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# Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

VOL. IV, No. 10

OCTOBER, 1947

## NBC'S REALIGNMENT

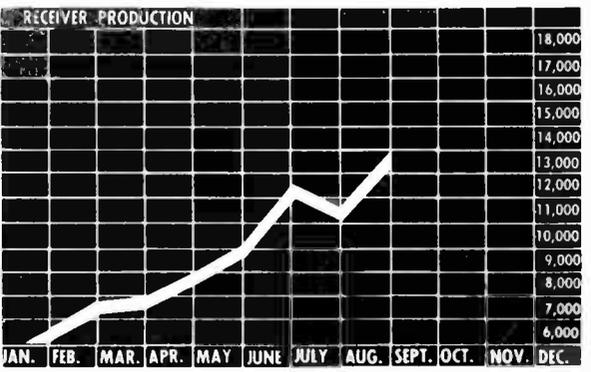
**Growing importance of television underscored by NBC management shift**

Perhaps the most significant move in the industry is NBC's "all out" for television. When the country's largest network's executive vice president turns over his standard broadcast work so that he can devote practically all his time to television, when NBC's vice president in charge of engineering devotes full time to television, the trend of the industry becomes apparent.

Broadcasters in the major areas where there are, or will be television stations, must be confronted with eventual television competition. As General Sarnoff pointed out recently, when the television audience increases, the radio audience must decrease. More and more management is realizing this predicament and with receiver production increasing rapidly, this problem in many areas will not be something to be confronted with ten years from now but, more likely in two years.

## RECEIVER PRODUCTION

With RCA reported to be hitting 1,000 receivers a day and with Philco stating that they are now producing more than any other manufacturer,



September figures should show an upward swing which will be accelerated from now on. Based on this, the 200,000 mark should be reached this year.

RMA report for August shows 12,283—with nearly 8,000 of that number table models. Figure is the highest yet and does not reflect the stepped-up tempo of RCA's and Philco's increased production to any noticeable degree.

## CIRCULATION

**Sets in use in eight areas total over 73,000**

Compilations of sets in use in each area show wide variance as accurate reports are difficult to obtain. In many cases, manufacturers are not providing figures in each city and therefore, only estimates can be made.

Based on the findings of our research department, station estimates, and RMA reports, plus sets in use prior to the postwar influx, our estimates show the following figures:

<b>New York—45,000</b>	<b>Detroit—3,000</b>
<b>Philadelphia—10,000</b>	<b>Washington—2,500</b>
<b>Chicago—5,900</b>	<b>St. Louis—1,500</b>
<b>Los Angeles—4,500</b>	<b>Schenectady—760</b>

## ADVERTISING

**107 tele advertisers on during September**

Upward surge of interest in television continues, with 107 advertisers on in September compared to 89 in August. Climbing curve should offset the pessimism generated by the cancellations of some of the "big" names. Majority of sponsors are local accounts—which will necessarily form the bulk of commercial station operations in most areas for quite a while to come. (For complete list of current advertisers on all stations see pages 4 and 5.)

Here's a breakdown by category, which shows retail outlets having the largest representation.

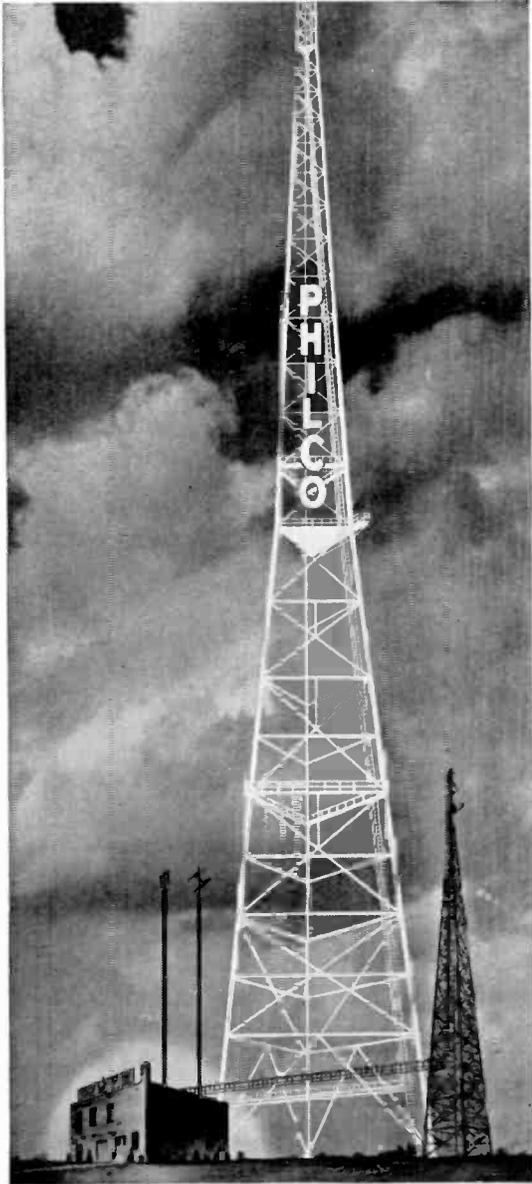
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Peter B. James, Business Manager; M. M. Pritchard, Circulation Manager.

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## What's new in television?



*Take a Look  
at WPTZ!*

Maybe we've been a little too modest . . . a little too reticent about the progress we're making in television here in Philadelphia. Actually things are really popping at WPTZ! For instance:

- ★ At this very moment the contractors are putting the finishing touches on our new 500-ft. transmitting tower. Scheduled for completion in October, it will boost our high-gain antenna system over 900 feet above downtown Philadelphia — it will quadruple our service area!
- ★ The other day "Television Magazine" made a tabulation of television station operations. Lo and behold WPTZ turns out to be on the air with more hours of programs than any other station in the nation . . . has the highest percentage of commercially sponsored time . . . and is tied for first place in number of current advertisers!
- ★ Last month at WPTZ we added our second complete mobile unit, making possible a whole new series of remote events, further expanding our program schedule.

The conclusion we'd like you to reach is that if you're thinking of spreading your wings in television, give serious consideration to WPTZ's exceptional facilities, both for local and network origination, our fifteen years of experience in television, our well-trained, experienced personnel. Consider very carefully too the television audience in Philadelphia. Second only to New York in size . . . growing by leaps and bounds . . . enthusiastic, responsive!

Together WPTZ and Philadelphia add up to your best bet for a profitable, effective introduction to television. By all means, get the story! Write for the WPTZ rate card just off the press.

**PHILCO TELEVISION BROADCASTING CORP.**

1800 Architects Building • 17th and Sansom Streets • Philadelphia 3, Penna.



# WPTZ

F I R S T   I N   T E L E V I S I O N   I N   P H I L A D E L P H I A

**Retail Outlets—30:** *Over WABD*—American Shops, Powers, Inc., Teldisco, Wanamakers, White Cloud Appliance Co., Winston Radio & Television Co. *Over WWJ-TV*—Hot 'N Kold Shops, The J. L. Hudson Co., Grinnell Bros., Sam's. *Over WFIL-TV*—Barr Jewelers, Pep Boys, Bartel's, Mort Farr, Judson C. Burns. *Over WNBW*—P. J. Nee Furniture Co., Georges Radio Co. *Over WPTZ*—Barr Jewelers, Ryan's Army-Navy Store, Gimbels, Wilf Bros. *Over KTLA*—Sears Roebuck, Pep Boys, Schwabacher, Frey. *Over WTTG*—Good House Stores, Hecht Co., Kassen-Stein, Henry Kaufman & Co., Georges Radio Co., Lacy's. *Over WBKB*—The Fair, Kass Clothiers, Terman Television Sales.

**Foods, Beverages—13:** *Over WNBT*—Borden, Certo, General Foods, Kraft, Swift. *Over WABD*—Fischer Baking Co., K & G Export Packing Co., Pepsi-Cola, Sanka. *Over WCBS-TV*—Pepcorn Chips, Post Cereals. *Over WPTZ*—Chex. *Over WBKB*—Dad's Root Beer.

**Beers, Wines—10:** *Over WBKB*—Canadian Ace Brewing, Keeley Brewing. *Over WNBW*—Gunther Brewing. *Over WFIL-TV*—Scott & Grauer (Ballantine Distributors). *Over WNBT*—Pabst Beer (Hoffman). *Over KSD-TV*—Griesedieck Brothers Brewery, Hyde Park Breweries. *Over WWJ-TV*—Tivoli Brewing Co. *Over WABD*—Dry Imperato Champagne, Moquin Wines.

**Distributors—5:** *Over WABD, WTTG*—DuMont. *Over WNBT*—RCA. *Over WPTZ*—Philco. *Over KTLA*—Gough Industries (Philco). *Over WTTG*—Columbia Wholesalers (Philco).

**Appliances—5:** *Over WRGB*—General Electric. *Over WNBT*—Nash-Kelvinator. *Over WWJ-TV*—Norge. *Over WABD*—Servel, Inc., Universal Gas Ranges.

**Women's Wear—4:** *Over WABD*—Corsetorium, Jay Day Dress Co., Jay Jay Junior, Inc. *Over KTLA*—Pelta Furs.

**Men's Items—4:** *Over WABD, WNBT, KSD-TV, WPTZ, KTLA, WBKB*—Botany Ties. *Over WNBT*—B. V. D. Corp., Gillette. *Over WABD*—Springs Mills.

**Motor Oil and Fuel—4:** *Over WPTZ*—Atlantic, Superfine Fuels Co. *Over WCBS-TV, WNBT*—Gulf. *Over WNBW*—American Oil Co.

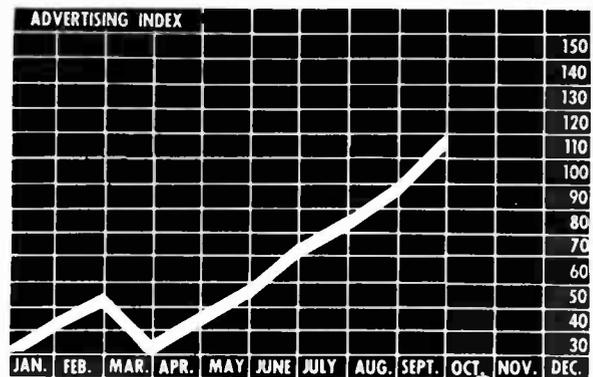
**Utilities—4:** *Over WBKB*—Commonwealth Edison. *Over WWJ-TV*—Detroit Edison. *Over KSD-TV*—Union Electric. *Over WABD*—American Gas Assn.

**Auto Dealers—4:** *Over WFIL-TV*—Del-Mont Motors, Inc. *Over WABD*—Packard Bayridge, Inc. *Over WNBT*—Arcade-Pontiac. *Over WCBS-TV*—Better Cars Inc.

**Automobiles—3:** *Over WWJ-TV*—Oldsmobile. *Over WCBS-TV, WBKB, KSD-TV, KTLA*—Ford. *Over WABD, WWJ-TV*—Chevrolet.

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

**Restaurants—2:** *Over WTTG*—Duffy's Tavern, DeLuxe Cafeteria.



**Home Furnishings—2:** *Over WABD*—Alexander Smith. *Over WTTG*—Southern Venetian Blind.

**Railroads—2:** *Over WBKB*—Chicago & Northwestern Ry., Union Pacific Ry.

**Toiletries—1:** *Over WABD*—F. W. Fitch Co.

**Servicing Outlets—1:** *Over WPTZ*—Dewco Tire Service.

**Accessories—1:** *Over WABD*—Lektrolite.

**Cigarettes—1:** *American Tobacco Co.*—Football over WNBT, WBKB; Spots over WABD, WCBS-TV, WBKB, KTLA, WTTG.

**Household Items—1:** *Over WPTZ*—Jiffy Starch.

**Dog Food—1:** *Over WPTZ*—Canine Food and Products.

**Sporting Goods—1:** *Over WNBT, WFIL-TV*—U. S. Rubber.

**Miscellaneous—5:** *Over KTLA*—Television News (weekly consumer paper); Buchanan & Co. (advertising agency). *Over WPTZ*—Broadwood Hotel. *Over WFIL-TV*—Marcus Printing Co. *Over WWJ-TV*—AAA.

## STATION STATUS

14 stations operating;  
16 more due within  
the next six months

Score card now stands at fourteen stations operating on a regular basis—12 commercial and two experimental (W6XAO, Los Angeles, and W8XCT, Cincinnati), fifty-five grants and nineteen applicants pending (including W6XAO). This brings the number of potential television stations to eighty-seven with service for forty-two cities throughout the country. Due to open this month are WMAL-TV, Washington and WBAL-TV, Baltimore with remote schedules.

The next six months should see another 16 stations on the air from present estimated opening dates. These will include the Baltimore Sun, WMAR; WTMJ-TV, Milwaukee Journal; WBZ-TV, Boston; WGNA, Chicago; WEWS, Scripps-Howard, Cleveland; KCPN, Carter Publications, Fort Worth; KTTV, (Times Mirror), and KFI-TV, Los Angeles; WHAS-TV, Courier Journal and Louisville Times, Louisville, Ky.; KSTP-TV and WTCN-TV, Minneapolis, St. Paul; WATV, Bremer Broadcasting, Newark; WTVR, Havens and Martin, Richmond; KARO, Riverside, California; KWIS, Associated Broadcasters, San Francisco and WTVT, Fort Industry, Toledo.

(Continued on page 6)

# CURRENT ADVERTISERS ON ALL STATIONS

**A A A**—Spots, four times weekly. WWJ-TV. Agency, Stockwell and Marcuse.

**Alexander Smith**—"Magic Carpet". WABD, Friday. Fifteen minute studio show. Bi-weekly. Anderson, Davis & Platt.

**American Gas Association**—"Gas Has Got It". WABD. One shot. Split sponsorship of program through Wanamaker's. Agency, B. B. D. & O.

**American Oil Company (Amoco)**—Home games of Baltimore Colts. WNBW. Joseph Katz Agency, Baltimore.

**American Shops**—Boxing bouts, Wednesday; wrestling matches, Friday. WABD. Agency, Scheer Advertising Co.

**American Tobacco Company**—NBC network schedule of collegiate games over WNBW. Relayed to WNBW and WRGB. Northwestern and Notre Dame games over WBKB. Agency, N. W. Ayer. Spot announcements. WWJ-TV, WCBS-TV, WABD, WTTG. WBKB, KTLA. Agency, Foote, Cone & Belding.

**Arcade-Pontiac**—"Illustrated News". WNBW. Thursday. Ten minute news format. Spot announcements, once weekly. Kal, Ehrlich and Merrick Agency.

**Atlantic Refining Co.**—Alternate sponsorship of Phillies and Athletics baseball games. Penn football games. WPTZ. Agency, N. W. Ayer & Sons.

**B. V. D. Corporation**—Weather reports. WNBW, Sunday and Thursday nights. Also preceding Giant football games. Grey Advertising Agency, Inc.

**Barr's Jewelers**—Time spots. WPTZ, WFIL-TV. Prager Advertising Agency.

**Bartel's**—"Mr. Fixit". WFIL-TV. Thursdays. 15-minute studio program on household hints. Shapiro Advertising Agency.

**Better Cars Inc.**—Spots. WCBS-TV. Live commercials from field preceding Columbia football games. Direct.

**Borden Co.**—Variety, marionette, dramatic and film programs. WNBW, Sunday. Relayed to WPTZ. Ended Sept. 28. Kenyon & Eckhardt.

**Botany**—Weather reports. WABD, WNBW. WPTZ, KSD-TV, KTLA, WBKB. Alfred Silberstein. Bert Goldsmith.

**Broadwood Hotel**—Time signals. WPTZ, Friday during evening programs. Agency, Deane, Klein & Davidson.

**Buchanan Company**—"Tele-Newsreel". KTLA. Tuesday, Friday. Ten minute news program. Agency, Buchanan & Co.

**Bulova Watch Co.**—Time signals. WNBW, WCBS-TV, WWJ-TV. Agency, Biow Co.

**Judson C. Burns**—Pro football game. WFIL-TV. One time only. Creative Advertising Agency.

**Canadian Ace Brewing Company**—Horse racing (ending September 27th). Bears' home games. WBKB. Agency, Critchfield Co.

**Canine Food & Products Co.** (Trim Dog Food)—Weather signals. Once weekly. WPTZ. Packard Advertising Agency.

**Certo**—"Leave It to the Girls". Half hour adaptation of radio program. WNBW,

Thursday. Relayed to WNBW. Agency, Benton & Bowles.

**Chevrolet**—Western film. WABD. Tuesday. "Tele-News Digest". WWJ-TV. Fifteen minute weekly program. Agency, Campbell-Ewald, Detroit.

**Chex**—Weather signals, preceding Tuesday baseball games. WPTZ. Agency, Solis S. Cantor.

**Chicago & Northwestern Ry.**—WBKB Tuesday. Split sponsorship of "Streamliner Parade". Twenty minute remote from Northwestern station. Agency, Caples Co.

**Columbia Wholesalers**—Film show. WTTG. One shot. Kal, Ehrlich and Merrick Agency.

**Commonwealth Edison Co.**—Split sponsorship of the Cubs games. WBKB. Agency, J. R. Pershall Co.

**Corsetorium**—Spots. Twice weekly. WABD. A. W. Lewin Agency.

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

**De Luxe Cafeteria**—Spots. Three times weekly. WTTG. I. C. Cohen, Agency.

**Del-Mont Motors, Inc.**—Half hour horse show film. WFIL-TV. One time only. Direct.

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

**Dewco Tire Company**—Time signals. WPTZ. Sunday afternoon between baseball double-headers or preceding football games. Agency, Raymond E. Nelson.

**Dry Imperato Champagne** (Robinson & Lloyds Ltd.)—Spots, WABD. Twice weekly.

**Duffy's Tavern**—Spots. Twice weekly. WTTG. I. C. Cohen Agency.

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

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

**The Fair Store**—"Tele-Chats". WBKB. Friday. Fifteen minute news program. "You Should Ride a Hobby Horse". (Arbee Food Products). WBKB. Tuesday. Fifteen minute hobby show. Agency, Ivan Hill, Inc.

**Mort Farr**—Sports and football scores. WFIL-TV. Sundays. Shapiro Advertising Agency.

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

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

**Ford Motor Co.**—Split sponsorship of Dodgers over WCBS-TV. Madison Square Garden "Parade of Sports". WCBS-TV. Split sponsorship of Cubs over WBKB. Boxing and wrestling over KTLA. Split sponsorship baseball, KSD-TV. Split sponsorship of World Series. J. Walter Thompson Agency.

**G-E Appliances**—"On the Job". WRGB, bi-monthly. Twenty minute quiz program.

**General Foods**—Institutional. Six film and seven live programs on schedule. WNBW, Thursday half hour. Ended Sept. 25. Agency, Young & Rubicam.

**Georges Radio Company**—"Let's Learn to Dance". WNBW. Fifteen minute dance instruction program. Wrestling, WTTG. Agency, George Enders.

**Gillette Safety Razor Co.**—"Cavalcade of Sports". WNBW, Monday and Friday. Boxing bouts. Relayed to WRGB, WPTZ, WNBW. Split sponsorship of World Series. Maxon, Inc.

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

**Good House Stores**—President's Cup Regatta. WTTG. One shot. Kal, Ehrlich and Merrick Agency.

**Gough Industries (Philco Distributors)**—Nine programs over KTLA. "Al Jarvis", half hour disc jockey show. Monday, Wednesday and Friday. "Uncle Phil", ten minute children's show. Every night except Sunday. "Adventure Serial", twenty minute film show. Monday, Wednesday, Friday and Saturday. "You'll Be Sorry", half hour audience participation show. Tuesday. "Tele-Beauty", fifteen minute woman's program. Thursday. "Star Views", fifteen minute gossip, personalities format. Tuesday and Thursday. "Meet the Dons", fifteen minute pre-football program. Thursday. "Football Scoreboard", fifteen minutes of scores. Saturday and Sunday. Dons pro football games.

**Griesedieck Brothers Brewery**—Fifteen minute program preceding and one minute spot following home games of Cards. Weekly twenty minute sports' news show. KSD-TV. Ruthrauff & Ryan.

**Grinnell Bros.**—"Television Party", WWJ-TV, Thursday, 4 to 4:30. Half hour audience participation show originating at store. Agency, Simons-Michelson.

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

**Gunther Brewing Company**—"Sports School". WNBW. Friday. Fifteen minute sports clinic format. Agency, Booth, Vickery and Schwinn.

**Hecht Company**—Fashion show and interview. WTTG. One shot. Harwood, Martin Agency.

**Hot 'N Kold Shops**—Spots, five times weekly. WWJ-TV. Agency, Charles Hargrave.

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

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

**Jay Day Dress Company**—Participation in "Birthday Party". WABD. Thursday. Half hour children's format. Direct.

**Jay Jay Junior Inc.**—"The College of Style and Swing". WABD. Tuesday. Fifteen minute film jockey show with live narration and commercial. Direct.

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

*K & G Export Packing Company*—One minute spot announcements. WABD, Monday through Friday. Direct.

*Kass Clothiers*—"The Scoreboard". WBKB. Baseball scores following Cub games. Football scores following collegiate games. Malcolm-Howard Agency.

*Kassen-Stein*—Spots following baseball games. WTTG. Agency, Henry J. Kaufmann & Associates.

*Henry Kaufman & Co.*—Spots before baseball games. WTTG. Henry J. Kaufmann & Associates.

*Keeley Brewing Co.*—Wrestling, Monday and Wednesday nights; boxing or pro football, Friday nights. WBKB. Malcolm Howard Agency.

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

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

*Lacy's*—Sponsorship of Senators' baseball games. WTTG. Agency, Henry J. Kaufmann & Associates.

*Lektrolite*—Spots. Tuesday, and five minutes before Yankee football games. WABD. A. W. Lewin Agency.

*Longines-Wittnauer*—Time spots. WABD. Agency, Arthur Rosenberg Co.

*Marcus Printing Company*—Time spots. WFIL-TV. Ralph Hart Advertising.

*Mouquin Wines*—"Faces to Remember". WABD, preceding pick-up of Yankee baseball games. Five to nine minute program on players. Alfred Lilly Co.

*P. J. Nee Furniture Co.*—Station breaks. WNBW. Twice weekly. Agency, Harwood Martin, Washington.

*Norge*—Fifteen minute newscast. WWJ-TV, Thursday. Agency, Campbell-Ewald.

*Oldsmobile*—University of Michigan home games over WWJ-TV. Agency, D. P. Brothers.

*Pabst Beer*—Giant pro football. WNBT. Agency, Warwick & Legler.

*Packard Bayridge Inc.*—Spot announcement. WABD. Tuesday preceding boxing matches. Agency, Young & Rubicam.

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

*Pep Boys*—"Shopping at Home". KTLA. Sunday. Split sponsorship quarter hour shopping program. Spots. WFIL-TV. Agency, Strauss-Davies, Inc.

*Pepcorn Chips*—Two weekly time signals. WCBS-TV. Agency, Raymond E. Nelson.

*Pepsi-Cola*—40 second spot before and after Yankee games. WABD. Newell Emmett.

*Philco Distributors, Inc.*—Alternate sponsorship of Phillies and Athletics baseball games. WPTZ. Agency, Julian Pollock.

*Post Cereals*—(General Foods)—Split sponsorship of Dodgers games over WCBS-TV. Agency, Benton & Bowles.

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

*Ryan's Army-Navy Store*—Time signals. WPTZ, Tuesday during evening program. Agency, Stewart-Jordan Co.

*RCA Victor*—"World in Your Home". WNBT, Friday night. Fifteen minute film program. Relayed to WRGB and WNBW. J. Walter Thompson Agency.

*Sam's, Inc.*—"Meet the People". WWJ-TV, Friday, 4 to 4:30. Half hour show from store. Stockwell & Marcuse.

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

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

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

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

*Servel, Inc.*—"Gas Has Got It". WABD. One shot. Split sponsorship, program through Wanamaker's. B. B. D. & O.

*Southern Venetian Blind*—"Bob Wolf Sports Clinic". WTTG. Half hour sports show. Direct.

*Spring Mills*—Yankee pro football games. WABD.

*Superfine Fuels Company*—Weather spots. WPTZ. Wednesday evening at station break. Agency, Solis S. Cantor.

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

*Teldisco*—Boxing bouts. WABD. Tuesday. Agency, John Allen. Wrestling, Thursday. Raymond Agency.

*Television News*—Spot. Once weekly. KTLA. Direct.

*Terman Television Sales*—"Let's Face It." WBKB, Wednesday. Fifteen minute viewer participation show. Direct.

*Tivoli Brewing Co.*—Spots, four times weekly. Altes Lager Beer. WWJ-TV. McCann-Erickson.

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

*Union Pacific Ry.*—Split sponsorship of "Streamliner Parade". WBKB. Tuesday, Twenty minute remote from Northwestern station. Agency, Caples Co.

*U. S. Rubber Company*—"Campus Hoopla". WNBT. Friday. Fifteen minute sports-variety format. Campbell-Ewald. Air Races. WFIL-TV. One time shot. Agency, National Spot.

*Universal Gas Ranges*—"Gas Has Got It". WABD. One shot. Split sponsorship, program through Wanamaker's. B. B. D. & O.

*Wanamaker's Department Store*—"Wanamaker Presents." WABD, Wednesday. Half hour shopping, merchandise program, in cooperation with manufacturers.

*White Cloud Appliance Company*—Spots. Twice weekly. WABD. Direct.

*Wilf Bros.*—INS news tape. WPTZ. Five times weekly preceding baseball and football games. Agency, Philip Klein.

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

## BY STATION

**WCBS-TV:** 8 sponsors. Spots: American Tobacco Co., Better Cars, Inc., Bulova, Elgin, Pepecorn Chips. Studio: Gulf Refining Co. Remote: Ford (2), Post Cereals.

**WNBT:** 16 sponsors. Spots: B.V.D. Corp., Botany, Bulova, Elgin. Studio: Borden Co., Certo, General Foods, Gulf, Kelvinator, Kraft, RCA Victor, Swift, U. S. Rubber. Remote: American Tobacco Co., Gillette, Pabst Sales Co.

**WTTG:** 12 sponsors. Spots: American Tobacco Co., DuMont Telesets, Duffly's Tavern, De Luxe Cafeteria, Kassen-Stein, Henry Kaufman & Co. Studio: Columbia Wholesalers, Southern Venetian Blind Co. Remote: Georges Radio Co., Good House Stores, Hecht Co., Lacy's.

**KSD-TV:** 5 sponsors. Spots: Botany. Studio: Griesedieck Brothers Brewery, Union Electric Co. Remote: Ford, Hyde Park Breweries.

**WFIL-TV:** 9 sponsors (inc. 3 one shots). Spots: Barrs Jewelers, Marcus Printing Co., Pep Boys. Studio: Bartel's Del-Mont Motors, Inc., Mort Farr, U. S. Rubber. Remotes: Judson C. Burns, Scott & Grauer.

**WNBW:** 5 sponsors. Spots: Arcade-Pontiac, P. J. Nee Furniture Co. Studio: Arcade-Pontiac, Georges Radio Co., Gunther Brewing Co. Remotes: American Oil Co. (Amoco).

**WBKB:** 13 sponsors. Spots: American Tobacco Co., Elgin, Botany, Dad's Root Beer. Studio: The Fair (2), Kass Clothiers, Terman Television Sales. Remotes: American Tobacco Co., Commonwealth Edison, Ford, Canadian Ace Brewing Co., Chicago Northwestern Railroad, Union Pacific Railroad, Keeley Brewing Co. (3).

**WPTZ:** 18 (inc. 4 network from WNBT). Spots: Elgin, Canine Food & Products Co., Jiffy Products, Chex Co., Botany, Broadwood Hotel, Dewco Tire Service Co., Superfine Fuels Co., Ryan's Army Navy Store, Barr's Jewelers. Studio: Gimbels, Wilf Bros. Appliances. Remotes: Philco Distributors, Atlantic Refining Co. (2), Network: Gillette Safety Razor Co., Borden Co., Gulf, Kelvinator. KTLA: 11 sponsors. Spots: American Tobacco Co., Botany, Elgin, Television News, Pelta Furs. Studio: Buchanan & Co., Gough Industries (8 different programs); Sears Roebuck, Pep Boys, Schwabacher, Frey. Remote: Ford, Gough Industries.

**WWJ-TV:** 12 sponsors. Spots: A A A, American Tobacco Co., Bulova, Hot 'N Kold Shops, Tivoli Brewing Co. Studio: Chevrolet, Detroit Edison Co., The J. L. Hudson Co., Norge. Remote: Grinnell Bros., Oldsmobile, Sam's Inc.

**WRGB:** 1 sponsor. Studio: G-E. Appliances.

**WABD:** 28 sponsors. Spot: American Tobacco Co., Botany, Corsetorium, Dry Imperato Champagne, DuMont Telesets, F. W. Fitch Co., K & G Export Packing Co., Lektrolite, Longines-Wittnauer, Packard Bayridge Inc., Pepsi-Cola, Powers, Inc., Sanka, White Cloud Appliance Co. Studio: American Gas Association, Alexander Smith, Chevrolet, Fischer Baking Co., Jay Day Dress Co., Jay Jay Junior, Inc., Mouquin Wines, Servel, Inc., Universal Gas Ranges, Wanamakers. Remote: American Shops (2), Spring Mills, Teldisco (2), Winston Radio & Television.

## STATION STATUS (Con't. from page 3)

KDYL-TV, Intermountain Broadcasting Corp., Salt Lake City, has also been on the air experimentally with test patterns but has no definite plans for commercial operation. WBEN-TV, Buffalo, plans to start testing around February and begin commercial operation April 1st.

In Cincinnati, Crosley, using their experimental call letters, W8XCT, started a regular schedule of test patterns and programming last month. Station is on the air three afternoons a week with a half hour of film, still pictures or views from the studios atop the Carew tower, followed by two hours of test patterns. Half hour of studio programming is given on Tuesday and Thursday evenings. Station has also picked up wrestling matches and one baseball game.

## WASHINGTON

### Denny proposes method of extending television; channel hearing set

It looks like FCC intends to become the fairy godfather who may take some of the prohibitive dollar signs out of tele costs. This, at any rate, was strongly hinted by Chairman Charles R. Denny, Jr. in his all-out-for-television speech to the NAB Convention in Atlantic City last month.

First off, Denny reaffirmed the FCC's belief that "television is destined to become the greatest mass communication medium of them all!"

But, he mourned, "Are only 41 American cities to have a monopoly on television?"

"What are the barriers that today stand in your way? For the most part they are economic . . . Suppose it could be arranged for you to enter television simply by installing a transmitter and an antenna. Suppose instead of building studios and buying cameras and a film pickup for the origination of programs of your own, you could, initially at least, rely upon a network for program service? In those areas which today are not traversed by coaxial cables and where no network television service is available, suppose one station in a large community could do the programming and distribute it to transmitters that you would build in smaller adjacent communities and link to the key transmitter by radio relay? Several stations in different communities might share a common central studio or mobile pickup unit and move it from place to place for the origination of programs . . ."

"Thus, little clusters of television stations might be spawned in various parts of the country. Then, as the coaxials and microwave relays reach across the nation these little networks might be joined together and a nationwide television service would emerge."

This, Denny admitted, is a radical departure from FCC licensing policies for sound radio. He indicated the Commission may liberalize its rules to this extent, however, "to fulfill our obligation" to bring television service to every community in the nation.

## Tele Channel Fight

Unlucky October 13 is the date of FCC's oral argument on its proposal to nip off the No. 1 video channel for other services. Vigorous protest to this move, along with a plea for at least three additional television channels, has already come from TBA. Other protests are on file from RCA and Philco who reinforce TBA's claim that sharing of any video wavelengths spells plenty of trouble ahead. FCC engineers are privately saying "Amen!" to this view and call for suggestions to relieve the spectrum congestion which requires such doubling up on tele frequencies.

Meanwhile, FCC men are making it clear they are not wedded to the idea of straitjacketing television into its pre-war total of only twelve channels. Certain to be persuasive in their thinking is the striking upsurge of interest in television operation, which has resulted in first-station bids from a half-dozen smaller towns (Harrisburg, Trenton, Bridgeport, etc.)—all of whom stand to be deprived of full-scale television service if the Commission follows through on its proposed re-allocation. And FCC men report that at least another dozen television applications are in process and should reach Washington before Christmas.

## ROUND-UP

Game of "Button, button, who's got the button," as played with the World Series, finally wound up with Gillette and Ford splitting the games—and the \$65,000 price tag attached to them. All three New York stations alternated on the pick-ups, with games relayed to WRGB, WPTZ, WFIL-TV, WTTG and WNBW.

Great importance is attached to the experiments now being conducted in Washington by WMAL-TV for relaying remote pick-ups. G-E equipment is being used, operating on a 2,000 megacycle band. If the experiment is successful, it will mean that mobile crews will be able to operate without being confined to line of sight locations as now required on present relay.

There's no longer any doubt as to the acceptance of the Zoomar lens. First five have already been purchased by CBS, NBC, WFIL-TV, WMAR and WMAL-TV, with delivery due in the next six weeks. Orders for the second run are already in but deliveries will probably not be possible for six months. BBC has also placed an order. Cost to the stations is \$7,500 per lens.

Twenty-eight hour ruling has again been postponed by the FCC until December 31st, 1947.

## Personnel

Staff realignment at NBC puts Frank E. Mullen, executive vice president, in charge of television. Named as assistants were John Royal, for the development of new talent and program features, and O. B. Hansen, for the development of nation-wide television by planning the expansion of technical phases. Noran E. Kersta was named director of television operations.

Burke Crotty, NBC director of special events has resigned his post to join WMAL-TV, Evening Star, Washington outlet as director-producer . . . Lanny Pike has been named staff director for WTMJ-TV.

# Report on Network Facilities and Affiliations

With the high rates A.T. & T. put forth recently for coaxial cable charges for television between New York and Washington, radio relay has been given a new impetus. At the present time, there are three independently operated radio relays; the Philco relay between New York and Philadelphia, the WBKB (Paramount) relay between South Bend and Chicago and the General Electric relay between New York and Schenectady.

Crosley will probably hook up their stations at Cincinnati, Dayton and Columbus and there's active talk going on now among applicants in Toledo, Detroit, Cleveland and Buffalo about their own relay link if common carrier facilities are not available within a reasonable period of time. Paramount Pictures might underwrite this operation or the stations might do it jointly.

Common carrier facilities, namely A.T. & T., Western Union and Raytheon, are moving along slowly and there is little likelihood of a cross-country hook-up before 1949. While the Bell System's cable route will be finished between Florida and Los Angeles during '48, there is no present provision for television terminal equipment.

A.T. & T.'s radio relay between New York and Boston will be in operation early in November.

Western Union will probably have a link between New York and Philadelphia very shortly. Favorable FCC action on a proposed Western Union microwave relay networking commercial programs between WCBS-TV, New York and the Philadelphia Bulletin station WPEN-TV is in the works. The company last month became the first common carrier to come before FCC with a firm proposal to establish a microwave network. Company has earmarked \$140,000 for the project, but has not yet filed formal application for an experimental link. FCC indicated it will waive its rules to permit commercial use, once the system is in operation. Their relay between New York and Chicago will probably be operating in 1948.

RCA, G-E, Philco and Western Electric are the sources for relay equipment with Western Electric output probably tied up for A.T. & T.

Regardless of how many independent relay spurs spring up in the next few years, in all probability the nation-wide operation will be on a common carrier basis. The hope of the industry is on radio relay. Costs will be considerably cheaper than those of coaxial cable. Philco and G-E, who have been operating their relays for some time, are of this opinion. The next six months when sufficient operating experience has been gained in multiple relay operation, the industry should know the answers on relay costs and just what part coaxial cable and radio relay will play. Stratovision may also play a part, with tests now being conducted.

## NETWORK AFFILIATIONS

While few definite network contracts have been signed as yet, breakdown of operating stations, grants and pending applications, according to AM radio affiliations, show NBC in the strongest position with 29 affiliates or owned station outlets,

ABC with ten, CBS with nine, MBS with eight, DuMont and Paramount each with five (pending FCC action) and 21 independents.

It seems likely though that in the early stage of network television, outlets will not stick to the hard and fast rules, but may pick up from a few stations—such as WRGB, with their newly opened relay, adding DuMont and CBS to their previous program of pick-ups from NBC.

Here's how the list stacks up now:

### NBC affiliates—29

KOB-TV, Albuquerque; WBAL-TV, Baltimore; WBZ-TV, Boston; WBEN-TV, Buffalo; *WNBZ, Chicago*; WLWT, Cincinnati; *WNBK, Cleveland*; WLWC, Columbus; WLWD, Dayton; WWJ-TV, Detroit; KCPN, Fort Worth; WJAC-TV, Johnstown; *KNBH, Los Angeles*; WTMJ-TV, Milwaukee; KSTP-TV, Minneapolis-St. Paul; WRTV, New Orleans; *WNBZ, New York*; WPTZ, Philadelphia; KGWG, Portland; WJAR-TV, Providence; WTVR, Richmond; KSD-TV, St. Louis; WRGB, Schenectady (Albany-Troy); KDYL-TV, Salt Lake City; WTVT, Toledo; *WNBW, Washington*; WTTM, Trenton; WTIC, Hartford; WDEL, Wilmington.

### ABC affiliates—10

WOI-TV, Ames, Iowa; *WENR-TV, Chicago*; *WDLT, Detroit*; *KECA-TV, Los Angeles*; WTCN-TV, Minneapolis-St. Paul; *WJZ-TV, New York*; WFIL-TV, Philadelphia; KARO, Riverside, Calif.; *KGO-TV, San Francisco*; \*WMAL-TV, Washington.

### CBS affiliates—9

WMAR, Baltimore; KRLD-TV, Dallas; WHAS-TV, Louisville; *WCBS-TV, New York*; WPEN-TV, Philadelphia; KGDM-TV, Stockton; WDRC, Hartford; *WBBM, Chicago*; WHP, Harrisburg.

### MBS affiliates—8

WGNA, Chicago; W6XAO, Los Angeles; *WOR-TV, New York*; *WOIC, Washington*; WKAT, Miami; Yankee Network, Boston; Don Lee, San Francisco; Pennsylvania Broadcasting Co., Philadelphia.

### DuMont owned—5

WABD, New York; WDTV, Pittsburgh; WTTG, Washington; application pending in Cincinnati and Cleveland.

### Paramount owned—5

WBKB, Chicago; KTLA, Los Angeles; New England Theatres, Inc. Boston; Interstate Circuit, Inc., Dallas; United Detroit Theatres Corp.

### Unaffiliated—21

WAAM, Baltimore; WTTV, Bloomington, Indiana; WRTB, Boston; WEWS, Cleveland; Rogers-Lacy, Dallas; WTVO, Detroit; WWHB, Indianapolis; KFI-TV, Los Angeles; KLAC-TV, Los Angeles; KTTV, Los Angeles; WTVJ, Miami; WATV, New York; WLTV, New York; KWIS, San Francisco; KCPR, San Francisco; KRSC-TV, Seattle; WNHC, New Haven; WJJD, Chicago; Daily News Television, Philadelphia; Empire Coil Co., Hartford; WIND, Chicago.

NOTE: Stations in italics are company-owned.  
\*WMAL-TV has an arrangement now with CBS.

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