philip G. Losky GM; Lou Simon SM; A. E. Towne CE; Sanford Spillman PM, FM. KRON-TV — The Chronicle Publishing Co; 901 Mission St; Ga 1-1100; Free & Peters; SCO: 11/15/49; Charles Thieriot GM; Harold See Dir TV; Norman Louvau SM, FM; A. H. Constant PM; R. A. Isberg CE.	315,000	475,000	29827	9758	3206074	759999	82232	5112464

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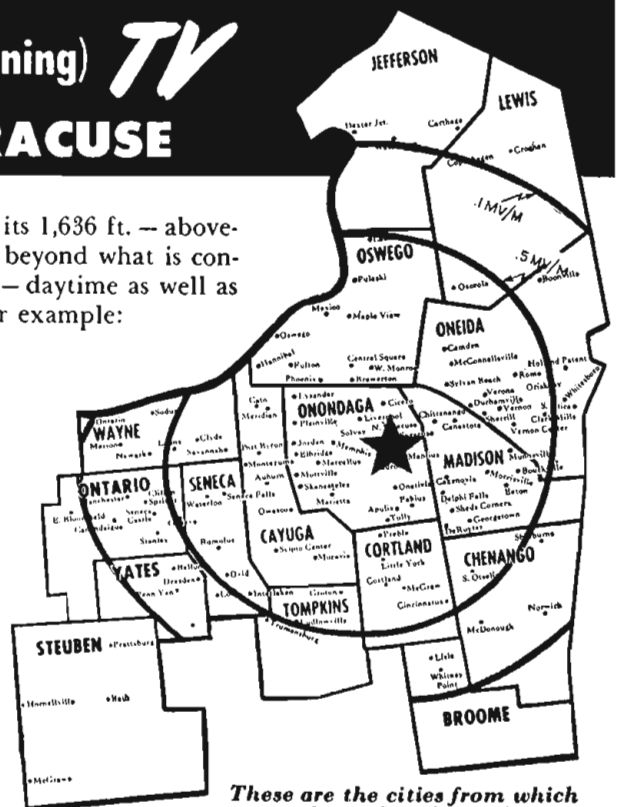
MARKET, Counties	Jan. '52 Rcvr Circ	Estmtd Jan. '53 Rcvr Circ	Popltn (add00)	Fmls (add00)	Rtl Sls (add000)	Food Sls (add000)	Drug Sls (add000)	EBl (add000)
SCHEENECTADY, N. Y. Albany, Columbia, Fulton, Greene, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, Washington; MASS.—Berkshire; VT—Bennington, Rutland WRGB — General Electric Co; 1 River Road; 7-2261; NBC; SCO: 1/1/48; Robert B. Hanna Jr. Mgr; Robert F. Reid SM; Albert G. Zink PM & FM; W. J. Purcell CE.	193,700	245,700	10972	3359	1231390	298850	22312	1412175
SEATTLE, Wash. Clallam, Island, Jefferson, King, Kitsap, Mason, Pierce, Skagit, Snohomish, Thurston KING-TV — King Broadcasting Co; 2112 Smith Tower; Mutual 1090; Blair; SCO: 11/25/48; Mrs. A. Scott Bullitt, Pres; Otto P. Brandt GM; Al Hunter CM; Lee Schulman PM; George Freeman CE.	124,500	184,500	13682	14543	1298662	298367	32750	2229810
SYRACUSE, N. Y. Cayuga, Cortland, Jefferson, Madison, Onondaga, Oneida, Oswego, Schuyler, Seneca, Tompkins—50%, Wayne—50% WHEN — Meredith Syracuse Television Corp; 101 Court St; 3-1126; Katz; SCO: 12/1/48; Paul Adanti GM; W. H. Bell CM; Gordon J. Alderman PM & FM; H. Eugene Crow CE. WSYR-TV — Central New York Broadcasting Corp; 224 Harrison St; 3-7111; Headley-Reed; SCO: 2/15/50; E. R. Vadeboncoeur GM; W. R. Alford Jr. SM; Bill Rothrum PM & FM; A. G. Belle Isle CE.	160,226	196,226	9966	3035	1006701	242842	21024	1207794
TOLEDO, Ohio Defiance, Erie, Fulton, Hancock, Henry, Huron, Lucas, Ottawa, Putnam, Sandusky, Seneca, Williams, Wood, Wyandot; MICH.—Hillsdale, Lenawee, Monroe WSPD-TV — Fort Industry Co; The Broadcast Bldg; Adams 3175; Katz; SCO: 7/21/48; Allen L. Haid GM; Wes. Shannon SM; Robert B. Evans PM; Wm. Stringfellow CE; Elaine Phillips FM.	150,000	206,000	10485	3143	1029610	235186	25226	1434736
TULSA, Okla. Craig, Creek, Mayes, Muskogee, Nowata, Okfuskee, Okmulgee, Osage, Pawnee, Rogers, Tulsa, Wagoner, Washington KOTV — Cameron Television, Inc; Third & Frankfort; 2-9233; Petry; SCO: 11/30/49; Maria Helen Alvarez GM; John B. Hill CM; George G. Jacobs CE; G. Don Thompson PM; Bill Dicks FM.	77,500	101,500	5922	1822	472021	100880	14809	702742
UTICA, N. Y. Chenango—33 1/3%, Fulton—50%, Hamilton, Herkimer, Lewis, Madison—50%, Oneida, Otsego, Schoharie WKTV — Copper City Broadcasting Corp; Smith Hill Road; 3-0404; Cooke; SCO: 12/1/49; Michael C. Fusco GM; J. J. Mac-Davitt SM; J. Fredericks PM; Joseph Cosaletto FM; DeForest T. Loyton Jr. CE.	64,000	84,000	4527	1383	455268	114600	8426	526462

DAYTIME (as well as evening) TV is a Good Buy in SYRACUSE

WSYR-TV's ample power and the tremendous reach of its 1,636 ft. — above-sea-level antenna have spread WSYR-TV's coverage far beyond what is considered normal. And interested buyers watch and listen — daytime as well as evening. Take the 2:30-3:00 P.M. Kay Russell Show for example:

Look at the Results

- A Petburger dog food contest pulled 987 entries in one week.
- An offer of a Singer Sewing Machine booklet, made once on a minute announcement, brought 546 requests.
- One offer of a recipe booklet for Breast-O-Chicken Tuna brought 97 requests.
- One offer of a planting guide made by Sears Roebuck brought 89 requests — plus hundreds picked up in the store by persons asking for "the booklet offered on TV."
- A "what is it" contest run one month featuring a common household object brought 12,456 entries.
- There are dozens of other Success Stories, all pointing to one conclusion: If you want free-spending Central New Yorkers to get your sales story, put it on WSYR-TV.



These are the cities from which most of the Kay Russell Show letters were received.



WSYR-TV-AM-FM • the Only Complete Broadcast Institution in Central New York
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OF THE PEOPLE BY THE PEOPLE FOR THE PEOPLE

We've borrowed a few phrases from Old Abe to illustrate what Washingtonians already know... that WTTG is a station dedicated to the service of our community.

For six years, Washington's first television station has carried more locally-produced programs than any other station in this area.

Six years of outstanding local programs, outstanding personalities, creative program ability and production know-how.

If you've an eye for Washington business—place your sales message on WTTG, Washington's first and most locally-minded station.

WTTG channel 5 in WASHINGTON

Owned and operated by Allen B. Du Mont Laboratories, Inc.

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NOW IN OUR 6TH YEAR

MARKET, Counties	Jan. '52 Rcvr Circ	Estmtd Jan. '53 Rcvr Circ	Popltn (add00)	Fmls (add00)	Rtl Sls (add000)	Food Sls (add000)	Drug Sls (add000)	EBI (add000)
WASHINGTON, D. C. District of Columbia; MD—Anne Arundel, Calvert, Charles, Dorchester, Frederick, Howard, Montgomery, Prince Georges, St. Marys, Talbot; VA—Arlington, Clarke, Fairfax, Fauquier, King George, Loudoun, Prince William, Spotsylvania, Stafford, Westmoreland; W. VA—Berkeley, Jefferson	324,375	376,375	19220	5298	1954701	430189	73163	2839117
WMAL-TV — The Evening Star Broadcasting Co. Inc; 724 14th St. N.W.; National 5400; Katz; SCO: 10/3/47; K. H. Berkley GM; Ben B. Baylor, Jr. SM; Charles L. Kelly PM; Frank Harvey CE.								
WNBW — National Broadcasting Co. Inc; 724 Fourteenth St. N.W.; Republic 4000; NBC; SCO: 6/27/47; Eugene Juster GM; Charles DeLozier SM; Ralph Burgin PM; Charles Colledge CE; George Dorsey FM.								
WTOP-TV — WTOP, Inc; Warner Bldg; Metropolitan 3200; CBS; SCO: 1/16/49; John S. Hayes GM; George F. Hartford SM; Lloyd Dennis PM; Granville Klink Jr. CE; Derek Dyott FM.								
WTTG — Allen B. Du Mont Laboratories, Inc; 12th & E Sts. N. W.; Sterling 5300; H, RGP; SCO: 1/47; Walter Compton GM; Perry P. Walders SM; Malcolm M. Burleson CE; Roger M. Coelos PM; Jules Huber FM.								
WILMINGTON, Del. Kent—50%; New Castle; MD—Cecil; NJ—Salem; PA—Chester—33%; Delaware—33%	89,982	97,982	1439	5102	472939	113749	11188	752947
WDEL-TV — Steinman Stations; Tenth & King Sts; 7268; Meeker; SCO: 6/30/49; Clair R. McCollough StExec; J. Gorman Walsh StM & FM; James Adshhead PM; J. E. Mathiot CE.								
MEXICO-BROWNSVILLE, U.S.A. Cameron, Hidalgo, Kenedy, Wilcox; population figures include 200,000 in Mexico—all other figures are for Texas only			5110	803	217778	49121	5558*	281698
XELD-TV — Romulo O'Farril Sr.; 1111 S. E. Levee St; Brownsville; 2-6953; Blair-TV; SCO: 9/51; Monte Kleban, Exec. Dir; Bert Morris GM; Bert Metcalf PM; Bill Sloat CE.								

The TELEVISION Magazine Status Map reports each month on receiver circulation; penetration; viewers per set; sets in use and composition of TV households by both income and family size.

Complete files are maintained on each television market—any supplementary information may be obtained by contacting the TELEVISION Magazine Readers' Service Department, 600 Madison Avenue, New York 22.



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SPECIALISTS IN VISUAL SELLING



ADVERTISER EXPENDITURES

Year-end report on 215 network advertisers, listing company — product — program — network — agency — total 1951 time charges (PIB) — total 1951 production charges (TELEVISION Magazine exclusive estimates)

ADMIRAL CORP., Radios, radio-phonographs, television receivers, refrigerators, electric ranges, **Stop the Music**, ABC, Erwin, Wasey, \$487,786, \$430,000; **Lights Out**, NBC, Erwin, Wasey, \$742,395, \$477,000.

ALUMINUM CO. OF AMERICA, Wear-Ever, **Homemakers Exchange**, CBS, Fuller, Smith & Ross, \$107,005 total. Institutional, **See It Now**, CBS, Fuller Smith & Ross, \$68,160, \$100,000.

AMEND, FRED W., CO., Chuckles candy, **Hail the Champ**, ABC, H,H&McD, \$45,810, NA.

AMERICA FOR CHRIST, INC., Institutional, **The Circuit Rider**, ABC, Turner & Dyson, \$66,758, \$55,000.

AMERICAN BAKERIES CO., Bakery products, **Lone Ranger**, ABC, Tucker Wayne, \$46,561, \$260,000.

AMERICAN CHICLE CO., Clorets gum, **Rocky King, Detective**, DuM, DF&S, \$61,560, \$96,000.

AMERICAN DAIRY ASS'N, Milk, **Paul Whitman TV Teen Club**, ABC, GN&G, \$86,820, \$180,000.

AMERICAN HOME PRODUCTS CORP., all products, **Love of Life**, CBS, Biow, \$416,060, \$120,700. Aerowax, Duff's mixes and others, **Kate Smith Show**, W. Earle Bothwell, \$119,315, \$85,000.

AMERICAN SAFETY RAZOR CORP., Razor blades & lighters, **The College Bowl**, ABC, R&R, \$50,985, \$71,400. Razors, blades, lighters, cameras & camera equipment, **The Show Goes On**, CBS, R&R, \$646,470, \$441,000.

AMERICAN TOBACCO CO., Lucky Strike, **Roller Derby**, ABC, BBD&O, \$28,000, \$42,000; **This Is Show Business**, CBS, BBD&O, \$589,162, \$540,000; **Go Lucky**, CBS, BBD&O, \$146,480, \$80,000; **Jack Benny**, CBS, BBD&O, \$91,425, \$250,000; **Your Lucky Strike Theatre**, NBC, BBD&O, \$552,575, \$705,000; **Your Hit Parade**, NBC, BBD&O, \$789,430, \$1,075,000; **Manhunt**, NBC, BBD&O, \$147,930, NA. Pall Mall, **The Big Story**, NBC, SSC&B, \$569,770, \$532,000; **Door With No Name**, NBC, SSC&B, \$161,385, \$72,000.

AMERICAN VITAMIN ASSOCIATES, INC., Vitamins, **Frosty Frolics**, ABC, Schwimmer & Scott, \$36,550, NA.

ANCHOR-HOCKING GLASS CORP., bottles, **Broadway Open House**, NBC, Weintraub, \$1,419,364, \$391,500.

ANHEUSER BUSCH, INC., Budweiser beer, **Ken Murray Show**, CBS, D'Arcy, \$1,309,770, \$1,690,000.

ANTHRACITE INSTITUTE, Pa. Anthracite coal, **The Better Home Show**, ABC, JWT, \$203,293, \$175,000.

ARMOUR & CO., Meat products, **Stars Over Hollywood**, NBC, F,C&B, \$403,290, \$350,000.

ARMSTRONG CORK CO., All products, **Armstrong Circle Theatre**, NBC, BBD&O, \$807,690, \$520,000.

ARNOLD BAKERS, INC., Bread & cake, **Robert Q. Lewis**, CBS, B&B, \$860, \$2,300; **Life Begins At Eighty**, ABC, B&B, \$198,408, \$234,000.

ATLANTIC REFINING CO., Atlantic gasoline, **Pro football**, DuM, Ayer, \$118,275, NA.

ATLANTIS SALES CORP., French mustard, **Homemakers Exchange**, CBS, JWT, \$50,695 total.

AVCO MFG. CORP., Bendix washers, clothes dryers, ranges, refrigerators, **Chance of a Lifetime**, ABC, Tatham-Laird, \$633,268, \$216,000; **Name's the Same**, ABC, Tatham-Laird, \$29,940, NA. Crosley kitchens, **Jessie DeBoth's TV Notebook**, ABC, B&B, \$36,171, \$19,740. Television sets, refrigerators, kitchen units, **Show of Shows**, NBC, B&B, \$338,220, \$550,000.

BABBITT, B. T., INC., Bab-O, Glim, **Two Girls Named Smith**, William Weintraub, ABC, \$337,900, \$312,000. Bab-O, **Kate Smith Evening Hour**, NBC, Weintraub, \$130,740, \$156,000.

BALLANTINE, P., & SONS, beer & ale, **New York Yankee Home Games**, DuM, JWT, \$354,093, \$350,000.

BEATRICE FOODS, INC., La Choy food products, **Jessie DeBoth TV**

Notebook, ABC, FC&B, \$18,740, \$9,165.

BENRUS WATCH CO., INC., Watches, **Your Show of Shows**, NBC, J. D. Tarcher, \$194,770, \$323,700.

BEST FOODS, INC., all products, **Garry Moore Show**, CBS, B & B \$291,465, \$80,500. Shinola, Rit tints and dyes, **Penthouse Party**, ABC, Earle Ludgin, \$203,835, NA.

BIGELOW - SANFORD CARPET CO., INC., Bigelow carpets, **Bigelow Theatre**, DuM, Y&R, \$133,830, \$144,500.

BISHOP, HAZEL, INC., Lipstick, **Stop the Music**, ABC, Raymond Spector, \$70,380, \$40,000; **Cameo Theatre**, NBC, Raymond Spector, \$14,700, \$9,500. **Freddy Martin**, NBC, Raymond Spector, \$414,450, \$228,000; **Kate Smith Show**, NBC, Raymond Spector, \$165,185, \$85,000.

BLOCK DRUG CO., INC., all products, **Crime With Father**, ABC, C&P, \$31,425, NA. Amm-i-dent toothpaste & Pycope, **Danger**, CBS, C&P, \$521,430, \$598,000.

BOHN ALUMINUM & BRASS CORP., Aluminum, **American Forum of the Air**, NBC, Zimmer-Keller, \$204,270, \$100,800.

BONAFIDE MILLS, INC., Floor coverings, **Bonny Maid Versatile Varieties**, CBS, NBC, ABC, Gibraltar, \$301,695, \$162,000.

BOND STORES, INC., Clothes, **Hands of Mystery**, DuM, Grey, \$50,970, \$32,500.

BORDEN CO., THE, Instant coffee & others, **Peter Lind Hayes Show**, NBC, DC&S, \$102,180, \$216,000; **Treasury Men In Action**, NBC, DC&S, \$435,420, \$585,000.

BORG-WARNER CORP., Norge major appliances, **Kate Smith Evening Hour**, NBC, JWT, \$164,910, \$208,000; **Four Star Revue**, NBC, JWT, \$310,425, \$425,000.

BREWING CORP. OF AMERICA, Carling's Red Cap Ale, **Pro Football**, DuM, B&B, \$74,475, \$37,500; **Carling's Takes You To The Races**, NBC, B&B, \$119,530, \$66,500.

BRISTOL-MYERS CO., Ipana.

Foodini the Great, ABC, D C & S, \$43,982, \$26,000; **Lucky Pup**, CBS, D C & S, \$68,721, \$17,500. Ipana, Sal Hepatica & Vitalis, **Mr. District Attorney**, ABC, Y & R, \$121,632, \$91,000. **Break the Bank**, NBC, D, C & S, \$863,940, \$442,000.

BROWN SHOE CO., INC., Naturalizer Shoes, **Say It With Acting**, NBC, ABC, Leo Burnett, \$124,079, \$55,000. Buster Brown shoes, **Smilin' Ed McConnell**, CBS, NBC, Leo Burnett, \$176,370, \$150,000.

BULOVA WATCH CO., Watches, **Frank Sinatra Show**, CBS, Biow, \$286,155, \$225,000.

BURKHART, F. MFG. CO., Burkart Shoes, **Patricia Bowman Show**, CBS, Winius-Brandon, \$96,260, NA.

BYMART INC., Tintair, **Somerset Maugham Theatre**, NBC & CBS, C&P, \$792,380, \$420,000, **Sam Levenson Show**, CBS, C&P, \$179,085, NA. **Superstition**, CBS, C&P, \$15,120, NA.

CALIF. PRUNE & APRICOT GROWERS ASSOCIATION, Sun-sweet products, **Homemakers Exchange**, CBS, Long, \$35,530 total.

CALIF. WALNUT GROWERS ASSOCIATION, Diamond walnuts, **Homemakers Exchange**, CBS, McCann-Erickson, \$25,030 total.

CAMPANA CORP., Italian Balm, Solitair Ayds & others, **First Nighter**, ABC, H. W. Kastor, \$25,700, INA. Ayds, **Ruth Lyons' Club 50**, NBC, H. W. Kastor, \$52,760, \$8,450.

CAMPBELL SOUP CO., all products, **Henry Morgan**, NBC, Ward Wheelock, \$276,165, NA; **Aldrich Family**, NBC, Ward Wheelock, \$260,175, \$306,000; **Jack Carter Show**, NBC, Ward Wheelock, \$53,730, \$72,000.

CANADA DRY GINGER ALE, INC., ginger ale, sparkling water, **Super Circus**, ABC, Mathes, \$637,897, \$312,000.

CANNON MILLS CO., Cannon sheets, towels, hosiery, **Kate Smith Show**, NBC, Y&R and Ayer, \$128,755, \$57,800.

CARNATION CO., evaporated milk, **Burns & Allen**, CBS, Erwin Wasey, \$438,165, \$650,000.

CARTER PRODUCTS, INC., Arrid, Rise shave cream, Nair, **Carter's Pills**, **City Hospital**, ABC, Bates, SSC&B, \$37,336, \$37,500. Arrid, **Songs for Sale**, CBS, S C C & B, \$242,320, \$326,300. Arrid, Rise, Billow shampoo, Nair, **Crime Photographer**, CBS, SSC&B, \$231,210, \$237,500.

CELANESE CORP. OF AMERICA, Celanese Acetate fabrics, **Celanese Theatre**, ABC, Ellington, \$115,965, \$245,000.

CHESEBROUGH MFG. CO., Vaseline Hair Tonic, **Saturday Nite at the Garden**, DuM, Cayton, \$50,475, \$20,000. **Kate Smith Show**, NBC, McCann-Erickson, \$242,210, \$132,600. Vaseline products, **Greatest Fights of the Century**, NBC, Cayton, \$431,330, \$156,000.

CHRYSLER CORP., De Soto cars, **You Bet Your Life**, NBC, BBD&O, \$690,435, \$690,300; **It Pays To Be Ignorant**, NBC, BBD&O, \$277,245, \$126,100. Dodge cars and trucks, **Showtime U.S.A.**, R&R, \$295,956, \$500,000.

CLAUDE NEON, INC., Waring Blendor, **Homemakers Exchange**, CBS, Direct, \$23,100 total.

CLICQUOT CLUB CO., ginger ale & soft drinks, **Langford-Ameche Show**, ABC, Weston, \$45,540, \$31,200.

CLINTON FOODS, INC., Snow Crop frozen foods, **Show of Shows**, NBC, Maxon, \$119,430, \$225,000. **All Star Revue**, NBC, Maxon, \$230,975, \$360,000.

CLOROX CHEMICAL CO., Clorox, **Jessie DeBoth's TV Notebook**, ABC, Honig-Cooper, \$35,197, \$19,600.

CLUETT, PEABODY & CO., INC., Arrow Shirts & ties, **Holiday Hotel**, ABC, Y&R, \$121,023, \$112,000; **Musical Playhouse**, ABC, Y&R, \$103,002, \$98,000; **Herb Shriner**, ABC, Y&R, \$170,466, \$204,000.

COLGATE - PALMOLIVE - PEET CO., Colgate Dental Cream, Vel, Super Suds, Palmolive Soap, others, **Strike It Rich** (daytime) CBS, Wm. Esty, \$920,979, \$309,000. Palmolive Shave Cream, Veto, Lustre Creme Shampoo, others, **Strike It Rich** (nighttime), CBS, Wm. Esty, \$274,920, \$130,000. Colgate Dental Cream, **Howdy Doody**, NBC, Ted Bates, \$372,654, \$72,800. Halo, **Howdy Doody**, NBC, Sherman & Marquette, \$263,149, \$54,600. Palmolive Soap, **Howdy Doody**, NBC, Ted Bates, \$372,654, \$72,800. Palmolive Soap, Lustre Cream Shampoo, Vel, Ajax, Halo Shampoo, Colgate Dental Cream, **Colgate Comedy Hour**, NBC, Ted Bates and Sherman & Marquette, \$1,084,425, \$1,295,000. Fab, **Miss Susan**, NBC, Esty, \$1,201,060, \$406,000.

CONGOLEUM-NAIRN, INC., Linoleum, **Garroway at Large**, NBC, McCann-Erickson, \$356,385, \$175,000; **Kate Smith Evening Hour**, McCann-Erickson, NBC, \$177,435, \$208,000.

CONSOLIDATED CIGAR CORP., Harvester & Dutch Masters cigars, **Plainclothesman**, DuM, Erwin Wasey, \$114,615, \$300,300.

CORN PRODUCTS REFINING CO., Karo Syrup, **Niagara Laundry Starch**, **Kate Smith Show**, NBC, C. L. Miller, \$116,750, \$95,200. Mazola Salad Oil, **Ruth Lyons' Club 50**, NBC, C. L. Miller, \$52,930, \$8,450. **Kate Smith Show**, NBC, C. L. Miller, \$122,235, \$81,600. Linit starch & others, **Garry Moore Show**, CBS, C. L. Miller, \$116,600, \$42,000.

CORY CORP., All products, **Langford-Ameche Show**, ABC, DFS, \$162,775, \$62,400.

CRAWFORD CLOTHES, INC., Crawford clothing, **They Stand Accused** DuM, Al Paul Lefton, \$64,600, \$57,800.

CURTIS PUBLISHING CO., SEP, **Keep Posted**, DuM, BBD&O, \$93,416, \$40,800. SEP, LHJ, **Holiday Meet the Press**, NBC, BBD&O, \$172,245, \$45,890.

DOESKIN PRODUCTS, INC., Doe-skin tissues, **Eloise Salutes the Stars**, DuM, Federal, \$7,320, \$24,000.

DRUGSTORE TELEVISION PRODUCTIONS, Drugstores & products, **Cavalcade of Bands**, DuM, Product Advertising, \$574,959,

Selling Shoes?

... or gasoline? ... or lipstick? ... or cigarettes? We've helped sell all of these and a lot more* with our TV film commercials. You should take a look at them and see some new and fresh film techniques . . . techniques that really sell your product! Give us a call and we'll send over our sample reel. Call JUDSON 2-3816

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*These and some more: Thom McAn, Southern, Haveril Hubbard Ayer, Phillip Morris, Celanese, Citrus Service, Al-bertus, Acroy Reserve Corp., 4-Way Club Toldoti, Cameo Curtains.

\$364,650; **Cavalcade of Stars**, DuM, Product Advertising, \$774,600, \$780,000; **Cosmopolitan Theatre**, DuM, Product Advertising, \$237,-742, \$273,000.

DU MONT, ALLEN B., LABS, INC., Du Mont TV sets, **Not For Publication**, DuM, Campbell-Ewald, \$15,-750, NA; **Du Mont Royal Theatre**, DuM, Campbell-Ewald, \$92,743, NA; **Saturday Nite At Madison Square Garden**, DuM, Campbell-Ewald, \$69,740, \$78,000.

DU PONT DE NEMOURS, E.I., & CO., Orlon, **Langford-Ameche Show**, ABC, BBD&O, \$12,930, \$9,-600; **Garry Moore**, BBD&O, \$21,-020, \$9,600.

EKCO PRODUCTS CO., Flint cutlery & kitchen tools, **Frank Sinatra Show**, CBS, Earle Ludgin, \$112,-700, \$132,000.

ELECTRIC AUTO-LITE CO., Spark plugs, auto accessories, **Suspense**, CBS, Cecil & Presbrey, \$610,879, \$598,000.

EMERSON DRUG CO., Bromo-Seltzer, **Rocky King**, **Detective**, DuM, BBD&O, \$137,190, \$156,000.

EMERSON RADIO & PHONOGRAPH CORP., Radios, TV sets, **The Clock**, NBC, FC&B, \$29,280, \$32,800.

EVERSHARP, INC., Razors, **Saturday Nite at the Garden**, DuM, Biow, \$34,180, \$78,000. Pens, pencils, razors, **Jack Carter Show**, NBC, Biow, \$54,060, \$36,000; **Your Show of Shows**, NBC, Biow, \$205,515, \$200,000.

FACTOR, MAX, & CO., Cosmetics, **Sheila Graham Show**, NBC, Ted Factor, \$292,531, NA.

FIRESTONE TIRE & RUBBER CO., Tires, tubes & rubber products, **Voice of Firestone**, NBC, Sweeney & James, \$755,580, \$884,-000.

FLORIDA CITRUS COMMISSION, all products, **Doodles Weaver**, NBC, JWT, \$94,170, \$20,000.

FOOD STORE PROGRAMS CORP., Food store products, **Star Time**, DuM, Franklin Bruck, \$166,290, \$650,000.

FORD MOTOR CO., Automobiles, trucks, parts & services, **Kukla, Fran & Ollie**, JWT, \$264,533, \$91,-560; **Ford Festival**, NBC, \$1,383,-150, \$1,820,000. Ford passenger cars, **Ford Theatre**, K&E, \$186,225, \$286,000. Lincoln & Mercury cars, **Toast of the Town**, K&E, \$1,185,-595, \$1,534,000.

GENERAL CIGAR CO., White Owl cigars, **Sports Spot**, CBS, Y&R, \$76,120, \$30,000.

GNRL. CONF. OF 7TH-DAY ADVENTISTS, religious talks, **Faith For Today**, Western Advertising, ABC, \$170,702, NA.

GENERAL ELECTRIC CO., all products, **Fred Waring Show**, CBS, Y&R, \$974,945, \$1,435,000; **Guest House**, CBS, Y&R, \$358,025, \$198,-000; **Bill Goodwin Show**, NBC, Y&R, \$359,961, \$130,500; **Garry Moore Show**, CBS, Y&R, \$335,190, \$80,500. Hot Point division, **Home-makers Exchange**, CBS, Maxon, Inc., \$135,875, total.

GENERAL FOODS CORP., all products, **The Bert Parks Show**, NBC, Y&R, \$952,870, \$2,340,000. Grapenuts Flakes, Post Toasties, Sugar Crisp, **Hopalong Cassidy**, NBC, Y&R, \$1,131,025, \$780,000. Jello-O & other products, **Aldrich Family**, NBC, Y&R, \$229,140, \$1,-500,000. **Young Mr. Bobbin**, NBC, Y&R, \$265,740, \$285,000. Maxwell House Coffee, **Mama**, CBS, B&B, \$698,445, \$399,500. Post's Cereals, **Captain Video**, DuM, B&B, \$1,918,-758, \$522,000. Sanka Coffee, **The Goldbergs**, CBS, Y&R, \$218,640, \$286,000; **Who's Whose**, CBS, Y&R, \$58,185, \$50,000; **It's News To Me**, CBS, Y&R, \$258,240, \$218,500.

GENERAL MILLS, INC., all products, **Betty Crocker**, CBS, BBD&O, \$163,861, \$286,000; **Betty Crocker Star Time**, ABC, DF&S, \$84,173, \$153,000. Cereals, **Lone Ranger**, ABC, DF&S, \$332,360, \$780,000. Cereals, flours & small appliances, **Ted Mack Family Hour**, ABC, Tatham-Laird, \$210,773, \$135,000. Wheaties, Gold Medal flour, **The Stu Erwin Show**, ABC, D-F-S, \$847,123, \$624,000. Wheaties & others, **Live Like a Millionaire**, CBS, Knox Reeves, \$246,195, \$224,-900.

GENERAL MOTORS CORP., Chevrolet cars, **The Dinah Shore Show**, Campbell-Ewald, NBC, \$135,720, \$90,000. Oldsmobile cars, **CBS News**, CBS, D.P. Brother, \$1,-253,370, \$539,000; **Sam Levenson Show**, CBS, D.P. Brother, \$187,-920, \$104,000. Refrigerators, **Pulitzer Prize Playhouse**, ABC, FC&B, \$16,850, \$32,000; **The Comedy Hour**, NBC, FC&B, \$149,700, \$240,-000.

GENERAL SHOE CO., Shoes, **Acrobat Ranch**, ABC, R&R, \$57,-907, \$38,000. Friendly Teen shoes, **Going Places with Betty Betz**, ABC, Anderson & Cairns, \$29,790, \$15,600.

GENERAL TIRE & RUBBER CO., Tires, **Ted Husing Sport Show**, NBC, DuM, D'Arcy, \$110,990, \$60,-000.

GERBER PRODUCTS CO., Baby

WKZO-TV
OFFICIAL BASIC CBS OUTLET FOR KALAMAZOO GRAND RAPIDS
VIEWED BY 54.7% MORE FAMILIES THAN STATION "B"
WKZO-TV PROGRAM LISTINGS ARE CARRIED AS A READER SERVICE, TO OVER 600,000 SUBSCRIBERS, BY NEWSPAPERS IN

GRAND RAPIDS	GRAND HAVEN
KALAMAZOO	JACKSON
SOUTH BEND	SOUTH HAVEN
ELKHART	THREE RIVERS
FORT WAYNE	COLDWATER
LANSING	STURGIS
BATTLE CREEK	MARSHALL
SAGINAW	VICKSBURG
MUSKEGON	GOSHEN
DOWAGIAC	OSCEOLA

WRITE US OR AVERY-KNODEL FOR ALL FACTS
FETZER BROADCASTING COMPANY
KALAMAZOO



you can see the difference on WBNS-TV

A staff of 28 engineers are required to maintain and produce the top quality programs sent out over WBNS-TV.

The most modern control room equipment and facilities throughout, plus careful installation and maintenance, guarantee the clearest picture and best quality on WBNS-TV.

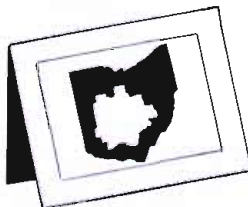
The skillful operation of all equipment has an important bearing on the fine quality of pictures transmitted by WBNS-TV, where each program is carefully monitored, and previewed before it goes on the air.

Yes, you can SEE the difference on WBNS-TV.



The excellent control and engineering facilities of WBNS-TV permit the daily Hob Nob show to make the most of their large cast and varied sets, producing a high interest and high sales vehicle.

WBNS-TV Control Room... the nerve center of operations and control point through which all local programs are originated and network programs monitored before going to the transmitter for broadcast.



wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and
WBNS-AM • General Sales Office: 33 North High Street
Represented by Blair TV

Food, **Kate Smith Show**, NBC, Federal, \$138,150, \$54,400; **Mr. & Mrs. Jim Carrol**, DuM, Federal, \$28,800, NA.

GILLETTE SAFETY RAZOR CO., Razors, blades & shaving cream, **Cavalcade of Sports**, NBC, Maxon, \$687,510, NA. Toni, **Arthur Godfrey & His Friends**, CBS, FC&B, \$331,185, \$209,000. White Rain, Prom, & others, **Stop the Music**, ABC, Tatham-Laird, \$88,545, \$50,000. All products, **Crime Photographer**, CBS, Tatham-Laird, \$129,945, \$87,500. Razor blades, **World Series**, NBC, Maxon, \$356,781, NA.

GLIDDEN CO., Durkee foods & Glidden paint, **Kate Smith Show**, NBC, Meldrum & Fewsmith, \$325,905, \$183,600.

GOODRICH, B. F., CO., INC., Rubber products, **Celebrity Time**, CBS, BBD&O, \$721,965, \$520,000.

GOODYEAR TIRE & RUBBER CO., Tires, tubes & others, **Paul Whiteman Goodyear Revue**, ABC, \$751,575, \$1,040,000. Tires, **Goodyear TV Playhouse**, NBC, Y&R, \$250,650, \$150,000.

GOSPEL BROADCASTING ASS'N, religion, **The Old Fashioned Meeting**, ABC, R. H. Alber, \$77,753, NA.

GREEN GIANT CO., Canned niblets, peas, **Life With Linkletter**, ABC, Leo Burnett, \$281,046, \$35,000.

GRAHAM, BILLY, EVANGELISTIC ASS'N, Billy Graham Evangelistic Ass'n., **Hour of Decision**, ABC, Walter F. Bennett, \$86,400, NA.

GROVE LABS, INC., Fitch Shampoo, Ideal Hair Dressing, Bromo Quinine, **Live Like a Millionaire**, CBS, Gardner, \$97,650, \$69,200.

GRUEN WATCH CO., Wrist & pocket watches, **The Gruen Theatre**, ABC, Stockton, West & Burkhart, \$146,305, \$78,000; **Blind Date**, ABC, Stockton, West & Burkhart, \$340,560, \$190,000.

GULF OIL CORP., gasoline, oil, lubricants, tires, insecticides, **We, the People**, NBC, Y&R, \$510,525, \$516,000; **The Clock**, NBC, Y&R, \$123,525, \$73,800.

HALL BROTHERS, INC., all products, **Sarah Churchill**, CBS, FC&B, \$94,770, \$65,000.

HANSEN'S, CHR., LABS, INC., Junket desserts & puddings, **Garry Moore Show**, CBS, \$157,310, \$75,250.

HEUBLEIN, G. F., & BROTHERS, INC., A-1 sauce & mustard, **Ruth**

Lyons' Club 50, NBC, Duane Jones, \$29,425, \$4,550.

HOLLYWOOD BRANDS, INC., candy bars, **Hollywood Junior Circus**, NBC, ABC, R&R, \$296,733, \$135,000.

HOUSEHOLD FINANCE CORP., institutional **People's Platform**, CBS, LeVally, \$34,280, \$56,000.

HUDSON MOTOR CAR CO., Hudson cars, **The Billy Rose Show**, ABC, BSF&D, \$163,177, \$195,000.

HUDSON PULP & PAPER CORP., Hudson paper napkins, **Bride & Groom**, CBS, Scheideler Beck & Warner, \$212,000, \$147,000.

HUNT FOODS, INC., Hunt Foods products, **Kate Smith Show**, NBC, Y&R, \$1,103,475, \$533,800.

INTERNATIONAL LATEX CORP., all products, **Fashion Magic**, CBS, F, C&B, \$452,079, \$556,936.

INTERNATIONAL SHOE CO., Red Goose shoes (children), **Kids & Co.**, DuM, Westheimer & Block, \$59,681, \$68,400. Sundial shoes (family), **Foodini the Great**, ABC, Hoag & Provandie, \$34,844, \$26,000; **Lucky Pup**, CBS, Hoag & Provandie, \$42,870, \$13,300. Shoes, multi-brand, **Howdy Doody**, NBC, \$320,421, \$63,450. Weather-Bird shoes, **Super Circus**, ABC, Henri, Hurst & McDonald, \$338,503, \$132,000.

IRONRITE, INC. Ironing machines, **Hollywood Screen Test**, ABC, BFS&D, \$405,433, \$278,250.

JENE' SALES CORP., Jene' Shampoo permanent wave, **Paul Dixon Show**, ABC, Sherwin Robert Rodgers, \$36,270, NA.

JERGENS, ANDREW, CO., Jergens lotion, Woodbury soap, **Kate Smith Show**, NBC, Robert W. Orr, \$518,440, \$278,800.

JOHNS - MANVILLE CORP., Building & industrial products, **Fair Meadows, U.S.A.**, NBC, JWT, \$109,230, \$198,000.

JOHNSON & JOHNSON, Texcel tape, **Rocky King, Detective**, DuM, K&E, \$30,510, \$42,000. Surgical dressings, baby products, **Kate Smith**, NBC, Y&R, \$17,150, \$6,800.

JOHNSON, S. C. & SON, INC., Johnson's Wax & others, **Starlight Theatre**, CBS, Needham, Louis, Brorby, \$248,550, \$240,000; **Garry Moore Show**, CBS (nighttime), Needham, Louis, Brorby, \$106,200, \$120,000.

JOHNSON, WALTER H., CANDY, CO., Powerhouse candy bars, **Captain Video**, DuM, Franklin Bruck, \$86,461, \$112,000; **Flying Tigers**,



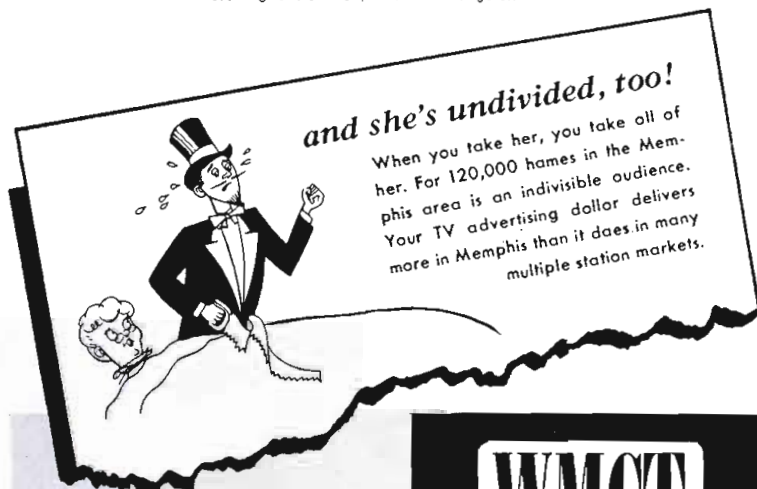
*She's lovely!
She's engaged!
(looking and listening to
WMCT from 7 am to midnight daily)*

She's a member of one of the many families who make up the 120,000* TV homes in the Memphis market area.

She finds entertainment, information and education, looking and listening to the pioneer TV station in this two billion dollar market.

Did we say pioneer? We will go further—it's the first! The one! The only TV station in the Memphis area!

*According to latest Memphis distributors' figures.



and she's undivided, too!

When you take her, you take all of her. For 120,000 homes in the Memphis area is an indivisible audience. Your TV advertising dollar delivers more in Memphis than it does in many multiple station markets.

National Representatives The Branham Company

CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC

Owned and operated by
THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and DUMONT

WMCT

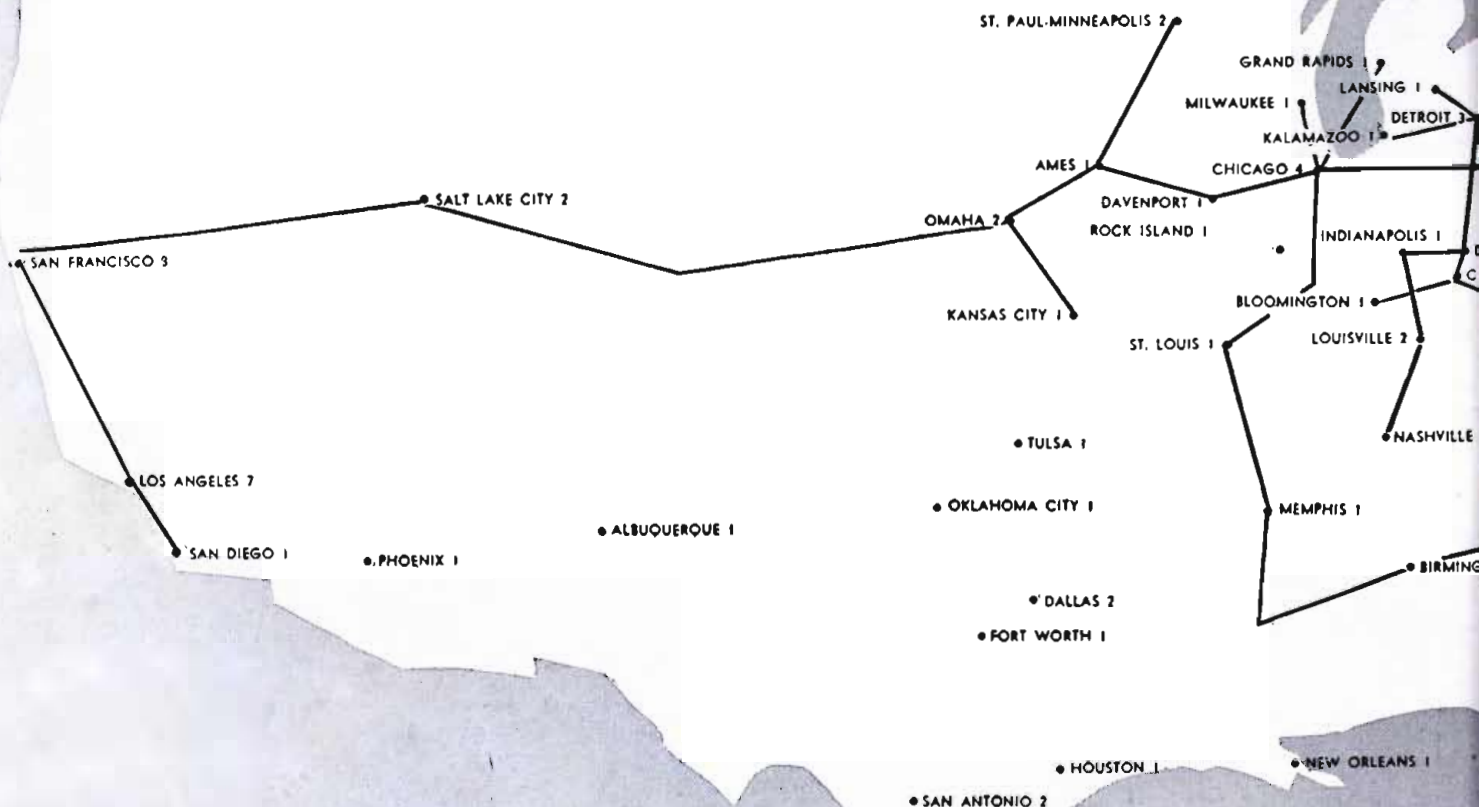
Memphis ONLY

TV Station

WMC WMCF WMCT

TELEVISION MAGAZINE'S STA

• SEATTLE 1



PRODUCTION AND CIRCULATION

Total sets in circulation as of March 1st....	16,840,034
Source: TELEVISION Magazine	
Receiver production for February, 1952 (4 Wks)	400,646
Receiver production for February, 1951.....	679,319
Total receiver production for 1951.....	5,384,798

Source: Radio-Television Manufacturers Association

STATIONS AND MARKETS

Number of 1 station markets	39
Number of 2	10
Number of 3	10
Number of 4 or over	4
Total markets	63
Operating stations	108
Number of connected cities.....	50
Number of non-connected cities.....	13

Source: TELEVISION Magazine

POPULATION

FAMILIES
POPULATION
RETAIL SALES

Source: NBC

SETS IN USE: NATIONAL AVERAGE^a —FEBRUARY, 1952

	MONDAY- SUNDAY	FRIDAY	SATURDAY
9:00 am-12 noon	3.8	5.0	9.7
12:00 noon-6:30 pm	25.1	16.0	18.8
6:30 pm-11:30 pm	44.5	40.8	44.0

^a Not adjusted for area where there may be no TV service at specified hour. Source: Videodex

AVERAGE NUMBER OF VIEWERS —FEBRUARY, 1952

	MONDAY- SUNDAY	FRIDAY	SATURDAY
9:00 am-12 noon	1.72	1.32	2.18
12:00 noon-6:30 pm	2.52	1.58	2.16
6:30 pm-11:30 pm	2.56	2.26	2.56

Source: Videodex

TV HOUSEHOLDS BY YEARLY (NATIONAL AVERAGE)

	PERCENT OF
Under \$2000	
\$2000-\$3999	
\$4000-\$6999	
\$7000 & over	

Source: Videodex

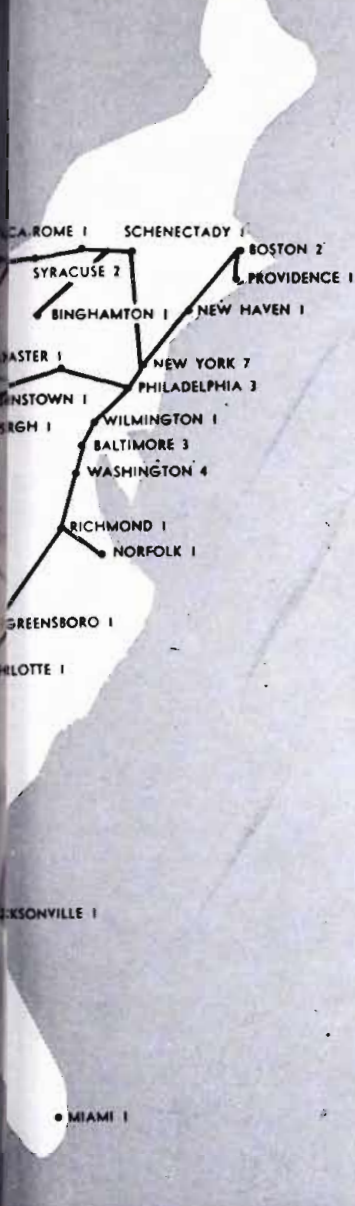
WEED

AND COMPANY

www.americanradiohistory.com

N STATION REPRESENTATIVE
NEW YORK
DETROIT
ATLANTA

MAP



WITHIN TELEVISION SIGNAL AREA	
TOTAL	% OF USA TOTAL
27,412,700	62.1
92,914,200	61.0
608,837,000	66.1

COMPOSITION OF TV HOUSEHOLDS

Number of Adults	2.54
Number of Teen-agers	.32
Number of Children—13 & under	.94
Average TV Homes	3.80

Source: Videodex

STATISTICS

CHICAGO
SAN FRANCISCO

CITY BY CITY RECEIVER CIRCULATION

STATIONS' NETWORK AFFILIATIONS — DEPTH OF PENETRATION

AS OF MARCH 1st

ALBUQUERQUE—26.8	14,400
KOB-TV (A, C, D, N)	
AMES—40.0	86,464
WOI-TV (A, C, D, N)	
ATLANTA—49.5	161,300
WAGA-TV (D); WSB-TV (A, N, P); WLTV (C)	
BALTIMORE*	369,905
WAAM (A, D); WBAL-TV (N, P); WMAR-TV (C)	
BINGHAMTON—32.6	53,585
WNBF-TV (A, C, D, N)	
BIRMINGHAM—34.3	91,000
WAFM-TV (A, C, P); WBRC-TV (D, N)	
BLOOMINGTON*	134,000
WTTV (A, C, D, N)	
BOSTON*	873,761
WBZ-TV (N); WNAC-TV (A, C, D, P)	
BUFFALO*	258,940
WBNF-TV (A, C, D, N)	
CHARLOTTE—35.0	132,338
WBTV (A, C, D, N)	
CHICAGO—62.0	1,107,185
WBKB (C, P); WENR-TV (A); WGN-TV (D); WNBQ (N)	
CINCINNATI*	335,000
WCPO-TV (A, D, P); WKRC-TV (C); WLW-TV (N)	
CLEVELAND-AKRON—75.6	595,015
WEWS (A, C); WNBK (N); WXEL (A, D, P)	
COLUMBUS*	217,000
WBNS-TV (C, P); WLW-C (N); WTVN (A, D)	
DALLAS-FT. WORTH—33.0	157,868
KRLD-TV (C); WBAP-TV (A, N); WFAA-TV (A, D, N, P)	
DAVENPORT-ROCK IS.—44.9	91,563
WHBF-TV (A, C, D); WOC-TV (N, P)	
DAYTON*	240,000
WHIO-TV (A, C, D, P); WLW-D (N)	
DETROIT—59.6	639,432
WJBK-TV (C, D); WWJ-TV (N); WXYZ-TV (A, P)	
ERIE—66.6	59,293
WICU (A, C, D, N)	
FT. WORTH-DALLAS—33.0	157,868
KRLD-TV (C); WBAP-TV (A, N); WFAA-TV (A, D, N, P)	
GRAND RAPIDS*	192,600
WOOD-TV (A, C, D, N)	
GREENSBORO—27.4	78,239
WFMY-TV (A, C, D, N)	
HOUSTON—38.8	127,500
KPRC-TV (A, C, D, N, P)	
HUNTINGTON—28.7	76,000
WSAZ-TV (A, C, D, N)	
INDIANAPOLIS—53.8	206,546
WFBM-TV (A, C, D, N)	
JACKSONVILLE—45.6	54,835
WMBR-TV (A, C, D, N)	
JOHNSTOWN—47.9	144,116
WJAC-TV (A, C, D, N)	
KALAMAZOO*	177,890
WKZO-TV (A, C, D, N)	
KANSAS CITY—41.3	195,674
WDAF-TV (A, C, D, N)	
LANCASTER*	139,552
WGAL-TV (A, C, D, N, P)	
LANSING*	85,000
WJIM-TV (A, C, D, N)	
LOS ANGELES—66.5	1,200,000
KECA-TV (A); KHJ-TV; KLAC-TV; KNBH (N); KTLA (P); KNXT (C); KTTV (D)	
LOUISVILLE—49.0	127,235
WAVE-TV (A, D, N, P); WHAS-TV (C)	
MEMPHIS—47.8	112,700
WMCT (A, C, D, N)	
MIAMI—47.5	90,219
WTVJ (A, C, D, N)	
MILWAUKEE—78.5	320,945
WTMJ-TV (A, C, D, N)	
MINNEAPOLIS-ST. PAUL—69.4	318,200
KSTP-TV (N); WTCN-TV (A, C, D, P)	
NASHVILLE—30.1	65,785
WSM-TV (N)	
NEW HAVEN—61.8	250,000
WNHC-TV (A, C, D, N, P)	
NEW ORLEANS—30.0	85,359
WDSU-TV (A, C, D, N)	
NEW YORK—66.2	2,881,587
WABD (D); WATV; WCBS-TV (C); WJZ-TV (A); WNBT (N); WOR-TV (P); WPIX (P)	
NORFOLK*	107,101
WTAR-TV (A, C, D, N)	
OKLAHOMA CITY—40.4	98,875
WKY-TV (A, C, D, N)	
OMAHA—52.0	121,777
KMTV (A, C, D); WOW-TV (N, P)	
PHILADELPHIA—59.8	1,022,000
WCAU-TV (C); WFIL-TV (A, D, P); WPTZ (N)	
PHOENIX—37.7	45,705
KPHO-TV (A, C, D, N)	
PITTSBURGH—49.7	372,200
WDTV (A, C, D, N)	
PROVIDENCE*	205,000
WJAR-TV (C, N, P)	
RICHMOND*	113,505
WTVR (C, D, N, P)	
ROCHESTER*	138,000
WHAM-TV (A, C, D, N)	
ST. LOUIS—67.1	382,000
KSD-TV (A, C, D, N, P)	
SALT LAKE CITY—73.5	65,000
KDYL-TV (N, P); KSL-TV (A, C, D)	
SAN ANTONIO—37.4	69,476
KEYL-TV (A, C, D, P); WOAI-TV (N)	
SAN DIEGO*	119,589
KFMB-TV (A, C, N, P)	
SAN FRANCISCO—34.9	341,250
KGO-TV (A); KPIX (C, D, P); KRON-TV (N)	
SCHENECTADY-ALBANY-TROY—60.3	202,800
WRGB (C, D, N)	
SEATTLE—29.0	133,800
KING-TV (A, C, D, N, P)	
SYRACUSE*	171,126
WHEN (A, C, D); WSYR-TV (N, P)	
TOLEDO—50.2	158,000
WSPD-TV (A, C, D, N, P)	
TULSA—42.5	77,500
KOTV (A, C, D, N, P)	
UTICA-ROME*	70,000
WKTV (A, C, D)	
WASHINGTON*	344,004
WMAL-TV (A); WNBW (N); WTOP-TV (C, P); WTTG (D)	
WILMINGTON—65.8	96,081
WDEL-TV (D, N)	

* Duplicated Circulation: a considerable part of this city's circulation is also reached by a neighboring city station. Because there are no reliable statistics available on county-by-county circulation it is impossible to report accurate receiver circulation in overlapping areas. The estimates published for these markets, therefore, rarely extend beyond the metropolitan trading area which in many cases might account for one-half to two-thirds of a station's coverage. For these reasons, it is impossible to report depth of penetration. For specific duplication, check TELEVISION Magazine's annual Data Book, which lists all counties within the coverage area of each TV market correlated with various population and sales indices.

DuM, Franklin Bruck, \$208,730, \$93,000.

KAISER-FRAZER CORP., Kaiser-Frazer cars, **By-Line**, ABC, Weintraub, \$33,810, \$30,000; **Ellery Queen**, ABC & DuM, Weintraub, \$249,882, \$572,000.

KELLOGG CO., Breakfast cereals and Gro-Pup, **All Star Revue**, NBC, K&E, \$234,725, \$360,000; **Victor Borge**, NBC, K&E, \$308,340, NA. **Space Cadet**, NBC, K&E, \$113,370, \$31,500. Breakfast Cereals and Rice Krispies, **Howdy Doody**, NBC, K&E, Leo Burnett, \$598,882, \$124,080; **Tom Corbett—Space Cadet**, ABC, K&E, Leo Burnett, \$1,058,993, \$266,900.

KENDALL CO., Curity bandages

& First Aid supplies, **Super Circus**, ABC, Burnett, \$86,284, \$30,000.

KENWILL CORP., Magickoter paint roller, **Homemakers Exchange**, CBS, \$16,090 total.

KNOMARK MFG. CO., Esquire polish & others, **Kate Smith Show**, NBC, Emil Mogul, \$128,925, \$54,400.

KREISLER, JACQUES, MFG. CORP., Watch bands & men's jewelry, **Kreisler Bandstand**, ABC, Hirshon-Garfield, \$133,500, \$100,000; **Tales of Tomorrow**, ABC, Hirshon-Garfield, \$102,750, \$132,000.

KROGER CO., chain stores—groceries, **Alan Young Show**, CBS, Ralph H. Jones, \$181,845, \$185,000;

Corliss Archer, CBS, Ralph H. Jones, \$62,850, NA.

LAMBERT CO., Listerine Toothpaste & others, **Sammy Kaye**, CBS, Lambert & Feesley, \$310,275, \$276,000.

LANDERS, FRARY & CLARK, Stroke-Sav-R iron, **Homemakers Exchange**, CBS, Goold & Tierney, \$49,180 total. Universal appliances, **Susan Adams**, DuM, Goold & Tierney, \$27,278, NA.

LARUS & BROTHER CO., INC., Edgeworth, Holiday tobaccos & Holiday cigarettes, **Plainclothesman**, DuM, Warwick & Legler, \$249,660, \$140,000.

LEGGETT, FRANCIS H., & CO., Premier Foods, **Rumpus Room**, DuM, Peck, \$288,280, \$94,500.

LEHN & FINK PRODUCTS CORP., Hinds Honey & Almond cream, Etiquette deodorant, **Bride & Groom**, CBS, McCann-Erickson, \$59,150, \$39,000. Lysol, Etiquette, Hind's, **Jack Carter Show**, NBC, Lennen & Mitchell, \$132,390, \$180,000. Lysol, Hind's & others, **Doodles Weaver**, NBC, Lennen & Mitchell, \$84,100, \$32,000. Lysol, Hind's, **Your Show of Shows**, NBC, Lennen & Mitchell, \$221,145, \$225,000.

LEVER BROS. CO., Rinso, **Big Town**, CBS, R&R, \$555,885, \$650,000. Surf & others, **Hawkins Falls**, NBC, Ayer, \$1,073,521, \$298,800. Lipton's Tea & Noodle Soup Mix, **Arthur Godfrey's Talent Scouts**, CBS, Y&R, \$542,880, \$617,980. Lux Soap & Flakes, **Lux Video Theatre**, CBS, JWT, \$511,625, \$562,500; **Pantomime Quiz**, CBS, JWT, \$103,800, \$56,000.

LIBBY, McNEILL & LIBBY, Canned pineapple & pineapple juice, **Your Show of Shows**, NBC, FC&B, \$121,425, \$141,000.

LIGGETT & MYERS TOBACCO CO., Chesterfield, **Arthur Godfrey & Friends**, CBS, Cunningham & Walsh, \$687,651, \$422,500; **Perry Como**, CBS, Cunningham & Walsh, \$1,408,760, \$889,000; **Chesterfield Sound-Off Time**, NBC, Cunningham & Walsh, \$249,705, \$360,000. Fatima, **Stork Club**, CBS, Cunningham & Walsh, \$890,170, \$468,000.

LONGINES-WITTAUER WATCH CO., INC., All Products, **Longines Chronoscope**, CBS, Victor Bennett, \$112,680, \$87,000.

LORILLARD, P., CO., Embassy cigarettes, **The Web**, GN&G, \$644,961, \$572,000. Old Golds, **Stop the Music**, ABC, Lennen & Mitchell, \$801,832, \$520,000; **Down You Go**, DuM, Lennen & Mitchell, \$89,775, \$60,000; **Original Amateur Hour**,

CARAVEL FILMS

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NBC, Lennen & Mitchell, \$1,522,-637, \$572,000.

LUDEX INC. all products, *Sing It Again*, CBS, Mathes \$16,080, \$20,000.

M & M, LTD., Candy-coated chocolate, *Super Circus*, ABC, Esty, \$316,792, \$132,000.

MAIDEN FORM BRASSIERE CO., Brassieres, *Faith Baldwin Theatre of Romance*, ABC, Weintraub, \$155,752, \$126,000.

MANHATTAN SOAP CO., INC., Sweetheart Soap, *One Man's Family*, NBC, SB&W, \$631,305, \$369,000.

MARS, INC., Candy, *Howdy Doody*, NBC, Burnett, \$595,279, \$129,490.

MASON, AU & MAGENHEIMER CONFECTIONERY MFG. CO., Mason candies, *Chester the Pup*, ABC, Turner, Leach, \$107,768, \$39,000.

MASLAND, C. H., & SONS, Masland rugs, *At Home Show*, ABC, CBS, Anderson & Cairns, \$214,865, \$143,500.

MENNEN CO., Men's toiletries, *Twenty Questions*, DuM, K&E, \$253,000, \$195,000.

MILES LABS, INC., Alka-Seltzer, vitamins, Bactine & Tabcin, *One Man's Family*, NBC, Wade, \$173,-355, \$63,000; *Quiz Kids*, NBC, Wade, \$437,430, \$277,200.

MINNESOTA MINING & MFG. CO., Scotch Tape, *Juvenile Jury*, NBC, BBD&O, \$415,620, \$159,500; *Show of Shows*, NBC, BBD&O, \$88,290, \$258,500.

MINUTE MAID CORP., Frozen orange & lemon juice, *Gayelord Hauser*, ABC, Ted Bates, \$46,779, \$20,700. Frozen orange juice, *Kate Smith Show*, NBC, Ted Bates, \$190,005, \$139,400.

McKESSON & ROBBINS, INC., all products, *A Date With Judy*, ABC, J. D. Tarcher, Ellington, \$318,229, \$220,500.

MOHAWK CARPET MILLS, INC., Rugs & carpets, *Mohawk Showroom*, NBC, George R. Nelson, \$1,-188,750, \$1,117,955.

MONTENIER, JULES, INC., Stopette deodorant, *What's My Line*, CBS, Earle Ludgin, \$632,802, \$416,-000.

MOTOROLA, INC., Television & radio sets, *Four Star Revue*, NBC, R&R, \$240,825, \$425,000.

MURRAY, ARTHUR, SCHOOL OF DANCING, Dance Instructions, *Arthur Murray Show*, ABC, DuM, R&R, \$171,992, \$210,000.

Television Magazine • March 1952

"TAKE IT EASY"

MORT NUSBAUM,
M. C.



Let This Top-Popularity WHAM-TV Daytime Show Boost YOUR Sales in Prosperous Upstate New York

Here's a really rare and valuable availability on Rochester's *only* TV station.

Mort Nusbaum has a following second to none in these parts. On his daily "Take It Easy" program, he combines music, news, guests, light chit-chat and even breakfast-on-the-air with commercial announcements already ringing the bell for a dozen sponsors.

Audience? A mighty good hunk of the owners of 138,000 TV sets in WHAM-TV's viewing area.

WHAM-TV

The Stromberg-Carlson
Station



Basic NBC — 50,000 watts — clear channel — 1180 kc
GEO. P. HOLLINGBERY — NAT'L REP.



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**Complete Services with
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Columbus 5-7621

MUTUAL BENEFIT, HEALTH & ACCIDENT ASS'N, Insurance, On the Line With Considine, NBC, Bozell & Jacobs, \$325,220, \$140,000.

NASH-KELVINATOR CORP., Kelvinator kitchen appliances, **Star of the Family**, CBS, Geyer, Newell & Ganger, \$337,770, \$360,000. Nash

cars & Nash-Kelvinator appliances, **Paul Whiteman TV Teen Club**, ABC, GN&G, \$729,667, \$225,000. Nash cars, **Nash Airflyte Theatre**, CBS, GN&G, \$144,465, \$165,000.

NATIONAL BISCUIT COMPANY, All products, **Kukla, Fran & Ollie**, NBC, McCann-Erickson, \$343,665, \$57,988.

NATIONAL DAIRY PRODUCTS CORP., All products, **The Big Top**, CBS, Ayer, \$705,263, \$637,000. Cheese, Mayonnaise, **Kraft Television Theatre**, NBC, JWT, \$1,245,-250, \$832,000. Ice cream, dairy products, **Kukla, Fran & Ollie**, NBC, JWT, \$165,510, \$51,374.

NATIONAL DISTILLERS PRODUCTS CORP., Italian Swiss Colony wine, **Famous Jury Trials**, DuM, Honig-Cooper, \$64,960, \$65,000.

NESTLE'S CHOCOLATE CO., INC., Chocolate products, **Mr. I. Magination**, CBS, Cecil & Presbrey, \$204,780, \$144,000.

NORTHAM WARREN CORP., all products, **Laraine Day Show**, ABC, J. M. Mathes, \$52,211, \$49,000.

NORWICH PHARMACAL CO., all products, **Sunday News Special (Week in Review)**, CBS, B&B, \$101,995, \$178,500.

NOXZEMA CHEMICAL CO., Noxzema, **Cameo Theatre**, NBC, SSC&B, \$143,220, \$56,000.

PABST BREWING CO., Beer & ale, **Blue Ribbon Bouts**, CBS, Warwick-Legler, \$1,189,978, \$144,000.

PACKARD MOTOR CAR CO., Packard cars & service, **Holiday Hotel**, ABC, Y&R, \$211,299, \$266,000; **Musical Playhouse**, ABC, Y&R, \$91,373, \$84,000.

PAUL, PETER, INC., Candy, **Gabby Hayes Show**, NBC, Maxon, \$114,-183, \$96,000.

PEARSON PHARMACAL CO., INC., Dew, Ennds, & others, **Hollywood Opening Night**, CBS, Harry B. Cohen, \$279,420, \$144,000.

PENICK & FORD, LTD., INC., My-T-Fine desserts, **Ruth Lyons' Club 50**, NBC, BBD&O, \$63,390, \$8,450.

PEPSI-COLA CO., Pepsi-Cola & Evervess, **The Faye Emerson Show**, CBS, Biow, \$523,770, \$435,000.

PET MILK CO., Pet evaporated milk, **All Star Revue**, NBC, Gardner, \$475,325, \$300,000.

PHILCO CORP., Radios, TV sets, refrigerators, **Philco TV Playhouse**, NBC, Hutchins, \$1,342,450, \$1,150,-000. Refrigerators, freezers, air-conditioning units, TV receivers, radios & ranges, **Don McNeil TV Club**, ABC, Hutchins, \$410,934, \$510,000.

PHILIP MORRIS & CO., LTD., INC., Philip Morris, **Horace Heidt**, CBS, Biow, \$676,827, \$615,000; **I Love Lucy**, CBS, Biow, \$211,338, \$300,000; **Truth or Consequences**, CBS, Biow, \$244,695, \$330,000; **Racket Squad**, CBS, Biow, \$481,-320, \$450,000.

PILLSBURY MILLS, INC., All products, **Arthur Godfrey & His Friends**, CBS, Leo Burnett, \$329,-925, \$219,000; **Kate Smith Show**, NBC, Leo Burnett, \$135,910, \$57,-800.

PROCTER & GAMBLE CO., Dreft & Oxydol, **Beulah**, ABC, DF&S, \$356,722, \$680,000; **Kate Smith Show**, NBC, DF&S, \$1,169,785, \$697,000. Tide, **Red Skelton Show**, NBC, Russell Seeds, \$337,890, \$490,000; **Those Two**, NBC, B&B, \$235,650, \$53,328. Duz, Ivory soap, **Garry Moore**, CBS, Compton, \$1,-293,005, \$351,750. Ivory Flakes, **Steve Allen**, CBS, Compton, \$152,-120, \$92,400. Ivory, Crisco & Duz, **Fireside Theatre**, NBC, Compton, \$864,210, \$892,500. Tide, Camay & Drene, **Kukla, Fran & Ollie**, NBC, B&B, \$882,180, \$164,808. Tide, Spic & Span, **First 100 Years**, CBS, B&B, \$1,500,315, \$835,200. Camay & Tide, **Musical Comedy Time**, NBC, \$97,650, \$198,000. Lilt, Joy & others, **Search For Tomorrow**, CBS, Biow, \$690,060, \$172,000.

PRUDENTIAL INSURANCE CO. OF AMERICA, Insurance, **Prudential Family Playhouse**, CBS, C&H, C, McC&S, \$66,150, \$91,000.

QUAKER CITY CHOCOLATE & CONFECTIONERY CO., Good & Plenty candy, **Lucky Pup**, CBS, Adrian Bauer, \$27,610, \$7,700.

QUAKER OATS CO., Aunt Jemima Pancake Flour & others, **Garry**

Here's help for small TV BUDGETS!



8 Second Spots with audio as low as \$50.00

"It's refreshing" a TV advertiser told us recently, "to discover a source for TV film spots that is so easy on small budgets." Large advertisers too like the showmanship we pack into TV spots and the economy our "know-how" assures. Write for details.

Filmack STUDIOS
1337 S. WABASH AVE. CHICAGO



No matter what your film needs are we can supply it for TV or Theatres - 16 or 35mm.

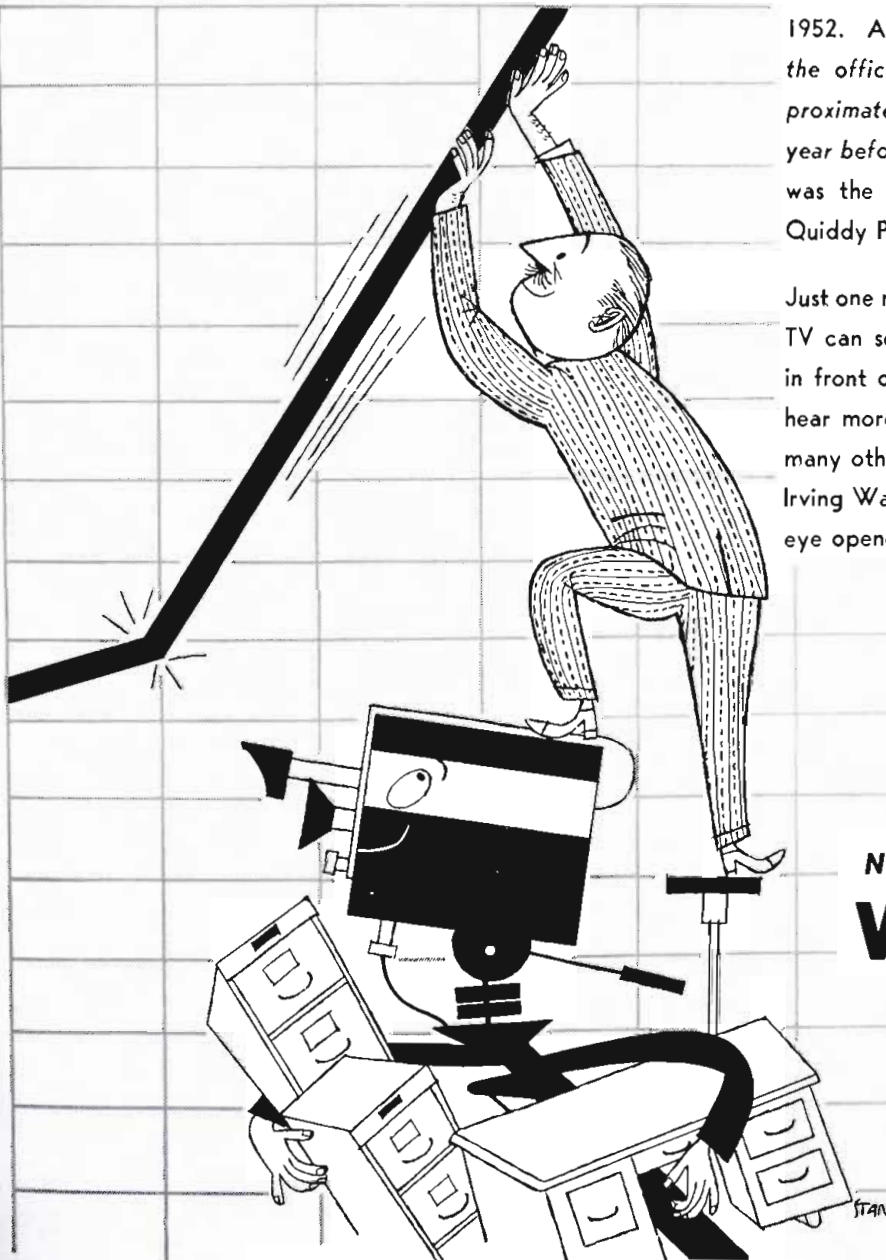
Even the most enthusiastic believer in television would hardly consider office supplies and equipment as easy items for it to sell.

However, McQuiddy Printing Company of Nashville, after watching WSM-TV

Want to push your sales up 20%?

pile up success stories in equally difficult fields, decided to see what it could do with office supplies. A short announcement schedule followed by a once weekly half hour was started the first of January, 1952. As of February 1, 1952, sales for the office supply division were up approximately 20% over January of the year before. And the WSM-TV schedule was the only advertising done by McQuiddy Printing Company!

Just one more bit of evidence that WSM-TV can sell practically anything you put in front of its cameras. If you'd like to hear more about this or any one of the many other WSM-TV success stories, ask Irving Waugh or any Petry man. They're eye openers!



Nashville Channel 4

WSM-TV



*Technically
Speaking*

Cinegraphics has at 5 East 57th St.
complete facilities for filming your
TV productions—

- * *Live Action*
- * *Stop Motion*
- * *Animation*
- * *Opticals*
- * *Sound Studios*
- * *Slides*

5TH AVE.
*
57TH ST.
CINEGRAPHICS

Five East 57th Street
PLoza 9-8532 N. Y. C.

Moore, CBS, Price, Robinson Frank, \$323,345, \$133,000. All products, **Gabby Hayes Show**, NBC, (weekday) Sherman-Marquette, \$565,415, \$690,000. Quaker Oats & Aunt Jemima products, **Gabby Hayes Show**, NBC, (Sunday), Sherman - Marquette, \$624,180, \$215,000. Ken-L-Ration dog food, **Zoo Parade**, NBC, R&R, \$609,645, \$136,400.

RADIO CORP. OF AMERICA, All products, **R. C. A. Victor Show**, NBC, JWT, \$121,470, \$210,000; **Kukla Fran & Ollie**, NBC, JWT, \$873,980, \$140,392.

RALSTON PURINA CO., Ralston & Instant Ralston, Ry-Krisp, **Your Pet Parade**, ABC, Gardner, \$440,972, \$150,000. Wheat Chex & Rice Chex, **Space Patrol**, ABC, Gardner, \$245,085, \$110,000.

RANGER JOE, INC., Ranger Joe Cereal, **Ranger Joe**, ABC, Lamb & Keen, \$117,591, \$72,800.

REVERE COPPER & BRASS, INC., Copper, Brass & Steel Products, **Meet the Press**, NBC, St. George & Keyes, \$772,890, \$177,560.

REYNOLDS METALS CO., Aluminum products, **Kate Smith Evening Hour**, NBC, Buchanan & Co., \$160,170, \$182,000.

REYNOLDS, R. J., TOBACCO CO., Camels, **Man Against Crime**, CBS, Esty, \$733,965, \$650,000; **Vaughn Monroe Show**, CBS, Esty, \$292,170, \$405,000; **Camel News Caravan**, NBC, Esty, \$2,332,510, \$626,400; **Jack Carter Show**, NBC, Esty, \$174,240, \$156,000. Cavalier cigarettes, **Garry Moore**, CBS, Esty, \$1,004,130, \$274,750; **Cavalier Theatre**, NBC, Esty, \$37,545, \$60,000. Camels & other tobacco products, **Your Show of Shows**, NBC, Esty, \$414,105, \$425,000.

RHODES PHARMACAL CO., Im-drin, **The Clock**, ABC, McNeil, Larson & McMahon, \$126,247, \$82,500.

RIGGIO TOBACCO CORP., Regent cigarette, **Leave It To the Girls**, NBC, BFS&D, \$253,980, \$135,000.

RONSON ART METAL WORKS, INC., All products, **Star of the Family**, CBS, Grey, \$203,295, \$345,000. Lighters, **Twenty Questions**, ABC, Grey, \$113,614, \$163,000.

ROSEFIELD PACKING CO., LTD., Skippy Peanut Butter, **You Asked For It**, ABC, DuM, Guild, Bascom & Bonfigli, \$335,955, \$382,500.

SCHENLEY INDUSTRIES, INC., Blatz Pilsener beer, **Amos 'N' Andy**, CBS, Weintraub, \$472,020, \$1,080,000. Blatz beer, **Roller Derby**, ABC, Weintraub, \$122,850, \$88,200. Cook's Champagne, Dubonnet wines, **Della & Andy Russell**, ABC, Biow and Weintraub, \$63,427, \$12,900; **Cook's Champagne Party**, ABC, Biow and Weintraub, \$105,920, \$92,400.

SCHICK, INC., Schick Electric Shaver & others, **Crime Syndicated**, CBS, Kudner, \$296,280, \$300,000.

SCHLITZ, JOSEPH E., BREWING CO., Schlitz beer, **Pulitzer Prize Playhouse**, ABC, Y&R, \$541,587, \$780,000. All products, **Film Firsts**, CBS, Y&R, \$450,100, \$156,000; **Schlitz Playhouse of Stars**, CBS, Y&R, \$462,950, \$260,000.

SEAGRAM, JOS., & SON, Pharmcraft division, Heed, **The College Bowl**, ABC, R&R, \$43,680, \$61,200.

SEEMAN BROS., INC., Air Wick, **I Cover Times Square**, ABC, Weintraub, \$236,028, \$180,000.

SEIBERLING RUBBER CO., Seiberling tires, **The Amazing Mr. Malone**, ABC, Meldrum & Fewsmith, \$137,220, \$96,000.

SIMMONS CO., Beautyrest mattress, Hide-A-Bed sofa, **Kate Smith Show**, NBC, Y&R, \$208,140, \$136,000.

SIMONIZ CO., Simoniz polish & others, **Kate Smith Show**, NBC, SSC&B, \$123,410, \$54,400.

SINGER MFG. CO., Singer Sewing machines, **Kate Smith Show**, NBC, Y&R, \$130,905, \$51,000.

SMITH, SAM, SHOE CO., Little Yankee Shoes, **Half-Pint Party**, ABC, D-F-S, \$48,850, \$59,800.

S.O.S. CO., Scouring pads, **Home-makers Exchange**, CBS, McCann-Erickson, \$3,390 total; **Your Show of Shows**, NBC, McCann-Erickson, \$194,050, \$323,700.

SPEIDEL CORP., Watch bands, **The Speidel Show**, NBC, SSC&B, \$402,994, \$600,000.

STANDARD BRANDS, INC., Instant Chase & Sanborn, Tenderleaf Tea, **Garry Moore Show**, CBS, Compton, \$484,200, \$183,750. Royal Gelatin Dessert, **NBC Comies**, NBC, Ted Bates, \$47,630, \$18,200.

STANDARD OIL OF INDIANA, Gasoline & oil, **The Wayne King**

Show, NBC, McCann-Erickson, \$149,265, \$378,000; **Standard Oil Short Story**, Marschalk & Pratt, NBC, \$40,395, NA.

STANDARD OIL OF NEW JERSEY, All products, **Alan Young Show**, CBS, Marschalk & Pratt, \$335,625, \$752,500; **Your Esso Reporter**, CBS, Marschalk & Pratt, \$85,230, NA.

STERLING DRUG, INC., Bayer aspirin & others, **Mystery Theatre**, ABC, DF&S, \$139,530, \$175,500. All products, **Sing It Again**, CBS, DF&S, \$138,690, NA; **Songs For Sale**, CBS, DF&S, \$133,440, \$200,-800. Bayer Aspirin, Phillips' Milk of Magnesia & others, **Okay Mother**, DuM, DF&S, \$162,375, \$87,500.

STOKELY-VAN CAMP, INC., Van Camp's pork & beans, **The Little Show**, NBC, C&HC, McC&S, \$731,-\$731,300, \$273,000.

SWANSON, C. A., & SONS, Canned & frozen poultry, **Ted Mack Family Hour**, ABC, Tatham-Laird, \$226,443, \$157,500; **The Name's the Same**, Tatham-Laird, ABC, \$30,-750, NA.

SWIFT & CO., Peter Pan peanut products, Derby canned meats, **The Magic Slate**, NBC, Needham, Louis & Brorby, \$134,880, \$84,400; **Sky King**, NBC, Needham, Louis & Brorby, \$79,710, NA. Meats, baby foods, plant foods & others, **Jack Carter Show**, NBC, JWT, \$67,390, \$72,000; **Show of Shows**, NBC, JWT, \$230,865, \$380,135.

SYLVANIA ELECTRIC PRODUCTS, INC., Electrical products, **Beat The Clock**, CBS, C&P, \$676,-125, \$442,000.

TEXAS CO., Texaco gas, oil & grease, **Texaco Star Theatre**, NBC, Kudner, \$1,166,625, \$1,755,000.

TIDE WATER ASSOC. OIL CO., Tydol motor oil, **Broadway to Hollywood**, DuM, Lennen-Mitchell, \$170,401, \$88,200.

TIME, INC., Life Magazine, **Kukla, Fran & Ollie**, NBC, Y&R, \$507,195, \$108,320.

TINTZ CO., Marlene's Hair Waving Shampoo, **Vanity Fair**, CBS, O'Neil, Larson & McMahon, \$52,-470, \$15,600.

UNION CARBIDE & CARBON CORP., Prestone, anti-freeze & others, **Take Another Look**, CBS, Wm. Esty, \$101,040, \$22,750.

UNITED FRUIT CO., Bananas, **Homemakers Exchange**, CBS, BBD&O, \$61,580 total.

U. S. GOVERNMENT, Air Force Recruiting, **Roller Derby**, ABC, Grant, \$106,365, \$79,800; **Saturday Nite at the Garden**, DuM, Grant, \$50,100, \$78,000.

U.S. TOBACCO CO., Model, Old Briar, Dill's Best, Tweed tobacco, **Martin Kane**, NBC, Kudner, \$797,-385, \$540,000.

WANDER CO., Ovaltine, **Sandy Strong**, ABC, Grant, \$79,345, NA; **Howdy Doody**, NBC, Grant, \$280,-390, \$62,040.

WARNER-HUDNUT, INC., All products, **Langford-Ameche Show**, ABC, Kiesewetter, \$224,472, \$88,-800.

WELCH GRAPE JUICE CO., Welch's grape juice, **Howdy Doody**, NBC, DC&S, \$404,289, \$73,320.

WESTINGHOUSE ELECTRIC CORP., All products, **Studio One**, CBS, McCann-Erickson, \$1,042,060, \$880,000; **Westinghouse Summer Theatre**, CBS, McCann-Erickson, \$392,300, \$123,500; **NCAA Football**, Ketchum, MacLeod & Grove, \$649,-250, NA.

WILBUR-SUCHARD CHOCOLATE CO., INC., Chocolate, **Homemakers Exchange**, CBS, Foltz-Wessinger, \$11,865 total.

WILDROOT COMPANY, INC., Cream Oil Hair Tonic, **Jack Carter Show**, NBC, BBD&O \$29,900, \$108,000. Hair Tonic & shampoo, **Charlie Wild**, CBS, BBD&O, \$241,-005, \$140,000.

WILLETT, CONSIDER H., Furnishings, **Homemakers Exchange**, CBS, Griswold-Eshleman Co., \$23,-500 total.

WINE CORP. OF AMERICA, Mogen David wine, **Charlie Wild**, ABC, Weiss & Geller, \$228,165, \$112,000; **Can You Top This**, ABC, Weiss & Geller, \$80,250, \$104,000.

WORD OF LIFE FELLOWSHIP, INC., Word of Life Fellowship, Inc., **Songtime**, ABC, Walter F. Bennett, \$45,545, NA.

WRIGLEY, WILLIAM, JR., CO., Chewing gum, **Gene Autry**, CBS, R&R, \$309,480, \$884,000.

YOUNG PEOPLE'S CHURCH OF THE AIR, Institutional, **Youth On the March**, ABC, J. M. Camp, \$296,-998, NA.

WAVE-TV

First

in KENTUCKY

LOUISVILLE'S
140,000
TV HOMES
SPEND 224.4%
MORE HOURS
VIEWING TV
THAN READING
NEWSPAPERS!

(According to scientific survey made by Dr. Raymond A. Kemper, Head of the Psychological Services Center, University of Louisville, in WAVE-TV area, June, 1951)

AND WAVE-TV
IS VIEWED
MORE THAN
LOUISVILLE'S
2ND STATION!

WAVE-TV

CHANNEL 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY



FREE & PETERS, Inc.

Exclusive National Representatives

COST PER THOUSAND

Summarizing TELEVISION Magazine's exclusive Continuing Cost Study

IN 1950, TELEVISION Magazine first inaugurated its continuous cost studies as an aid to the advertiser and agency in evaluating television and other media in terms of costs.

An analysis of TELEVISION Magazine's cost-per-thousand studies in 1951 shows a definite trend towards stabilization.

The *Perry Como Show*, sponsored by Chesterfield, came in at a cost-per-thousand of \$5.08 in November, 1950; a year later it had gone up to \$5.63.

The *Philco TV Playhouse*, in November, 1950, came in for the low figure of \$2.22; by November, 1951, the figure had doubled to \$4.99.

Conversely, *Robert Montgomery Presents* cost Lucky Strike \$7.29 per thousand in November, 1950, and dropped to \$6.75 in December, 1951.

Stopette's *What's My Line* turned in a low \$3.34 per thousand in November, 1950, and a year later came in at \$3.26.

Lux Theatre, which back in November, 1950, cost \$4.76, had dropped to \$3.53 in November '51.

Kraft TV Theatre, the old timer in dramatic programs, cost \$4.07 in December, 1950, and a year later stood at \$4.26.

The daytime shows really got into high gear with the entrance of the *Kate Smith Show* which racked up an amazingly low \$1.50 per thousand in February, 1951. But, with considerably increased competition for audience in this time segment, Kate Smith's cost-per-thousand had reached \$2.78 in November, 1951. This pattern holds true for most other daytimers.

The Garry Moore program was \$4.17 in February, 1951, and \$4.45 in November, 1951.

And, despite the fact that the soap operas were making headway in higher ratings, their cost-per-thousand's averaged \$7.39.

This did not discourage the sponsors; to the contrary, only recently two of these cross-the-board strips got bank rollers. Obviously then, while cost-per-thousand figures supply comparative indices, they cannot by any means be the sole criterion. This is particularly the case with daytime programs which

are bought mainly because advertisers want an opportunity to hit a specific audience on a selective basis.

Studies of daytime programs indicate that the leaders in the cost-per-thousand measurement compare favorably with the nighttime leaders. Here's how the top daytimers came out towards the end of last year:

<i>Kate Smith</i> . . .	\$2.78
<i>Garry Moore</i> . . .	\$4.45
<i>Strike It Rich</i> . . .	\$4.81

Some of the lowest cost-per-thousand nighttime shows are *Godfrey's Talent Scouts*, *Godfrey & Friends*, *Mama*, *Texaco Star Theatre*, *I Love Lucy*, *Martin Kane*, *Circle Theatre*, *Strike It Rich*, *What's My Line*, *Fireside Theatre*; all come in under \$4.00 per thousand.

In trying to discern any trend, it becomes apparent that it's possible to come out with a favorable cost-

per-thousand with any type of program. Dramatic shows are probably the most consistent group, with many of them hovering around the \$4.00 mark. Variety has the lowest cost, with *Godfrey the champ*, but it is also responsible for many shows at the other extreme.

Situation comedy has two leaders in *Mama* and *I Love Lucy*, but the other shows in this category are quite high.

Quiz and audience participation stanzas are comparatively low cost in production, but as a rule do not enjoy as large an audience as the other types of programs. Despite this, *Strike It Rich* comes in at \$2.74 and *What's My Line*, at \$3.20.

Music, on the other hand, consistently comes up with some of the highest cost-per-thousand showings. A few get into the \$5.00 class but most go as high as six, seven and nine dollars and a number pass the \$10.00 level.

Interesting are the CBS-TV findings on what advertisers are getting today, compared to a year ago:

CIRCULATION COSTS PER THOUSAND

	No. of CBS-TV Stations	Gross Class "A" 30-Minute Costs	Total U. S. TV Sets	Cost Per M TV Homes
March '49	28	\$ 5,061	1,315,000	\$3.85
'50	54	11,409	4,835,000	2.36
'51	61	21,650	11,748,000	1.84
'52	62	29,995	16,500,000	1.82

While time costs in the past year have risen 39%, the number of TV sets has risen 40%. As a result, the cost per thousand in TV homes is actually lower than it was a year ago.

1. Average program and time costs for November 1951 were 50% higher than in November 1950.
2. But average number of homes reached for November 1951 were 92% higher than in November 1950.
3. And, as a result, average cost per thousand homes reached in November 1951 was 23% lower than in November 1950.

In terms of cost per thousand viewers reached for all CBS Television evening shows (not just the ones that were on the air in November of 1950 and 1951) the average figure for November 1951 was \$4.85. It is true that from November 1951 to March 1952, time costs increased 12.5%. But, once again, the number of sets increased during the same period by 13.4%.

THE LEADING NATIONAL ADVERTISERS

A RANKING OF 100 COMPANIES BY TOTAL ADVERTISING EXPENDITURES IN MAGAZINES, NEWSPAPER SECTIONS, NETWORK RADIO AND TELEVISION FOR 1951. ORIGINALLY COMPILED AND PUBLISHED BY LEADING NATIONAL ADVERTISERS, INC.

COMPANY	Total Expenditure	Magazines			Newspaper Sections	Network Radio	Network Television
		General	Farm	Total			
Procter & Gamble Co.	\$35,859,156	\$6,714,411	\$ 540,735	\$ 7,255,146	\$2,864,730	\$18,159,693	\$7,579,587
General Foods Corp.	21,842,212	6,092,405	1,114,423	7,206,828	2,035,108	6,869,503	5,730,773
Colgate-Palmolive-Peet Co.	16,904,406	3,927,538	166,590	4,094,128	3,583,749	4,736,688	4,489,841
General Motors Corp.	14,162,348	9,548,168	1,114,340	10,662,508	1,028,624	698,726	1,772,490
Lever Brothers Co.	13,617,873	1,839,191	107,985	1,947,176	2,266,340	6,615,646	2,788,711
General Electric Co.	12,426,483	9,047,937	710,335	9,758,272	255,753	248,462	2,163,996
General Mills, Inc.	11,797,599	1,978,869	281,770	2,260,639	1,162,205	6,490,270	1,884,485
American Tobacco Co.	11,483,042	3,567,154	9,400	3,576,554	1,627,625	3,302,906	2,975,957
Liggett & Myers Tobacco Co.	11,203,298	2,336,835		2,336,835		5,337,327	3,529,136
R. J. Reynolds Tobacco Co.	11,150,809	2,394,568	330,540	2,725,108	243,902	3,193,134	4,988,665
Sterling Drug, Inc.	10,081,062	1,180,989	138,182	1,319,171	1,279,715	6,908,141	574,035
Campbell Soup Co.	9,268,747	3,444,748		3,444,748	178,750	5,055,179	590,070
National Dairy Products Corp.	8,723,758	3,879,889	130,772	4,010,661	927,890	1,669,184	2,116,023
Miles Labs., Inc.	8,189,752	499,246	25,768	525,014	204,582	6,849,371	610,785
American Home Products Corp.	7,937,417	1,111,375	159,969	1,271,344	431,507	5,699,191	535,375
P. Lorillard Co.	7,612,366	1,798,290		1,798,290		2,748,941	3,065,135
Gillette Safety Razor Co.	7,487,136	1,017,333	84,550	1,101,883	621,006	3,774,160	1,990,087
Chrysler Corp.	7,255,639	1,184,787	489,805	4,674,592	436,550	880,861	1,263,636
Pillsbury Mills, Inc.	7,060,988	4,890,051	73,455	1,963,506	929,295	3,702,352	465,835
Swift & Co.	6,986,491	2,290,791	142,576	2,433,367	643,328	3,396,951	512,845
Philip Morris & Co., Ltd., Inc.	6,691,108	408,656		408,656	203,000	4,465,272	1,614,180
Ford Motor Co.	6,547,409	3,188,126	230,795	3,418,921	104,785	3,023,703	3,023,703
Bristol-Myers Co.	6,359,955	2,735,020	233,046	2,968,066	161,097	2,132,517	1,098,275
Kellogg Co.	6,123,846	1,101,985	160,520	1,262,505	858,052	1,688,979	2,314,310
Distillers Corp.—Seagrams, Ltd.	5,955,994	5,911,054		5,911,054	1,260		43,680
Schenley Industries, Inc.	5,610,239	3,968,298		3,968,298	33,150	840,749	768,042
Goodyear Tire & Rubber Co.	5,304,472	3,430,301	392,425	3,822,726	25,035	454,486	1,002,225
Quaker Oats Co.	5,240,321	1,192,800	211,355	1,404,155	544,576	1,169,005	2,122,585
Westinghouse Electric Corp.	5,113,528	2,683,832	124,035	2,807,867	207,685	14,366	2,083,610
Philco Corp.	4,812,949	1,082,062	43,350	1,125,412	294,650	1,619,978	1,772,909
Radio Corp. of America	4,667,778	1,285,586		1,285,586	56,998	2,260,414	1,064,780
Armour & Co.	4,280,237	1,400,637	21,075	1,421,712	758,150	1,697,085	403,290
National Distillers Products Corp.	4,048,933	3,950,133	33,840	3,983,973			64,960
American Telephone & Telegraph Co.	3,928,592	2,832,370	255,322	3,087,692		840,900	
National Biscuit Co.	3,776,981	1,294,526	79,284	1,373,810	192,544	1,866,962	343,665
Texas Co.	3,317,483	1,637,240	259,990	1,897,230		253,628	1,166,625
Johnson & Johnson	3,291,059	2,884,898	196,350	3,081,248	139,113		70,698
Coca-Cola Co.	3,226,639	1,646,937	8,800	1,655,737	107,500	1,442,117	21,285
Firestone Tire & Rubber Co.	3,202,325	1,431,213	245,725	1,676,938		769,807	753,530
Avco Manufacturing Corp.	3,177,446	1,403,323	251,924	1,655,247	484,600		1,037,599
Joseph Schlitz Brewing Co.	3,121,151	1,040,840		1,040,840		625,674	1,454,637
Andrew Jergens Co.	3,109,649	1,674,569	96,905	1,771,474	207,827	611,908	518,440
William Wrigley, Jr. Co.	2,837,477	295,020		295,020		2,232,977	309,480
Pabst Brewing Co.	2,807,290	624,669		624,669		976,188	1,206,437
Nash-Kelvinator Corp.	2,758,961	1,479,919	67,140	1,547,059			1,211,902
International Cellulotton Products Co.	2,738,775	1,902,215		1,902,215	836,560		
Admiral Corp.	2,731,666	968,735	22,175	990,910	291,095	127,157	1,322,504
Borden Co.	2,648,771	1,929,688	42,250	1,971,938	139,233		537,600
U.S. Government	2,630,285	1,163,395	129,850	1,293,245	368,750	811,825	156,465
Lambert Co.	2,553,632	1,935,622	79,850	2,015,472	227,885		310,275
Hiram Walker-Gooderham & Worts, Ltd.	2,483,038	2,483,038		2,483,038			
Armstrong Cork Co.	2,482,823	1,226,104		1,226,104		449,029	807,690
U. S. Steel Corp.	2,480,904	927,972	211,237	1,139,209	155,700	1,320,560	21,135
E. I. du Pont de Nemours & Co., Inc.	2,454,650	1,417,929	161,356	1,579,285		685,715	33,950
Manhattan Soap Co.	2,382,259	1,833,779		1,833,779	209,940	1,357,235	631,305
B. F. Goodrich Co.	2,260,056	1,287,294	250,797	1,538,091			721,965
Carnation Co.	2,258,178	216,378	48,296	264,674	212,920	1,342,419	438,165
Standard Brands, Inc.	2,245,188	1,303,668	118,785	1,422,453	290,905		531,830
Scott Paper Co.	2,186,171	1,743,168		1,743,168	443,003		
S. C. Johnson & Son, Inc.	2,158,755	1,359,571	50,500	1,410,071	386,770	7,164	354,750
Electric Auto-Lite Co.	2,158,100	609,641	94,765	704,406	12,195	830,620	610,879
Corn Products Refining Co.	2,154,732	1,106,500	83,775	1,190,275	555,942		408,512
Cluett, Peabody & Co., Inc.	2,117,577	1,713,819		1,713,819	9,267		394,491
Hunt Foods, Inc.	2,104,735	783,060		783,060	218,200		1,102,475
Sylvania Electric Products, Inc.	2,093,515	642,271		642,271	634,065	141,054	676,125
Chesebrough Manufacturing Co.	2,068,401	463,705		463,705		880,681	724,015
H. J. Heinz Co.	2,020,890	1,073,354	13,300	1,086,654		934,236	
Pond's Extract Co.	1,991,629	1,447,836		1,447,836	543,793		
Prudential Insurance Co. of America	1,987,901	482,390	30,740	513,130		1,408,621	66,150
Canada Dry Ginger Ale, Inc.	1,946,118	1,191,126		1,191,126	117,095		637,897
Doubleday & Co., Inc.	1,867,994	732,568		732,568	1,119,253	36,173	
International Latex Corp.	1,849,332	1,319,765		1,319,765	77,488		452,079
Eastman Kodak Co.	1,842,303	1,842,303		1,842,303			
Cannon Mills Co.	1,833,978	1,418,207	140,175	1,558,382		146,841	128,755
RKO Pictures Corp.	1,833,525	1,440,327		1,440,327	393,198		
International Silver Co.	1,818,704	1,725,220	67,154	1,792,374	25,750	1,030,856	580
Mars, Inc.	1,804,465	178,330		178,330			595,279
U. S. Rubber Co.	1,760,256	1,556,423	203,833	1,760,256		1,282,761	468,640
B. T. Babbitt, Inc.	1,756,657	5,256		5,256		368,865	552,855
Block Drug Co., Inc.	1,753,206	433,455	25,200	458,655	372,831		
Borg-Warner Corp.	1,753,026	1,131,151	88,590	1,219,741		57,950	475,335
California Packing Corp.	1,727,246	1,655,236		1,655,236	72,010		
Byrnes-Tintair, Inc.	1,724,525	158,333		158,333	159,413	352,584	1,054,195
Best Foods, Inc.	1,704,850	671,010	6,875	677,885	531,665		495,300
Libby, McNeill & Libby	1,671,737	1,289,797		1,289,797	260,515		121,425
Brown-Forman Distillers Corp.	1,671,014	1,663,174	7,840	1,671,014			
Gulf Oil Corp.	1,668,548	389,180	42,200	431,380		603,118	634,050
Pet Milk Co.	1,666,679					1,191,354	475,325
Johns-Manville Corp.	1,663,878	237,394	43,230	280,624		1,274,024	109,230
Standard Oil Co. of Indiana	1,629,988	950	80,940	81,890		1,342,613	205,485
Reckitt Drug, Inc.	1,624,777	745,680	106,900	852,580		772,197	
Anheuser-Busch, Inc.	1,598,882	289,112		289,112			1,309,770
Drugstore Television Productions	1,587,301						1,587,301
American Meat Institute	1,580,394	1,580,394		1,580,394			
Wildroot Co., Inc.	1,551,835	213,009	17,425	230,434	209,089	841,407	270,905
International Shoe Co.	1,542,670	681,531	64,820	746,351			796,319
Sunbeam Corp.	1,532,663	1,526,102	6,561	1,532,663			
George Hormel & Co.	1,522,659	694,983		694,983	227,539	581,252	
Union Carbide & Carbon Corp.	1,518,956	1,110,868	55,512	1,166,380	218,996		133,580
Champion Spark Plug Co.	1,510,169	928,739	282,495	1,211,234		298,935	

ADVERTISING EXPENDITURES BY INDUSTRIES

(JANUARY-DECEMBER 1950 AND 1951)

(COMPILED BY PUBLISHERS INFORMATION BUREAU)

Industry Class	P. I. B. Class No.	Total		General and Farm Magazines		Newspaper Sections		Network Radio		Network Television	
		1951	1950	1951	1950	1951	1950	1951	1950	1951	
Food and Food Products	F100	\$141,608,193	\$122,856,298	\$ 57,624,356	\$ 53,590,891	\$15,657,918	\$17,801,953	\$ 42,485,936	\$ 44,861,425	\$ 23,839,983	\$ 6,602,029
Toiletries and Toilet Goods	D100	93,108,374	79,264,844	40,018,312	37,541,265	10,847,330	11,757,370	25,787,368	25,783,015	16,455,364	4,183,194
Automotive, Automotive Accessories and Equipment	T100	58,766,761	55,192,701	41,142,337	41,968,841	2,280,948	2,889,337	4,292,975	5,009,076	11,050,501	5,325,447
Smoking Materials	G100	54,507,592	44,649,936	13,620,852	12,996,695	2,283,283	2,914,474	20,610,365	22,488,587	17,993,092	6,250,180
Apparel, Footwear and Accessories	A100	50,951,990	44,186,849	44,466,192	39,038,148	2,743,306	2,739,539	601,070	1,508,237	3,141,422	900,925
Household Equipment and Supplies	H200	49,098,426	42,674,805	34,720,338	34,325,718	2,689,943	2,610,422	3,159,742	3,085,968	8,528,403	2,652,697
Drugs and Remedies	D200	44,428,803	42,392,402	14,314,881	12,773,640	5,182,401	4,793,673	22,131,627	24,433,274	2,799,894	391,815
Soaps, Cleansers and Polishes	H400	43,922,459	34,354,532	10,877,632	8,162,284	4,058,402	4,628,680	17,948,730	20,700,173	11,037,695	863,395
Beer, Wine and Liquor	F300	40,626,472	31,635,873	31,278,051	26,581,376	415,101	575,261	3,177,634	2,774,866	5,755,686	1,704,370
Industrial Materials	B500	38,194,359	28,212,415	33,023,772	24,490,163	265,045	327,196	2,186,090	2,146,246	2,719,452	1,248,810
Household Furnishings	H100	34,032,852	28,485,488	28,417,436	24,820,199	1,055,021	974,712	1,004,877	600,557	3,555,518	2,090,020
Building Materials, Equipment and Fixtures	H500	26,663,336	21,937,807	24,801,387	20,063,970	342,564	460,268	1,394,065	1,322,279	125,320	91,290
Gasoline, Lubricants and Other Fuels	T200	19,802,247	16,575,381	10,597,447	9,404,583	557,682	146,365	5,721,984	5,508,767	2,925,134	1,515,666
Transportation, Hotels & Resorts, Industrial & Agricultural Development	T400	19,631,738	16,748,443	18,013,504	15,626,641	357,211	251,470	1,261,023	870,332
Radios, Television Sets, Phonographs, Musical Instruments and Accessories	H300	19,086,599	15,835,595	10,250,759	9,338,714	1,427,709	1,843,308	2,747,135	1,232,294	4,660,996	3,421,279
Confectionery and Soft Drinks	F200	17,732,369	15,304,058	7,452,521	6,474,274	604,902	843,221	6,294,183	6,147,725	3,410,763	1,838,838
Miscellaneous	G500	17,259,079	16,636,618	9,849,466	9,500,644	1,081,619	1,407,601	4,955,510	5,283,156	1,372,484	435,217
Consumer Services	B100	16,948,072	14,997,823	12,844,896	11,875,711	1,013,626	977,106	2,687,243	1,896,271	402,307	248,735
Retail & Direct by Mail	G600	15,251,572	10,736,482	11,925,945	9,465,767	1,245,004	1,141,004	31,367	46,136	2,049,256	83,575
Office Equipment, Stationery and Writing Supplies	B300	14,212,533	11,543,782	11,933,305	9,398,974	697,152	799,737	664,011	1,282,246	918,065	62,825
Insurance	B200	12,857,835	11,496,687	9,031,428	8,450,410	150,768	114,099	3,284,269	2,852,728	391,370	79,450
Jewelry, Optical Goods and Cameras	G200	12,299,357	10,839,451	8,603,151	8,288,351	510,017	441,102	1,193,275	1,617,309	1,992,914	492,689
Publishing and Media	B400	9,396,423	8,019,421	5,180,296	4,914,536	2,990,582	2,289,337	361,451	663,147	864,094	152,401
Sporting Goods and Toys	G400	6,317,646	6,127,836	6,195,689	5,845,162	121,957	144,720	29,614	108,340
Agriculture and Farming	T500	5,769,404	5,411,360	5,097,373	4,389,674	7,541	38,997	664,490	972,781	9,908
Entertainment and Amusement	G300	5,371,996	5,236,852	4,707,798	4,839,007	658,475	392,226	5,723	5,619
Horticulture	T600	3,551,670	3,322,183	3,169,410	3,081,332	285,809	134,015	96,451	105,696	1,140
Aviation, Aviation Accessories and Equipment	T300	2,030,356	1,218,046	2,015,856	1,204,358	14,500	13,688
Political	G700	306,163	281,513
Total		\$873,428,513	\$746,200,131	\$511,174,390	\$458,451,328	\$59,545,816	\$63,450,881	\$174,718,594	\$183,519,037	\$127,989,713	\$40,778,885

Presenting the
**CHICAGO
TV STORY**

A comparison of
average station
audience ratings
DAY and NIGHT

12:00 to 4:00 P.M.*
(Monday through Friday)

WNBQ	6.6
Station B	1.6
Station C	1.6
Station D	1.8

*American Research Bureau
(Jan.-Dec. 1951)

4:00 to 6:00 P.M.*
(Sunday through Saturday)

WNBQ	10.9
Station B	2.3
Station C	7.7
Station D	3.4

*American Research Bureau
(Jan.-Dec. 1951)

6:00 to 11:00 P.M.*
(Sunday through Saturday)

WNBQ	17.8
Station B	15.1
Station C	7.7
Station D	8.4

*American Research Bureau
(Jan.-Dec. 1951)

ALL QUARTER HOURS*

WNBQ	11.5
Station B	6.9
Station C	6.5
Station D	5.6

*American Research Bureau
(Jan.-Dec. 1951)

**Again proving the
NO. 1 TV Station
in Chicago is . . .**

WNBQ
CHANNEL 5



A large, dark, industrial-style camera with a prominent lens on the left side and a large circular opening on top. The camera is mounted on a base. The background is dark, making the camera stand out.

To see it... again

For the record . . .

for review . . . for future release . . .

put television programs on 16mm. film with
the **Eastman Television Recording Camera.**

Basic design includes 1200-foot double chamber magazine, separate synchronous motor drives for sprocket-and-shutter and film transport mechanisms, unique lens and shutter features. Camera records directly from monitor receiving tube.

Available in two versions
—for image recording only,
or image and sound recording.

For complete information
write to: *Motion Picture
Film Department,
Eastman Kodak Company,
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Record every program on film
EASTMAN TELEVISION RECORDING CAMERA

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wobash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

STATION OPERATION

Analysis of equipment at KOB-TV, in the country's smallest market—report on earnings of television stations according to city size and the number of channels in each market

BY now every prospect for a TV station has some idea of costs. Obviously there's practically no limit to the size of plant or operation. The new buildings of WWJ-TV and WCAU-TV will run into millions of dollars. On the other hand, in the small markets, stations' one objective is to see how inexpensively they can get on the air. Fully aware of this problem facing the majority of new applicants, TELEVISION Magazine went out into the field to find just what a minimum operation consists of. Presented here is a rundown of basic

equipment in the country's smallest television market, Albuquerque, New Mexico, prepared by KOB-TV's Chief Engineer and Station Manager George S. Johnson.

With the hope that it will be a source of guidance to new TV stations, outlined below is the basic minimum equipment which KOB-TV has found absolutely necessary for operating a television station in a city the size of Albuquerque:

"The size of the television transmitter will depend on the amount of coverage required. KOB-TV has a 5 KW picture and 2.5 KW

audio transmitter. This transmitter must be equipped with the basic monitoring equipment required by the FCC. We have added our own simple picture monitor, which is connected to the transmitter line and feeds the regular transmitter console master monitor. We were able to do this, as all the film projection equipment is operated in the transmitter room and a single picture monitor serves the dual purpose.

"The antenna system should preferably be multiple-bay, inasmuch as money is well spent in in-

APPROXIMATE CURRENT COSTS OF KOB-TV

TRANSMITTER SYSTEM

Transmitter: 5kw video, 2.5kw audio	\$ 65,000
Xmtr control and input equipment including sideband filter, dehydrator, power supply, picture monitor, etc.	6,000
FCC-required monitoring equipment	3,000
	<hr/>
	\$ 74,000

ANTENNA SYSTEM

Single-bay antenna and diplexer	\$ 12,000*
Antenna tower, support poles, tower lights, etc.	15,000
Transmission coaxial line	8,000
	<hr/>
	\$ 35,000

FILM EQUIPMENT

Film camera chain	\$ 12,000
2 16mm projectors	6,000
Multiplexing mirror stand	150
Automatic slide projector	150
3 Variac voltage controls	60

AUXILIARY EQUIPMENT:

Sync generator	4,000
Stabilizing amplifier	850
	<hr/>
	\$ 23,210

AUXILIARY STUDIO EQUIPMENT

3 Standard TV receivers	\$ 600
1 Rebuilt receiver taking studio coax, for monitoring	800
2 16mm home movie projectors, for auditioning shows	800
	<hr/>
	\$ 2,200

REMOTE EQUIPMENT

Complete two-camera field pickup unit, including master picture monitor, power supply regulator, auxiliary 8" and 14" lenses	\$ 36,000
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4 Camera High Hats	80
Liberal supply of field camera cable	1,000
1 Microwave relay transmitter and receiver	13,000
Remote truck (1 1/2 ton, 12' truck; cab-over engine)	10,000
	<hr/>
	\$ 60,080

AUDIO EQUIPMENT

Audio console	\$ 800
5 Microphones	500
2 Broadcast boom stands	700
2 Floor stands	100
2 Table stands	40
Loud speakers	250
2 Turntables	1,200
Audio limited amplifier	850
Remote broadcast amplifier	500
	<hr/>
	\$ 4,940

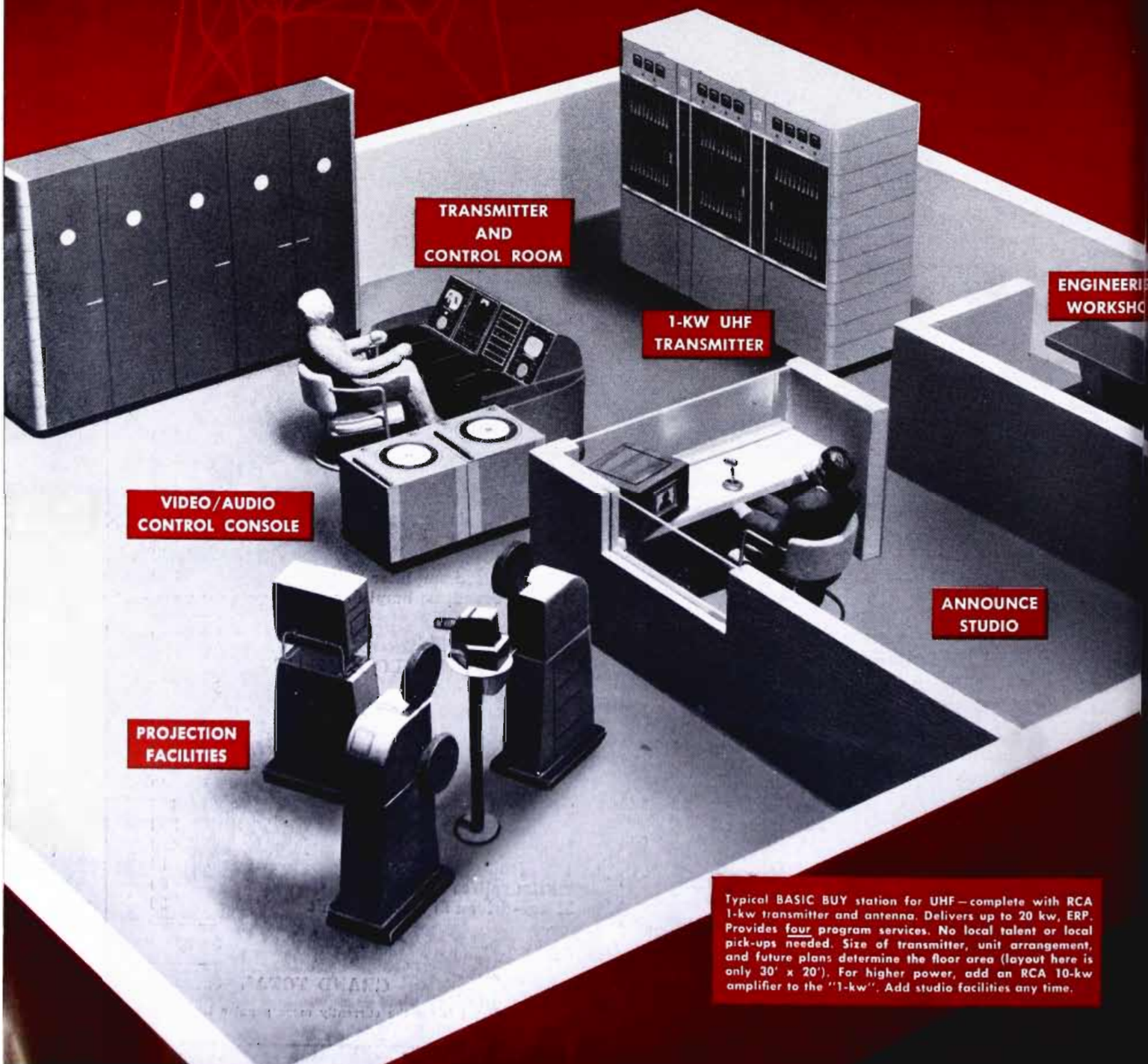
MAINTENANCE EQUIPMENT

Dummy antenna	\$ 800
Special cathode ray oscilloscope, with triggered-sweep	850
Video sweep generator	300
Standard type vacuum tube voltmeter	192
Voltohmmeter	40
Tube checker	198
Audio oscillator	200
Distortion analyzer	400
Film footage counter	18
2 Film splices	50
Motor-driven film rewind unit	50
	<hr/>
	\$ 3,098

GRAND TOTAL \$202,528

* Price quoted is for the currently more popular triple-bay antenna.

RCA's TV "Basic"



TRANSMITTER
AND
CONTROL ROOM

1-KW UHF
TRANSMITTER

ENGINEER
WORKSHOP

VIDEO/AUDIO
CONTROL CONSOLE

ANNOUNCE
STUDIO

PROJECTION
FACILITIES

Typical BASIC BUY station for UHF—complete with RCA 1-kw transmitter and antenna. Delivers up to 20 kw, ERP. Provides four program services. No local talent or local pick-ups needed. Size of transmitter, unit arrangement, and future plans determine the floor area (layout here is only 30' x 20'). For higher power, add an RCA 10-kw amplifier to the "1-kw". Add studio facilities any time.

Buy' does the most

**-with the least TV equipment
-VHF or UHF!**

PROGRAM SERVICES

Local studios needed!

Network programs

Local films (16mm)

Still's from local slide projector

Test pattern from monoscope including individualized station pattern in custom-built tube

THIS PICTURE ILLUSTRATES what we think is the minimum equipment a TV station should have to start up—and earn an income. The arrangement can handle any TV show received

from the network and provides station identification and locally inserted commercials as required. In addition, it offers an independent source of revenue—including film and slide facilities for handling local film shows and spots, or network shows on kine recordings.

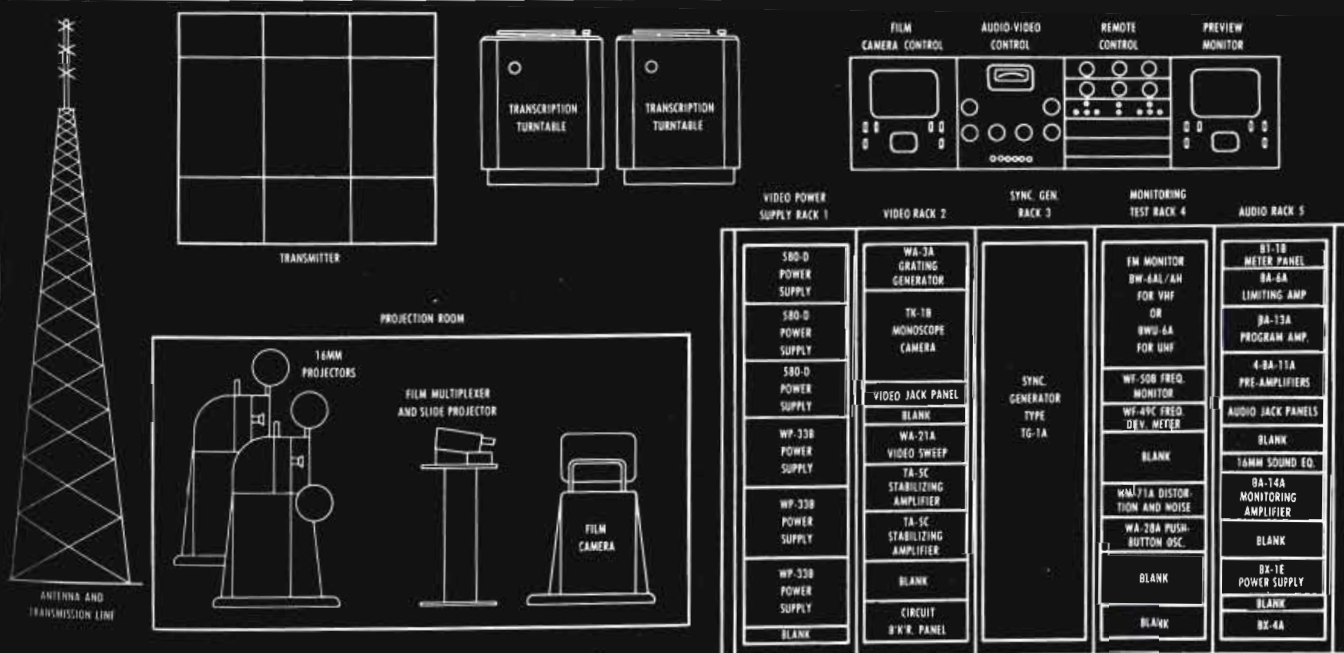
The BASIC BUY includes: A transmitter and an antenna (necessary for any TV station); monitoring equipment (required by FCC); film and slide equipment (for local programs—and extra income); monoscope camera for reproducing a test pattern of known quality (important for good station operation and as an aid to receiver adjustment); and a control console that saves operator time and effort (it enables one technical

man to run the station during nearly all "on-air" periods).

RCA's BASIC BUY can be used in combination with any RCA TV transmitter and antenna, of any power—VHF or UHF. Matched design and appearance make it easy to add facilities any time (you need never discard one unit of a basic package). And note this: *RCA BASIC UNITS ARE IDENTICAL TO THE RCA UNITS USED IN THE BIGGEST TV STATIONS!*

RCA's BASIC BUY is already being adopted by many TV station planners. Let your RCA Sales Representative work out a flexible package like this for you—show you how to do the most with the least equipment!

This is what the BASIC BUY includes!



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

Hollywood or Hong Kong

AURICON 16mm Sound-On-Film for Television



Clete Roberts and his cameraman **Russell Day** use the AURICON-PRO for their world-wide coverage of the news

Clete Roberts' "WORLD REPORT" produced by U.S. Television News Reels for INS-Telenews is now being televised over 23 CBS stations in the East, plus complete TV coverage in the Western States.

Clete Roberts says... "OUT OF 50,000 FEET OF 16 MM FILM SHOT WITH THE AURICON-PRO SINGLE-SYSTEM SOUND CAMERA, NOT A SINGLE FOOT OF FILM WAS LOST. THIS INCLUDES 130 ISSUES OF "WORLD REPORT" FILMED FOR TELEVISION IN EAST ASIA, THE SOUTH PACIFIC, AND ALASKA, WITH TEMPERATURES RANGING FROM SUB-ZERO TO THE HEAT OF THE TROPICS AND UNDER THE ROUGHEST OF TRAVEL CONDITIONS. THIS FINE PERFORMANCE PROVES ONCE AGAIN THAT THE AURICON-PRO CAN 'TAKE IT'."



FOR DEPENDABILITY...
... USE THE AURICON-PRO
Write today for free Catalog.

AURICON
BERNDT-BACH, INC.

7399 BEVERLY BLVD., LOS ANGELES 36, CALIF.

Auricon
Hollywood

STATION OPERATION

(Continued from page 61)

creasing the signal with the antenna. We installed a single-bay antenna but believe it will be profitable to have at least a three-bay antenna. Antenna tower, diplexer, sideband filter, transmission coaxial line, support poles, tower lighting, and dehydrator, must be figured in the cost of the antenna system.

Photographer Changes All Pictures to Slides

"The film equipment should consist of one film camera with camera control, picture monitor, two 16mm projectors, and multiplexing mirror stand. We now use only one standard automatic slide projector which holds up to fourteen slides. Our photographer changes all pictures to slides, as we get more uniform reproduction this way. All three projectors have variac voltage controls to balance the amount of light from each, and to get longer life from the bulbs.

"The auxiliary equipment needed for the combination projection-transmitter room is; one Sync Generator, one Stabilizing Amplifier, and a special regulated power supply for the studio units. This special regulated power supply helps materially to guard against the usual city power line voltage variations.

"Auxiliary studio equipment needed for operating should include about four standard television receivers. We have rebuilt these so they can be fed from studio coaxial lines and used for monitoring. Two 16mm home movie projectors should be sufficient under normal circumstances in auditioning and selling film programs.

"Remote telecasts of live events are extremely important and the most popular type of program. KOB-TV has standard two-camera field pickup equipment. This equipment serves a dual purpose for remotes and live studio work. This equipment should have complete two-camera units with power supply, switching system, etc. A Master Picture Monitor is optional but recommended. It is highly desirable to also have a regulated power supply to operate the field cameras, since most remote locations have poor power regulations. In addition to the three lenses normally supplied with each camera the station should have an eight-inch and a fourteen-inch lens, and three or four camera High Hats for permanent remote use.

"The amount of field camera cable needed would depend on in-

dividual station needs, but I want to stress the fact that a good amount of trouble on television remotes originates in the cable connections and so plenty of spare cable is needed.

"One Microwave Relay Transmitter and Receiver should be sufficient, as these units are fairly reliable and easily moved. To simplify our remote work, we have mounted all the field camera control units on a sturdy table with rollers, so that the units can be permanently interconnected. This table is wheeled into the remote truck and back into the studio with little trouble. This is quite important in saving time and labor for setting-up remotes. The remote truck does not need to be a large, elaborate affair. We pur-

chased a cab-over engine, 1½ ton truck, with a twelve-foot body. There is sufficient space to wheel our camera equipment table into this truck. The auxiliary remote equipment is mounted permanently in the truck.

"The audio equipment required can be modest. This may consist of an audio consolette, five microphones, two broadcast boomstands, two floor stands, and two table stands. The required loud speakers, one or two turntables, an audio limited amplifier, and one remote broadcasting amplifier, also.

"After some experience in trying to maintain television equipment, we found that there is no substitute for certain test instruments. We now have: a dummy antenna, special Cathode Ray Os-

cilloscope with triggered-sweep, a video sweep generator, a standard type vacuum tube voltmeter, a voltohmmeter, and the best tube checker we could buy. An audio oscillator and distortion analyzer were available at KOB, so these were not purchased.

"The film editing department should have one film footage counter, two film splices, and a motor-driven film rewind unit.

"I want to emphasize the fact that this is the bare minimum and would not apply to stations that want to do a considerable amount of studio programming. With this amount of equipment, programming will have to be limited to what can be handled adequately. This is what KOB-TV has done and we have gotten by—so far."

TV STATION PROFIT & LOSS FOR '51

As Reported by the FCC

Number of TV Stations Classified by Size of Metropolitan Area Showing Number Reporting Income or Loss Within Each Group and Average Revenues, Expenses, and Income¹ of All Stations in Group

1951 (Estimated)

Population ¹	Total	Number of Stations		Average Per Station		
		Reporting Income	Reporting Loss	Broadcast Revenues	Broadcast Expenses	Broadcast Income ²
(\$ Thousands)						
Under 250,000	13	12	1	\$466	\$283	\$183
250,000- 500,000	25	24	1	762	533	229
500,000-1,000,000	26	23	3	951	659	292
1,000,000-2,000,000	14	14	0	1,426	952	474
2,000,000 and over	28	20	8	2,599	1,954	645
TOTAL	106³	93	13	\$1,345	\$964	\$381

¹ Population of metropolitan area—1950 Census; ² Before Federal Income Tax; ³ Data for two stations not available.

TV Stations Classified by Number of Stations in Community Showing Number Reporting Income or Loss and Average Revenues, Expenses and Income¹ For All Stations in Each Group

1951 (Estimated)

Item	Number of Stations		Average Per Station		
	Reporting Income	Reporting Loss	Broadcast Revenues	Broadcast Expenses	Broadcast Income
(\$ Thousands)					
40 One station communities	39	1	\$955	\$570	\$385
11 Two station communities	19	3	876	619	257
8 Three station communities	23	1	1,479	965	514
2 Four station communities	8	0	2,051	1,287	764
2 Seven station communities ²	4	8	2,765	2,688	77
Four stations reporting income			3,466	2,159	1,307
Eight stations reporting loss			2,414	2,952	538*
Total	93	13	1,345	964	381

* Denotes loss; ¹ Before Federal income tax; ² Data for two stations not available.
ALL DATA FROM FCC

THE TELEVISION AUDIENCE

Characteristics of television viewers as projected by Nielsen—
showing findings on income, education, family size, occupa-
tion . . . and comparison to radio audience characteristics

AS is seen in the accompanying chart and table, based on the Nielsen TV and Radio samples, TV homes have characteristics significantly different from those of all radio homes. TV ownership makes it a predominantly big city medium. Its territorial distribution largely follows heavy population areas, with emphasis on the Northeast states. TV families tend to be larger, younger, somewhat better educated and more well-to-do than radio families. (Nielsen defines income groups as "Upper", "Middle" and "Lower"; families are evaluated on the basis of income, home ownership, appliance ownership, auto ownership and, in general, their standard of living.)

The geographic and city size breakdowns of TV homes tend to follow the characteristics of all homes in TV areas, as the chart and table show, since all of the country's markets with trading areas of 500,000 population or over have TV stations and most of the stations are concentrated in the East. (Nielsen defines "Medium"

cities as those with 5,000 to 500,000 population, the balance, under 5,000, being "Small-Town & Rural".)

In the division of AM homes by TV and non-TV areas, these differences also reflect total population differences and the distribution of TV stations. Thus, 60 percent of AM homes in non-TV areas fall into small-town and rural areas; only 19 percent of the AM homes in TV areas are in such sections.

The differences in home characteristics emphasize the urgent need to consider carefully the marketing and distribution pattern of each advertiser's product. Jumping into TV and excluding other media can be disastrous if—for example—the advertiser must reach the mass market, the smaller, older families, the South and the West. In such cases, television used as a supplement to other media can be a potent sales weapon.

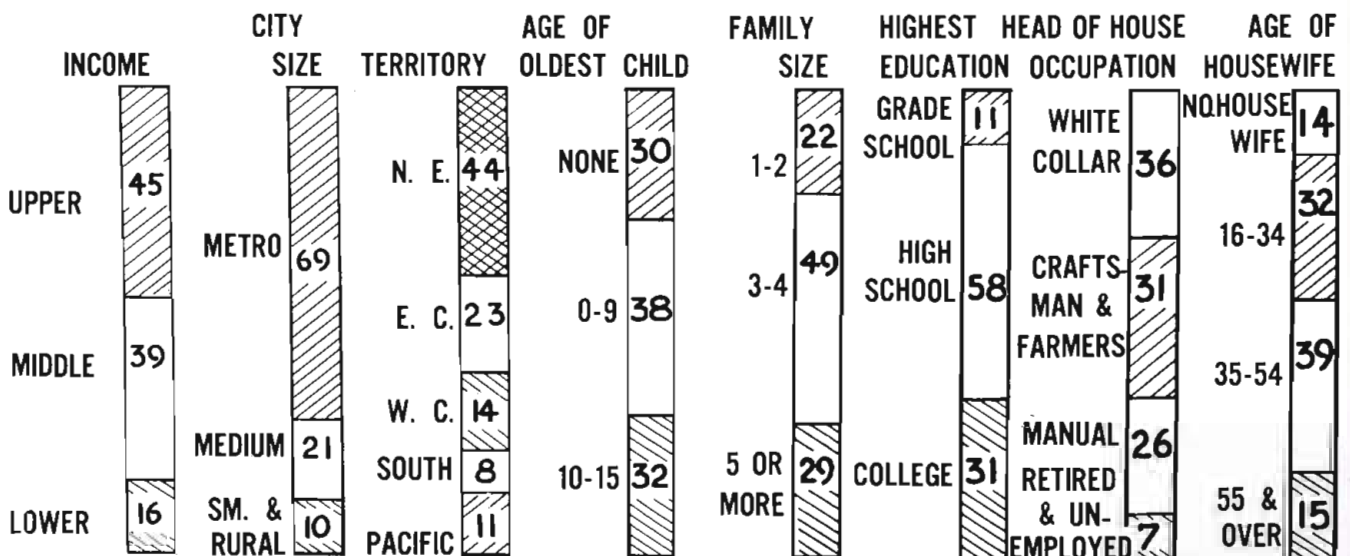
In examining the differences in home characteristics for specific TV shows, one can find some in-

teresting differences. *Beulah*, with a 25.6 Nielsen, has been reaching 30 percent of the lower income homes and 23.6 percent of the upper income homes, according to Nielsen. Contrast this with Faye Emerson's *Wonderful Town* (13.1 Nielsen), which gets 15 percent of the homes in the upper income bracket and 11 percent in the lower.

A segment of the daytime *Kate Smith Show* (14.4 rating), reaches 18 percent of the larger families (4 or more members) but only 10 percent of the smaller ones (1-3 members). Most of the daytime serials reach more of the homes with younger housewives than those with older ones; on the other hand, the *Colgate Comedy Hour* shows the opposite pattern.

The obvious inference is that generalizations can be dangerous and, while the many rating guides available can be helpful, every show must be individually analyzed to enable the advertiser to use the medium most profitably.

TV AUDIENCE CHARACTERISTICS Based on N.T.I. Sample Fall 1951



COPYRIGHT 1951 A. C. NIELSEN CO.

RADIO HOME CHARACTERISTICS A. C. NIELSEN COMPANY

	AM Homes in Non-TV Areas	All AM Homes in TV Areas	All AM Homes in the U.S.		AM Homes in Non-TV Areas	All AM Homes in TV Areas	All AM Homes in the U.S.
CITY SIZE	100%	100%	100%	FAMILY SIZE			
Metro	0.0	56.8	39	1-2	39.9	37.1	38
Medium	40.1	24.1	29	3-4	41.5	40.1	41
Small & Rural	59.9	19.1	32	5+	18.6	22.8	21
INCOME				HIGHEST EDUCATION			
Upper	30.5	35.3	34	Grammar	28.2	20.1	23
Middle	32.1	35.3	34	High School	49.3	52.2	51
Lower	37.4	29.4	32	College	22.5	27.7	26
OCCUPATION				AGE OF HOUSEWIFE			
White Collar	24.0	29.9	28	None	15.0	17.2	16
Farm & Craft	35.9	27.8	31	16-34	20.0	23.8	23
Manual	20.7	25.9	24	35-54	35.3	34.5	35
Retired & Unemployed	19.4	16.4	17	55+	29.7	24.5	26
TERRITORY				OLDEST CHILD			
North-East	8.6	35.5	27	None	52.0	47.7	49
East-Central	12.3	25.0	21	0-9	21.5	27.5	26
West-Central	26.5	14.4	18	10-15	26.5	24.8	25
South	39.7	11.5	20				
Pacific	12.9	13.6	14				

EVERYBODY'S DOING IT . . .

. . . separating TV from AM !

The nets, the reps, the stations are all separating TV from AM for more effective sales.

The same reasoning applies to a trade publication: every industry needs one magazine exclusively devoted to its interests. In television, it's TELEVISION Magazine. With no fence to straddle, no other media to depend on for its income, only TELEVISION Magazine can devote the time, space and staff to thoroughly cover the industry.

And—that this makes sense is clearly indicated in the Vicary survey of advertiser and agency reading preferences (see page 94): TELEVISION Magazine is rated first among advertisers and second only to one other publication, among agencies.

TELEVISION MAGAZINE—THE ONLY PUBLICATION DEVOTED EXCLUSIVELY TO TELEVISION

IN TV FILMS

you get more for your money
with

SNADER



DICK TRACY

39 THRILLING HALF-HOURS NOW AVAILABLE

featuring
RALPH BYRD
JOE DEVLIN
LYLE TALBOTT

INTRODUCING

science

adventure

magic

"KID MAGIC"

39 QUARTER-HOURS

an exciting world
of fantasy for
kids under 90!



Washington Spotlight

A NEW QUARTER-HOUR EPISODE RELEASED EVERY WEEK!

featuring

MARQUIS CHILDS and a guest
panel of congressmen, sena-
tors and other important
Washington personalities.

At Last, a WESTERN DRAMA that's really different!

BOOTHILL

39 THRILLING
HALF HOURS READY THIS FALL!



Unusual adult stories with a psychological
twist . . . based on the characters buried in
the famous Boothill Cemetery in Phoenix,
Arizona.

78 QUARTER-HOURS NOW AVAILABLE!



This Is The Story

ED PRENTISS, America's
greatest story teller . . .
offers true and unusual
tales, each with a surpris-
ingly different ending!

13

Alexander Korda

FEATURE FILMS

INCLUDING

SEVEN DAYS TO NOON
THE WOODEN HORSE
BONNIE PRINCE CHARLIE
and many others!

800

STAR
STUDED

TELESCRIPTIONS

A complete library of brand-new musical films featuring:

* PEGGY LEE * LANNY ROSS * KING COLE TRIO * GINNY SIMMS * MEL TORME
* TONI ARDEN * and more than 100 other stars!

for full details contact

SNADER TELESCRIPTIONS SALES, INC.

MAIN OFFICE: 328 SOUTH BEVERLY DRIVE, BEVERLY HILLS, CALIFORNIA

NEW YORK
229 W. 42nd

CHICAGO
59 E. Van Buren

CLEVELAND
1900 Euclid

ATLANTA
735 Spring

SYNDICATED FILM PROGRAMS

Descriptions of 85 series, including number in the can, price ranges, producers and distributors . . . listed according to program categories

ENCOURAGING is the steady increase in both quality and number of film programs specifically produced for television and made available for sponsorship on the local level. Listed below are 85 film programs currently being offered. Undoubtedly there have been some omissions but in the main the programs listed do cover the major product available. No attempt has been made to list the many programs which are still in the "pilot reel" stage. At a future date we will publish such a listing.

Prices have been supplied by distributors as approximate ranges, from the smallest markets up to the largest; they are generally a subject of negotiation and bargaining between buyer and seller, with a minority of distributors presenting their programs at a fixed price.

A method employed by one of the major distributors, is to establish prices for each market by weighing a variety of factors including population, set circulation, various retail indices such as beer and drug sales and other elements such as the number of TV stations in the market.

More usual in pricing is the tabbing of a show on the basis of Class A time cost on the station selected to telecast the show. Perhaps most common pricing practice is known as "meeting the market".

CHILDREN'S

ADVENTURES OF CYCLONE MALONE, 65, ¼ hour, five-a-week children's western marionette shows, \$125 to \$1,000 per week, Consolidated TV Productions, Inc., Consolidated TV Sales.

BETSEY AND THE MAGIC KEY, 26, ¼ hour marionette operettas for children; \$25 to \$400; Dynamic Films, CBS-TV Film Sales.

THE CHIMPS, 13, 15 minute comedies starring "Bonzo", trained chimpanzee; \$20 to \$400; Bing

Crosby Enterprises, United Television Programs.

CRUSADER RABBIT, 195, 5 minutes daily animation; 40% of station's 5 minute Class A time rate per show on a five per week basis. Less than 5 a week, 50% of station's 5 minute Class A time rate.

JUMP JUMP OF HOLIDAY HOUSE, 65, ¼ hour, five-a-week children's marionette series, \$125 to \$900 per week, Consolidated TV Productions, Inc., Consolidated TV Sales.

JUNIOR CROSSROADS, 104, 15 minute entertainment and education for youngsters; \$40 to \$125; S. J. Turell, Sterling Television.

SLEEPY JOE, 13, ½ hour puppet shows featuring "Uncle Remus" characters; \$35 to \$575; Joe McCaughtry, United Television Programs.

STREAMLINED FAIRY TALES, 13, ¼ hour cartoons of classic fairy tales, \$50 to \$300, Harry Goodman, DuMont TV Network Film Dept.

TIME FOR BEANY, 5 time weekly, 15 minute puppet serial kinescoped from live KTLA programs; \$40 to \$100 daily; Bob Clampett, Paramount Television Productions.

UNK & ANDY, 26, ¼ hour for children 6 to 12, hand puppets and drawings teach world travel, etc.; \$45 to \$300; Jack Kenaston Productions, United Artists.

DRAMA, SITUATION COMEDY

JACKSON AND JILL, 13, half-hour situation comedies starring Todd Karns and Helen Chapman; 25% of station's ½ hour Class A time rate per program; Jerry Fairbanks, Inc., same.

HOLLYWOOD HALF HOUR, 13, half-hour theatre type programs, with all star cast; 100% of station's ½ hour Class A time rate per show; Jerry Fairbanks, Inc., same.

ROYAL PLAYHOUSE, 52, ½ hour dramas, mystery, comedy, romance, originally telecast as **Fireside Theatre**; \$75 to \$1,500; Bing Crosby Enterprises, United Television Programs.

STORY THEATRE, 26, ½ hour dramas starring stage & screen stars, originally telecast for Lucky Strike; \$80 to \$1,000; Grant Realm, Ziv Television Programs, Inc.

THE LIVING BOOK, 13, ½ hour stories of the Bible; \$80 to \$1,000; Forest Lawn Memorial Park, Ziv Television Programs, Inc.

MUSICALS

ALL-NATIONS SYMPHONIES, 13, 15 minute classical music with Saint Cecilia, Milton Cross narrates; \$75 & up, also permanent library; All Nations, INS.

ENCHANTED MUSIC, 13, half-hour, symphonic selections by the Berlin Philharmonic with Robert Lawrence as host; prices available on request; George Richfield, Sterling Television.

HOLIDAY IN PARIS, 13, ½ hour musical variety; \$85 to \$1,250; John Nasht, CBS-TV Film Sales.

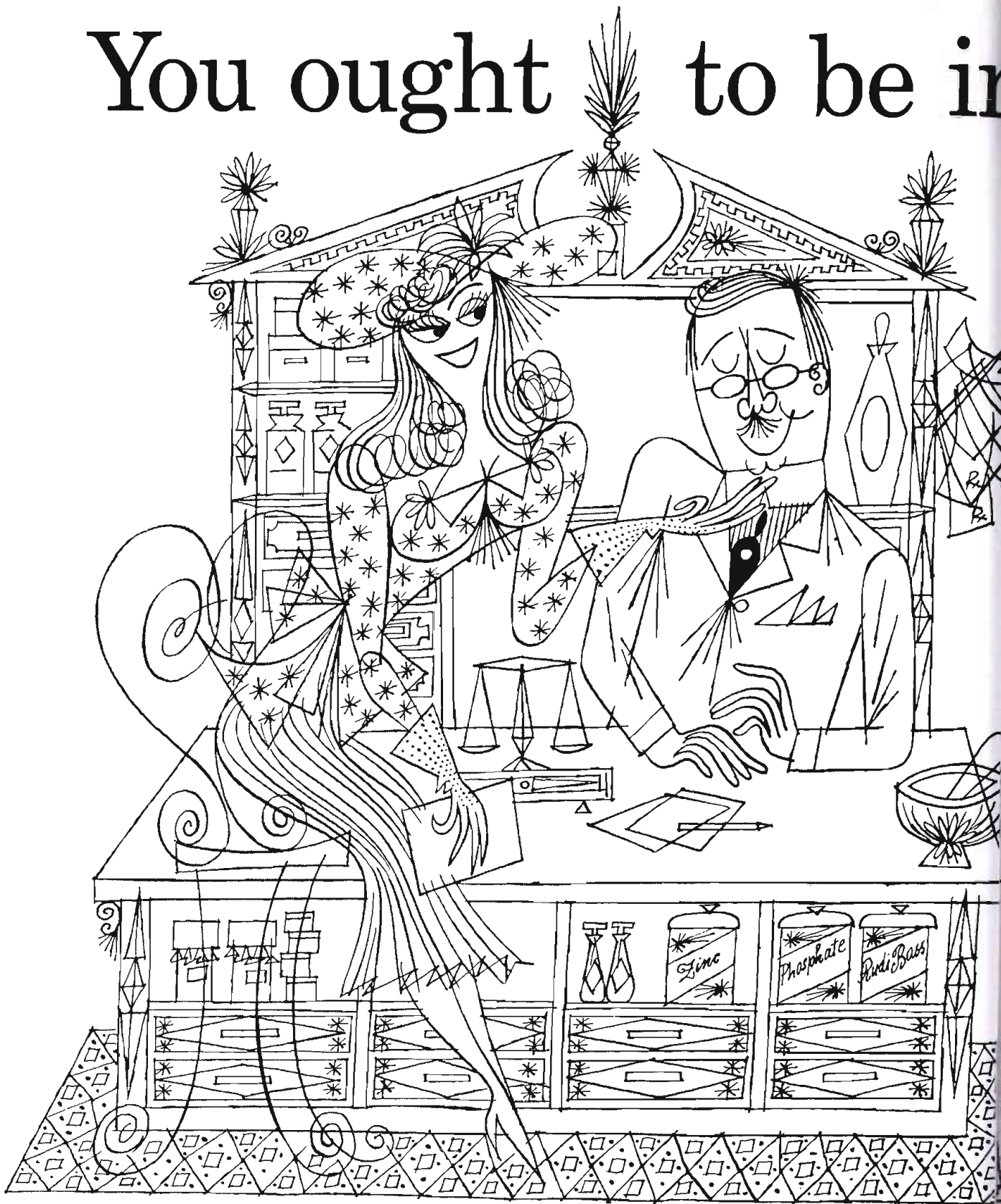
MUSIC TO REMEMBER, 13, ½ hour symphonic music films; \$50 to \$500; George Richfield, Screen Gems.

OLD AMERICAN BARN DANCE, 26, ½ hour musical barn dance favorites; \$75 to \$675; Kling-United Studios, United Television Programs.

PARADISE ISLAND, 26, 15 minute musicals starring Danny O'Neil; 25% of station's ¼ hour Class A time rate per program; Jerry Fairbanks, Inc., same.

SNADER TELESCRIPTIIONS, 800, 3¼ minute variety leased to stations; depending on individual station rates; Louis D. Snader,

You ought to be in



CASES OF EDDIE DRAKE—thirteen half-hour mystery programs with Don Haggerty ("Command Decision," "Canadian Pacific") as rough 'n' ready Eddie Drake and Patricia Morison as his girl.

pictures...

STRANGE ADVENTURE—fifty-two different fifteen-minute dramas adaptable also to twenty-six half-hour programs...mystery and suspense guaranteed to keep viewers on the edge of their seats.

HOLLYWOOD ON THE LINE—twenty-six quarter-hour simulated telephone interviews using the big box-office appeal of twenty-six big Hollywood stars to attract audiences for your sales messages.

THE RANGE RIDER—fifty-two half-hour films of the early American frontier starring movie heroes Jack Mahoney and Dick Jones...ready and waiting to shoot the works for your product.

VIENNA PHILHARMONIC ORCHESTRA—thirteen concert programs of classical and semi-classical music played by the world-renowned Vienna Orchestra, filmed in Vienna and Salzburg.

THE GENE AUTRY SHOW—fifty-two half-hour action dramas starring the greatest Western hero of them all...cheered by critics as "one of the hottest film packages in TV" and "wonderful news for TV fans."

WORLD'S IMMORTAL OPERAS—seven popular operas carefully edited for half-hour programming, with internationally famous voices; many programs with commentary by Olin Downes.

BETSY AND THE MAGIC KEY—two-hundred-sixty quarter-hour film fables with marionettes which open the door to a world of light-hearted stories and songs and of lovable, bright-eyed people.

HOLIDAY IN PARIS—thirteen half-hour musical variety programs produced in Paris especially for television, with continental and Broadway musical-comedy star Dolores Gray as the leading lady.

Available soon: **FILES OF JEFFREY JONES**

You ought to pack your customers in. And if you'll let us put you (and your sales message) in one of the CBS Television Film Sales pictures at the left, *you will*.

Because all of these pictures—created especially for television with top-quality programming and production—assure you of a huge audience... at a cost even your accountant will applaud.

And if you are looking for the one picture that will best reach *your* paying public, CBS Television Film Sales offers you as wide a variety as you will find anywhere.

But see for yourself. Just ask the CBS Television Film Sales representative nearest you for a private showing. Since each series is subject to prior sale in each market, we suggest you ask soon.

CBS Television Film Sales

Offices in New York, Chicago, Los Angeles, Memphis, San Francisco

SCREEN GEMS INC.

PRODUCERS • DISTRIBUTORS
OF MOTION PICTURES FOR
TELEVISION

NEW YORK:
729 Seventh Avenue
New York, N. Y.
Circle 5-5044

HOLLYWOOD:
1438 N. Gower St.
Hollywood, Calif.
HUdson 2-3111

FILMS IN PRODUCTION

A

1. °THE STORY OF NATHANIEL HAWTHORNE
2. °THE STORY OF THOMAS JEFFERSON
3. °THE STORY OF GEORGE WASHINGTON
4. °THE STORY OF JEFFERSON DAVIS
5. °THE STORY OF SAMUEL F. B. MORSE

Produced for du Pont's "Cavalcade of America" series through BBD&O Agency

B

6. °GOVERNMENT IS YOUR BUSINESS
7. °CAREERS IN ATOMIC ENERGY

Produced for the Christophers' "Careers That Change Your World" series.

C

8. CROSSROADS U.S.A.

Produced for the American Petroleum Institute through Film Counsellors, Inc.

D

9. °THE STUDEBAKER STORY

Produced for Hill & Knowlton as a salute to the 100th anniversary of the founding of Studebaker, through Film Counsellors, Inc.

° Temporary Title

FILMS COMPLETED FOR SPONSORS

- THE MAN WHO TOOK A CHANCE and THE NEW SALEM STORY

Produced for du Pont's "Cavalcade of America" series through the BBD&O Agency

- TELEVISION IS WHAT YOU MAKE IT

Produced for the Christophers' "Careers That Change Your World" series.

FILMS AVAILABLE FOR SYNDICATION TO STATIONS ADVERTISERS AGENCIES

- TV DISC JOCKEY TOONS

A complete library of films, made in cooperation with major record companies, to accompany popular and standard discs.

- MUSIC TO REMEMBER

World's finest music in 13 symphonic films, featuring best known works of the masters.

- HOLLYWOOD NEWSREEL

Behind the scenes in the film colony. Nine 15-minute programs featuring top screen personalities.

PRODUCERS OF HUNDREDS OF TV FILM COMMERCIALS FOR:

Bordens, Bromo Seltzer, Clark Bars, Lucky Strike, Hamilton Watch Co., Schlitz, Vicks Vaporub, Coca Cola, Pepsodent, Kelloggs, Camels, Budweiser, Wildroot, Blatz, Chevrolet, Motorola, BVD, DuMont Receivers and many others . . . in cooperation with the nation's leading advertising agencies.

Snader TELEscription Sales, Inc.

TELE-DISCS, 175, disc jockey musical films running 3 minutes each—popular and standard; price on request; Tele-Disc, Inc., United Artists.

TV DISC JOCKEY TOONS, 100, 3 minute synchronized with standard and current release records; \$20 to \$50; Screen Gems, Inc., same.

VIENNA PHILHARMONIC ORCHESTRA, 13, 15 minute concerts; \$30 to \$250; Eugene Sharen, CBS-TV Film Sales.

WORLD'S IMMORTAL OPERAS, 7, half-hour condensations of opera classics; \$70 to \$600; George Richfield, CBS-TV Film Sales.

MYSTERY, ADVENTURE

BOSTON BLACKIE, 78, ½ hour mysteries starring Kent Taylor & Lois Collier; \$110 to \$2,250; Ziv Television Programs, Inc., same.

CASES OF EDDIE DRAKE, 13, ½ hour mysteries starring Don Haggerty and Patricia Morison; \$100 to \$1,250; Thompson & Strock, CBS-TV Film Sales.

CLYDE BEATTY SHOW, 4, ½ hour adventures starring Clyde Beatty; 100 to 125% of station's Class A time; Commodore Productions & Artists, Inc., same.

DANGEROUS ASSIGNMENT, 39, half-hour weekly adventure mysteries starring Brian Donlevy sold on a 52 week basis; \$75 to \$2,000; NBC Film Syndication Sales, same.

DICK TRACY, 39, ½ hour mysteries starring Ralph Byrd, Lyle Talbot, and Angela Greene; \$60 to \$850; Palmer-Snader, Snader TELEscription Sales, Inc.

FILES OF JEFFREY JONES, 26, ½ hour mysteries starring Don Haggerty; \$125 to \$1,500; Lindsley Parsons Productions, Inc., CBS-TV Film Sales.

FRONT PAGE DETECTIVE, 39, half-hour mysteries starring Edmund Lowe; 100% of station's ½ hour Class A time rate per program; Jerry Fairbanks, Inc., same.

HOLLYWOOD OFF-BEAT, 26, ½ hour "Private Investigator" series starring Melvyn Douglas; \$75 to \$1,775; Marion Parsonnet, United Television Programs.

MEET THE VICTIM, 13, 15 minute mystery thrillers; \$60 to \$200; S. J. Turell, Sterling Television.

PUBLIC PROSECUTOR, 26, 20-minute dramas starring John

Howard; 100% of station's ¼ hour Class A time rate per program; Jerry Fairbanks, Inc., same.

SCOTLAND YARD, 13, ½ hour "Inspector Morley" mysteries, \$100 to \$1,000, Parks & Margolis, DuMont TV Network Film Dept.

STRANGE ADVENTURE, 52, 15-minute or 26 half-hour suspense stories, originally telecast as **Fire-side Theatre**; \$60 to \$650 15 min., \$110 to \$1,170 half-hour; Gordon LeVoy, CBS-TV Film Sales.

STRANGER THAN FICTION, 65, 12½ minute unusual stories; \$20 to \$150; United World Films, same.

THE BIG GAME HUNT, 26, 26½ minutes; jungle adventures of Martin & Osa Johnson; \$125 to \$1,000; Jules B. Weill, Explorers Pictures Corp.

THE UNEXPECTED, 52, ½ hour dramatic features with stage & screen stars; \$165 to \$3,000; Ziv Television Programs, Inc., same.

NEWS, WOMEN'S INTEREST, INTERVIEWS, QUIZ, TRAVEL

ARMCHAIR ADVENTURE, 104, 15 minutes, journeys to far-away places; \$40 to \$125; S. J. Turell, Sterling Television.

CAFE CONTINENTAL, 13, 15 minutes, Isabel Bigley visits continental nightclubs plus variety acts; \$45 to \$150; S. J. Turell, Sterling Television.

FASHION PREVIEWS, 39, 15 minute fashion shows with guest designers, \$15 on rerun basis to \$135 on first run basis; Clayton Cousen Productions, United Television Programs.

GOING PLACES, 26, ¼ hour travel series; \$25 to \$350; United World Films, same.

GOING PLACES WITH UNCLE GEORGE, 26, 10 minute interviews, travelogues with Dick Elliott; 15% of station's ¼ hour Class B time rate per program; Jerry Fairbanks, Inc., same.

HANDY ANDY, 13, 15 minutes of household hints featuring Handy Andy, his wife and kids; \$40 to \$125; S. J. Turell, Sterling Television.

HEADLINES ON PARADE, 52, ¼ hour news stories. \$40 to \$500; United World Films, same.

HOLLYWOOD ON THE LINE, 26, 15-minute interviews with Hollywood stars; \$40 to \$400 with local

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Anyone for football...?

Everyone is for football. That's why football is definitely for anyone with anything to sell... *and this is definitely the time to do something about it.* ☆ So get set now to make your play for faster sales, bigger audiences with **All American Game of the Week**... exclusive films of 1952 games between standout teams like these: Army, Michigan, Notre Dame, Navy, Ohio State, Illinois, California, U.S.C., Washington, Alabama, Tulane, Kentucky, Texas, S.M.U., Baylor, Indiana, Michigan State, Northwestern, Oklahoma, Nebraska, Stanford, U.C.L.A., Columbia, Yale, and others. Exclusive? Absolutely. Only Sportsvision can film these games for you. 30-minute wrap-ups of the greatest inter-collegiate football

contests for 1952... every play covered by four cameras to catch all of the color, all of the rock-and-sock action with close-up interest. ☆ Here is the package **All American Game of the Week**... will deliver to you with hot-off-the-gridiron speed... next season's eleven top football games plus the Season's Highlights in Review and a Rose Bowl Preview. 13 solid weeks to sell solidly for you. ☆ For full information on **All American Game of the Week**... including a print of a typical All American film by Sportsvision, write, wire or call our nearest sales office: Sunset at Van Dyke, Hollywood 28, HO 9-6369. 25 Vanderbilt Avenue, New York 17, NY MU 6-7543. 612 Michigan Avenue, Chicago 11, MI 2-5300

Consolidated Television Sales

a division of Consolidated Television Productions, Inc.

M.C. \$44 to \$440 all film; Gene Lester, CBS-TV Film Sales.

HOLLYWOOD REEL, 52, ¼ hour features; \$25 to \$175; Johnson & Watson, Paramount Television Productions.

INS-TELENEWS DAILY NEWS-REEL, 5 times per week; 8 or more minutes; \$200 and up based on set circulation; Telenews, INS.

INS-TELENEWS WEEKLY NEWS REVIEW, 18 minutes weekly; \$75 & up based on set circulation; Telenews, INS.

JOHN KIERNAN'S KALEIDOSCOPE, 104, ¼ hour; on nature, science by John Kiernan; \$50 to \$400; International Tele-Film, Inc., United Artists.

KING'S CROSSROADS, 104, half-hour, also in hour versions; "pix jockey" Carl King presenting unusual films; \$100 to \$750; S. J. Turell, Sterling Television.

MOVIE QUICK QUIZ, 26, 15 minute TV version of "Tello Test" radio quiz, five shows per week; \$125 to \$800; Walter Schwimmer, United Television Programs.

NBC DAILY NEWS REPORT, daily 7½ minutes; \$150 to \$350 week; NBC News & Special Events, NBC Film Syndication Sales.

NBC WEEKLY NEWS REVIEW, weekly 15 minutes; \$33 to \$275; NBC Special Events, NBC Film Syndication Sales.

THE FEMININE ANGLE, weekly ¼ hour, Ilka Chase on women's activities; interviewing celebrities; \$60 to \$400; United Artists, same.

TV CLOSEUPS, 26, 5 minutes of interesting events and places; 15% of station's 5 minute Class A time rate per program; Jerry Fairbanks, Inc., same.

VIEW THE CLUE, 26, 15 minute weekly quiz reels with 4 studio contestants and 1 audience question, \$40 to \$300; Nat C. Goldstone Productions, same.

WASHINGTON CLOSE-UP, weekly ¼ hour, news, interviews, commentary by John B. Hughes; \$60 to \$400; Velasco Studios, United Artists.

WASHINGTON SPOTLIGHT, 16, ¼ hour weekly, featuring Marquis Childs in discussions with government leaders; \$20 to \$260; Snader TELEscription Sales, Inc., same.

YESTERDAY'S NEWSREEL, 156, ¼ hour highlight news of yesterday; \$40 to \$500; Ziv Television Programs, Inc., same.

SPORTS

ALL AMERICAN GAME OF THE WEEK, 13, ½ hours to be made available in '52 (as collegiate football games are played), \$125 to \$1,600, Sportsvision, Inc., Consolidated TV Sales.

DOUBLE PLAY, 26, 15 minute sports interview featuring Leo Durocher & Laraine Day and guests; \$75 to \$775; Marted Productions, United Television Programs.

MADISON SQUARE GARDEN, 26, ¼ or ½ hour, highlights of the current week's events at MSG, from November 1st to April; \$100 to \$600; Winik Films.

NBC WEEKEND SPORTS REVIEW, weekly half-hour; \$52 to \$1,240; NBC News & Special Events, NBC Film Syndication Sales.

PATHE HIGHLIGHTS, 13, ¼ hour human interest with dialogue by Hy Gardner, \$25 to \$500, Pathe, DuMont TV Network Film Dept.

RINGSIDE WITH RASSLERS, 52, one hour wrestling, 40% of station's 1 hour Class A time rate per program; Jerry Fairbanks, Inc., same.

RKO-PATHE SPORTREEL, 26, 6¼ minute films on different sports for integration into live shows, \$30 to \$200, RKO-Pathe, Inc., same.

SPORTS ALBUM, 26, ¼ hour, sports events of the past 25 years; \$40 to \$500; Ziv Television Programs, Inc., same.

SPORTS ALBUM, 104, 5 minutes sports events of the past 25 years; \$37.50 to \$100; Ziv Television Programs, Inc., same.

SPORTSCHOLAR, 52, ¼ hour sport quiz, narrated by Fred Utal; \$25 to \$400; United World Films, same.

SPORTS EXTRA, 12½ minutes, Fridays; \$65 & up based on set circulation; Telenews, INS.

SPORTS ON PARADE, 52, 15 minute sports program plus a quicky quiz; \$40 to \$125; S. J. Turell, Sterling Television.

TELESPORTS DIGEST, weekly, ½ or ¼ hour with Harry Wismer; \$75 to \$800; Tel-Ra Productions, United Artists.

THIS WEEK IN SPORTS, 12½ minutes, Tuesdays; \$65 & up based on set circulation; Telenews, INS.

WHAT'S THE RECORD, 52, 3½ minute sport quizzes; \$15 to \$80; S. J. Turell, Sterling Television.

WRESTLING FROM HOLLYWOOD, 1 hour weekly kinescoped from live KTLA program; \$75 to

To assure BIGGER AUDIENCES and HAPPIER SPONSORS

*"Sign up" these 3 Star
Entertainers -- now on
16mm Sound Television
Films*

LUM 'N' ABNER SCATTERGOOD BAINES

POST PICTURES 13 Feature Family Package

THIS series is an assured audience and sales builder. Based on 17 years of proved sales success in radio, with a pre-established, responsive, family audience. Package includes 6 happy, appealing LUM 'N' ABNER features, 6 ever-popular SCATTERGOOD BAINES features and the fast-moving mystery SHADOWS OF THE ORIENT.

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\$400; Paramount Television Productions, same.

WESTERNS

BUSTER CRABBE SHOW, 6, ½ hour westerns featuring Buster Crabbe as MC, \$150 to \$1,750, Film Vision, same.

THE CISCO KID, 78, ½ hour western adventure starring Duncan Renaldo & Leo Carrillo; \$95 to \$2,095; Ziv Television Programs, Inc., same.

COWBOY G-MEN, 26, ½ hour westerns; \$75 to \$1,775; Telemount

Pictures, Inc., United Television Programs.

GENE AUTRY SHOW, 52, ½ hour westerns starring Gene Autry with Pat Buttram; \$150 to \$2,000; Flying "A" Pictures, CBS-TV Film Sales.

HOPALONG CASSIDY, 54, one hour westerns; \$75 to \$750 regardless of run; William Boyd Enterprises, NBC Film Syndication Sales.

RANGE RIDER, 52, half-hour westerns starring Jack Mahoney and Dick Jones; \$125 to \$1,500; Flying "A" Pictures, CBS-TV Film Sales.

FEATURE FILMS

FEATURE films, as reported by Pulse (page 23), are the largest single category of TV programming in New York, and by and large, with one or two exceptions, this holds true for the rest of the country. In spite of the fact that little of the total of 1500 features and westerns available to TV can even remotely be considered current, they are still one of the TV advertisers' best buys.

Regardless of age, they consistently turn up with satisfactory ratings. While costs run over a \$1,000 per film in Los Angeles and Chicago they are still one of the most economical categories of programming in terms of audience reached.

The big problem is in getting releases from the majors and better independents of comparative quality product. However, one way or another there is a consistent trickle of features which are being made available to television for the first time.

Prices vary widely from firm to firm and, of course, depend on the quality of the individual offerings. Also affecting pricing is the fact that many of the old Hollywood features have already been run two and three times within individual markets and Westerns, in many cases, are credited with six reruns.

Most encouraging on the feature film horizon is the fact that the "Petrillo ban" has not marked "Finis" to product not released before 1950. A case in point is California-based Hollywood Television Service (Republic Pictures subsidiary) which is currently releasing 52 "new" mysteries, adventures and variety films all of which have been rescored for television through arrangement with the American Federation of Musicians.

Few, if any, of the distributors have evolved firm pricing or distribution plans for new markets expected to open this year or in '53 as a result of the FCC-freeze-end. Many observers hold that new market operators will get first runs free in the early months of their operation—provided that they sign remunerative re-run contracts with distributors. Such contingency deals would make sense since no sensible pricing pattern could be evolved for markets with one, two or three percent TV penetration.

sponsors
... "Love that film"
when it's
PEERLESS-TREATED

The sponsor wants his message perfectly projected. He wants no long unsightly scratches, or long stretches with the look of "rain" all over them. He wants no smudges, smears or "Screeches". The sponsor is right, because these defects distract audience attention and interest — they result in irritation which is the opposite of what he's paying for.

He's entitled to ask for and get maximum results. To have a happy sponsor, to keep him happy — specify Peerless-Treated film. Peerless-Treated prints screen better and last longer.



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The Finest 3 Minute Film Productions Made
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Produced by Seaboard Studios of New York

For Unique Cooperative Sales

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Circle 5-6000

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pace-making
T-V FILM PROGRAM
come from

UNITY



- ★ Now available to all TV Stations, agencies and sponsors - a centralized booking office for your film programs.
- ★ The vast film libraries of many companies are now unified for booking exclusively thru Unity.
- ★ Whatever your need for films - whether a serial for kid appeal or action dramas for adult audiences, you may be sure to book it at Unity.
- ★ Write, phone or wire today for the unified booking plan of Unity.

✓ AUDIENCE TESTED

✓ SPONSOR TESTED

✓ RATING TESTED

Special!

"THE STRATFORD GROUP"

BOOKED SOLID ON CBS-TV NETWORK
"Summer Theatre" Sponsored by Anheuser-Busch

MY BROTHER'S KEEPER
MAGIC BOW
MR. EMMANUEL
AGAINST THE WIND

THE BROTHERS
THE GUV'NOR
CORRIDOR OF MIRRORS
END OF THE RIVER
DEAR MURDERER

MR. PERRIN AND MR. TRA
THE IRON DUKE
EAST MEETS WEST
SONG FOR TOMORROW

featuring such noted players as
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Sabu, Marius Goring, Patricia Roc, Will Fyffe,
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SID WEIN
TV Books

LOCAL ADVERTISING

Foods, drugs, beverages found among leading TV advertisers in TELEVISION Magazine survey reporting on largest categories of local television spot and program users

ANATION-WIDE check, conducted during the first quarter of this year, by the TELEVISION Magazine Research Department reveals that the following categories of advertisers are the heaviest users of local television: food products, drug products, beverages, automotive supplies, home appliances, department stores, banks, dairies and department and furniture stores.

With over 5,000 local-retail TV advertisers reported by N. C. Rorabaugh's *Rorabaugh Report*, TELEVISION Magazine conducted its own check to determine specific programming preferences and cost data for typical local advertisers.

The amount of money spent by each local advertiser weekly varies, naturally, according to individual rate cards and types of programing. Here are typical costs reported to TELEVISION Magazine:

WCAU-TV, Philadelphia: Largest local category of advertisers using programs are beer accounts, one of which spends \$900 time and \$700 production per week, for a half-hour drama film; \$300 time, \$123.70, production, for 15 minute (live) news per week; \$750 time, \$250, production, for a one-hour feature film weekly.

Second largest category of local advertisers using programs are auto dealers, spending \$300 time; \$100 production, for four 15-minute news programs per week.

Third largest, are retail shoe stores, spending \$300 time, \$260 production, for a 15-minute quiz-show weekly; \$300, time, \$225, production, for 15-minute sports interview.

Largest local user of spot on WCAU-TV is a dairy products concern, spending \$3,900 for 13 weekly showings of a 20-second film commercial.

Second largest, is a meat products firm, spending \$3,000 for 11 weekly showings of a 20-second film commercial.

Third largest, is a chain store, spending \$1,500 for six weekly showings of a 20-second slide announcement.

On WTAR-TV, Norfolk, heaviest users of local programs are foods, spending \$280 weekly for cowboy film; \$280 for a mystery.

Second largest are automotive accounts, spending \$280, time; \$100, production, for an amateur show; \$185 time and \$15 production for *Teen Topics*; \$131.25 time, \$28 production, for news show.

Third largest are bottlers, spending \$280, time; \$100, production, for a teen panel discussion; \$280 for a cowboy film.

Largest category using spot on WTAR-TV are home appliance firms, spending \$427.50 for five announcements weekly.

Second largest are food accounts, spending \$180 for two announcements and \$410 for 19 announcements weekly.

Third largest are auto dealers, spending \$180 for two announcements; \$90 for one announcement per week.

On WOAI-TV, San Antonio, heaviest local users of programs are department stores, spending \$540, time, \$62.50, production, for *Telenews*; \$216, time, \$87.50, production, for *Peggy Wilson, Shopper*.

Second largest is an appliance distributor, spending \$400, time; \$236.37, production, for live wrestling.

Third largest is a bakery, spending \$200, time; \$72.50, production, for interviews with wrestlers.

Largest category using spot on WOAI-TV is beer, racking-up \$365 weekly for seven film commercials.

Second largest is a bakery, spending \$324.63 weekly for seven film commercials.

Third largest is a coffee account, spending \$178.50 for three film commercials per week.

On WNHC-TV, New Haven, largest program user is a department store, spending \$900, time; \$600, production, weekly for 15-minute news shows.

Second largest is a soft drink account, spending \$297, time; \$200, production, for mystery film.

Third largest is a mattress company, spending \$618, time; \$200,

production, for five weekly five-minute weather forecasts.

Heaviest user of spot on WNHC-TV is a retail jeweler, spending \$693 for 14 weekly 10-second station identifications.

Second largest is a soft drink account, spending \$630 for seven 20-second film commercials.

Third largest is a potato chip manufacturer, spending \$540 weekly for six 20-second film commercials.

On WJAC-TV, Johnstown, heaviest program user is a furniture account spending \$108, time; \$75, production, weekly, for feature film.

Second largest is a jewelry concern, spending \$170, time; \$100, production, for feature film.

Third largest is a dairy, spending \$76.50, time; \$50 production, for a film serial.

Largest user of spot on WJAC-TV is a TV-appliance retailer, spending \$125 for six film-slide commercials weekly.

Second largest is a dairy, spending \$90 for three film commercials per week.

Third largest is a soft drink company, spending \$90 for three film commercials.

To provide an over-all picture of the kinds of local accounts using TV in various markets, TELEVISION Magazine compiled data, according to receiver circulation in four different sized markets. Here they are:

A. In markets with 500,000 set circulation and over:

Among the heaviest users of local programs were department stores, furniture stores and apparel stores, accounting for 36 per cent of the programs used.

Beer retailers accounted for another 36 per cent.

Foods sponsored 16 per cent of the shows.

Banks accounted for eight per cent. Automotive supplies accounted for another eight per cent.

Heaviest users of spot were foods, accounting for 37 per cent of the total spot activity.

Next largest users of spot were

home appliances and jewelry, accounting for 27 per cent.

Automotive supplies accounted for 18 per cent. Banks accounted for nine per cent.

B. In markets of 250,000 to 500,000 set circulation:

Largest users of local programs in this category were drugs, accounting for 28 per cent.

Next came beer retailers, accounting for 27 per cent of the programs.

Auto supplies, food and banks each accounted for 15 per cent.

Heaviest users of spot in this category were food retailers, accounting for 28 per cent.

Next, came beer, accounting for 27 per cent of the spot commercials.

Home appliances, auto supplies and banks each accounted for 15 per cent.

C. In markets of 100,000 to 250,000 set circulation:

Largest users of programs in this category were department stores, furniture and appliance retailers, accounting for 44 per cent.

Next were beer and banks, each accounting for 16 per cent of the shows.

Drugs, food and auto retailers each accounted for eight per cent.

Heaviest users of local spot were appliance retailers, accounting for 44 per cent.

Beer retailers were next with 24 per cent of the spot. Auto accessories accounted for 16 per cent. Banks and realty firms each accounted for eight per cent.

D. In markets of 100,000 circulation or under:

Heaviest users of local programs were foods, accounting for 37 per cent in this category.

Department stores, apparel and appliance retailers were the next heaviest program users, accounting for 28 per cent of the shows.

Automotive accessories accounted for 14 per cent of the programs.

Utilities accounted for seven per cent, as did banks, and real estate firms.

Largest users of spot in this category were department stores, apparel, appliance, and jewelry retailers, accounting for 52 per cent of the spot business.

Next largest were food retailers, accounting for 16 per cent; and beer retailers, also accounting for 16 per cent.

Both automotive supplies and soft drinks accounted for eight per cent.

TELEVISION MAGAZINE'S SPOT RATE ESTIMATOR

Highest Class A time charges, from station ID to one hour, for 63 TV markets

Designed only for arriving at a quick approximation on the cost of a spot campaign, the rates presented here are the highest in each

market and do not include frequency discounts. Markets are arranged in order of receiver circulation, starting with New York.

MARKETS, Cities	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
NEW YORK	\$388	\$550	\$775	\$1000	\$1563	\$2325	\$3900
LOS ANGELES	150	230	300	376	638	975	1650
CHICAGO	150	230	325	438	663	963	1625
PHILADELPHIA	150	230	300	375	600	900	1500
BOSTON	100	250	250	315	500	750	1250
DETROIT	100	250	200	325	490	710	1150
CLEVELAND	80	165	200	233	345	495	840
ST. LOUIS	75	135	150	236	350	525	865
PITTSBURGH	75	135	125	200	320	480	800
BALTIMORE	75	135	150	180	320	480	800
PROVIDENCE	75	135	115	188	300	450	750
CINCINNATI	75	135	150	255	340	510	850
WASHINGTON	75	135	120	175	245	360	600
SAN FRANCISCO	75	135	120	160	240	360	600
MILWAUKEE	75	135	150	200	320	480	800
MINN.-ST. PAUL	75	135	160	215	320	480	850
BUFFALO	80	100	116	195	300	440	740
DAYTON	60	125	125	175	250	450	750
NEW HAVEN	60	125	132	165	264	396	660
COLUMBUS	60	125	125	195	270	405	700
SCHENECTADY	66	132	100	125	200	300	500
INDIANAPOLIS	66	132	100	120	192	288	480
KANSAS CITY	66	132	110	138	220	330	550
KALAMAZOO	66	132	90	140	200	300	500
SYRACUSE	66	132	90	112	180	270	450
ATLANTA	66	132	104	163	260	390	650
DAL.-FT. WORTH	52	78	80	125	200	300	500
TOLEDO	52	78	100	125	200	300	500
JOHNSTOWN	52	78	80	112	180	270	450
LANCASTER	52	78	90	150	240	360	600
BLOOMINGTON	52	78	30	40	80	120	200
SEATTLE	52	78	100	125	200	300	500
GRAND RAPIDS	52	78	100	125	200	300	500
LOUISVILLE	52	78	100	125	200	300	500
CHARLOTTE	52	78	65	120	160	240	400
HOUSTON	52	78	100	150	200	300	500
MEMPHIS	52	78	110	138	220	330	550
SAN DIEGO	52	78	80	100	160	240	400
OMAHA	52	78	80	112	160	240	400
ROCHESTER	52	78	120	150	240	360	600
RICHMOND	52	78	100	175	225	300	500
OKLA. CITY	50	90	100	—	200	300	500
NORFOLK	50	90	90	115	185	280	475
WILMINGTON	50	90	80	119	190	285	475
DAV.-ROCK IS.	50	90	60	75	120	180	300
MIAMI	50	90	95	110	220	330	550
LANSING	50	90	60	105	170	255	425
NEW ORLEANS	50	90	80	100	160	240	400
AMES	50	90	80	100	160	240	400
TULSA	50	90	100	125	200	300	500
GREENSBORO	60	65	65	100	160	240	400
BIRMINGHAM	60	65	50	90	120	180	300
SALT LAKE CITY	60	65	60	90	120	180	300
HUNTINGTON	60	65	72	90	144	216	360
UTICA	60	65	65	94	150	225	375
SAN ANTONIO	60	65	70	80	160	240	400
ERIE	60	65	90	150	200	300	500
NASHVILLE	60	65	50	75	120	180	300
JACKSONVILLE	60	65	40	90	120	180	300
BINGHAMTON	60	65	49	65	130	195	325
PHOENIX	30	60	60	75	120	180	300
ALBUQUERQUE	18	35	20	40	78	117	195

RATES & CIRCULATION

Designed for estimating time charges against projected market growth

THE logarithmic chart below shows the relationship between set circulation in TV markets and the cost of an hour of Class A time. It is published as an aid in attempting to project time costs against anticipated circulation increases.

First prepared for TELEVISION

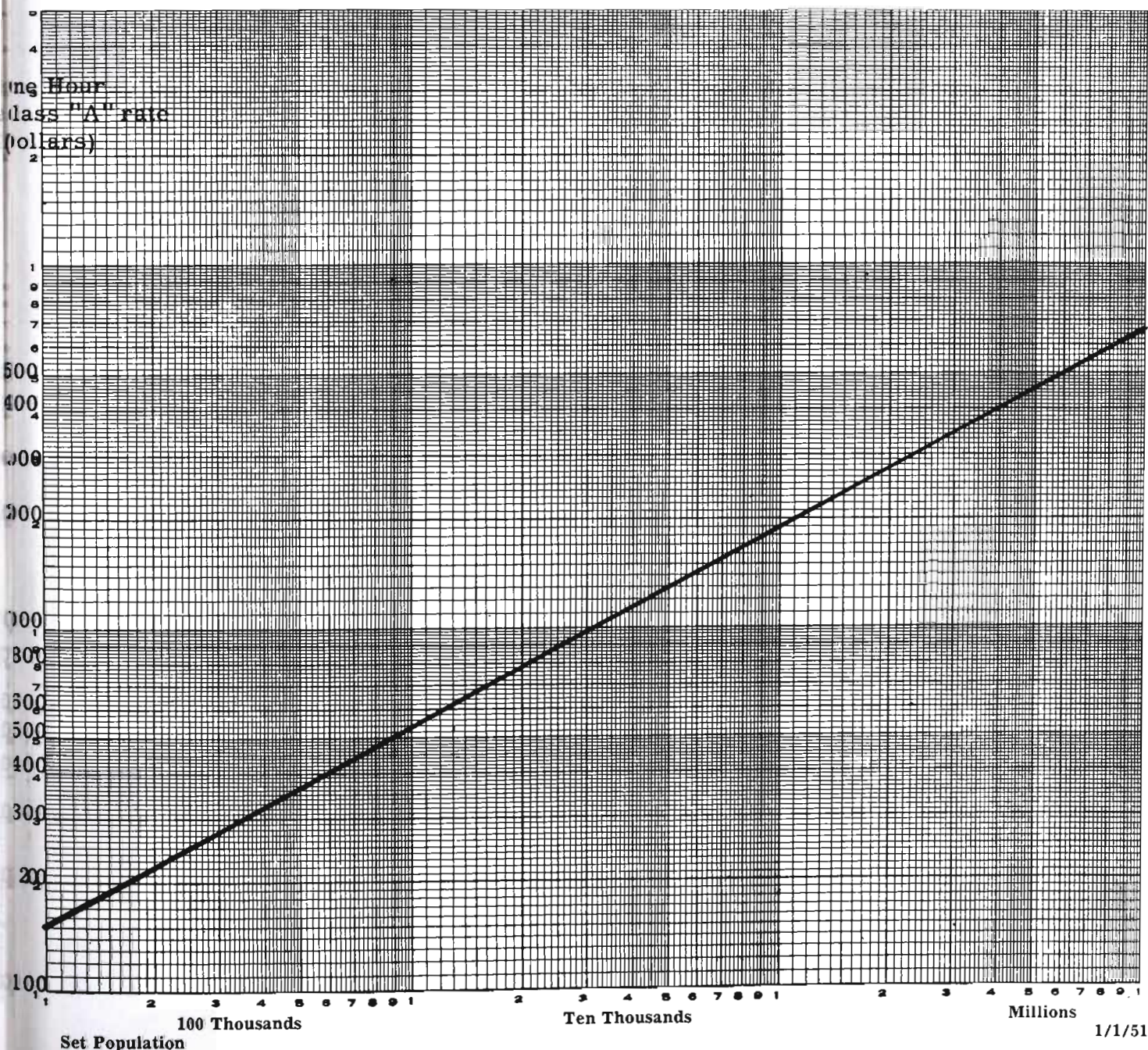
Magazine over three years ago by Melvin A. Goldberg, now manager of sales planning and research for the DuMont Television Network, the chart was recently revised by Mr. Goldberg to reflect subsequent rate structure changes.

Since TV stations within each market cover about the same geo-

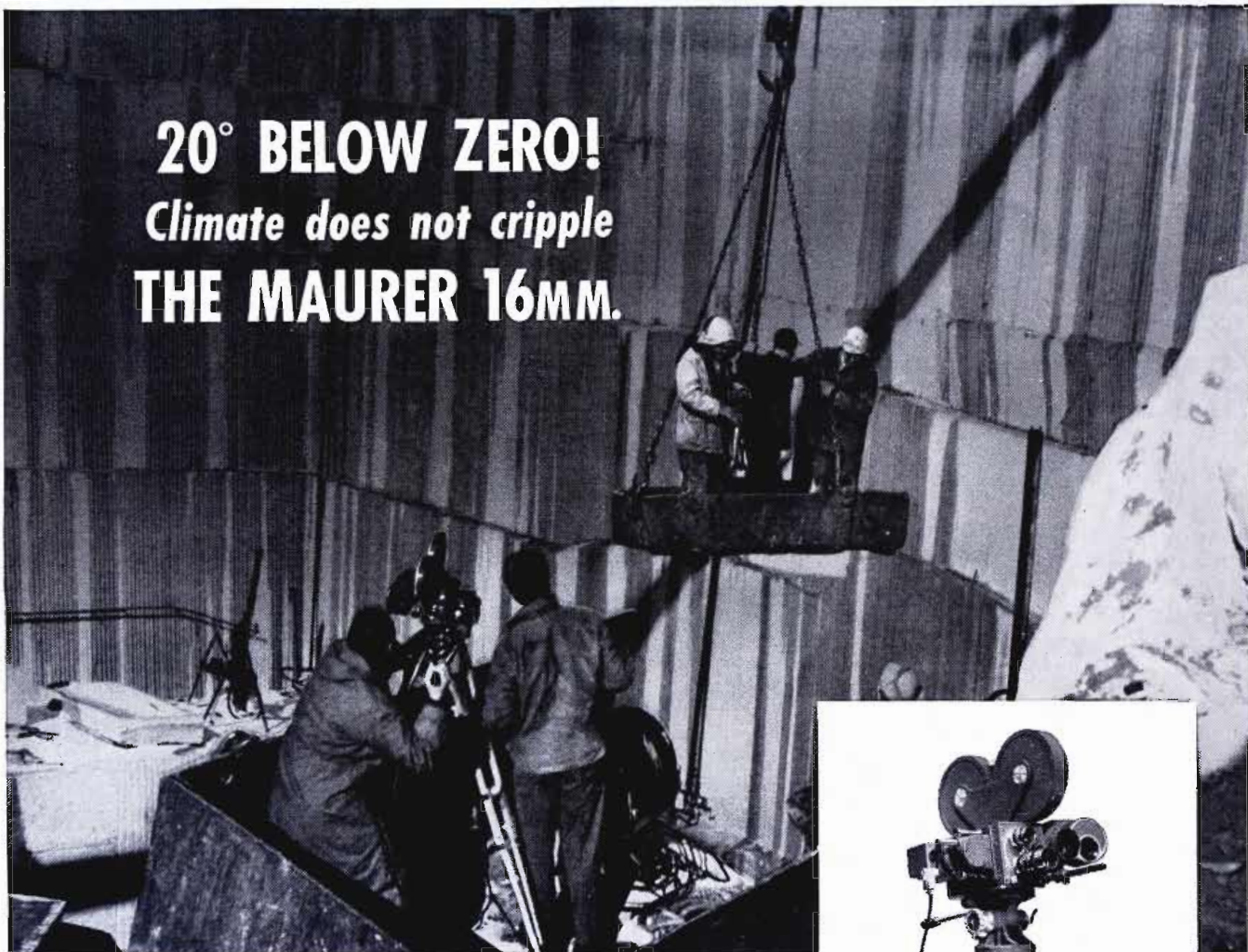
graphic areas, these time cost projections are based on set population—a standard that is virtually uniform for all markets.

Mr. Goldberg does caution that the curve of costs is slightly high and that in the competitive post-freeze era, the curve may dip as much as 10 to 20 percent.

RELATION BETWEEN SET POPULATION AND TIME CHARGES



20° BELOW ZERO!
Climate does not cripple
THE MAURER 16MM.



This remarkable photo shows the Maurer 16mm. Professional Camera shooting a scene at twenty degrees below zero . . . one hundred and fifty feet down in a marble quarry!

But that Maurer is getting perfect pictures . . . it was designed not to "freeze up." The Maurer 16's *dependability* under all conditions is only one of many reasons why the nation's top professionals choose this fine camera for all phases of professional motion picture production.

Hair-line accuracy . . . precise high-power focusing . . . the 235° dissolving shutter . . . and many special exclusive features all add up to finer motion pictures with the Maurer 16mm. Top results mean economical results too!

Write us for more information about how the Maurer 16mm. can answer your motion picture production problems.

maurer

means finer motion pictures!



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.



THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.



THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

J. A. MAURER, INC.

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16mm
maurer

CABLE ADDRESS:
 JAMAURER

FILM COSTS

Breakdown of film commercial and program costs

ONE MINUTE COMMERCIAL

HOW much should a film commercial cost or how high is up? Commercial film costs vary greatly depending on the type of

"COMMERCIAL COSTS"

ITEM	COST
Talent	\$180
(3 persons @ \$60 each per day)	
Narrator (per day)	75
Music	111
Studio Fee	\$75
Stock	16
Processing	20
Sets and Props	300
Film	128
1 reel stock	\$40
Processing, etc.	88
Costumes	50
Location (per day)	165
Transp. & trucking	\$ 50
Camera & sound rental	115
Optical Effects	75
(approx. 10 sec. of fades and wipes)	
Production (per day)	615
Director	\$150
Asst. Director	35
Casting	25
Cameraman	100
Asst. Cameraman	35
Makeupman	40
Propertymen	50
(2 @ \$25)	
Electricians	50
(2 @ \$25)	
Grips	50
(2 @ \$25)	
Soundman	30
Sound Crew	50
(2 @ \$25)	
Editing, cutting negatives and matching	150
Scoring, re-recording	125
TOTAL	\$1,974
Contingencies (15%)	296
Overhead (45%)	888
Profit (25%)	494
GRAND TOTAL	\$3,652

commercial. Animation, stop motion, location, etc., the number of commercials to be produced, talent requirements, sets, costumes are just a few of the factors that account for the great difference in costs.

Presented here is a breakdown of the cost of top quality one-minute film commercial for a major advertiser by one of the best producers. Satisfactory one-minute commercials can be produced for as low as \$1,000 but in films, as in every other business, you get what you pay for.

The accompanying breakdown, though, will give you a good idea of the various elements that go into the expense of filming a single one-minute commercial; if you happen to be making a series of commercials, bunching them up at one time may result in as much as a 12 percent savings.

Similarly, should your commercial not require location shooting you will trim your expense by the \$165 allocated for that item.

On the other hand, if you or your agency decide to go into a lot of tricky animation or stop motion, your bill could soar to the \$10,000 that Lucky Strike paid for its first "dancing cigarette" commercials.

Location can be a real headache, if the whole commercial is to be filmed away from the producer's studio; travelling and feeding your cast and production crew, plus the trucking, lodging, location fees and equipment rentals have changed more than one advertiser's mind about "shooting the job on location". Wardrobe, special sound effects and music are also potential trouble makers.

Settling in advance the script or story board, as well as the specific delivery date will keep the tab low—and getting advice on these items from your producer won't hurt either; he's just as interested in pleasing you as you are in pleasing your public.

1/2 HOUR SHOW

WHAT does it cost to turn out a half-hour film show?

Half-hour film programs shot on 35mm are currently being produced for about \$18,000. To be sure, some shows are brought in under this figure, however, in almost every case quality is sacrificed. Perhaps the outstanding exception is Ballantine's Foreign Intrigue, produced abroad by boy wonder Sheldon Reynolds. Costs are running approximately \$13,000 per film.

On the other hand, Amos 'N' Andy beams in at almost \$40,000. However, the well written name-casted film show can be brought in considerably under this figure. Witness the reported \$25,000 tab on DuPont's Cavalcade of America series.

The accompanying cost analysis shows only producer costs. No attempt has been made to estimate overhead, provision for profit, location shooting and contingencies (contingencies alone can run up in the thousands). These factors vary greatly depending on type of producer, the number of films being shot in the series, quality of the product desired, etc. etc. etc.

PRODUCER'S COST

Cost Element	Cost
(exclusive of overhead, profit and contingencies)	
Story	\$ 750
Producer-Director	800
Asst. Producer-Director	350
Cast	2,000
Casting	150
Script girls: 2 @ \$75	150
Crew	1,000
Set design & construction	1,500
Special effects	500
Editing, film and lab expenses	4,500
Music	500
Sound	500
Studio rental, 2 days	1,000
TOTAL	\$13,700

STATION ID REQUIREMENTS

ONE of the most appalling problems facing the station identification user is the lack of standardization in both facilities and requirements among stations.

In an attempt to bring our last listing of ID requirements up to date, we surveyed every U. S.

operating station, asking for specific requirements. Unfortunately, only 60-odd channels took the time to reply—the 57 most intelligible are published below.

Timing and sizes given here apply to slides only; filmed ID requirements vary even more. Natu-

rally, since requirements vary so widely and change so frequently, it is suggested the listing below be regarded solely as an easy check-list and that stations or their reps be requested to furnish specific information when slides or film are being prepared.

KEY—POSITION ON SLIDE: b—bottom, t—top, l—left, r—right, any—no specific position required. SLIDE FACIL: gm—glass mount, projtl—projectall. SUPERIMPOSE SLIDE: can station superimpose slide over film? AUDIO TIME: a—audio, v—visual. POSITION OF ID: b—ID given before commercial, a—ID given after commercial.

STATION	ADVERTISER'S SHARE OF SLIDE	POSITION ON SLIDE	FILM FACIL. MM.	SLIDE FACIL.	OVERALL SLIDE AREA	USEABLE SLIDE AREA	SUPERIMPOSE SLIDE	AUDIO FOR COM'L	TIME FOR ID	ID B OR A
ALBUQUERQUE KOB-TV	1/5	any	16	2x2 stnd	2x2	1 3/16x15/16	yes	8	2	b, a
AMES WOI-TV	1/5	any	16	2x2, 3x4	2x2, 3x4	stnd	no	8	2	a
BALTIMORE WAAM	all	any	16	35mm	2x2	80% center	yes	8	2	b, a
WMAR-TV	2/3	any	16 & 35 strip	35mm	2x2	1 1/4x7/8, less 10%	yes	8	2	a
BOSTON WBZ-TV	3/4	b, l	16, 35	24x32mm	2x2 gm	1 3/4x2 3/8	no	7a 10v	1 1/2	a
BUFFALO WBEN-TV	NO IDS									
CHARLOTTE WBTB	3/4	any	16	projtl; koda	2x2	3/4x1 1/4	yes	8	2	a
CHICAGO WBKB	1/4	b	16, 35		2x2	1 1/8x3/4	yes	4	8	a
WGN-TV	1/4	b/t	16, 35	balop projc	3 1/4x4	2 3/8x3	yes	8	2	o
CINCINNATI WKRC-TV	2/3	b, l	16	3 1/4x4, 2x2	3 1/4x4	1 3/4x2 1/4	no	8	2	a
WLW-T	3/4	?	16	balop, stnd, auto	2x2	5/8x7/8	?	6	4	a
CLEVELAND WEWS-TV	?	any	16	2x2, 35mm, telop	2x2	5/8x1	yes	8	2	a
WNBK	2/3	any	16, 35	2x2	2x2	1x5/8	yes	?	2	a
WXEL	1/5	any	16	35mm, balop	35—2x2, balop—3 1/4x4	35-3/16x11/16 balop—1 5/8x2 1/4	no	8	2	a
COLUMBUS WBNS-TV	2/3	any	16	35mm	2x2	7/8x5/8	yes	6	4	b, a
WLW-C	3/4	?	16 & 35 strip	balop, auto	2x2	5/8x7/8	?	6	4	a
WTVN	1/5	any	16	35mm	stnd mask	stnd mask	yes	?		b, a
DAYTON WLW-D	3/4	b	16	35mm	2x2	5/8x7/8	?	6	4	a
DALLAS-FT. W WBAP-TV	NO IDS									
WHIO-TV	1/2	any	16	16mm 2x2	2x2	?	yes	5	5	a
DETROIT WJBK-TV	?	any	16	proj	2x2	35mm	yes	10	10	a
WXYZ-TV	1/3	2/3t	16 & 35	projtl; 8x10 cds	2x2	5/8x7/8	yes	4v2a	3	a
GRAND RAPIDS WOOD-TV	3/4	any	16	35mm & 4x5 telop	35—3/4x1 2 1/4x3 1/4 telop	35—3/4x1 2 1/4x3 1/4 telop	yes	8	?	b, a
GREENSBORO WFMY-TV	3/4	any	16	2x2	2x2	29/32 vert 1 7/32 hor	?	10v6a	4	b

STATION	ADVERTISER'S SHARE OF SLIDE	POSITION ON SLIDE	FILM FACIL. MM.	SLIDE FACIL.	OVERALL SLIDE AREA	USEABLE SLIDE AREA	SUPER IMPOSE SLIDE	AUDIO FOR COM'L	TIME FOR ID	ID B OR A
HOUSTON KPRC-TV	?	?	16	balop	3¼x4	2½x2¾	yes	?	?	?
HUNTINGTON WSAZ-TV	¼	any	16	35	2x2	1x1	no	?	10	a
JOHNSTOWN WJAC-TV	¾	any	16	2x2	35mm	24x16mm	yes	8	2	b, o
KANSAS CITY WDAF-TV	1/5	any	16	gray tel	4x5	3 1/16x4¼	no	4	2	a
LANCASTER WGAL-TV	1/5	any	16	2x2, 3x2¼	3¼x4	2x2 stnd 3x2¼	yes	6	2	a
LOS ANGELES KLAC-TV	4/5	any	16 & 35	2x2, 35mm	?	?	yes	10	2	a
KNXT	1/3	t/b	16 & 35	35mm	2x2	1x1¾	yes	7a8v	2	a
KTLA	none	?	16 & 35	35mm	35mm	25x20mm	yes	?	?	a
KTTV	1/3	t/b	16 & 35	35mm	2x2	10/16x15/16	yes	10	10	b
MIAMI WTVJ	3/5	r, c	16	3¼x4	?	cent 1/3 aval	yes	?	3	b, a
MINNEAPOLIS KSTP-TV	¼	any	16	35mm, balcp	2x2, b—5x6½	b—4½x5½	no	8	2	b, a
WTCN-TV	2/3	any	16	2x2 & 3¼x4 6x8 & 3¼x4	2x2 & 3¼x4 6x3, 3¼x4	35mm 2¼x3 4½x6½ 2¼x4	yes	8	?	o
NASHVILLE WSM-TV	¾	any	16	projtl	2x2	?	no	8	5	b, a
NEW HAVEN WNHC-TV	¼	any	16	35mm	2x2	1 5/16x31/32	yes	7½	2½	a
NEW YORK WABD	2/3	l, l	16 & 35	2x2	2x2	1x1 1/3	yes	8	3	a
WPIX	½	u, r	16 & 35	proj	2x2	7/8x1 5/32	yes	8	2	a
NORFOLK WTAR-TV	?	any	16	35mm	2x2	1/16 frm top ⅛ frm sides	yes	5	2	b, a
OKLAHOMA CITY WKY-TV	?	?	16	35mm	2x2	25.2x19mm	yes	?	?	?
OMAHA WOW-TV	¾	t	16	2x2 35mm	2x2	7/8x1 ⅛	yes	8	2	a
PHILADELPHIA WCAU-TV	2/3	?	16	35mm	35mm	80%	yes	6	4	a
PROVIDENCE WJAR-TV	4/5	any	16	2x2 & multis	2x2 & 3x4	80%	yes	6	2	b
RICHMOND WTVR	½	any	16	2x2, 35mm	2x2	35mm	yes	6	3	a
ST LOUIS KSD-TV	NO IDS									
SALT LAKE CITY KDYL-TV	2/3	any	16	35mm	2x2	24x30mm	no	8	3	b, a
KSL-TV	2/3	any	16	balop & 2x2	3¼x4	2 7/16x1¾	yes	8	2	b, a
SAN ANTONIO KEYL-TV	½	any	16	2x2	2x2	¾x1	yes	8	8	b
WOAI-TV	NO IDS									
SAN DIEGO KFMB-TV	2/3	any	16	2x2, 3x4	35mm, 3x4	?	no	?	?	b, a
SAN FRANCISCO KPIX	¼	?	16	2 SVE, 2 auto sl Jr Proj	2x2	21mm x 26mm	yes	8	2	b, a
TOLEDO WSPD-TV	¼	any	16	2x2, 35mm	2x2	13/16x5/8	yes	?	?	b
TULSA KOTV	¼	t, s	16	2x2	2x2	?	yes	6	2, 5	a
WASHINGTON WNBW	4/5	any	16 & 35	35mm	2x2	?	yes	8	2	a
WILMINGTON WDEL-TV	¾	any	16	3¼x4 & 2x2	3¼x4 & 2x2	1 3/5x2¾	yes	?	8	a

FILM RUNNING TIME

A check list of film commercial requirements for one minute, 20 second and station ID commercials

THE listing of requirements is presented as a general guide; some stations do have somewhat different requirements but, generally speaking, adherence to this guide will find film so prepared acceptable by virtually all stations.

- The rate of projection of 16mm is 36 feet per minute; 35mm, 90 feet per minute. 16mm silent film travels at the rate of 16 frames per second and sound film at the rate of 24 frames per second. 35mm sound film travels at the rate of 24 frames per second. Television projection operates at the rate of 30 frames per second requiring a compensator for the necessary adjustment. This is because television must operate on a 60 cycle alternating current for transmitting its image.

RUNNING TIME & FOOTAGE 16 & 35MM FILM		
	16mm	35mm
Reel (11 minutes)	400 ft.	1000 ft.
20 seconds	12 ft.	30 ft.
40 seconds	24 ft.	60 ft.
1 minute	36 ft.	90 ft.
3 minutes	108 ft.	270 ft.
5 minutes	180 ft.	450 ft.
10 minutes	360 ft.	900 ft.
15 minutes	540 ft.	1350 ft.
20 minutes	720 ft.	1800 ft.
30 minutes	1080 ft.	2700 ft.
60 minutes	2160 ft.	5400 ft.

- **EIGHT-SECOND SPOT:** Because of varying requirements of individual stations (see Station ID listing elsewhere in DATA BOOK) no pat formula can be given here for the eight second spot. However, the usual relationship between length of sound track and picture length holds true here, i.e.; for eight seconds of picture, 6 seconds of sound would be printed as follows: 1½ seconds of silent picture, 6 seconds of sound and ½ second of silent picture.

- **20-SECOND SPOT:** Sound track cannot exceed 18 seconds in length. Using the maximum length, this equals 27 feet in 35mm film, 10 feet 32 frames in 16mm film.

- The 18 seconds of sound should be printed on the 20 seconds of picture to telecast as follows: 1½ seconds of silent picture; 18 seconds of sound; ½ second of silent picture.

- The ½ second of silent picture at the Head (which telecasts as 1½ seconds of silence) is necessary because: (1) as film needs re-splicing from time to time, the sound track is protected by silent picture frames; (2) if film were made with sound being heard simultaneously with the first picture seen, then the sound track would be 1 second ahead of the first picture on the film and audience would see 1 second of blank screen before either seeing the picture or hearing the sound; and (3) when telecast, this silence gives audio engineer time to correct for his sound level for the commercial spot.

- The 1½ seconds of silent picture at the Tail (which telecasts as ½ second of silence) is necessary because: (1) the last second of sound will always be heard over the picture of the 20 second spot; (2) if sound track came to the last frame on the film, then the last second of

sound would be heard over the station identification; (3) this ½ second of silence gives audio engineer a chance to get set for the live announcement which follows next over station identification picture; and (4) from a viewer standpoint, it is better to have the sound end slightly before the picture, to avoid effect of having film cut off abruptly.

- A 20 second spot cannot have 20 seconds of sound because on all motion picture film, the completed black-and-white print has the sound track advanced 1 second ahead of the picture.

- **ONE MINUTE SPOT:** Sound track must not exceed 58 seconds. Using the maximum length, this equals 87 feet in 35mm film, 34 feet 32 frames in 16mm film.

- The 58 seconds of sound breaks down for telecasting as follows: 1½ seconds of silent picture; 58 seconds of sound; ½ second of silent picture. Reasons for holding sound to 58 seconds are basically the same as for 18 seconds of sound in a 20 second spot.

NETWORK SHOWS ON FILM

AMOS 'N' ANDY Blatz
BEULAH Procter & Gamble
BIGELOW THEATRE Bigelow-Sanford (limited network; basic spot)
BIG TOWN Lever Bros.
CASES OF EDDIE DRAKE Crawford Clothes
DRAGNET Liggett & Myers
THE ERWINS General Mills
FIRESIDE THEATRE Procter & Gamble
GANGBUSTERS Liggett & Myers
GENE AUTRY Wrigley
GRUEN THEATRE Gruen (limited network; basic spot)
HOLLYWOOD OPENING NIGHT Pearson Pharmacal
HOUR OF DECISION Billy Graham Evangelical Assn.

I LOVE LUCY Philip Morris
LIFE WITH LINKLETTER Green Giant
LONE RANGER General Mills
MEET THE MASTERS Lees Carpets
MYSTERY THEATRE Sterling Drugs
RACKET SQUAD Philip Morris
REBOUND Packard (limited network; basic spot)
ROY ROGERS General Foods
SMILIN' ED'S GANG Brown Shoes
SKY KING Derby Foods
YOU ASKED FOR IT Skippy Peanut Butter
YOU BET YOUR LIFE De Soto-Plymouth

tv

film products of superior quality

by **Du Pont**

Dependable Du Pont films for television are approved and widely used throughout the industry. They're especially suitable for optimum pictorial and sound results.

CHECK THIS HANDY CHART:

FILM PURPOSE	16 MM	35 MM
Picture Production	<p>Type 930—A rapid reversal panchromatic film for high-speed processing of TV shows, newsreels and general photography.</p> <p>Type 914—A fine-grain panchromatic negative film of wide latitude for interior as well as exterior work. Suitable for reversal processing.</p>	<p>Type 904 ("Superior" 1) A panchromatic film for general exterior and process background work.</p> <p>Type 926 ("Superior" 2) A panchromatic film for general studio interior and exterior work . . . combines fine grain with speed.</p> <p>Type 927 ("Superior" 3) A panchromatic high-speed film for interior and exterior work where light is limited.</p>
Sound Recording	<p>Type 802-A—An excellent sound recording film for either variable area or variable density recording.</p>	<p>Type 801*—A positive-type emulsion approximately three times the speed of fine-grain positive stock. Suitable for variable area or variable density recording.</p>
Kinescope Recording	<p>Type 824-A—A fine-grain, low-contrast film designed for TV recording. Ideal for prints intended for telecasting.</p>	<p>Type 824-B—Has same characteristics as Type 824-A.</p>
Release Prints	<p>Type 825-A—An all-round, fine-grain release film.</p>	<p>Type 825-B—Has same emulsion as Type 825-A.</p>

Any Du Pont Photo Products Department representative will gladly give you complete information about these films and will assist you with any TV pictorial problem you may have. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Del.

- ATLANTA 5 Room 435, 805 Peachtree Bldg.
- BOSTON 10 140 Federal Street
- CHICAGO 18 3289 N. California Ave.
- CLEVELAND 14 1033 Union Commerce Bldg.
- LOS ANGELES 38 6656 Santa Monica Blvd.
- NEW YORK 11 248 West 18th Street
- PHILADELPHIA 2 225 S. 15th Street
- DALLAS 1 506 Petroleum Tower Bldg.

**Du Pont produces many other film products particularly suitable for television purposes. Ask about them.*

Du Pont Photographic Products

FILMS • PAPER • CHEMICALS



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



"One of a series of movie star tieups for North American Airlines." Many years' experience in Hollywood handling all phases of motion pictures, production know-how, superb casting and skillful lighting, has enabled us to produce a fine series of one-minute spots for North American Airlines.

ADVERTISER

North American Airlines

AGENCY

The Holzer Company, Inc., Los Angeles

PRODUCED BY

TOM KELLEY PRODUCTIONS

736 NORTH SEWARD ST., HOLLYWOOD 38
GRanite 6831



The Voice of Firestone, with Howard Barlow conducting the Firestone orchestra and chorus, continues to gain new friends on television each week.

Murphy-Lillis Productions, Inc. is proud of the part it plays in producing the commercial film portions of this outstanding program.

ADVERTISER

The Firestone Tire and Rubber Company

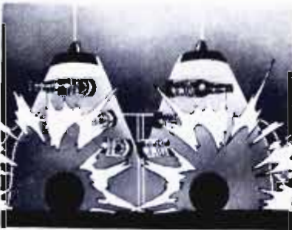
AGENCY

Direct

PRODUCED BY

MURPHY-LILLIS PRODUCTIONS, INC.

723 SEVENTH AVENUE, NEW YORK 19, N. Y.
PLaza 7-8144



Imagination that spells impact is used to put over the hard-selling story of National Bohemian and National Premium Beer. Bowling Ball animates down alley and scores a 'strike', tying in with singing jingle on soundtrack. Plenty of sponsor identification is cleverly woven into the animated sequences and the entire series of film commercials is an outstanding example of high-caliber, low-cost animation.

ADVERTISER

National Bohemian Beer

AGENCY

Owen and Chappell, Inc.

PRODUCED BY

NATIONAL SCREEN SERVICE

1600 BROADWAY, NEW YORK, N. Y.
CIRCLE 6-5700



Maximum identification is provided for a whole line of Pillsbury products on parade... with each package *beautifully displayed and distinctively high-lighted* in this latest salesman-on-film... from NSS! For that hard-selling... effective *showmanship* in TV Film Commercials... choose National Screen everytime!

THE ADVERTISER

Pillsbury Mills, Inc.

THE AGENCY

Leo Burnett Company, Inc.

THE PRODUCER

NATIONAL SCREEN SERVICE

1600 BROADWAY, NEW YORK, N. Y.
CIRCLE 6-5700



One-minute TV commercial designed to aid in promotion of CBS-HYTRON easy budget plan on TV picture tube replacements.

ADVERTISER

Hytron Radio & Electronics Corporation
Division of Columbia Broadcasting System
Salem, Mass.

AGENCY

Bennett, Walther & Menadier, Inc.
Boston and New York

PRODUCED BY

VIDEO VARIETIES CORPORATION

41 EAST 50TH STREET, NEW YORK 22, N. Y.
Studio: West Coast Sound Studios, Inc.
510 West 57th Street, New York 19, N. Y.

For screenings and further information write the producers direct!



↑
Here in the center of Hollywood, film workshop of the world, are Five Star's studios — every phase of production under one roof.

Heart of Five Star's operation is the Production Control Board. Here department heads daily check each step of *your* commercial.



Special sets are designed and constructed for every series of commercials. This assures *your* film of a custom-built individuality.



↑
Five Star's production staff goes to work. Three are former advertising men, which accounts for the superior *sell* in Five Star spots.



↑
Five Star's Art Director has more than 2,000 film commercials to his credit. He follows *your* work all the way from script to screen.

It Takes Top FACILITIES To Produce Top TV COMMERCIALS

Five Star is famous for superior ad-wise creative writing and for superior production facilities:

Two live action stages, complete animation units, camera, editing, shipping and executive operation *all under one roof* — a permanent staff specializing *exclusively* in quality TV commercials.

Next time you're in Hollywood, see for yourself . . .

FIVE STAR *Productions* ★ ★ ★ ★ ★

Has Them ALL UNDER ONE ROOF!

Five Star maintains a permanent, practical kitchen set for its many Food accounts, changes it to fit *your* exact specifications.



For the new Latin American TV and Theater market, many of Five Star's successful domestic films are also made in Spanish.



↑
Top Hollywood animators head Five Star's famous cartoon department. Here the S.O.S. "Magic Bunny" and many others have been created.

Five Star has four permanent editing units under its roof, maintains all its own equipment for faster, more efficient service.



Finally, Five Star's extensive vaults and filing guarantee safe storage and continued service on your films at no extra charge.



↑
In bright, airy offices Five Star's permanent Inking and Painting Departments achieve constant high quality in cartoon "cells".



↑
It takes many skilled craftsmen, working as a team, to produce a successful TV commercial. Five Star has the finest . . . *under one roof!*



THE RESEARCH SERVICES

Sample size, technique, coverage, publication date, costs and special services of seven researchers

THE listing below covers seven research services which offer either or both national or city-by-city TV viewing information on a regular basis.

ADVERTEST RESEARCH, publishes The Television Audience of Today monthly, at 133 Albany St., New Brunswick, New Jersey, CHarter 7-1564, Richard Bruskin, TV director.

SAMPLE SIZE: 750, in 24 county metropolitan New York City area, using quota control based on list of TV set owners. Not a rating service, the Advertest reports are solely qualitative measurements—they are projectable to the entire metropolitan New York TV viewing audience.

TECHNIQUE: personal interviews. Advertest surveys are conducted during the 1st to the 10th of every month and are published on the 25th of the same month. Since this is not a rating service, Advertest rarely deals with specific shows: subscribers are polled every three months to select survey subjects. One month in advance of each survey, subscribers are informed of the subject to be studied and are requested to forward to Advertest questions of interest on the specific subject.

Cost of the service is \$420 annually or \$75 per single copy.

The firm is equipped to do special qualitative studies in all U.S. TV markets.

AMERICAN RESEARCH BUREAU, INC., publishes national ARB Rating Service monthly, at National Press Bldg., Washington 4, REpublic 6002, James W. Seiler, director.

SAMPLE SIZE: 2,200; all markets covered, using systematic probability sample including every county within 150 miles of TV signal. Results projectable to entire U.S. television viewing audience.

TECHNIQUE: diary measurement; covers entire telecast day, with

surveys conducted during the first seven days of each month (second week of month used when holiday falls in first). Service published in last week of month surveyed. Supplementary Service issued for second week of month, covering alternate week shows. Separate, single-performance ratings supplied for multi-weekly shows. Audience composition reported by individual program monthly.

Costs: (1) networks, \$700 monthly plus \$200 for Supplementary Service; (2) agencies, \$175 monthly for those with fewer than three network shows; \$250, for those with three to seven net shows; \$400, for those with seven or more.

Coffin, Cooper & Clay is West Coast affiliate located at Post Office Box 9634, Los Angeles 22, Cal. ARB also issues separate monthly reports for 10 major TV markets and handles various special assignments.

C. E. HOOPER, INC., publishes monthly Broadcast Audience Measurement at 10 E. 40 St., New York 16, LExington 2-3000, C. E. Hooper, president.

SAMPLE SIZE: varies with program and time period rated and is published in each report. Twenty-three individual city reports published monthly, using random non-toll call area telephone homes; reports non-projectable.

TECHNIQUE: telephone coincidental measurement; covers 8 a.m. to 11 p.m. and is conducted during the first two weeks of each month, results being published approximately one month after completion of interviews. Multiple performance ratings recorded except for shows with changing talent; separate reports issued for shows with four week schedule of changing talent (including net sports events). Audience composition is available on special order.

Cost: (1) stations, on a participating basis; (2) advertisers and agencies, varies with number of shows telecast.

Additional Hooper services include: monthly TV Hooperating Pocketpiece giving; under one cover, city-by-city ratings for sponsored programs in approximately 25 markets. Also, the monthly Broadcast Audience Measurement which gives TV/AM media comparisons for 59 TV cities. On special order: (1) Hooper Brand Rating, giving product use in TV and non-TV homes and (2) The Mediameter, supplying average time of use comparisons for TV, AM, newspapers and magazines.

JAY & GRAHAM RESEARCH, INC., publishes Network Videodex monthly, at 342 Madison Ave., New York 17, MUrray Hill 7-8837, Allan Jay, president.

SAMPLE SIZE: 9,200; all markets covered, using probability sample based on television receiver warranty cards supplied by manufacturers and/or distributors. Covers full telecasting area of each market and is projectionable to entire U.S. television viewing audience.

TECHNIQUE: diary measurement; covers entire telecasting day, with first seven days of each month surveyed. Earliest first seven days of month not subject to holiday bias used when necessary. Videodex published at the end of the third week of month surveyed and gives separate single-performance ratings for multi-weekly shows. Audience composition reported by individual program monthly. Cost of service varies.

Additional services include: Individual City Videodex, 21 cities published monthly, 50 cities quarterly, and monthly Multi-City Videodex, covering individual network programs in 21 cities. Also, quarterly reports on audience composition, opinion of commercial and opinion of program as whole, plus special tabulations including cumulative audience characteristic data from IBM cards.

A. C. NIELSEN CO., publishes Nielsen Television Index monthly, at 2101 Howard St., Chicago 45, Illinois, HOLlycourt 5-4400, A. C. Nielsen, president.

SAMPLE SIZE: 500; all markets covered, using area sampling technique, with no prescribed geographic limits. Results projectable to entire U.S. television viewing audience.

TECHNIQUE: automatic, electronic "Audimeter" measurement; covers entire telecast day, with all 4 weeks of each month surveyed. Two separate reports, covering first and second two week periods, respectively, issued for each month. First report published 2½ weeks after last day of individual month surveyed. Two or more performances of same show within two week period are averaged to get show's rating. Audience composition reported, by individual program, every two months. Cost of service varies.

Additional services include audience analysis data; separate week ratings; simultaneous ratings; cost-per-thousands; cumulative audiences; market divisions; minute-by-minute audiences; six-minute audiences; number of telecasts received; frequency and duration of viewing, etc.

THE PULSE, INC., publishes City Telepulses monthly, at 15 West 46 St., New York 36, JUDson

6-3316, Dr. Sidney Roslow, director.

SAMPLE SIZE: (1) in one station markets, 100 per ¼ hour daily; (2) in multi-station markets, 200 per ¼ hour daily; (3) in New York City area, varies from 300 to 1,000 by days and hour of the week; (4) in Los Angeles, varies from 250 to 1,000 by days and hours of the week.

Monthly coverage of 23 markets, using modified area sample technique, based on U.S. census metropolitan county areas. Results projectable to all TV homes in cities surveyed.

TECHNIQUE: personal interview, roster recall measurement; covers all TV broadcast hours to 12 midnight. Survey conducted during first seven days of each month, except weeks with holidays when second week of month is used. City Telepulses, issued during first week of month following survey, rate single performances of multi-week shows. Report shows audience composition by hourly periods; also, radios-in-use in TV homes by ¼ hours. Cost of service varies with number of markets bought.

Additional services include monthly Multi-Market Telepulse, which is a weighted average report for network shows in the same 23 markets, as well as the Network Popularity Telepulse, which measures the popularity of shows in 10 markets with three or more stations.

TRENDEX, INC., publishes Trendex TV Program Popularity Report monthly, at 347 Madison Ave., New York 17, MURray Hill 4-4328, E. G. Hynes, Jr., president.

SAMPLE SIZE: approximately 600 homes per ½ hour program. Ten cities, with 3 or more stations are covered in this popularity report, using random telephone homes within non-toll areas of each city. Results are projectable to all TV telephone homes in the 10 cities.

TECHNIQUE: telephone coincidental measurement covers telecasts from 8 a.m. to 11 p.m. and survey is conducted during the first seven days of each month. Second week of each month is surveyed for alternate week shows. Reports issued on 15th of month surveyed, giving separate data for each performance of multi-weekly shows. Audience composition, by program, reported every February, June and October. Sponsor identification, by programs, every April, September and December.

Cost of Report is \$75 a month per show telecast by agency or advertiser, with a maximum of \$450. \$30 a month for advertisers or agencies without TV shows.

Additional services include special projects on broad, flexible basis, permitting studies of individual programs with reports available within 24 hours of show-time.

FEDERAL COMMUNICATIONS COMMISSION

Headquarters Office: New Post Office Building, Washington 25, D. C. Executive 3620

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Benedict P. Cattone, General Counsel
Assistant to the General Counsel: Dee W. Pincock
Chief of Technical Section: William Bauer
Attorneys: John McAllister, George MacClain

STATION REPRESENTATIVES

Personnel, offices and stations

ABC—TV SPOT SALES

(American Broadcasting Co.)
Nat'l. TV Sales Mgr.: Don L. Kearny
New York 23—7 W. 66th St. Susquehanna 7-5000.
Sales Mgr.: Trevor Adams
Chicago 6—20 N. Wacker Drive, Andover 3-0800. Mgr.: Roy McLaughlin
Hollywood 27—ABC Television Center, Normandie 3-3311. TV Sales Mgr.: Bill Laramie
Detroit 26—Stroh Bldg. Woodward 3-8321. TV Sales Mgr.: Joe Henry
San Francisco 4—155 Montgomery St. Exbrook 2-6544. TV Sales Mgr.: Dave Socks
Represents: ABC OGO Stations

WJZ-TV New York
KGO-TV San Francisco
WENR-TV Chicago
KECA-TV Los Angeles
WXYZ-TV Detroit

AVERY-KNODEL INC.

President: Lewis H. Avery
V.P.: J. W. Knodel
New York 20—608 Fifth Ave. Judson 6-5536. N. Y. Mgr.: Arthur H. McCoy
Chicago 1—75 E. Wacker Dr. Andover 3-4710. J. W. Knodel
San Francisco 4—235 Montgomery St. Yukon 2-3877. Mgr.: David H. Sandeberg
Los Angeles 15—315 W. Ninth St. Tucker 2435. Mgr.: Richard I. Hasbrook
Atlanta 3—41 Marietta St. N. W. Cypress 7545. Mgr.: Charles C. Coleman
Dallas 1—1915 Elm St. Sterling 1558. Mgr.: Clyde B. Melville
Represents:

WMBR-TV Jacksonville
WKZO-TV Kalamazoo
WHBF-TV Rock Island

BLAIR-TV INC.

President: William H. Weldon
New York 17—159 E. 42nd St. Murray Hill 2-5644. Sales Mgr.: Robert M. Dooley
Chicago 11—520 N. Michigan Ave. Mohawk 4-4327. Mgr.: John W. Davis
Detroit 26—1115 Book Bldg. Woodward 5-3230. Mgr.: Charles Fritz
St. Louis 1—1148 Paul Brown Bldg. Chestnut 5688. Mgr.: J. Chris Hetherington
San Francisco 4—3010 Russ Bldg. Yukon 2-7068. Mgr.: Lindsey H. Spight
Los Angeles 28—6331 Hollywood Blvd. Granite 6103. Mgr.: Carleton Coveny
Dallas—Rio Grande Nat'l. Bldg. Randolph 7955. Mgr.: Clarke R. Brown
Jacksonville—1306 Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings
Represents:

KTTV Los Angeles
WTVR Richmond
KDYL-TV Salt Lake City
WDSU-TV New Orleans
WOW-TV Omaha
KING-TV Seattle
XELD-TV Brownsville-Matamoros
WBNS-TV Columbus

THE BOLLING CO. INC.

President: George W. Bolling
New York 17—420 Lexington Ave. Plaza 9-8150. V.P. for TV: Richard Swift
Chicago 1—360 N. Michigan Ave. Dearborn 2-5277. Mgr.: John D. Stalbins
Boston 16—80 Baylston St. Hubbard 2-0346
Los Angeles 5—2978 Wilshire Blvd. Dunkirk 8-8158. Mgr.: Jess M. Laughlin
San Francisco 3—5 Third St. Garfield 1-6470. Mgr.: George D. Close
Represents:

WBNF-TV Binghamton

THE BRANHAM CO.

Chicago—360 N. Michigan Ave. Central 6-5726. Mgr.: C. B. Peterson
New York—230 Park Ave. Murray Hill 6-1860. Mgr.: Joseph F. Timlin
Atlanta—Rhodes-Harverty Bldg. Walnut 3025. Mgr.: H. L. Rolls
St. Louis—Arcade Bldg. Chestnut 6192. Mgr.: J. E. Nicholson
Dallas—First National Bank Bldg. Riverside 4884. Mgr.: George Harding
Detroit—General Motors Bldg. Trinity 1-0440. Mgr.: Fred Weber
Charlotte—Commercial Nat'l Bank Bldg. Tel.: 8839. Mgr.: B. H. Finch
San Francisco 3—703 Market St. Yukon 2-1582. Mgr.: Walter F. Patzloff
Los Angeles 48—6367 Wilshire Blvd. Webster 1-1551. Mgr.: Norman E. Noyes
Represents:

KFMB-TV San Diego
KOB-TV Albuquerque
WCOP-TV Cincinnati
WEWS-TV Cleveland
WMCT Memphis
KRLD-TV Dallas

CBS TELEVISION SPOT SALES

Gen. Sales Mgr.: Thamos H. Dawson
New York 22—485 Madison Ave. Plaza 5-2000. Eastern Sales Mgr.: Sam Cook Digges
Chicago 11—410 N. Michigan Ave. Whitehall 4-6000. Western Sales Mgr.: MacLeon Chandler
Los Angeles 28—Columbia Sq. Hollywood 9-1212. Mgr.: Richard C. Elpers
San Francisco 5—Palace Hotel. Lamont Thompson
Memphis 3—63 S. Main St. Tel.: 37-8612. H. H. Holtshouser
Detroit 2—902 Fisher Bldg. Trinity 2-5500. Ralph Patt, Jr.
Represents:

WCBS-TV New York
KNXT Los Angeles
WCAU-TV Philadelphia
WBTV Charlotte
WTOP-TV Washington
KSL-TV Salt Lake City
WAFM-TV Birmingham

DONALD COOKE INC.

President: Donald Cooke
New York 17—551 Fifth Avenue. Murray Hill 2-7270
Chicago 1—228 N. La Salle St. State 2-5096. Mgr.: Fred R. Jones
Los Angeles 36—111 N. La Cienega Blvd. Crestview 5-2022. Lee O'Connell
Detroit 26—Penobscot Bldg. Woodward 2-3080. Charles J. Sheppard
Cleveland—402 Sweetland Bldg. Prospect 1-6100. Howard McClanahan
San Francisco 4—233 Sansome St. Yukon 6-2396. William A. Ayres
Represents:

WKTV Utica

CROSLEY BROADCASTING CORP.

Chicago—360 N. Michigan Ave. State 2-6693. Mgr.: Harry F. Albrecht
New York—630 Fifth Ave. Circle 6-1750. Mgr.: Bernard Musnik
Represents Owned Stations:

WLW-T Cincinnati
WLW-C Columbus
WLW-D Dayton

DuMONT TV SPOT SALES

New York 22—515 Madison Ave. Murray Hill 8-2600. Ted Bergmann
Chicago 11—Tribune Tower. Mgr.: David Lasley
San Francisco—Modanock Bldg. Garfield 1-5426. Richard S. Railton Co.
Represents:

WABD New York
WDTV Pittsburgh

FREE & PETERS

President: H. Preston Peters
New York 22—444 Madison Ave. Plaza 9-6022. Eastern TV Sales
 Mgr.: John W. Brooke
Chicago 1—230 N. Michigan Ave. Franklin 2-6373. V.P. Dir. of TV:
 Lloyd Griffin
Detroit 26—Penobscot Bldg. Woodward 1-4255. Keith McKenney
Atlanta 3—Palmer Bldg. Main 5667. James M. Wade
Fort Worth 2—406 W. Seventh St. Fortune 3349. Joseph W. Evans
Hollywood 28—6331 Hollywood Blvd. Hollywood 9-2151. John A. Serrao
San Francisco 4—Russ Bldg. Sutter 1-3798. Lon A. King
 Represents:

- WOC-TV Davenport
- WBAP-TV Ft. Worth-Dallas
- WAVE-TV Louisville
- KSD-TV St. Louis
- WTVJ Miami
- WTCN Minneapolis-St. Paul
- WPIX New York
- KRON-TV San Francisco

MELCHOR GUZMAN

New York—45 Rockefeller Plaza. Circle 7-0624. Vice Pres.: A. M. Martinez
 Represents: CMQ-TV Network of Cuba

HARRINGTON, RIGHTER & PARSONS INC.

President: John E. Harrington, Jr.
New York 17—347 Madison Ave. Lexington 2-1741.
Chicago 11—Tribune Tower. Whitehall 4-0074. Carroll Layman
San Francisco 4—235 Montgomery St. Sutter 1-4125. Mgr.: Frank Dougherty
 Represents:

- WFMY-TV Greensboro
- WAAM Baltimore
- WLTV Atlanta
- WHAS-TV Louisville
- WDAF-TV Kansas City
- WBEN-TV Buffalo
- WTMJ-TV Milwaukee
- WTTG Washington

HEADLEY-REED TV

President: Frank W. Miller, Sr.
New York 17—420 Lexington Ave. Murray Hill 5-8701. V.P. in chg. of TV: W. B. Faber, V.P.
Chicago 1—230 N. Michigan Ave. Franklin 2-4686. V.P.: John H. Wroth
Detroit 26—2019 Penobscot Bldg. Woodward 2-7371. Mgr.: Harold V. Barrett
Hollywood 28—Taft Bldg. Hillside 7738. Mgr.: Clark Barnes
Atlanta 3—Palmer Bldg. Cypress 4311. Mgr. L. E. W. Sweatman, Jr.
San Francisco—300 Montgomery St. Yukon 6-1265. Mgr.: Ralph W. Mitchell
New Orleans—International Trade Mart Bldg. Tulane 3362. Mgr.: Milton De Reyna
Philadelphia—1216 Lincoln Liberty Bldg. Locust 4-0678. Robert S. Dome
 Represents:

- WICU Erie
- WTVN Columbus
- WSYR-TV Syracuse

GEORGE P. HOLLINGBERRY CO.

President: George P. Hollingbery
Chicago 1—307 N. Michigan Ave. Andover 3-2636
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Atlanta 3—233 Peachtree St. Cypress 1489. Mgr.: Richard N. Hunter
San Francisco 4—400 Montgomery St. Douglas 2-7192. Mgr.: George Lindman
Los Angeles 13—411 W. Fifth St. Madison 6-3633. Mgr.: Harry H. Wise, Jr.
 Represents:

- WJW-TV Detroit
- WHAM-TV Rochester
- WHIO-TV Dayton
- WGN-TV Chicago (not all cities)

H-R REPRESENTATIVES INC.

Pres.-Treas.: Frank M. Headley
New York 17—405 Lexington Ave. Murray Hill 9-2606. V.P.: Paul R. Weeks
Chicago 3—35 E. Wacker Drive. Randolph 6-0113. Exec. V.P.: Dwight S. Reed; V.P.: Carlin S. French
San Francisco—110 Sutter St. Exbrook 2-3407. James M. Alspaugh
Hollywood—710 Equitable Bldg. Granite 1480. V.P.: Harold Lindley
 Represents:

- WJIM-TV Lansing
- WNAC-TV Boston
- WOR-TV New York (West Coast only)

THE KATZ AGENCY

Exec. V.P.: Eugene Katz
New York 22—488 Madison Ave. Plaza 9-4460. Nat'l. TV Sales Mgr.: Scott Donahue, Jr.; Dir. of TV Station Relations: Edward Codel
Chicago 1—307 N. Michigan Ave. Central 6-7343. Mgr.: Gerald H. Gunst
Detroit 2—General Motors Bldg. Trinity 2-7685. Mgr.: Ralph Bateman
Kansas City 6—Bryant Bldg. Victor 7095. Mgr.: Thomas J. Flanagan, Jr.
Atlanta 3—22 Marietta St. Alpine 1637. Mgr.: Fred M. Bell
Dallas 1—505 Ervay St. Randolph 7936. Mgr. David Rutledge
San Francisco 4—Russ Bldg. Sutter 1-7434. Mgr.: Donald C. Staley
Los Angeles 14—530 W. 6th St. Tucker 3219. Mgr.: Stanley J. Reulman
 Represents:

- WOOD-TV Grand Rapids
- WJAC-TV Johnstown
- KLAC-TV Los Angeles
- WNHC-TV New Haven
- WAGA-TV Atlanta
- WFBM-TV Indianapolis
- WJBK-TV Detroit
- WHEN Syracuse
- KEYL-TV San Antonio
- WKRC-TV Cincinnati
- WXEL Cleveland
- WSPD-TV Toledo
- WKY-TV Oklahoma City
- WFIL-TV Philadelphia
- KPIX San Francisco
- KMTV Omaha
- WSAZ-TV Huntington
- WMAL-TV Washington

MEEKER TV INC.

President: Robert D. C. Meeker
New York 17—521 Fifth Ave. Murray Hill 2-2170. Eastern Sales Mgr.: Louis J. F. Moore
Chicago 1—333 N. Michigan Ave. Central 6-1742. Carlton F. J. Jewett
San Francisco 4—Russ Bldg. Yukon 6-4940. Don Pontius
Los Angeles—6381 Hollywood Blvd. Hollywood 9-5408. Tracy Moore
 Represents:

- WDEL-TV Wilmington
- WTTV Bloomington
- WGAL-TV Lancaster

NBC SPOT SALES—TV DIVISION

Dir.: James V. McConnell
New York 20—30 Rockefeller Plaza. Circle 7-8300. Nat'l. Spot TV Sales Mgr.: John Reber; Eastern Sales Mgr.: Luellen L. Stearns
Chicago 54—Merchandise Mart. Superior 7-8300. Central TV Sales Mgr.: Robert Ewing
Cleveland 14—815 Superior Ave. N. E. Cherry 1-0942. TV Sales Rep.: John C. Treacy
Hollywood 29—Sunset & Vine. Hollywood 9-6161. TV Sales Rep.: Wm. Doty Edouarde
San Francisco 2—Taylor & O'Farrell Sts. Graystone 4-8700. Carl Nielsen
 Represents:

- WNBT New York
- WNBQ Chicago
- KNBH Hollywood
- WNBK Cleveland
- WPTZ Philadelphia
- WNBW Washington
- WBZ-TV Boston
- WRGB Schenectady

EDWARD PETRY & CO. INC.

(Television Division)
New York 22—488 Madison Ave. Murray Hill 3-0200. Mgr.: Douglas MacLachlan
Chicago 11—400 N. Michigan Ave. Whitehall 4-0011. Mgr.: Louis Smith
Detroit 2—General Motors Bldg. Trinity 5-1035. Mgr.: Franklin Walker
San Francisco 4—Russ Bldg. Yukon 2-3631. Mgr.: Ned Smith
Los Angeles 14—523 W. Sixth St. Michigan 8729. Chester G. Matson
St. Louis 3—Shell Bldg. Chestnut 7191. Mgr.: Richard W. Hughes
Dallas 2—Lite of America Bldg., Wood & Akard Sts. Prospect 3593. Mgr.: Buell Herman
 Represents:

- WSB-TV Atlanta
- WBAL-TV Baltimore
- WTAR-TV Norfolk
- KSTP-TV Minneapolis-St. Paul
- KPHO-TV Phoenix
- WFAA-TV Dallas
- KHJ-TV Los Angeles
- WOAI-TV San Antonio
- WSM-TV Nashville
- KPRC-TV Houston
- KOTV Tulsa

PAUL H. RAYMER CO. INC.

President: Paul H. Raymer
New York 22—444 Madison Ave. Plaza 9-5570. V.P. TV: Ralph E. McKinnie
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Boston 16—Statler Office Bldg. Hubbard 2-3225. Mgr.: Paul Tiemer
Detroit 26—2949 Penobscot Bldg. Woodward 3-0764. Mgr.: Robert B. Rains
Memphis 1—Hotel Chisca. Memphis 37-3813. Mgr.: Hugh Murphy
San Francisco 4—Russ Bldg. Douglas 2-8909. Mgr.: Roy Rhodes
Hollywood 28—1680 Vine St. Hudson 2-3726. Mgr.: Jock Gole
 Represents:

WBRC-TV Birmingham
KTLA Los Angeles

WEED & CO.

President: Joseph J. Weed
New York 17—350 Madison Ave. Murray Hill 7-7772. Mgr. TV: Peter James
Chicago 1—203 N. Wobash Ave. Randolph 6-7730. Mgr.: C. C. Weed
Detroit 26—Baak Bldg. Woodward 2685. Mgr.: Bernard Pearse
San Francisco 4—68 Post St. Yukon 6-1889. Mgr.: Joseph Mothews
Boston 16—Statler Bldg. Hubbard 2-5677. Mgr.: Henry Greene
Hollywood 28—6331 Hollywood Blvd. Hillside 8611. Mgr.: Lincoln Simonds
Atlanta 3—Palmer Bldg. Cypress 4081. Mgr.: George Sweringen, Jr.
 Represents:

WBKB Chicago
WATV Newark
WJAR-TV Providence
WOI-TV Ames

HOW DO THE TRADE MAGAZINES RATE?

A SURVEY AMONG ADVERTISERS AND AGENCIES PLACING
OVER 75% OF THE TOTAL SPOT AND NETWORK BUSINESS

ADVERTISERS AND AGENCIES WERE ASKED TO SELECT (1) THE TRADE PUBLICATIONS THEY DEPEND ON MOST FOR TV NEWS; (2) THE TRADE PUBLICATIONS THEY DEPEND ON MOST FOR MORE COMPREHENSIVE AND BASIC TV INFORMATION AND (3) THE TRADE PUBLICATIONS THEY FIND MOST HELPFUL IN THEIR WORK.

The survey was handled in its entirety by the James M. Vicary research organization. The scope of this research project, the technique employed, and the specific lists of advertisers and agencies to be queried were worked out in consultation with:

Blair-TV, Inc.; CBS Radio Sales; Free & Peters, Inc.; Harrington, Righter & Parsons; NBC Spot Sales; Edward Petry & Company; Weed & Company.

TELEVISION MAGAZINE RECEIVED MORE VOTES IN THIS SURVEY FROM ADVERTISERS THAN ANY OTHER MAGAZINE. AMONG AGENCIES, TELEVISION MAGAZINE RECEIVED THE SECOND HIGHEST TOTAL.

Advertisers	Rank	Agencies	Rank
TELEVISION	1	Broadcasting	1
Advertising Age	2	TELEVISION	2
Variety	3	Sponsor	3
Broadcasting	3 (tie)	Variety	4
Sponsor	4	Advertising Age	5

THE NETWORKS

AMERICAN BROADCASTING COMPANY

30 Rockefeller Plaza, New York 20, N. Y.

TELEVISION NETWORK

Executive Offices: 30 Rockefeller Plaza, New York 20, N. Y.
Circle 7-5700.

Business Offices and Studios: 7 W. 66th St., N. Y. 23, Susquehanna
7-5000. (ABC also has studios at 316 W. 57th St., 11 W. 67th St.,
70th & Broadway, Ritz Theatre, Elvsee Theatre, Little Theatre)

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Frank Marx, V. P. in Charge of Engineering
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C. Nicholas Prioux, V. P. and Treasurer
Thomas Velotta, V. P. in Charge, News & Special Events
Geraldine B. Zorbaugh, Acting General Attorney & Secretary
Mitchell DeGroot, Manager of Advertising & Promotion
Arthur B. Donegan, Manager of Publicity
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William Phillipson, Director of Western Division
Oliver Treyz, Director of Research & Sales Development

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John B. Lanigan, V.P. in Charge of TV Sales
Harold L. Morgan, Jr., V.P. of TV Program Dept.
Charles Aby, Eastern TV Sales Manager
Ward Byron, Executive Producer
Edwin Friendly, Jr., National Director of TV Sales
Nat Fowler, Film Director
Henry Hede, Business Manager
Anthony Henning, Production Manager
Charles Holden, Asst. Natl. Director of TV Program Production
Robert Holland, Manager of Film Service
Robert Laws, Western Div. TV Sales Mgr. & Sales Mgr., KECA-TV
Rupert Lucas, Mgr. of TV Program Sales
John Madigan, Director of News & Special Events
William Mayer, Executive Asst. to V.P. of Program Dept.
Roy McLoughlin, TV National Spot & Local Sales Mgr., Central Div.
Robert B. Rawls, Manager of TV Stations Relations Dept.
Thomas P. Robinson, Business Manager for TV Network Sales
Donn B. Tatum, Director of TV, Western Division
Charles Underhill, National Director of TV Program Dept.
STATIONS: WJZ-TV, New York; WENR-TV, Chicago; WXYZ-TV,
Detroit; KGO-TV, San Francisco; KECA-TV, Los Angeles

COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N. Y.

CBS TELEVISION DIVISION

485 Madison Avenue, New York 22, N. Y. Plaza 5-2000.
Studios: 15 Vanderbilt Ave., New York Plaza 5-2000.
(CBS-TV also has these studios in New York: Studio 50, 1697 Broad-
way; Studio 51, 109 W. 39th St.; Studio 52, 254 W. 54th St.; Studio
53, 54, 55 & 56 at 111 East 58th St.; Studio 57, 109th St. and Fifth
Avenue; Studio 58, Ninth Ave. and 55th St.; Studio 59, 256 West
47th St.; Studio 60, 1945 Broadway; Studio 61, 1456 First Ave.; and
in Los Angeles at Columbia Square, Earl Carroll Theatre, and Don Lee
Studios)

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Julius F. Brauner, Secretary
Samuel R. Dean, Treasurer
Earl H. Gammons, Vice President, Washington
William C. Gittinger, Vice President
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Joseph H. Ream, Executive Vice President
Edward L. Saxe, Controller

TV EXECUTIVES

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Harry S. Ackerman, V.P. in Charge of Network Programs (Hollywood)
Herbert V. Akerberg, V.P. in Charge of Station Relations
H. Leslie Atlas, V.P. in Charge of Central Division
I. S. Becker, V.P. in Charge of Business Affairs
Frank B. Falknor, V.P. in Charge of Operations
Charles L. Glett, V.P. in Charge of Network Services (Hollywood)
Merle S. Jones, V.P. in Charge of Stations and General Services
William B. Lodge, V.P. in Charge of Engineering
Hubbell Robinson, Jr., V.P. in Charge of Network Programs
Fred M. Thrower, V.P. in Charge of Network Sales
Thomas D. Connolly, Director of Program Sales
John P. Cowden, Operations Director, Adv. & Sales Promotion
Thomas H. Dawson, Gen. Sales Mgr., CBS Television Spot Sales
William J. Fagan, Administration Manager, Network Sales Dept.
Michael J. Foster, Director of Press Information
William Golden, Creative Director, Adv. & Sales Promotion
Norman C. Hadley, Director of Accounting and General Budgets
W. Spencer Harrison, Senior Attorney
William H. Hylan, Eastern Sales Manager, Network Sales Dept.
David J. Jacobson, Director of Public Relations
Austin E. Jascelyn, Director of Operations (Hollywood)
Oscar Katz, Director of Research
Martin N. Leeds, Director of TV Business Affairs (Hollywood)
Sig Mickelson, Director of News and Public Affairs
Lorin S. Myers, Market Research Counsel, Network Sales Dept.
Harry G. Ommerle, Program Director, Network Program Dept.
James C. Shattuck, Director of Editing
Henry S. White, Business Manager, Network Program Dept.
E. Carlton Winckler, General Manager, Program Dept.
STATIONS: WCBS-TV, New York; KNXT, Los Angeles; WTOP-TV,
Washington (owns 45%)

ALLEN B. DuMONT LABORATORIES INC.

1000 Main St., Clifton, N. J.

DuMONT TELEVISION NETWORK

Business Offices: 515 Madison Avenue, New York 22, N. Y.
Murray Hill 8-2600.

Studios: 515 Madison Ave. (DuMont also has studios at Adelphi Play-
house, Ambassador Theatre, Central Opera House, John Wanamaker
Dept. Store.)

EXECUTIVES

Chris J. Witting, Director & General Manager
Clarence G. Alexander, Director of Network Operations
Ted Bergmann, Director of Sales
Robert F. Bigwood, Chief Facilities Engineer
James L. Coddigan, Director of Programming
Robert L. Coe, Manager, Station Relations
Rodney D. Chipp, Director of Engineering
Lynn Cleary, Manager of Sales Service
Marian Glick, News Editor
Melvin A. Goldberg, Manager, Sales Planning & Research Dept.
Joseph Hess, Director of Budget
A. L. Hollander, Production Facilities Manager
Richard Jones, General Manager (WABD)
Edward Kletter, Director of Merchandising & Business Development
Elmer B. Lyford, Director of Station Relations
Gerald Lyons, Director of Public Relations
Duncan MacDonald, Supervisor of Women's Programs
H. C. Millholland, Technical Operations Engineer
Milton Morel, Manager, New York Operations (WABD)
Paul Rosen, Supervisor of Programming Planning
Donald A. Stewart, Manager, Film Dept.
Roylance H. Sharp, Manager, Traffic Dept.
R. M. Skoar, Purchasing Agent
Robert S. Woolf, Manager, Telescription Dept.
STATIONS: Owns and operates WABD, New York; WTTG, Wash-
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