

NEWTON PUBLIC LIBRARY
2ND FLOOR FEB 16 48

February 1948

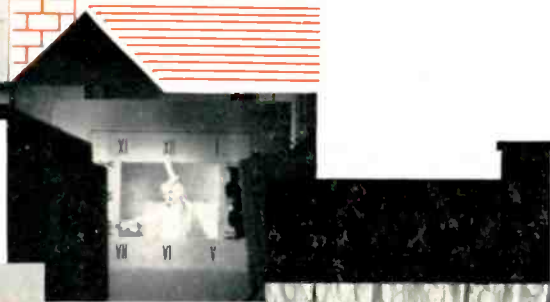
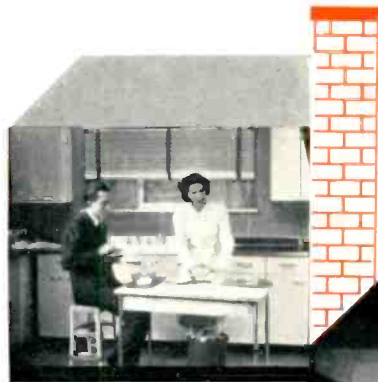
INDUSTRY REPORT

Rates and facilities of all operating stations

Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

February
50¢



daytime selling by television

Variety is the word for "The Swift Home Service Club," sponsored by Swift and Company, and broadcast weekly over the NBC Television Network.

Intrepid is the word which best describes Swift and its agency, McCann-Erickson, for presenting television's FIRST, regularly sponsored series of daytime network programs.

A pioneer venture, true, but one that again proves that far sighted advertisers and agencies are pooling successfully their creative resources with those of NBC Television to build new program techniques which entertain, service and SELL.



NBC Television

NATIONAL BROADCASTING COMPANY • 30 ROCKEFELLER PLAZA • NEW YORK

A Service of Radio Corporation of America

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

\$13,485
 footnote
 on our
 November
 ad!

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

RUSOFF

SIX TELECASTS... \$11,020 IN SALES!

Of these prospects, 38 purchased merchandise... to the tune of \$11,020!

Over and above all this, business at Rusoff's was up 15% during August — although for business in general was considerably off. Television may have been the factor.

What's the moral to this success story? We think it's this: If you're considering a venture in television, get the story on the Philadelphia audience and the unusual experience, facilities and trained personnel available at Station WPTZ.

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

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

Remember this ad? Most people in the television business do because it told the story of how six budget programs for Max Rusoff, Inc., on WPTZ brought in \$11,020 worth of direct sales.

The other day we discovered that there was a lot more to the story. Rusoff's continued their record keeping and from September 1st to December 31st, sixty-eight more people came into the store as a direct result of the television programs broadcast in August. *Moreover, of these 68 prospective customers, thirty-one purchased merchandise to the tune of \$13,485!*

Instead of \$11,020 in sales as a result of

this test as originally reported, the figure actually was \$24,505!

If nothing else, it proves that television must carry the sales impact of a short piece of lead pipe. It also proves that television can pay its own way *right now* as an advertising medium over WPTZ.

If television is on your agenda for 1948 you'll want to get the story on the Philadelphia audience and the unusual experience, facilities and trained personnel available at Station WPTZ.

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



WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

Volume V, No. 2, February, 1948

INDUSTRY REPORT ISSUE

ADVERTISING

210 Sponsors on During January

210 advertisers sponsored programs over fourteen stations during January—a jump of 29 over the December figure of 181. News was made last month with the announcement that Camels would start sponsoring a daily television newsreel over the NBC network (WNBT, WPTZ, WNBW and WRGB, with WBAL-TV to be added when it opens later this month). An analysis of television newsreels particularly taking into consideration the number that can be shown in any one night over any one network, indicates that Camels have tied up one of television's most valuable franchises. Chesterfield, not to be outdone, in addition to signing the Giants over WNBT, also have plans for sponsorship of newsreels.

And to complete the cigarette parade onto the video screen, Old Golds has signed to sponsor two-thirds of the Dodgers games over WCBS-TV. (Ford has inked for the other third.) Brown and Williamson (Raleighs and Kools) which have been sponsoring collegiate basketball over WBKB in Chicago, have also signed up a sports report on WNBT in New York. This makes five cigarette companies—with Lucky Strikes using spots over seven stations.

Agencies placing the business are: William Esty for Camels; Newell Emmett for Chesterfield; Lennen & Mitchell for Old Golds; Russell M. Seeds for Brown and Williamson; and Foote, Cone and Belding for Lucky Strike.

General Mills are readying final plans for a program, probably using the Betty Crocker cooking idea. Show will debut around April, with station not yet decided upon. Dancer, Fitzgerald-Sample is handling the account.

Automobile companies were represented by Kaiser-Frazer who started sponsorship of "Major Bowes Amateur Hour" last month and by Oldsmobile who increased their coverage to New York with sponsorship of "Review of the News" over WNBT.

RECEIVER PRODUCTION

1947 output totals 178,571 receivers

Breakdown of yearly production figures show that of the total 178,571 sets produced, 116,315 or 65% were table models, including converters; 37,079 or 21% straight consoles, and 25,217 or 14% radio-phonograph-television consoles.

Monthly production for the year was as follows: January, 5,437; February, 6,253; March, 6,639; April, 7,886; May, 8,690; June, 11,484; July, 10,007; August, 12,283; September, 32,719 (includes 16,991 sets previously unreported); October, 23,696; November, 24,135; December, 29,345. Total reported production for 1946 was 6,476. And for those of you who are impressed with percentages, the increase in 1947 over 1946 was 2,757%!

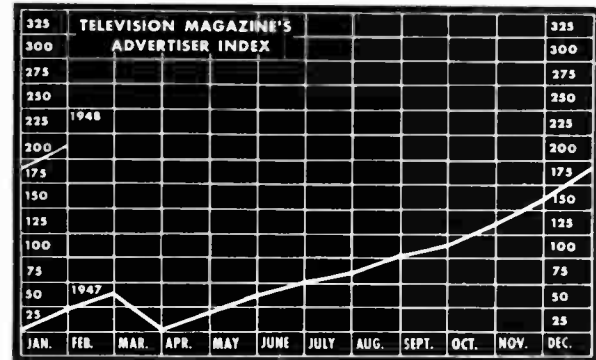
STATION STATUS

31 new applications filed during month

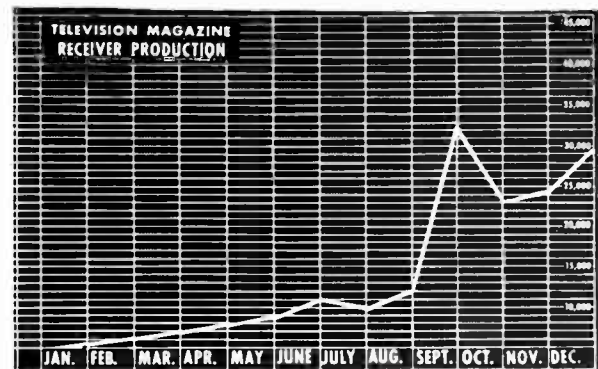
Box score reads 18 operating stations, 72 grants and 97 applications pending—with a total of 13 grants made and 31 applications filed during the last month.

WCAU-TV, CBS' Philadelphia outlet, will start operating about February 18th. Initial programming will be relayed from WCBS-TV, with remote pick-ups scheduled to start in April and studio operation slated for May.

WBAL-TV, NBC's Baltimore out-



let, will open between February 10th and 20th . . . WLWT, which has been operating experimentally as W8XCT, started commercial operations on February 9th . . . WGN-TV, Chicago is also aiming for a February or early March opening . . . WATV, Newark, will debut on April 1st . . . WTVR, Richmond, is holding up their opening date pending completion of studio to transmitter and network facilities. Meetings between the station and General Electric dealers have already been held, with Wilbur M. Havens, general manager of Richmond's first TV outlet, explaining



NOTE: Receiver production has been steadily rising. September figure of 32,719 indicated on the chart, included 16,991 sets which had not been previously reported, with actual production figure for September amounting to 15,728.

• • • • •

STATUS OF TELEVISION—February 6th, 1948

Operating Stations—18

██████████

Grants—72

████████████████████

Applications Pending—97

██

Market Areas—69

██

• • • • •

the proposed programming structure to over 300 representatives who attended.

WBZ-TV, NBC's Boston outlet, expects to start programming between April 1st and May 1st . . . WNAC-TV, Yankee outlet in Boston, which hopes to open in the spring, is holding a series of weekly television clinics to acquaint Boston's ad men with the video medium . . . WNHC-TV, New Haven, expects to begin operating about April 5th. Transmitter building is completed and the tower erected, with equipment delivery expected about February 15th.

Salt Lake City's station, KDYL-TV is beginning experimental operations this month under the call letters W6XIS, with commercial operations scheduled for the end of the year, according to S. S. Fox, president and general manager of the Intermountain Broadcasting Corporation. Field tests have shown coverage of the entire Great Salt Lake Valley.

KTTV, Los Angeles Times station (due to open in late spring) now have their Pasadena Workshop studios complete. The Playhouse remodeled a large rehearsal room in the School of the Theatre building with control room and adequate studio space. KTTV has installed its cameras and associated equipment for experimental operation on a closed circuit basis until the station is ready to go on the air. Full production schedule of programming for personnel training, talent training and program experimentation is now underway, with one hun-

dred television seminar students conducting research projects on make-up for i.o. cameras, lighting, scenery, special effects, script and fabrics.

ABC plans to open its five outlets before the end of the year. WENR-TV, Chicago is slated for a September opening, followed by WDLT, Detroit in November; KECA-TV, Los Angeles and KGO-TV, San Francisco in December. New York outlet will be the last to open, probably late in December. Three preliminary regional networks, con-

necting Chicago and Detroit, San Francisco and Los Angeles, and Washington, Baltimore, Philadelphia and New York, will also be established as forerunners of a national network.

CIRCULATION

With few exceptions, circulation figures in each area are merely estimates. Manufacturers are simply not cooperating with the stations and the rest of the industry in supplying figures on the number of receivers shipped into each area. Many unreliable figures are being quoted throughout the industry. Attempts are being made to present complete breakdowns on receivers in the homes, public places, on the dealers' shelves and so forth. Except for a few cities, such figures are not obtainable. The figures printed below, therefore, are rough estimates only.

New York	107,000
Philadelphia	20,000
Chicago	13,088
Los Angeles	12,000
Washington	7,300
Detroit	6,000
Baltimore	3,700
St. Louis	3,500
Cleveland	2,000
Schenectady	1,362
Cincinnati	1,200
Milwaukee	1,000

SCHEDULE OF OPENING DATES

WCAU-TV, Philadelphia	—February
WBAL-TV, Baltimore	—February
W6XIS (KDYL-TV), Salt Lake City	—February
WGN-TV, Chicago	—Feb.-March
WTVR, Richmond	—Feb.-March
WATV, Newark	—April
WNHC-TV, New Haven	—April
WBEN-TV, Buffalo	—April
WBZ-TV, Boston	—April-May
KSTP-TV, St. Paul	—April-May
WPIX, New York	—June
WTVT, Toledo	—June
WBAP-TV, Fort Worth	—Spring
KTTV, Los Angeles	—Spring
KFI-TV, Los Angeles	—Spring
WHAS-TV, Louisville	—Spring
WRTV, New Orleans	—Spring
KWIS, San Francisco	—Spring
WOR-TV, New York	—Summer
KARO, Riverside, Calif.	—Summer
KGDM-TV, Stockton	—Summer
WOIC-TV, Washington	—Summer



WOOLING THE WOMEN . . .

WWJ-TV, Detroit's first and only television station, is busy these days wooing and winning the women's audience. Pictured above is Ilean McBride, Home Institute

Director of The Detroit News, in her popular, Philco sponsored household economics program. Other current diversified WWJ-TV shows aimed specifically at women

- include a fashion program sponsored by the J. L. Hudson Company, Detroit's largest department store; the John Powers Charm School featuring hints on etiquette, make-up, etc.; and the WWJ-TV Television Party, a meritful audience participation show emanating from WWJ-TV's large studio auditorium.

Each of these sponsored programs is proof of the selling effectiveness of television, and of the programming accomplishments of WWJ-TV in its first year of operation.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

Associate FM Station WWJ-FM . . .
Associate AM Station WWJ

Coming Soon!

A NEW
**TELEVISION
STATION**

**CHANNEL
13**

**ASK YOUR
W A T M A N
ABOUT
W A T V
SERVING NEW
JERSEY AND
METROPOLITAN
NEW YORK!**

New Jersey's 1ST Station
W A T V
CHANNEL 13
NEWARK-NEW JERSEY

WASHINGTON

Nationwide complete-to-small town allocation plan due with decision on Channel 1—round-up of FCC news

AS PROOF that television spectrum is still on the move, Buffalo lost one of its four channels this month under a tentative U. S.-Canadian agreement to protect video stations operating within 250 miles of the border. Channels were reshuffled, but none lost, in Cleveland, Akron and Canton, O. to honor the agreement . . . FCC men say it's a matter of days now before the long-awaited decision on channel 1 is released. Though that assignment is lost to tele, big news will be the nationwide complete-to-small-town allocation plan which is expected to accompany the decision. It will be FCC's first attempt to fan out service equitably among towns not found in the top 140 markets. FCC men report that this will not worsen the competitive situations in towns where hearings are already required. The plan will not clip off channels now allocated to the 140 top markets, but it will head off any move of the big-town bidders to file for channels earmarked for community use.

Satellites

Boom in television applications with no expansion in sight spectrum-wise spells finis to most broadcasters' hopes of testing former FCC chairman Charles R. Denny's plan for satellite stations. Plan requires full use of channels for both mother and satellite transmitters, with savings possible only on the programming end. Since most of the small towns outside the big metropolitan areas are being spoken for by local bidders, there's small chance, say FCC'ers, of doing much with Denny's plan under present allocations. Pioneer Philco, however, became the first to try for satellite operation this month with a bid for secondary operation in the Bethlehem-Allentown-Easton, Pa. area. Easton station would feed on program originations from Philco's WPTZ, Philadelphia.

There's more hope than ever here that FCC will shortly frame rules permitting licensees to operate microwave relays, at least until the ultra-highs are drafted for priority users . . . FM-minded solons on Capitol Hill are still needling FCC on its upward shift of FM channels in June 1945, making the point that since television will eventually move into the ultra-highs, present low-

band video bands should be cleared for FM. FCC chairman Wayne Coy quieted videomen's fears on this score when he appeared before the Senate Commerce Committee this month. Tele stays put—for the time being.

FCC men say A. T. & T. has given them no hint on fast-growing rumor that new rates for tele's use of the coaxial cable will be filed in April. But the Commission won't be surprised if this is the case. Clue may have been phone company's speedy filing of rates on 15,000 cycle FM network lines, despite the fact A. T. & T. is still unable to supply the high-fidelity circuits to FM'ers here . . . In unorthodox petition, Don Lee has called on FCC for right to sell time on its experimental Los Angeles outlet, W6XAO. Don Lee's grant is held up pending FCC decision on license renewals for its standard broadcast stations. Company points out it held first permit in 1932, has spent over \$1,000,000 in tele since then, at rate of \$100,000 annually for the past several years.

New England Television's enthusiasm for tele has led it to file seven applications—two over the FCC limit per customer. In addition, FCC'ers say there may be a problem of overlap between New England's bids in Fall River, Boston, Springfield and Worcester, Mass. Company, a radio newcomer, is also seeking spectrum in St. Louis, Kansas City and Buffalo.

Yankee Network has pulled a fast one by withdrawing bid for highly-contested Hartford area, filing for Bridgeport and seeking ch. 10 now assigned Hartford for use in that now-unserved town . . . Paramount has served notice on all parties it intends a battle-royal for television spectrum in Detroit, Boston, Cleveland, Dallas and San Francisco. They have urged FCC to throw into hearing for these towns all present permittees who have not gotten their stations on the air within the eight months' normal construction period . . . At the same time, Paramount, in refiling for San Francisco, chalked up its sixth bid—in FCC's eyes at least. Company holds licenses in Los Angeles, Chicago and applications for Detroit and Boston. FCC considers the 50 percent held by Interstate Circuit, Inc. of Dallas, Texas as a Paramount application also.

We stepped into Television early...

*lucky for us...
useful for you!*

A year ago television was pretty small potatoes. Throughout greater New York, fewer than 15,000 television sets were in operation. The hours each week when television was on the air were few. And only a handful of advertisers showed an active interest in the new medium.

One year ago—on February 11, 1947—Radio Sales looked beyond the present size of television, saw its inevitable growth, added a new facet to its services. We were officially appointed national representative for WCBS-TV, Columbia's television station in New York. Our men set to work with television just as they work with spot radio.

It was well that we were fore-handed. In one short year television has grown by leaps and bounds. The number of television sets in the New York area has multiplied by eight—from 15,000 to about 120,000. WCBS-TV has substantially increased its air hours. And advertisers' interest has heightened sharply.

Today's greater and ever-growing interest on the part of advertisers points a clear course for Radio Sales. It's the course we anticipated a year ago. Here it is, briefly:

The advertisers who turn to us for help in solving their *spot radio* problems will logically expect the same calibre of service in television. We can give that service only by applying to television the same principles we use with radio stations: full knowledge of stations, markets and programs; careful study of all available research.

Radio Sales has worked closely with television during its most spectacular year of growth. Our men have studied—and are studying—its special techniques, its programs, its audiences and its problems. Out of that study (and with our early start as background) comes the "know-how" to give television advertisers the same complete service that our spot radio clients have learned to expect from us.

Radio Sales

Radio Stations Representative... CBS

WCBS 50,000 watts New York City	KNX 50,000 watts Los Angeles	KMOX 50,000 watts St. Louis	WBT 50,000 watts Charlotte	WRVA 50,000 watts Richmond	WCCO 50,000 watts Minneapolis-St. Paul	Columbia California Network
WBBM 50,000 watts Chicago	WEEI 5,000 watts Boston	WTOP 50,000 watts Washington	WAPI 5,000 watts Birmingham	KSL 50,000 watts Salt Lake City	WCBS-TV CBS Television New York	Columbia Pacific Network

RATES AND FACILITIES OF OPERATING STATIONS

WNBT CHANNEL 4 NEW YORK

OWNED AND OPERATED BY: National Broadcasting Co., Inc.

STUDIO LOCATION: 30 Rockefeller Plaza, New York.

STUDIO: Studio 3H measures 30'x50'x18'. Studio 8G is 50'x89'x18'.

FACILITIES: Three iconoscope cameras in studio 3H. Three image orthicon field cameras in studio 8G (will soon have four image orthicon studio cameras).

REMOTE FACILITIES: Nine image orthicon cameras.

FILM FACILITIES: Two 35 mm. film cameras. Camera crews and film department.

REHEARSAL CHARGES: Rehearsal time is allotted without extra charge as follows: For one hour—five hours studio, three hours film; for forty minutes—four hours studio, 2½ hours film; for thirty minutes—three hours studio, two hours film; for twenty minutes—2½ hours studio, 1½ hours film; for fifteen minutes—two hours studio, one hour film; for ten minutes—1½ hours studio, 45 minutes film; for five minutes—1 hour studio, thirty minutes film. When rehearsal time beyond that noted is required, studio 8G will be charged at the rate of \$100 per half-hour or any portion thereof; film studio will be charged at the rate of \$25 per half-hour or portion thereof.

Where total allotted rehearsal time is not required, Studio 8G will be charged at \$200 per hour. Use of film studio in conjunction with 8G carries a flat rate of \$75.

NETWORK FACILITIES: Use of coaxial cable from New York to Washington; use of Philco relay from New York to Philadelphia; use of General Electric relay from New York to Schenectady.

WCBS-TV CHANNEL 2 NEW YORK

OWNED AND OPERATED BY: Columbia Broadcasting System.

STUDIO LOCATION: 15 Vanderbilt Avenue, New York 17, New York.

STUDIO: Studio operations to be resumed within a few months.

REMOTE FACILITIES: Four image orthicon cameras.

FILM FACILITIES: 16 mm. and 35 mm. sound projection. Own 16 mm. film camera crew.

REHEARSAL CHARGES: Rates for film facilities are for sound film and include charges for the pre-broadcast run-through normally required. For rehearsal of commentator, interpolation and cueing of material, etc., film facilities will be charged at the rate of \$100 per hour. Rehearsal at remote location is included in with the \$700 facilities charge.

PERSONNEL: Frank E. Mullen, Executive Vice President in charge of Television; John Royal, Vice President in charge of Programming; Noran Kersta, Director of Television; Carleton Smith, Manager; Warren Wade, Programming Director; Reynold R. Kraft, Sales Manager.

RATES: (Effective April 1, 1948)

TRANSMITTER CHARGES

Base Charges—Monday through Friday, 7:00 to 11:00 PM, Saturday and Sunday, 1:00 to 11:00 PM.

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

½ Base Charge—All other periods.

1 Hour	40 Min.	½ Hour	20 Min.	15 Min.	10 Min.	5 Min.	1 Min.*	20 sec.**
\$750	\$600	\$450	\$375	\$300	\$260	\$175	\$175	\$100

* Film only and includes film facilities.

** Slides or films only, facilities included.

DISCOUNTS ON TRANSMITTER CHARGES

25 times per year, or less,	52 times per year.....	12½ %
	no discount.	104 times per year.....
		15 %
26 times per year.....	7½ %	208 times per year.....
		17½ %
39 times per year.....	10 %	Over 208 times per yr. 20 %

LIVE STUDIO

1000	800	600	500	400	300	200
------	-----	-----	-----	-----	-----	-----

FILM STUDIO

250	225	200	175	150	125	100
-----	-----	-----	-----	-----	-----	-----

TRANSMITTER CHARGES

(Until April 1st)

1 Hour	40 Min.	½ Hour	20 Min.	15 Min.	10 Min.	5 Min.	1 Min.*	20 sec.**
\$500	\$400	\$300	\$250	\$200	\$175	\$125	\$125	\$80

* Film only and includes film facilities

** Includes slide or film facilities.

Program facilities remain the same.

NETWORK FACILITIES: Regularly scheduled programs relayed to Baltimore and Washington via coaxial cable. Philadelphia outlet opened this month.

PERSONNEL: Lawrence Lowman, Vice President of Television Operations; Worthington Miner, Director of Television; Leonard Hole, Director of Plans; George Moskovics, Commercial Manager; Halsey Barrett, Promotion Manager.

REPRESENTATIVE: Radio Sales, 485 Madison Avenue, New York 22, N. Y.

RATES:

AIR TIME

1 Hour	40 Min.	½ Hour	20 Min.	15 Min.	10 Min.	5 Min.	1 Min.
\$400	\$320	\$240	\$200	\$160	\$135	\$115	\$100*

* Includes use of film facilities.

FILM STUDIO

125	105	85	75	65	55	45	—
-----	-----	----	----	----	----	----	---

Time Signals per 20 second broadcast on sound film—\$50.

Remote Facilities: \$700 per pick-up, including rehearsal at remote location.

Power Programs Prestige



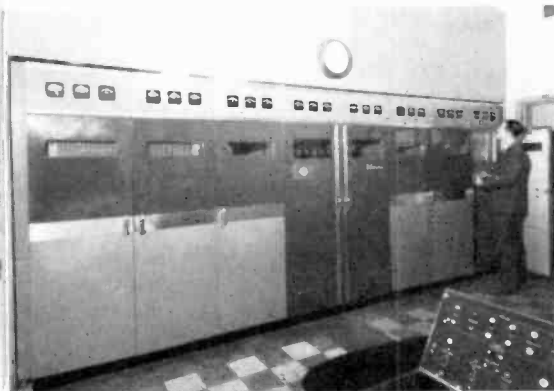
In sports WMAL-TV brings top attractions and top sportsmen into your home. Jim Gibbons (seated, center) welcomes Jim Castiglia, Redskin star, and A. L. Ebersole, Nat. Bowling Council Chairman, to his popular "Sports Cartoon-a-quiz" with Cartoonist Bill Willison to sketch the clues.



"On Wings of Thought" stars Robert L. Friend, master mentalist (in white jacket), who amazes all Washington with his unbelievable feats of mentalism, mind reading and thought projection. He can project "Buying Impulses," too!



Wherever things of top interest are taking place, WMAL-TV's Mobile Units and Image-Orthicon Cameras are on the scene. And Burke Crotty, WMAL-TV Director of Television, with more "television firsts" than any man in the industry, is on hand to direct top-flight production and entertainment.



Nearly half-a-million dollars worth of the newest and finest television equipment provides WMAL-TV's expert staff the means of bringing the finest in television entertainment into the homes of this vast market, every night in 1948!

Towering high above everything in Washington, WMAL-TV's ultra-modern Six-Bay Super-Turnstile Antenna is the highest point in the entire Nation's Capital! Just one of the reasons why WMAL-TV is Washington's most powerful TV station. Popularity? One of the reasons is that WMAL-TV was the first to meet Washingtonians' demand for top television programs seven nights a week. And The Evening Star's 96 years of

predominance in Washington makes The Evening Star Television Station the most ACCEPTED in Washington homes.

THE EVENING STAR TELEVISION STATION

WMAL-TV

Washington's Most Powerful And First Seven-Night-A-Week TV Station

Represented Nationally by **ABC SPOT SALES**
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

WABD CHANNEL 5 NEW YORK

OWNED AND OPERATED BY: DuMont Television Network.

STUDIO LOCATION: John Wanamaker Store, 9th Street & Broadway, New York, New York.

STUDIOS: Studio A measures 60'x40'x43' and can accommodate an audience of 600. Studio C used for rehearsals.

FACILITIES: Four cameras in Studio A, one on a boom and three on dollies; two cameras in Studio C.

REMOTE FACILITIES: Four image orthicon cameras.

FILM FACILITIES: 16 mm. and 35 mm. silent and sound film projection.

REHEARSAL CHARGES: \$75 for first hour, \$37.50 for each succeeding consecutive half hour or any portion thereof for live studio shows. 6:1 ratio in studio rehearsal time required except where the nature of the program

WATV CHANNEL 13 NEWARK

OWNED AND OPERATED BY: Bremer Broadcasting Corporation.

STUDIO LOCATION: Television Center, Newark 1, New Jersey.

STUDIO: Three studios. Two measure 20'x30'. Large studio measures 90'x100'.

FACILITIES: Four cameras in the studio.

REMOTE FACILITIES: Two image orthicon cameras.

FILM FACILITIES: 16 mm. and 35 mm. silent or sound projectors. Camera Crew and film department.

REHEARSAL CHARGES: For live studio programs, \$50 per first hour, \$25 for each additional hour or fraction thereof. For film studio programs, \$25 per hour or fraction thereof.

PRODUCTION FEES: Charges furnished upon request. Creative staff available for live programs, film and film commercials. Settings as required, based on cost of

WBZ-TV CHANNEL 4 BOSTON

OWNED AND OPERATED BY: Westinghouse Radio Stations Inc.

STUDIO LOCATION: Radio & Television Center, Soldiers Field Road, Boston 16, Mass.

STUDIO: Large auditorium studio; one 40'x50'; one medium and three small studios. (Another 40'x50' studio

is such that, in station's opinion, lesser rehearsal period will suffice. Film show rehearsal at 10% of daytime time charge.

NETWORK FACILITIES: Programs relayed to Philadelphia, Baltimore and Washington, via coaxial cable.

PERSONNEL: Lawrence Phillips, Director; John McNeil, Manager, Commercial Operations; James L. Caddigan, Manager, Program Planning; Scott Helt, Chief Engineer; Charlotte F. Stern, Manager, Advertising and Promotion.

RATES:

STUDIO OR REMOTE PROGRAMS

1 Hour	½ Hour	20 Min.	15 Min.	10 Min.	5 Min.	1 Min.	Sta. Brk.
Class A—7-11 PM							
\$800	\$480	\$360	\$320	\$240	\$160	\$80	\$80
Class B—6-7 PM							
650	390	292	260	195	130	65	65
Class C—12 Noon-6 PM							
500	300	225	200	150	100	50	50

Film Rates: 20% less when film only is used on periods of five minutes or more.

construction, painting, rental and transportation. Fully staffed department available.

PERSONNEL: Irving R. Rosenhaus, President and General Manager; Frank V. Bremer, Vice President and Technical Director; Edmund S. Lennon and A. B. Schillin, Vice President and Sales Director; Paul Belanger, Program Director.

GENERAL TELECASTING RATES

Class "A"—7:00 to 11:00 PM.

Per Week	1 Hour	½ Hour	15 Min.	10 Min.	1 Min.*	20 Sec.*
1	\$ 450.00	\$ 300.00	\$ 200.00	\$160.00	\$80.00	\$60.00
3	1282.50	855.00	570.00	456.00	—	—
6	2430.00	1620.00	1080.00	864.00	—	—

Class "B"—3:00 to 7:00 PM.

	1 Hour	½ Hour	15 Min.	10 Min.	1 Min.*	20 Sec.*
1	360.00	250.00	170.00	136.00	70.00	50.00
3	1026.00	712.00	484.50	387.60	—	—
6	1944.00	1350.00	918.00	734.00	—	—

Weekly Discounts on Time		* Frequency Discounts on Announcements
26 consecutive weeks	5%	100-250 Times 5%
52 consecutive weeks	10%	251-500 Times 10%
		501 or more Times 15%

Guaranteed for six months from opening date.

will be opened later).

FACILITIES: Four image orthicon cameras for studio use.

REMOTE FACILITIES: Four image orthicon cameras.

FILM FACILITIES: 16 mm. and 35 mm. projectors.

PERSONNEL: W. C. Swartley, Station Manager; W. H. Hauser, Chief Engineer; W. Gordon Swan, Program Manager; C. Herbert Masse, Sales Manager; Sidney V. Stadig, Television Technical Supervisor.

NOTE: Station will start programming between April 1st and May 1st. Rate card has not been issued as yet.

THE BALTIMORE SUN

Baltimore, Maryland

announces the

appointment of

THE KATZ AGENCY, INC.

as the exclusive

national representative

of its

Television Station, **WMAR-TV**

WPTZ CHANNEL 3 PHILADELPHIA

OWNED AND OPERATED BY: Philco Television Broadcasting Corp.

STUDIO LOCATION: 1800 Architects Building, Philadelphia 3, Penn.

STUDIO: Stage area measures 25'x45'.

FACILITIES: Two studio cameras.

REMOTE FACILITIES: Six image orthicon cameras.

FILM FACILITIES: 16 mm. and 35 mm. silent or sound projectors; opaque and transparent slides. Camera crew, complete film department.

ARTWORK CHARGES: Basic scenery and flats which are available in the studio are supplied at no additional cost. Construction and artwork for special scenery and

properties billed at cost of material plus labor at \$3 per man hour.

REHEARSAL CHARGES: \$50 per hour to nearest half hour.

NETWORK FACILITIES: Two-way Philco relay system connecting Philadelphia and New York. NBC affiliate.

PERSONNEL: E. B. Loveman, Vice-President and General Manager; James D. McLean, Commercial Manager; Rolland V. Tooke, Assistant General Manager; Raymond J. Bowley, Chief Engineer; Ernest Walling, Program Manager.

RATES:

LIVE STUDIO

1 Hour	½ Hour	20 Min.	15 Min.	10 Min.
\$300	\$180	\$150	\$120	\$100

FILM STUDIO

140	85	75	50	45
-----	----	----	----	----

Time or Weather Spots: 20 second duration—slide or film with live or transcribed narration—\$30.

WFIL-TV CHANNEL 6 PHILADELPHIA

OWNED AND OPERATED BY: The Philadelphia Inquirer.

STUDIO LOCATION: 46th & Market Streets, Philadelphia, Penna.

STUDIO: Large studio measures 55'x26'x25' with other smaller studios available.

FACILITIES: 2 studio cameras.

REMOTE FACILITIES: 4 image orthicon cameras.

FILM FACILITIES: 16 mm. film, both silent and sound. Camera crews and complete film department.

NETWORK FACILITIES: Share use of coaxial cable. Exchange programs with DuMont and WMAR-TV.

REHEARSAL RATES: Camera rehearsal time in ratio of 2:1 included in time costs. \$25.00 per hour for time in excess of 2:1 ratio, but less than 4:1. \$75.00 per hour for time in excess of 4:1 ratio. Announcement charges include 15 minutes camera rehearsal time. Additional time, if needed, at \$15.00 per half hour.

ANNOUNCEMENTS: All announcements must include public service message.

PERSONNEL: Roger W. Clipp, General Manager; Kenneth W. Stowman, Director of Television; John E. Surrick, Sales Director; David Miller, Engineer, in charge of Television; Richard J. Goggin, Program Director.

REPRESENTATIVE: The Katz Agency, 500 Fifth Avenue, New York, N. Y.

RATES: (Effective March 1, 1948)

LIVE STUDIO

Times	1 Hour	½ Hour	20 Min.	15 Min.	10 Min.	5 Min.	1 Min. or less
1	\$300.00	\$180.00	\$150.00	\$120.00	\$90.00	\$60.00	\$40.00
26	285.00	171.00	142.50	114.00	85.50	57.00	38.00
52	270.00	162.00	135.00	108.00	81.00	54.00	36.00
104	255.00	153.00	127.50	102.00	76.50	51.00	34.00
156	240.00	144.00	120.00	96.00	72.00	48.00	32.00
260	225.00	135.00	112.50	90.00	67.50	45.00	30.00

FILM STUDIO

1	150.00	90.00	75.00	60.00	50.00	40.00	30.00
26	142.50	85.50	71.25	57.00	47.50	38.00	28.50
52	135.00	81.00	67.50	54.00	45.00	36.00	27.00
104	127.50	76.50	63.75	51.00	42.50	34.00	25.50
156	120.00	72.00	60.00	48.00	40.00	32.00	24.00
260	112.50	67.50	56.25	45.00	37.50	30.00	22.50

ures 29'x36'x22'. Small interview studio. In addition, the Bulletin's Home Makers Auditorium, which seats about 500, will also be available.

FACILITIES: Five image orthicon cameras—three for studio A, two for studio B.

FILM FACILITIES: Two 16 mm. and two 35 mm. film projectors, slide projector. Film crew and film department.

REMOTE FACILITIES: Mobile unit, dual use of image orthicons.

WCAU-TV CHANNEL 10 PHILADELPHIA

OWNED AND OPERATED BY: WCAU, Inc.

STUDIO LOCATION: 1622 Chestnut Street

STUDIO: Studio A measures 34'x52'x22'; Studio B meas-

WCAU-TV (cont'd.)

NETWORK FACILITIES: Regularly scheduled programs relayed via coaxial cable from CBS, New York.

PERSONNEL: Dr. Leon Levy, President and General Manager; Joseph L. Tinney, Assistant General Manager and Vice President; G. Bennett Larson, Director of Television and Vice President; John G. Leitch, Technical Director; Robin Compton, Television Engineer; Roy A. Meredith, Production Manager; Robert Pryor, Sales Promotion Manager.

REPRESENTATIVE: Radio Sales Inc., 485 Madison Avenue, New York.

KTLA CHANNEL 5 LOS ANGELES

OWNED AND OPERATED BY: Television Productions Inc. (Paramount subsidiary).

STUDIO LOCATION: 5451 Marathon Street, Los Angeles 38, Calif.

STUDIO: Studio measures 65'x75'x25'.

FACILITIES: Six studio cameras.

REMOTE FACILITIES: Four image orthicon cameras.

FILM FACILITIES: 16 mm. sound projectors.

REHEARSAL CHARGES: Live studio rehearsal time allotted at the rate of \$25 for 1/2 hour or for any fraction thereof. Film studio charge is \$15 for 1/2 hour or for any fraction thereof.

PERSONNEL: Klaus Landsberg, West Coast Director; Phil Booth, Program Manager; Raymond Moore, Engineering Supervisor.

REPRESENTATIVE: George T. Shupert, 1501 Broadway, New York, New York.

WMAR-TV CHANNEL 2 BALTIMORE

OWNED AND OPERATED BY: The A. S. Abell Company (The Sunpapers).

STUDIO LOCATION: Baltimore & Charles Streets, Baltimore 3, Md.

STUDIO: Studio under construction.

REMOTE FACILITIES: Three image orthicon cameras.

FILM FACILITIES: 16 mm. film projectors. Three film crews, complete film department.

NETWORK FACILITIES: Receive programs via coaxial

RATES:

CLASS A—6:00 PM to 11:00 PM.

1 Hour	1/2 Hour	20 Min.	15 Min.	1 Min.
--------	----------	---------	---------	--------

LIVE

\$200	\$120	\$100	\$80	—
-------	-------	-------	------	---

FILM

100	60	50	40	25
-----	----	----	----	----

CLASS B—Before 6:00 PM and after 11:00 PM.

LIVE

150	90	75	60	—
-----	----	----	----	---

FILM

75	45	37.50	30	18.75
----	----	-------	----	-------

NOTE: One Minute Announcements on slide or film.

RATES:

LIVE STUDIO

	1 Hour	1/2 Hour	15 Min.	10 Min.	5 Min.	1 Min.
1 Time	\$400.00	\$280.00	\$175.00	\$125.00	\$100.00	\$50.00
13 Times	380.00	266.00	166.25	118.75	95.00	47.50
26 Times	360.00	252.00	157.50	112.50	90.00	45.00
52 Times	350.00	245.00	153.13	109.38	87.50	43.75
100 Times	340.00	238.00	148.75	106.25	85.00	42.50

FILM STUDIO

1 Time	300.00	225.00	150.00	115.00	100.00	50.00
13 Times	285.00	213.75	142.50	109.25	95.00	47.50
26 Times	270.00	202.50	135.00	103.50	90.00	45.00
52 Times	262.50	196.88	131.25	100.63	87.50	43.75
100 Times	255.00	191.25	127.50	97.75	85.00	42.50

Time Signals: Less than 1 minute, \$30.00.

Field Pick-up: Total Charge equals the facilities charge plus the time charge. The facilities charge varies with the amount of facilities used.

TIME CHARGE

1 Time	100.00	100.00	75.00	50.00	50.00	25.00
13 Times	95.00	95.00	71.25	47.50	47.50	23.75
26 Times	90.00	90.00	67.50	45.00	45.00	22.50
52 Times	87.50	87.50	65.63	43.75	43.75	21.88
100 Times	85.00	85.00	63.75	42.50	42.50	21.25

cable from CBS and DuMont, New York; WFIL-TV, Philadelphia; and WMAL-TV, Washington.

PERSONNEL: Neil Swanson, Coordinator of Radio and Television; Ewell K. Jett, Vice President and Director; Bob Cochrane, Program Manager; Ernest Lang, Sales Manager.

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

RATES:

Times	1 Hour	1/2 Hour	20 Min.	15 Min.	10 Min.	5 Min.	1 Min. or less
1	\$200.00	\$120.00	\$100.00	\$80.00	\$60.00	\$40.00	\$32.00
13	190.00	114.00	95.00	76.00	57.00	38.00	30.40
26	180.00	108.00	90.00	72.00	54.00	36.00	28.80
52	170.00	102.00	85.00	68.00	51.00	34.00	27.20
104	160.00	96.00	80.00	64.00	48.00	32.00	25.60

WBAL-TV CHANNEL 11 BALTIMORE

OWNED AND OPERATED BY: Hearst Radio, Inc. (Baltimore News Post).

STUDIO LOCATION: 2610 North Charles Street, Baltimore 18, Maryland.

STUDIO: One studio: 28'x48', which is divided into three sections,—a Georgian room appropriately furnished, another room which is typical of Baltimore and one with drapery facilities.

WBKB CHANNEL 4 CHICAGO

OWNED AND OPERATED BY: Balaban & Katz (Paramount Subsidiary).

STUDIO LOCATION: 190 N. State Street, Chicago 1, Ill.

STUDIO: Two studios. Studio A measures 24'x24' and Studio G, 35'x50'.

FACILITIES: Two studio cameras for each studio.

REMOTE FACILITIES: Three image orthicon cameras.

FILM FACILITIES: 16 mm. film chain.

REHEARSAL CHARGES: Camera rehearsal time in the ratio of 2:1 included in costs. In excess of the 2:1 ratio and less than a 4:1 ratio, charge is \$25 per hour or portion thereof. Charges in excess of 4:1 ratio are \$75 per hour. Spot rehearsal charge at \$15 per half hour or portion thereof. All rehearsal charges at cost and not discountable.

NETWORK FACILITIES: WBKB-built link between South Bend and Chicago.

WGN-TV CHANNEL 9 CHICAGO

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

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

STUDIO: One master studio which measures 36'x42'x20' and two auxiliary studios, 16'x20'.

FACILITIES: Two studio type image orthicon cameras.

REMOTE FACILITIES: Two mobile unit cameras.

FILM FACILITIES: Two 16 mm. film cameras.

PERSONNEL: Harold C. Burke, General Manager; Harold P. See, Director of Television; George G. Jacobs, Video Operations Engineer; Richard S. Duncan, Chief Transmitter Engineer; Harold W. Batchelder, Commercial Manager; John J. Dickman, Program Manager; James McMurry, Production Manager.

NOTE: Rate card has not been issued yet. Opening date is between February 10th and February 20th.

PERSONNEL: W. C. Eddy, Director of Television; A. H. Brolly, Chief Engineer; Don Meier, Sales Manager; Reinald A. Werrenrath.

REPRESENTATIVE: George T. Shupert, 1501 Broadway, New York.

RATES:

LIVE STUDIO

# of sets	1 Hour	½ Hour	15 Min.	Spot
0 - 1,000	\$ 100	\$ 60	\$ 40	30
1 - 5,000	200	120	80	35
*5 - 15,000	375	210	140	40
15 - 25,000	500	375	200	45
25 - 35,000	800	525	320	50
Over 35,000	1,000	600	400	60

FILM STUDIO

# of sets	1 Hour	½ Hour	15 Min.	Spot
0 - 1,000		50	30	20
1 - 5,000		75	50	25
*5 - 15,000		125	75	30
15 - 25,000		200	130	35
25 - 35,000		300	175	35
Over 35,000		500	250	40

Minimum contract at these rates—13 weeks.

Maximum contract at these rates—26 wks upon acceptance.

Single non-contract broadcasts at double quoted figure.

*Now in effect.

FACILITIES: Four studio cameras.

REMOTE FACILITIES: Four mobile cameras.

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

PERSONNEL: Col. Robert R. McCormick, President; Frank P. Schreiber, Manager; Carl J. Meyers, Director of Engineering; Vernon R. Brooks, Director of Operations; Ted Mills, Program Manager; William A. McGuineas, Commercial Manager.

NOTE: Rate card has not been issued yet, but rates will be furnished upon application in two or three weeks.

WTTG CHANNEL 5 WASHINGTON

OWNED AND OPERATED BY: DuMont Television Network.

STUDIO LOCATION: 12th & E Streets, N. W., Washington 4, D. C.

STUDIO: Stage area measures approximately 15'x30'.

FACILITIES: Two iconoscope cameras.

REMOTE FACILITIES: Four image orthicon cameras, which are occasionally used for studio use when necessary.

FILM FACILITIES: 16 mm. sound projection.

NETWORK FACILITIES: Programs relayed over coaxial cable, from and to WABD, New York.

WMAL-TV CHANNEL 7 WASHINGTON

OWNED AND OPERATED BY: The Evening Star Broadcasting Company, Inc.

STUDIO LOCATION: 724 Fourteenth Street, N. W., Washington 5, D. C.

STUDIO: Studio measures 50'x25'.

FACILITIES: Two studio-type image-orthicon cameras.

REMOTE FACILITIES: Two field image-orthicon cameras.

FILM FACILITIES: 16 mm. and 35 mm. film projectors. Complete film facilities.

NETWORK FACILITIES: Regularly scheduled programs relayed over coaxial cables from CBS, New York, WFIL-TV, Philadelphia.

WNBW CHANNEL 4 WASHINGTON

OWNED AND OPERATED BY: National Broadcasting Co., Inc.

STUDIO LOCATION: Trans-Lux Building, Washington 5, D. C.

STUDIO: Stage area measures approximately 75'x50'.

FACILITIES: Five image orthicon cameras used for both studio and field pick-ups.

February, 1948

REHEARSAL CHARGES: None. Rehearsal ratios are yet to be determined.

PERSONNEL: Walter Compton, General Manager; Harold E. Sheffers, Sales Manager; Roger M. Coelis, Operations Manager; M. M. Burleson, Chief Engineer; Leslie G. Arries, Washington Representative.

RATES:

LIVE AND FILM STUDIO

1 Hour ½ Hour 20 Min. 15 Min. 10 Min. 5 Min. 1 Min.

Class "A"—7:00 p.m. - 11 p.m. Mondays through Fridays
\$200 \$120 \$90 \$80 \$60 \$40 \$20

Class "B"—6:00 p.m. - 7:00 p.m. Mondays through Fridays
\$163 \$98 \$73 \$65 \$49 \$33 \$16

Class "C"—12 Noon - 6:00 p.m. Mondays through Fridays
\$125 \$85 \$56 \$50 \$38 \$25 \$13

PERSONNEL: K. H. Berkeley, Vice-President and General Manager; Ben B. Baylor, Jr., Assistant General Manager and Sales Manager; Burke Crotty, Director of Television; Daniel Hunter, Chief Engineer; Frank Harvey, Engineer in charge of TV Operations.

RATES:

1 Hour ½ Hour 15 Min. 5 Min.
\$200 \$150 \$100 \$50

SIX TIME SIGNALS or Weather Reports, one each day, Monday thru Saturday, \$120 per week.

REBATES For Consecutive Weeks: 26 weeks—5%; 39 weeks—7½%; 52 weeks—10%.

WEEKLY DOLLAR-VOLUME DISCOUNTS (effective after 13 consecutive weeks or longer):

\$50 up to \$99.....	2½%	\$200 up to \$249.....	10%
100 up to 149.....	5	250 up to 299.....	12½
150 up to 199.....	7½	300 or more.....	15

ANNOUNCEMENTS: \$25.00 gross. Up to one minute.

13 times within one year, each.....	\$23.75 net.
26 " " " " " ".....	22.50 "
52 " " " " " ".....	21.25 "
104 " " " " " ".....	20.00 "
260 " " " " " ".....	18.75 "

FILM FACILITIES: 16 mm. and 35 mm. film projectors. Film crews and film department.

NETWORK FACILITIES: Programs relayed to and from WNBW, New York over coaxial cable.

PERSONNEL: Frank M. Russell, Vice President; Carleton D. Smith, General Manager; George Sandefer, Assistant to the General Manager; John Gaunt, Program Manager; Charles DeLozier, Sales Representative; Howard Gronberg, Operations Supervisor.

RATES: No rate card formulated as yet. All programs sold on a package basis.

NEW YORK DAILY NEWS

selects



TO SERVE the nation's greatest single television audience, the Daily News is building and equipping a great new television station—WPIX. Its studios embody the latest engineering design, and this studio and control equipment will be supplied by General Electric—pioneer in television research and operation for more than twenty years.

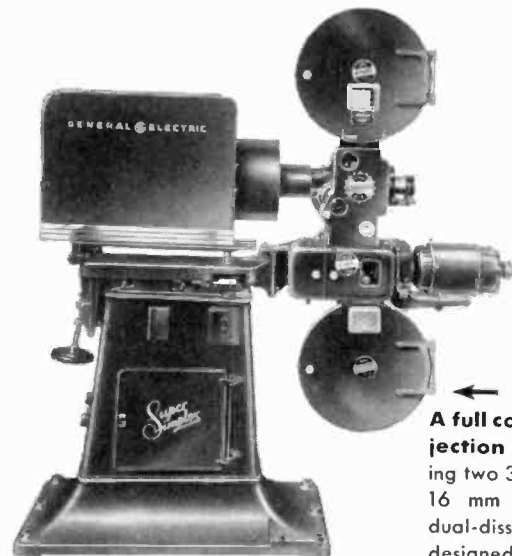
G-E Equipment Service-Proved

The proving ground of all General Electric television equipment is the most powerful TV station in the United States—WRGB, Schenectady. WRGB has been in operation since 1939. Here television station equipment has been measured, tested, improved, and tested again in actual operation.

The New York Daily News ordered General Electric television equipment because of this demonstrated efficiency, practicality, and dependability.

General Electric has everything needed to put you on the air in television. Assemble all the facts before you make your decision. Above all, see the G-E equipment, hear the G-E story. You owe it to your investment.

General Electric television engineers and representatives are located in principal cities—coast to coast. They have valuable information for you. Call them, or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.*

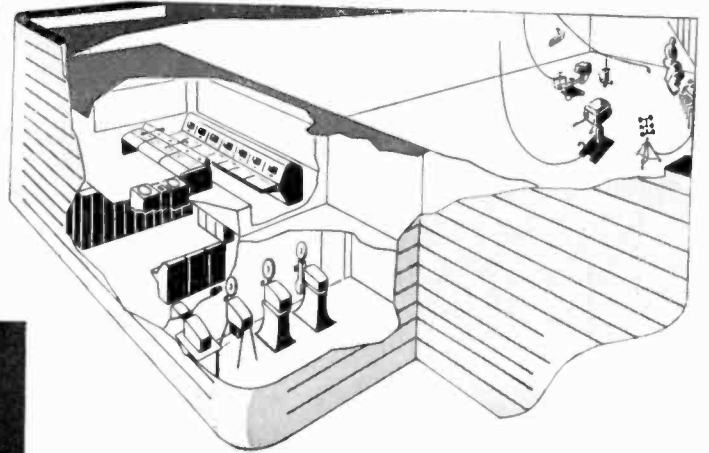


A full complement of Projection Equipment, including two 35 mm projectors, one 16 mm projector, and one dual-dissolving slide projector designed for G-E television use.

← N. Y. Daily News Building—which will house the advance-designed studios and latest G-E television equipment of the Daily News' great new station WPIX.

Television Equipment

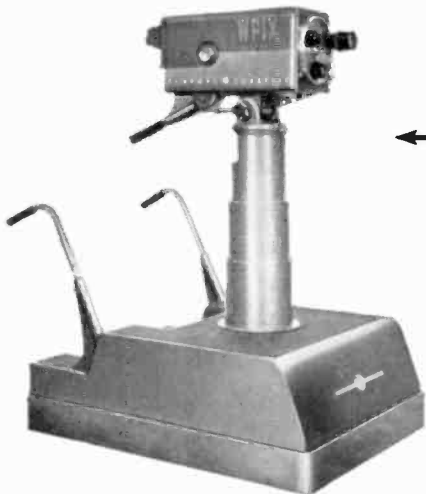
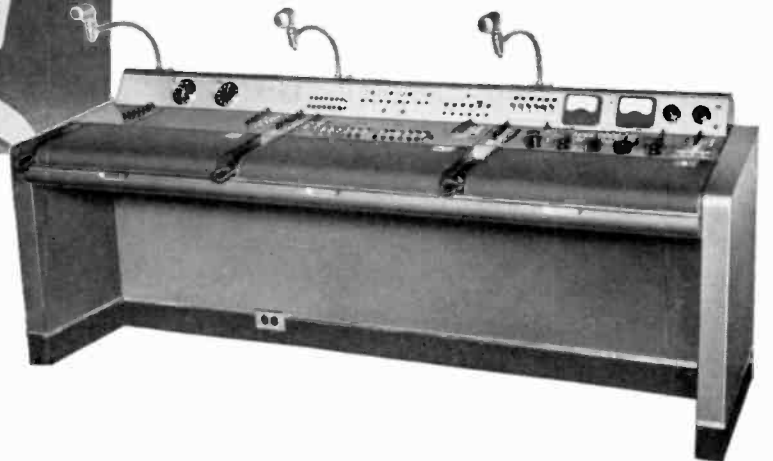
Master Control Desk—an exclusive G-E development. This equipment enables a single operator to select from various program sources—inside or outside the studio—the material he wants to air. The switching operation, which includes both video and audio, is done smoothly, continuously—by one man.



G-E STUDIO AND CONTROL EQUIPMENT ORDERED BY THE DAILY NEWS

↑ **Two full sets of Studio Film Camera Channels.** These comprise the G-E camera, camera console, and compact racks of auxiliary items.

↓ **Extensive Audio Equipment.** The part of this equipment controlled by the operator is built right into the G-E studio consoles—a carefully-engineered permanent installation. Provision is also made for extending studio equipment gradually by "block-building" with G-E audio racks.



← **Three complete sets of Studio Camera equipment.** The new G-E studio camera is the lightest television camera ever built for studio use. Counterweighted for fingertip control, it is operated and maneuvered with ease by one man. Each camera has its control console and rack of accessories to complete an individual camera channel.

Start right in Television
PLAN, then BUILD—with G-E

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL  **ELECTRIC**

186-G3-6912

WEWS CHANNEL 5 CLEVELAND

OWNED AND OPERATED BY: Scripps-Howard Radio Inc.

STUDIO LOCATION: 1816 East 13th Street, Cleveland, Ohio.

STUDIO: Three studios. Studio A measures 55'x70'x23'; is equipped with a modern kitchen as a permanent set. Studio B measures 10'x14', for interview type programs. Auditorium studio accommodates 700 guests.

FACILITIES: Six image orthicon cameras, used for both studio and remote operations.

FILM FACILITIES: 16 mm. camera chains. Film department including processor, printer and cameras.

REHEARSAL CHARGES: Camera rehearsal time in ratio of 2:1 included in time rates. \$50 per hour for time in excess of 2:1 ratio but less than 4:1. \$75 per hour for time in excess of 4:1 ratio.

WWJ-TV CHANNEL 4 DETROIT

OWNED AND OPERATED BY: The Detroit Evening News Association.

STUDIO LOCATION: 622 West Lafayette Ave., Detroit 31, Mich.

STUDIO: Two studios, both measuring 30'x40'.

FACILITIES: One contains three iconoscope cameras and the other two image orthicons.

REMOTE FACILITIES: Four image orthicon cameras.

FILM FACILITIES: 16 mm. film chain.

REHEARSAL CHARGES: Additional charges for rehearsal based upon actual costs.

PERSONNEL: W. J. Scripps, Radio Director of the Detroit News; Harry Bannister, General Manager; Mel

WTMJ-TV CHANNEL 3 MILWAUKEE

OWNED AND OPERATED BY: The Journal Company.

STUDIO ADDRESS: 720 East Capitol Drive, Milwaukee 5, Wisconsin.

STUDIO: Main studio measures 30'x54'x29' high, with smaller ones available. Milwaukee's Radio City auditorium also available.

PERSONNEL: Jack R. Howard (New York), President; James C. Hanrahan, Vice President and General Manager; J. Harrison Hartley, Director of Television; Joseph B. Epperson, Chief Engineer; Patrick H. Crafton, Program Manager; Jack Schmunk, Commercial Manager.

RATES:

LIVE STUDIO

	1 Hour	½ Hour	15 Min.	10 Min.	5 Min.	Ann.
Less than 13 Times	\$480.00	\$336.00	\$240.00	\$192.00	\$120.00	\$70.00
13 Times	240.00	168.00	120.00	96.00	60.00	35.00
26 Times	228.00	159.60	114.00	91.20	57.00	33.25
52 Times	216.00	151.20	108.00	86.40	54.00	31.50
104 Times	204.00	141.80	102.00	81.60	51.00	29.75
200 Times	192.00	134.40	96.00	76.80	48.00	28.00

FILM STUDIO

	1 Hour	½ Hour	15 Min.	10 Min.	5 Min.	Ann.
Less than 13 Times	240.00	168.00	120.00	96.00	60.00	50.00
13 Times	120.00	84.00	60.00	48.00	30.00	25.00
26 Times	114.00	79.80	57.00	45.60	28.50	23.75
52 Times	108.00	75.60	54.00	43.20	27.00	22.50
104 Times	102.00	71.40	51.00	40.80	25.50	21.25
200 Times	96.00	67.20	48.00	38.40	24.00	20.00

Note: All rates and discounts are based on the number of telecasts within a 52 week period.

Wissman, General Program Manager; E. J. Love, General Engineering Manager; Willard E. Walbridge, Sales Manager.

REPRESENTATIVE: George P. Hollingbery Co., 420 Lexington Avenue, New York, New York.

RATES:

LIVE OR FILM STUDIO

	1 Hour	½ Hour	20 Min.	15 Min.	10 Min.	5 Min.	Ann.*
1 Times	\$300.00	\$180.00	\$150.00	\$120.00	\$90.00	\$60.00	\$30.00
13 Times	285.00	171.00	142.50	114.00	85.50	57.00	28.50
26 Times	270.00	162.00	135.00	108.00	81.00	54.00	27.00
52 Times	262.50	157.50	131.25	105.00	78.75	52.50	26.25
100 Times	255.00	153.00	127.50	102.00	76.50	51.00	25.50
200 Times	240.00	144.00	120.00	96.00	72.00	48.00	24.00
260 Times	225.00	135.00	112.50	90.00	67.50	45.00	22.50

* 1 minute or less.

MILWAUKEE, with a sales rank of fifteen and population of 790,336, has been allocated four channels.

FACILITIES: Two remote cameras that double in the studio.

FILM FACILITIES: 16 mm. film chain.

REHEARSAL CHARGES: Rehearsal time is allotted without extra charge as follows: For one hour—five hours studio, three hours film; for thirty minutes—three hours studio, two hours film; for twenty minutes—2½ hours studio, 1½ hours film; for fifteen minutes—two hours studio, one hour film; for ten minutes—1½ hours studio, 40 minutes film; for five minutes—1 hour studio, thirty minutes film.

WTMJ-TV (cont'd.)

If allotted rehearsal time is not used sponsor will be charged at rate of \$100 per hour or fraction thereof, for rehearsal or program preparation time.

PERSONNEL: Walter Damm, Vice President and General Manager of the Milwaukee Journal Radio Stations; L. W. Herzog, Assistant General Manager; R. G. Winnie, Station Manager; James Robertson, Program Manager; Philip Lawser, Chief Engineer.

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

KSD-TV CHANNEL 5 ST. LOUIS

OWNED AND OPERATED BY: St. Louis Post-Dispatch.

STUDIO LOCATION: 1111 Olive Street, St. Louis 1, Missouri.

STUDIO: Studio measures 44'x25'x21'.

FACILITIES: Three image orthicon cameras used in studio and for remote operations.

FILM FACILITIES: 16 mm. film chain.

REHEARSAL CHARGES: Rehearsal time in the ratio of 2:1 included in time charges. Charges for extra rehearsal time are \$35 for each hour up to five hours and \$100 for each hour in excess of five hours.

WRGB CHANNEL 4 SCHENECTADY

OWNED AND OPERATED BY: General Electric Company.

STUDIO LOCATION: 60 Washington Avenue, Schenectady 5, N. Y.

STUDIO: Studio measures 42'x70'.

FACILITIES: Three studio cameras.

REMOTE FACILITIES: None.

FILM FACILITIES: 16 mm. and 35 mm. sound and silent projectors.

PROGRAM ACCEPTANCE: No material accepted for local presentation on Saturdays and Sundays.

REHEARSAL CHARGES: For live studio programs, \$25 per 1/2 hour, computed to the next half-hour; for live spots, \$10 (up to 15 minutes).

February, 1948

RATES:

LIVE STUDIO

1 Hour	1/2 Hour	20 Min.	15 Min.	10 Min.	5 Min.	1 Min. or less
\$450	\$300	\$250	\$200	\$150	\$100	on appl.

FILM STUDIO

160	100	80	60	40	30	on appl.
-----	-----	----	----	----	----	----------

TRANSMITTER CHARGE

150	90	75	60	45	30	20
-----	----	----	----	----	----	----

PERSONNEL: George M. Burbach, General Manager; Harold Grams, Program Director; Guy Yeldell, Sales Manager; Edward Hamlin, Commercial Manager; Edwin Risk, Chief Engineer in charge of Television.

REPRESENTATIVE: Free and Peters, 444 Madison Ave., New York City.

RATES:

LIVE OR FILM STUDIO

1 Hour	40 Min.	1/2 Hour	20 Min.	15 Min.	10 Min.	2 Min.	1 Min.
\$155	\$105	\$90	\$75	\$67.50	\$60	\$30	\$20

FREQUENCY DISCOUNTS: (Applicable to above listed rates only).

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

RATES quoted are for the facilities of the station only.

NETWORK FACILITIES: General Electric Microwave Relay System—New York to Schenectady. Affiliated with NBC.

PERSONNEL: G. Emerson Markham, Station Manager; A. G. MacDonald, Sales and Promotion; A. G. Zink, Program Supervisor; W. J. Purcell, Chief Engineer.

REPRESENTATIVE: NBC Spot Sales, 30 Rockefeller Plaza, New York.

RATES:

LIVE AND FILM STUDIO

1 Hour	1/2 Hour	20 Min.	15 Min.	10 Min.	5 Min.	1 Min.*	20 sec.**
\$210	\$131	\$105	\$91	\$78	\$53	\$53	\$42

* One-minute features accepted as participations in variety-type programs at the five-minute program rate.

** Only time, weather, and service announcements accepted.

Note: Programs longer than 60 minutes are charged on a pro rata basis of the hourly rate, and are subject to 20% discount. The above rates are subject to 50% introductory discount until April 1, 1948.

WTVR CHANNEL 3 RICHMOND

OWNED AND OPERATED BY: Havens and Martin Inc. (WMBG).

STUDIO LOCATION: 3301 West Broad Street, Richmond 20, Virginia.

STUDIO: One studio: 29'x17'x12' with a second studio to be added which measures 29'x9'x28'.

FACILITIES: Two image orthicon cameras for studio use.

REMOTE FACILITIES: One image orthicon camera for remote pick-ups.

FILM FACILITIES: 16 mm. and 35 mm. and slide projection available.

PERSONNEL: W. M. Havens, General Manager and Station Manager; W. H. Wood, Chief Engineer; C. Rianhard, Program Director.

WLWT CHANNEL 4 CINCINNATI

OWNED AND OPERATED BY: Crosley Broadcasting Corporation.

STUDIO LOCATION: Chickasaw and Warner Streets, Clifton Heights, Cincinnati, Ohio.

STUDIO: Studio measures 100'x40'x30'.

FACILITIES: Two studio cameras.

REMOTE FACILITIES: Three mobile cameras.

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

REHEARSAL CHARGES: The studio facilities for rehearsal and telecasting of both film and live programs are included at the rates quoted.

PERSONNEL: James D. Shouse, President; R. J. Rockwell, Vice President in charge of Engineering; J. R. Duncan, Acting Director of Television Operations; Milton F. Allison, Director of Television Sales and Promotion; Chester Herman, Assistant Program Director.

RATES:

TRANSMITTER CHARGES

# of Sets	1 Hour	40 Min.	1/2 Hour	20 Min.	15 Min.	10 Min.	5 Min.	1 Min.*
NO CHARGE UNTIL 1M RECEIVERS IN AREA								
1-5M	\$100	\$ 80	\$ 60	\$ 50	\$ 40	\$ 33	\$ 25	\$ 25
5-10M	200	160	120	100	80	66	50	50
10-20M	300	240	180	150	120	99	75	75
Over 20M	400	300	240	200	160	132	100	100

* Film only.

CHARGES FOR RENTAL OF STUDIO

	Studio or Film Per Half Hour or Fraction Thereof	Ann. (Live or Film) Per One Minute or Fraction Thereof
0-1M	\$30.00	\$16.00
1-5M	37.50	20.00
5-10M	45.00	24.00
10-20M	52.50	28.00
Over 20M	60.00	32.00

RATES:

1 Hour	1/2 Hour	15 Min.	10 Min.	5 Min.	1 Min. or less
A. 6:30 PM to 11:00 PM Week Days; All Day Sunday					
\$250.00	\$200.00	\$150.00	\$100.00	\$50.00	\$25.00
B. All Other Hours					
187.50	150.00	112.50	75.00	37.50	18.75

NOTE: Charges for sports and other special or remote events available on request and such charges are not subject to discount.

DISCOUNTS:

1—Consecutive Weeks	11 to 16 weeks	35%
Fall-Winter-Spring (January thru April and October thru December)	17 to 22 weeks	40%
13 to 25 weeks	2—Weekly Time Volume	Up to 29 minutes per week
25 weeks or more	—no discount	
Summer (May thru Sept.)	30 to 44 minutes	5%
1 to 4 weeks	45 to 74 minutes	7 1/2%
5 to 10 weeks	75 min. to 3 hours	10%
	3 hours and over	12 1/2%

3—An annual rebate will be allowed to the advertiser for each 52 weeks of consecutive WLWT telecasting, said rebate to be 5% of the largest amount of weekly net video services billing which has been common to each and every week.

Paramount Film Transcription Rates

FACILITIES: Recorder for filming programs or commercials off-the-face of the tube.

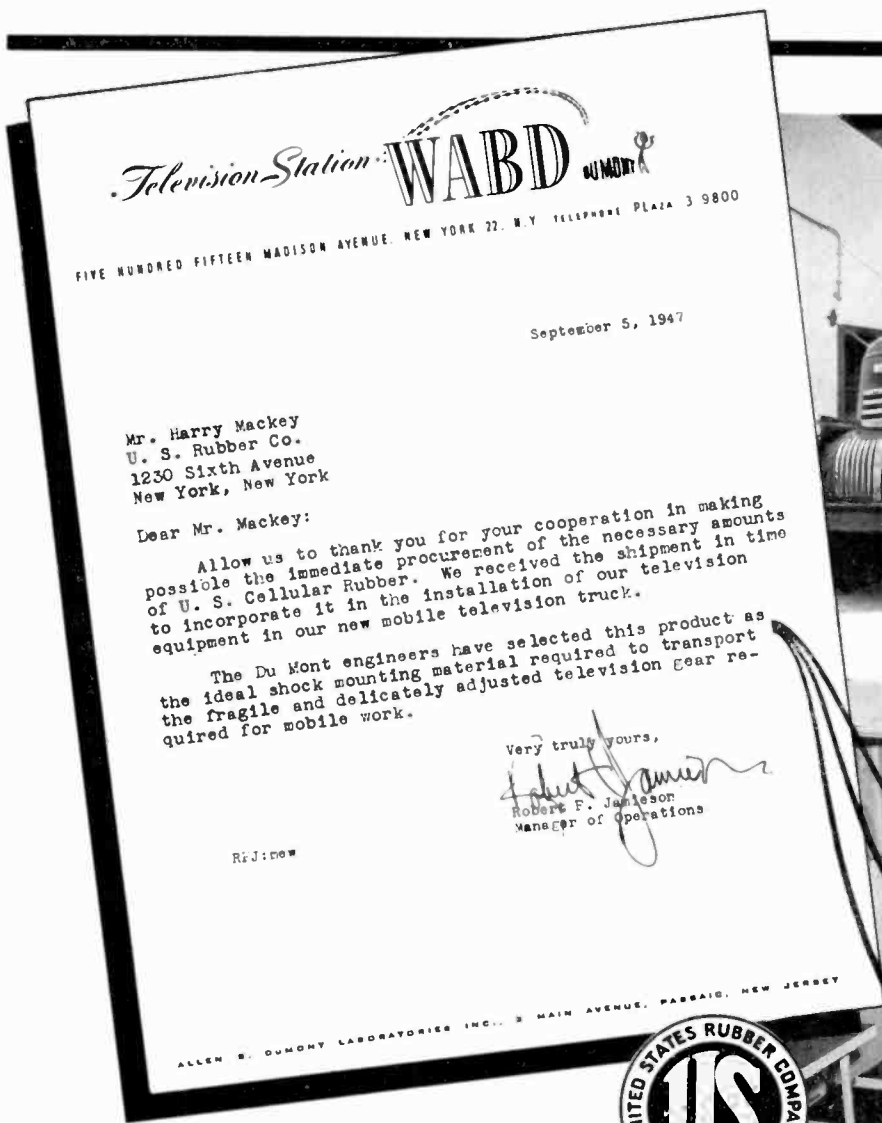
RATES: 20c a foot for 35 mm. film (90 feet to a minute).

6c a foot additional for 16 mm. prints (36 feet to a minute). Minimum charge \$100.

	1 hr.	1/2 hr.	1/4 hr.
35 mm.	\$1080.00	\$540.00	\$270.00
16 mm.	1209.60	604.80	302.40

"U.S." ENGINEERED RUBBER SERVES TELEVISION

Safely protects mobile gear



Mobile unit in Yankee Stadium for World Series



Interior of truck showing rubber mountings



UNITED STATES RUBBER COMPANY

Serving Through Science
Rockefeller Center, New York

RICHARD W. HUBBELL
AND
ASSOCIATES

Television Consultants

The only complete Management Consultant Service for the Operating Station, Licensee, or Applicant

- OVERALL PLANNING
- ECONOMIC AND FINANCIAL ANALYSIS
- ENGINEERING CONSULTATION
- DESIGN AND CONSTRUCTION
- PROGRAMMING
- SALES PROMOTION
- PUBLIC RELATIONS

Industry-wide experience and successful critical judgment brought to bear on your consolidated operating statement and your overall operation, by:

RICHARD W. HUBBELL
ALFRED N. GOLDSMITH
THOMAS H. HUTCHINSON
ROBERT JEROME SMITH
and their staff.

RICHARD W. HUBBELL
AND ASSOCIATES
2101 International Building
Rockefeller Center, New York 20, N. Y.
Circle 6-1750

APPLICATIONS

ATLANTA: Two bids were filed last month for city's one remaining channel. WGST, owned and operated by Board of Regents, Georgia School of Technology, plans to locate its studios and transmitter at WGST studio building; will spend \$56,000 for operation the first year. John Fulton is manager; Jack Kelly, program director.

Eurith Dickinson Rivers, Jr. (WEAS, Decatur, Ga.), will spend \$166,000 for plant, \$10,000 a month for operations. Father and ex-governor E. D. Rivers, owns WGOV, Valdosta, is part-owner of WMJM, Cordele, Ga. CPs have already been granted to WAGA, WSB and Constitution Publishing Co.

ATLANTIC CITY: Neptune Broadcasting Co. (WFPG) has filed for city's only channel—#8. GE transmitter will be located at Murray & Ohio Avenues. Cost of plant is pegged at \$125,070, with monthly operating costs estimated at \$3,500. Company is owned by "The Friendly Group," operators of WPIT, Pittsburgh (also on file for a TV grant); WSTV, Steubenville, Ohio; (filed for TV; WKNY, Kingston, N. Y.; WJLL, Niagara Falls, N. Y.

BUFFALO: Two new bidders entered the Buffalo race—as Buffalo lost one of its channels in accordance with the Canadian arrangement. New England Television Co., Inc., applying for Ch. 9, will locate its DuMont transmitter at Main & Seneca Avenues. Company plans \$138,425 for plant, with \$7,500 monthly costs. Lewis Tarnpool is manager.

Broadcasting Foundation, Inc. (WKBW) is asking for Ch. 9, plans to spend \$250,000 on construction: \$120,000 for first year's expenses. They expect to lose \$60,000 the first year on the air. Majority stockholder is Churchill Tabernacle who owns 66.7%.

These two applicants, along with WEBR, makes three bidders for the two available channels. CP-holder, WBEN-TV plans to start commercial operations April 1st.

CLEVELAND: Cleveland Broadcasting Company, applying for Channel 2, plans to spend \$249,513 for their plant, \$104,000 for operating expenses and estimates \$52,000 in revenue for their first year on the air. Company holds FM permit, WERE; has an application pending for an AM station. Fred Ripley is manager. Bid, together with those

of DuMont, WGAR, WHK and WJW, brings to five the number of applicants vying for city's two open channels. WEWS is operating and CPs are held by Empire Coil Co. and NBC.

COLUMBUS: Picture Waves, Inc., applying for channel 6, plans an expenditure of \$207,700 for the plant, between \$9-11,000 for monthly operating costs. Studios will be located at Hartman Theatre Building. Elmer Schatz, president, is majority stockholder with 24%; part-ownership, Edward and Prudence Lamb, who are bidding for Erie station through Erie Dispatch Inc.

WBNS, owned by Dispatch Printing Co., publisher of the Columbus Dispatch, has applied for channel 6. Construction is pegged at \$324,226 and monthly costs at \$18,000.

Columbus has three channels open, with a CP granted to Crosley Broadcasting Co.

DALLAS: Variety Broadcasting Co. (KIXL) in their bid for channel two, pegs \$198,785 for construction, \$5,000 for monthly operating costs. DuMont transmitter will be located at Canfield St. Lee Segall, former producer of "Vox Pop," is president. Two CPs have been issued to KRLD-TV and Lacy-Potter. This leaves four bidders for the one remaining slot — Interstate Circuit, Inc., WFAA, Texas Television Co., and KIXL.

DES MOINES: First application in Iowa comes from Independent Broadcasting Co. (KIOA) in their bid for channel 5. Construction costs are pegged at \$324,226 and monthly costs at \$18,000. Four channels have been allocated to the city.

FALL RIVER: Fall River Herald News (WSAR) has applied for channel 8. C. E. Seigny is president and E. J. Delaney is publisher of the newspaper. With one channel assigned to the Fall River-New Bedford area, bids are also pending from New England Television and WNBH (New Bedford Times Standard).

HARTFORD: Hartford Times (WHTH) has applied for channel 10; will locate their transmitter at Talcott Mountain, northwest of Hartford. Estimated construction is placed at \$254,000; with \$10,000 a month for operating costs. C. Glover Delaney is manager. Applications are also pending from WTIC, WDRC and WKNB for city's two channels.

**CONSULTING
TELEVISION
ENGINEERS**

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

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

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

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

A. D. RING & CO.
*25 Years' Experience in Radio
Engineering*
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
WASHINGTON, D. C.

JOHN CREUTZ
Consulting Radio Engineer
319 Bond Bldg. REpublic 2151
WASHINGTON, D. C.

JANSKY & BAILEY

*An Organization of
Qualified Radio Engineers
DEDICATED TO THE
Service of Broadcasting*
National Press Bldg., Wash., D. C.

**DIXIE B. McKEY
& ASSOCIATES**
1730 Connecticut Avenue
N.W. Washington 9, D. C.
Telephone: Adams 3711
Dixie B. McKey
Dabney T. Waring, Jr.

JOHN BARRON
*Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering*
Warner Building, Washington 4, D. C.
Telephone NATIONAL 7757

PAUL GODLEY CO.
Consulting Radio Engineers
Upper Montclair, N. J.
Labs: Great Notch, N. J.
Phone: LITTLE FALLS 4-1000

BROADCASTING STUDIOS
*Design and Construction
Television, also F.M. and A.M.*
THE AUSTIN COMPANY
Cleveland
A Nation-Wide  Organization

JOHN J. KEEL
Consulting Radio Engineers
Warner Bldg., Washington, D. C.
13th & E Sts., N. W.
NATIONAL 6513-6515

**WINFIELD SCOTT McCACHREN
AND ASSOCIATES**
Consulting Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg. 809B Windemere Ave.
Washington 5, D. C. Drexel Hill, Pa.
District 6923 Sunset 2537W

E. C. PAGE
**CONSULTING RADIO
ENGINEERS**
Bond Bldg. EXecutive 5670
WASHINGTON 5, D. C.

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
WASHINGTON, D. C.

There is no substitute for experience
**GLENN D. GILLET
AND ASSOCIATES**
Consulting Radio Engineers
982 National Press Bldg.
Washington, D. C.

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 CONNECTICUT AVENUE
Washington 6, D. C.
MICHigan 2261

New York Washington Cincinnati
Chicago Hollywood
RICHARD W. HUBBELL and ASSOCIATES
2101 INTERNATIONAL BUILDING
Rockefeller Center, New York 20, N. Y.
Planning, Building, Programming,
Development of Video Stations,
Management Consultants.

HAROLD B. ROTHROCK
Consulting Radio Engineer
1909 Eye St., N.W. NATIONAL 0196
Washington 6, D. C.

HOYLAND BETTINGER
Television Consultant
*Studio Design, Lighting,
Personnel Training*
595 Fifth Avenue PLaza 8-2000

PROFESSIONAL DIRECTORY
Open to Engineers and
Consultants only
Rates \$108 per 12 insertions

NOW AVAILABLE

ADVENTURE TIME, a 13-week series (can be extended) of 12½ minute open end programs designed for children from Encyclopedia Britannica films.

ADVENTURE TIME is built around the character of the Adventure Lady, with a script specifically prepared for television.

Typical subjects are Adventures of Peter Rabbit, Jose and Conchita of Mexico, A Trip on a Boat, and other topics picked to cover a wide range of children's interests.

These films are part of the famed Encyclopedia Britannica library and have been produced expressly for children in collaboration with leading child psychologists and educators.

ADVENTURE TIME has been designed in answer to the need for inexpensive and effective children's programs.

Write or wire for audition—

Richard Rose
TELEVISION PROGRAM
SERVICE

600 Madison Ave.
New York

HOUSTON: Roy Hofheinz, doing business as Texas Television Co. (KTHT), has filed for channel 7; plans to locate RCA transmitter and studio at Jefferson and Brazo Streets. Cost of plant is estimated at \$217,400; monthly expenses at \$10,000. Company also has a bid on file for Dallas.

Houston Post (KPRC), in a bid for channel 4, expects to plow \$249,135 into plant; locate video transmitter at the City National Bank Building. Jack Harris is general manager. CP has been granted to W. A. Lee, leaving two applicants for the city's remaining three channels.

INDIANAPOLIS: Indianapolis Broadcasting, Inc. (WIRE), publishers of the Indianapolis Star, is asking for channel 8. Plans call for \$183,275 for construction, with \$68,000 earmarked for monthly operation. In return, company expects \$10,000 monthly revenue for the second year on the air.

Crosley Broadcasting Co. has applied for channel 8; plans to spend \$340,538 on plant, with expenses pegged between \$96,000 and \$120,000 the first year. Company holds CPs in Dayton and Columbus, operates WLWT in Cincinnati. WWHB-TV and WFMB hold CPs, leaving two claimants for the remaining two channels.

KANSAS CITY: New England Television Inc., in their bid for channel 5, plans \$169,250 for plant; pegs monthly expenses at \$7,500.

KMBC, Midland Broadcasting Co. entered a bid for channel 9; plans to spend \$858,310 on construction. KCMO has also entered their application. WDAF received its CP, leaving three bidders for the remaining three channels.

MINNEAPOLIS: Northwest Broadcasting Co. (Minneapolis Star Journal & Tribune Publishing Co.) has applied for channel 9. Minneapolis-St. Paul area has been allocated five channels. CPs have been issued to KSTP-TV and WTCN-TV.

PITTSBURGH: United Broadcasting Corp. is asking for channel 10, estimates plant at \$184,200; first year's cost at \$180,000; revenue at \$50,000. RCA transmitter will be located at Oliver Building.

WCAE, Inc. has applied for channel 10; will spend \$275,128 for construction and estimates yearly operating expenses at \$208,000.

Six applicants are vying for the remaining three channels—KDKA, KQV, WWSW, WPIT and WDTV. DuMont, has been issued a CP.

READING, PA.: Eastern Radio Corp. (WHUM), in bid for channel 5, plans \$150,000 for plant expenditures; \$8,000 for monthly operating costs. RCA transmitter will be located on Mt. Penn; studios at N. Fifth Street. R. G. Magee is manager. With one channel assigned to the city, WEEU also has an application pending.

SPRINGFIELD, MASS.: New England Television Co. wants channel 3; will spend \$169,250 on the plant; \$7,500 for monthly costs. DuMont transmitter will be located at West Springfield. Lewis Tarnpool is manager. Application is first for city's only channel.

SAN FRANCISCO: Television Productions, Inc., Paramount subsidiary, reinstated their bid (withdrawn in 1946) for channel 9. Studios are in the Paramount Theatre Building; transmitter is located on Mt. Tamalpais. Monthly operation is pegged at \$15,000. This makes four bidders for city's three remaining slots, with applications also pending from Don Lee, KSAN, and KROW. CPs have been granted to KWIS, KCPR and KGO-TV.

ST. LOUIS: New England Television Co., Inc. is asking for channel 4; will put \$169,250 into plant and earmark \$7,500 for monthly operating costs. DuMont transmitter will be located at Macklin Avenue.

St. Louis University (WEW) has applied for channel 7; pegs construction at \$241,250 and monthly expenses at \$9,000. With KSD-TV operating, city has four open channels.

STEUBENVILLE: WSTV, the Valley Broadcasting Co., applied for channel 12. John J. Laux, general manager, and others own the "Friendly Group" of stations. Of this group, WPIT, Pittsburgh and WFPG, Atlantic City have applications on file.

SAN DIEGO: McKinnon Publications, Inc., publishers of the San Diego Journal has applied for channel 6. Plant costs are estimated at \$159,030 with monthly expenses pegged at \$10,000. CP has been granted to KFMB. Bid is also pending for KLIK, making two applicants for the city's three remaining channels.

TOLEDO: Community Broadcasting Company has filed for channel 10, plans to locate its studios in the Bell Building and the transmitter about seven miles southwest of Toledo. Thomas Bretherton is listed as manager.

WTOD, Unity Corporation, has put their bid in for channel 11. Owner, Ed Lamb, is also principal in Erie Express application. Erie, Pa., and one of the stockholders in Mansfield Radio Co. who are applying in Youngstown.

Application is also pending from Toledo Blade and CP has been granted to Fort Industry. Only one channel has been assigned to the area.

WATERBURY: American Republican, Inc. (WBRY-Waterbury Republican and American) is asking for channel 12; will spend \$244,000 on plant, \$15,000 a month in expenses. Studio will be located at 136 Grand Street; RCA transmitter at Boyden Street. William J. Pape is president and treasurer; Eric Pape, manager. Company has merged with Fairfield Broadcasting Co. to compete against Harold Thomas (WATR) for city's one channel.

WORCESTER: New England Television Company has filed for channel 7. This is the company's seventh bid.

YOUNGSTOWN: WKBN Broadcasting Corp. will spend \$276,280 on construction; \$10,450 on monthly operation. Studios and RCA transmitter will be located at Sunset Boulevard & Kipawa Drive. Part-ownership with WHK—Cleveland Plain Dealer. Mansfield Radio Co., owner WTOD, Toledo and principal in video application from Erie Dispatch, Erie, has also filed. Plant costs are estimated at \$200,500; monthly costs at \$5,500, with expected revenue pegged at \$6,000 monthly. Company expects to use radio relays to pick up programs from Erie, Buffalo and Cleveland. Also vying for the city's one channel—#13—is WFMJ (Youngstown Vindicator).

HEARING DATES

HARTFORD—NEW BRITAIN: To be held February 16th in Hartford. Two channels available with applications pending from WTIC, WDRC, WKNB and WHT. WONS has withdrawn from Hartford and asked for a station in Bridgeport to operate on channel 10 which is now assigned to the Hartford area.

FALL RIVER—NEW BEDFORD: Hearing will be held February 26th in Fall River to determine allocation of area's one channel. New England Television Co. and E. Anthony & Sons, Inc. have applications pending, plus the recently filed bid of WSAR.

now

being used by:

**DUMONT • RCA
NBC • CBS**

for studio and
Location productions

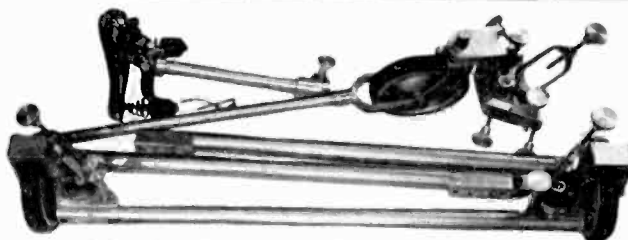
PROFESSIONAL JUNIOR COLLAPSIBLE DOLLY

ideal for
all types of
TELEVISION
CAMERA
WORK

Immediate Delivery

This Dolly designed by specialists of custom-built television and motion picture equipment, and lens mounts. Representatives for Houston Developing Machines, Auricon single system camera and recording equipment, Bardwell McAlister lighting equipment, Moviola and Micro Engineering editing equipment. Rentals, Sales and Repairs of all types of 16mm and 35mm cameras, lighting and editing equipment. Complete staff of trained technicians available for consultation.

Above—Dolly with DuMont TV camera mounted. Below—Dolly collapsed.



Large and sturdy, will support television camera on tripod, and cameraman. Assembles quickly without use of tools: constructed of magnesium and dural, provided with rubber tire wheels, quick-setting lock for straight line dollying. Collapses to fit carrying case. 12" sq. by 6' long.

Write for Literature "TV"

FRANK C. ZUCKER

CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

DETROIT — BOSTON — CLEVELAND — DALLAS — SAN FRANCISCO: Hearing will be held March 1st in Washington. Main issue will be the Paramount-DuMont ownership question as companies have applications pending in these three cities. CP holders in these cities who have not been actively working toward getting their stations on the air are also in for some fireworks from Paramount and the other bidders.

Detroit has one channel open with applications pending from United Detroit Theatres (Paramount subsidiary) and WJR. Cleveland has two open channels and five bidders—DuMont, WGAR, WHK, WJW and Cleveland Broadcasting Co.

Boston presents the most competitive situation with seven bidders for the two open slots—New England Theatres (Paramount subsidiary), Boston Metropolitan Television, New England Television, WCOP, CBS, E. Anthony and Matheson Radio Corp.

Bid of WPRO for Providence's

only channel (assigned to WJAR) will also be heard at the Boston hearing.

In Dallas, Interstate Circuit, Inc. is considered Paramount applicant by FCC. In addition, WFAA (A. H. Belo Corp.), KIXL (Variety Broadcasting Co.) and Texas Television Company are vying for the one remaining channel.

San Francisco has three open channels and four bidders—Don Lee, KSAN, KROW (Oakland) and Paramount subsidiary, Television Productions.

PHILADELPHIA: Hearing to be held March 11th to determine claims of Daily News Television and WIP for city's remaining channel.

WATERBURY: Hearing will be held March 15th. Fairfield Broadcasting Co. is merging with Waterbury Republican to compete against Harold Thomas for the city's one channel.

WILKES BARRE: Hearing will be held March 18th in Harrisburg to decide on bids of WHP, Inc. and H. O. Bishop for city's only channel.

HEARINGS DESIGNATED

AKRON: WAKR filed the first bid for the city's only channel, with a second bid put in by WADC.

ALLENTOWN—EASTON—BETHLEHEM: Four applicants are bidding for the one channel—WSAN, Allentown; Easton Express, Easton; Philco, and expected bid from WFMZ, not yet on file.

PITTSBURGH: Six applicants for the three remaining channels—KDKA, WCAE, KQV, WPIT, WWSW, United Broadcasting Co.

READING: WEEU and WHUM are both applying for channel 5.

MIAMI: Four applicants are bidding for the three remaining channels—WKAT, WGBS, WIOD and WQAM.

EXTENSIONS: Applications from WRTB, Raytheon Manufacturing Co., Waltham, Mass. and WDLT, ABC, Detroit, for extension of completion dates have also been designated for hearing.

RECENT GRANTS: Jack Gross Broadcasting Co. (KFMB), San

Breakdown of Station Operations

IMPORTANT: In reading the station operation chart below, several factors such as time charges, commercial sponsorship of remotes, etc., must be kept in mind for a true evaluation.

Station	Average No. of Hours Weekly	Remotes	Studio	Film	Networks	Commercial	Sustaining
WABD	28	29%	46%	21%	4%	41%	59%
WCBS-TV	17½	91%	*9%	—	—	58%	42%
WNBT	16	28%	38%	18%	16%	49%	51%
WPTZ	28	33%	8%	26%	33%	60%	40%
WFIL-TV	25	53%	19%	14%	14%	52%	48%
WNBW	25	32%	23%	18%	27%	40%	60%
WTTG	28½	39%	17%	13%	31%	43%	57%
WMAL-TV	25½	18%	12%	36%	34%	32%	68%
WMAR	35	28%	13%	26%	33%	16%	84%
WBKB	35	56%	36%	8%	—	79%	21%
KSD-TV	17½	34%	34%	32%	—	34%	66%
WWJ-TV	31½	34%	37%	29%	—	55%	45%
WRGB	19	—	29%	8%	63%	—	—
KTLA	35	47%	26%	27%	—	64%	36%
W6XAO	10½	90%	—	10%	—	experimental	100%
WLWT	20	30%	45%	25%	—	—	100%
WEWS	15	53%	28%	19%	—	One time spots	100%
WTMJ-TV	20	33%	33%	34%	—	35%	65%

*Studio and film combined

Diego; Cincinnati Times-Star (WKRC); Stephens Broadcasting Co. (WDSU), New Orleans; Atlanta Journal (WSB); Atlanta Constitution and Fort Industry Co. (WAGA), Atlanta; WGAL, Inc. Lancaster, Pa.; WBRC, Birmingham, Ala.; WBT, Charlotte, S. C.; WHIO, Dayton; W. A. Lee, Houston; WFBM, Indianapolis; WDAF, Kansas City; WTPS, New Orleans; WOW, Omaha; WHAM, Rochester; WNBF, Binghamton.

WITHDRAWALS: Empire Coil Co. has withdrawn their applications in Boston, Buffalo, Waterbury and Pittsburgh, in order to concentrate on Cleveland CP. Oregonian Publishing Co. Portland, and Donroy, San Diego, withdrew.

SPECTRUM SPACE

As of February 6th, the score on the number of channels versus grants and applications in each city stood as follows: (Number of channels allocated to each city is given first; combined number of operating, grants and applications given second.)

Akron, 1-2; Allentown-Easton, 1-3; Atlanta, 4-5; Atlantic City, 1-1; Baltimore, 3-3; Binghamton, 1-1; Birmingham, 3-1; Boston, 5-10; Bridgeport, 1-1; Buffalo, 3-4; Canton, 1-1; Charlotte, 3-1; Chicago, 7-7; Cincinnati, 4-4; Cleveland, 5-8; Columbus, 4-3; Dallas, 3-6; Dayton, 2-2; Des Moines, 4-1; Detroit, 4-5; Erie, 1-1; Fall River-New Bedford, 1-3; Fort Worth, 3-1.

Harrisburg, 1-2; Hartford, 2-4; Houston, 4-3; Indianapolis, 4-4; Johnstown, 1-1; Kansas City, 4-4; Lancaster, 1-1; Los Angeles, 7-7; Louisville, 2-2; Memphis, 5-2; Miami, 4-5; Milwaukee, 4-1; Minneapolis-St. Paul, 5-3; New Haven, 1-1; New Orleans, 5-3; New York, 7-7; Omaha, 3-1; Philadelphia, 4-5; Pittsburgh, 4-6; Providence, 1-2; Reading, 1-2; Richmond, 4-1; Rochester, 3-1.

St. Louis, 5-3; Salt Lake City, 5-1; San Diego, 4-3; San Francisco, 6-7; Schenectady, 5-1; Seattle, 4-1; South Bend, 1-1; Springfield, Mass., 1-1; Stockton, Cal., 1-1; Toledo, 1-4; Trenton, 1-1; Washington, 4-4; Waterbury, 1-2; Wilkes-Barre, 1-2; Wilmington, 1-1; Worcester, 1-1; Youngstown, 1-3.

Applications or grants in other cities not included in the original allocation list of 140 market areas are: Albuquerque, 1; Ames, Iowa, 1; Bakersfield, Cal., 1; Bloomington, Ind., 1; Riverside, Cal., 1; Steubenville, Ohio, 1.

SUCCESS STORIES

On the "Gimbels Views the News" program, a fifteen minute show over WTMJ-TV, Milwaukee, a sample lipstick and a pad of lipstick tissues was offered to any person asking for them at the Gimbels cosmetic counter the next day. The offer was made *only* on television—and the following day 306 persons stopped at the counter and picked up the samples. 306 people—with about 1,000 sets installed in Milwaukee.

Special television test was made by Knox Hats during one of their Madison Square Garden telecasts over WCBS-TV. Fifty pairs of men's slacks at \$35 were offered to the television audience *only* at half price. Offer was made only once—and only on television. *Result:* 106 phone inquiries were received in the next two days and over \$750 worth of slacks sold—which, according to a spokesman for Knox was "an outstanding demand for men's quality slacks in New York City in January."

In another similarly controlled television test, a group of 50 women's handbags priced as high as \$45 were marked down to half price and offered to the television audience. *Result:* Knox sold 80% of them to people coming in as a result of the tele commercial.

TELESCOPE

Look for great developments at CBS the next few months when the rubber band is taken off the bank-roll and the web goes all out in their expansion plans. First step will be to resume studio operations, followed by a new network policy, and the issuance of a network rate card.

The much talked about "filming off the face of the tube" process will be put into active practice soon. Kaiser-Frazier may be the first television sponsor to put the talked about film network into practice, with tele-transcriptions of their "Major Bowes Amateur Hour," a WABD Sunday night feature, sent to stations in other areas.

Paramount has taken a definite step in this direction, with the issuance of rate charges for filming any program off-the-tube. Same equipment, as was demonstrated at the TBA conference, for theatre television is used. (Rates on page 18).

Use of Western Union relay towers for television networks between New York and Philadelphia can be expected soon.

FILM SERIALS SELL!

Now available for
sponsorship.
(13 episodes each)

PHANTOM EMPIRE

Featuring Gene Autry.

THE THREE MUSKETEERS

A modern adaptation of Dumas' story starring John Wayne.

BURN 'EM UP BARNES

Automobile race track series featuring Jack Mulhall, Lola Lane.

ADVENTURES OF REX AND RINTY

Tex, the King of Wild Horses, and Rinty, the Wonder Dog. Also Mischa Auer and Smiley Burnette.

THE FIGHTING MARINES

Adventures with the American Marines, starring Ann Rutherford and Grant Withers.

THE MIRACLE RIDER

The great Tom Mix in his only serial.

DEVIL HORSE

Harry Carey, Frankie Darro and Apache, the wild horse.

THE LIGHTNING WARRIOR

George Brent and Rin-Tin-Tin.

WHISPERING SHADOW

A mystery serial starring Bela Lugosi.

MYSTERY MOUNTAIN

Featuring Ken Maynard, one of America's leading cowboy actors.

These serials have never been shown on television. Other serials from our library are now being shown on—WCBS-TV, WNBT, WABD, WRGB, WFIL-TV, WPTZ, WMAR-TV, WMAL-TV, WEWS, WLWT, KSD-TV, WWJ-TV, WBKB, WTMJ-TV, KTLA.

Write or wire—

JAY WILLIAMS
Film Equities Corp.

1600 Broadway
NY 19 NY CI 7-5850

CURRENT ADVERTISERS ON ALL STATIONS

* *Adler & Adler, Inc.*—Co-sponsorship of "Holiday in Spring". WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

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

* *Al's Motors*—Participation in "Small Fry Club". WTTG. Fridays. Spots. Agency, Robert J. Enders.

Harry Alter Company (Crosley and Launderall Distributors)—Wrestling. WBKB. Mondays. Malcolm-Howard Agency.

American Packing Co.—Live spots. KSD-TV. Anfenger Advertising.

American Safety Razor Co.—5 one-min. film spots. WCBS-TV. Agency, Federal Advertising.

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

* *American Television, Inc.*—"People in the News". WBKB. 15 min. studio show. Wednesdays. Agency, Turner Advertising.

American Tobacco Company—Spot announcements. WWJ-TV. WCBS-TV. WABD. WTTG. WBKB. KTLA. KSD-TV. WMAL-TV. WRGB. Agency, Foote, Cone & Belding.

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

Artophone Corp. (Philco Distributors)—Sports. KSD-TV. Marjorie Wilten Advertising Agency.

Atlantic Refining Co.—Penn basketball games. WPTZ. Agency, N. W. Ayer.

Atlas Prager Brewing Co.—Wrestling and boxing. WBKB. Wednesday and Friday. Olian Advertising.

Automobile Club of Michigan—Spots, four times weekly. WWJ-TV. Agency, Stockwell and Marcuse.

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

B. V. D. Corporation—Weather reports. WNBT, WPTZ. Spots. KTLA. WFIL-TV, WNBW and WBKB. Grey Advertising Agency.

* *Ballentine Ale*—Spots. WMAR-TV, WWJ-TV. Agency, J. Walter Thompson.

* *Baltimore Salvage Co.*—Spots. WMAR-TV. Direct.

Barbey's, Inc.—"Sportsman's Show". WPTZ. 15 min. studio show. Fridays. Agency, Gray & Rogers.

Barr's Jewelers—Time spots. WPTZ. Prager Advertising Agency.

Bartel's—"Let's Pop the Question" WFIL-TV. Half hour quiz show. Sundays. Shapiro Advertising Agency.

* *Benson's*—Spots. WMAR-TV. Fox Advertising.

F. W. Berens—Spots. WTTG. Agency, James S. Beattie.

* *Bettar Ice Cream Spots*. WMAR-TV. Agency, Newhoff.

* *Nick Bloom Tailor*—Spots. WMAR-TV. Agency, Irving Klein.

The Boston Store—"Life at the Boston
* *New advertisers in January*

Store". WTMJ-TV. Sundays. 15 min. show based on a "how to do it" theme. Agency, Mark-Mauntner-Berman.

Botany Worsted Mills—Weather reports. WABD, WNBT, WPTZ. KTLA. WBKB, KSD-TV, WTMJ-TV. Alfred Silberstein, Bert Goldsmith.

Brentwood Sportswear—Weather spots. WPTZ. WNBT, WRGB. Agency, J. R. Kupsick.

* *L. S. Briggs, Inc.*—Spots. WNBW. Agency, Courtland D. Ferguson.

Broadway House of Music—High school basketball games. Spots. WTMJ-TV.

* *Broadway Lincoln Mercury Sales, Inc.*—Spots. WBKB.

Broadwood Hotel—Time signals. WPTZ. Agency, Deane, Klein & Davidson.

Brown and Williamson Tobacco Co.—Collegiate basketball doubleheaders. WBKB. Agency, R. M. Seeds.

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

Bucknell Shirts—Participation in "Doorway to Fame". WABD. 1/2 hr. amateur show. Friday.

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

* *C.O. Two Company*—"American Business on Parade." WNBT, WRGB, WPTZ, WNBW. Monday. 25 min. film on production and use of fire-fighting equipment. Agency, Frank Best & Co.

* *Capitol Typewriter Co.*—Two spots weekly. WTTG. Agency, James S. Beattie.

* *Carmel Bros.*—Co-sponsorship of "Holiday in Spring." WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

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

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

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

* *Churchward & Co.*—Film. WNBT. Sunday. 15 min. format on the features of Steelcraft boats. Peck Advertising Agency.

Cluett-Peabody—"What's New in the Stores". KSD-TV. 15 minutes. Agency, Young & Rubicam.

Columbia Wholesalers (Philco Distributors)—Spots, WNBW. Kal, Ehrlich & Merrick, Agency.

Commonwealth Edison—"Jane Foster Comes to Call". WBKB. 1/2 hr. cooking and home management format. Tuesday, 3:00 to 3:30. Agency, J. R. Pershall Co.

Copa Cafe—Spots. WMAR-TV. Fox Advertising Agency.

Crosley Dealers (St. Louis)—Sports KSD-TV. Football film on "howl" games. Basketball. Agency, Maurice L. Hirsch.

* *D & H Distributing Co.*—Spots. WMAR-TV. Roman Advertising Agency.

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

Elizabeth Davidson Furniture—Time spots twice weekly. WPTZ. Agency, Solis S. Cantor.

C. H. Davis & Co.—INS news. WPTZ.

Five times weekly. Agency, Solis S. Cantor.

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

* *Diamond Jim Brady*—Spots. WMAR-TV. Roman Advertising Agency.

Diener's Rug Company—Spots twice weekly. WTTG. Art Ads Agency.

D'Orsay Jewelers—Spots. KTLA.

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

DuMont Marine Service, Inc.—Participation in "Swing Into Sports". WABD. Sports instruction program. Spots. WBKB.

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

Dushoff Distributing Co.—Three spots weekly. WFIL-TV. Agency, Packard.

* *Edelweiss Beer*—Wrestling. WBKB.

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

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

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

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

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

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

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

* *Farrell Publishing Co.*—Film. WABD. One shot. Direct.

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

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

* *Food Fair*—"Meet Your Neighbor." WFIL-TV. Wednesdays. 15 min. show.

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

* *Edwin H. Foreman, Inc.*—Co-sponsorship of "Holiday in Spring." WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

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

Galvin Mfg. Co. (Motorola)—Boxing. WBKB. Tuesdays. Agency, Malcolm-Howard.

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

General Electric Supply Corp. (Detroit)—Basketball. WWJ-TV. Agency, Simons-Michelson.

* *General Electric Supply Corp. (Los Angeles)*—"Pantomime Quiz." KTLA. Sunday. 1/2 hr. quiz show.

General Electric Supply Corp. (Washington)—"Walter Compton and the News". WTTG. 15 minute news analysis, 5 times weekly. Wrestling. WMAL-TV. Agency, Belmont Ver Standig.

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

Georges Radio & Television Stores—"Let's Learn To Dance". Friday. 15 min. dance instruction program. Spots. WNBW. Spots following hockey games and participation in "Small Fry Club". Four times weekly. WTTG. Agency, Robert J. Enders.

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

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

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

Gimbels, Milwaukee—"Gimbels Views the News". WTMJ-TV. Sundays. 15 min. newsreel.

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

Gough Industries (Philco Distributors)—8 programs over KTLA. "Uncle Phil", ten min. children's show. Every night except Sunday. "Adventure Serial", twenty min. film show. Every night except Sunday. "Circle C Ranch", ½ hr., Monday. "Catch the Act", ½ hr., Tuesday. "Sunset Room", ½ hr., Wednesday. "Star Views", Fifteen min. gossip, personalities format. Thursday. "Music Room", ½ hr., Friday. "You'll Be Sorry", half hour audience participation show. Saturday.

***William Greiz Brewing Co.**—"Sports Scrapbook." WPTZ. Thursday. 15 min. sports show featuring distinguished personalities in various fields of sports and film flashbacks. Agency, Seberhagen, Inc. **Grinnell Bros.**—"Television Party". WWJ-TV. Thursday. 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." WNBT. Thursday. Ten minute art lesson format. Relayed to WRGB. WPTZ. Young & Rubicam.

Gunther Brewing Company—"View-A-Sport". WNBW. Friday. Fifteen minute sports clinic format. Agency, Booth, Vickery and Schwinn.

Hamilton Hotel—Spots. WTTG. Agency, James S. Beattie.

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

Havens Electric Co.—News show. WRGB. Fridays.

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

Holt-De Land, Inc.—3 five min. programs. WNBT. Slides and commentary on WNBT's evening programs. Agency, Miller Advertising.

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

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

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

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

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

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

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

Jay Jay Junior Inc.—"Mary Kay and Johnny". WABD. 15 min. domestic comedy series. Friday.

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

Johnson Bros.—Tennis match. One shot. WMAR-TV. Agency, Harry J. Patz.

***Jump Town Restaurant**—"Jump Town." WBKB. Saturday.

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

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

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

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

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

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

***Legum Distributing Co.**—Spots. WMAR-TV. Agency, Frank Blumberg.

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

***Harry C. Lieberman**—Spots. WFIL-TV.

Longines-Witnauer—Film on world-famous music and art in cooperation with the Metropolitan Museum of Art. WABD. Relayed to WMAR-TV and WTTG. Time spots. WABD. Agency, Arthur Rosenberg.

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

***Lucele, Ltd.**—Participation in "Doorway to Fame". WABD. ½ hr. amateur show. Friday. Agency, Warren.

***Philip Mangone Co., Inc.**—Co-sponsorship of "Holiday in Spring". WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

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

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

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

Meadow Gold Ice Cream—One spot

weekly. WTTG. Agency, James S. Beattie.

***The Merchandise Mart**—Preview of home furnishings. WBKB. 2 hr. show featuring the International Home Furnishings Market in Chicago.

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

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

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

Ned's Auto Supply—Co-sponsorship of "Junior Jamboree". WWJ-TV. ¼ hr. children's program. 5 times weekly. Agency, Gerrish Albert.

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

***Charles Neudleman, Inc.**—Co-sponsorship of "Holiday in Spring". WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

New Era Potato Chips Sales Corp.—Participation in "Barn Dance". WBKB. Mondays. 15 min. variety show. Agency, Tom Schroeder.

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

Norge Dealers (Greater Detroit)—Hockey games. WWJ-TV. Agency, Campbell-Ewald.

***Northwestern Hanna Fuel Co.**—Spots. WTMJ-TV. Agency, Scott-Telander.

***Oldsmobile**—Football films. WWJ-TV. Hour show featuring "bowl" games.

***Original Modes**—Co-sponsorship of "Holiday in Spring". WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

***Pattullo Modes, Inc.**—Co-sponsorship of "Holiday in Spring". WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

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

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

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

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

***Perfect Auto Radiator Co.**—Spots. WMAR-TV. Direct.

Perma-Stone Corp.—Boxing. WTMJ-TV. **Philadelphia Electric Co.**—"Television Matinee". WPTZ. Hour fashion and home economics program, Monday and Wednesday afternoons. Direct.

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

Philco Distributors, Inc. (Detroit)—WWJ-TV. "Fun and Fables". ½ hr. children's program, 5 times weekly. "Television Matinee". 1 hr. program, 5 times weekly, alternating between cooking demonstrations and charm hints. Agency, William I. Denman, Inc.

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

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

**Phillips Television Weekly* — Spots. WABD. 3 times weekly. Direct.

**Pichel, Inc.*—Co-sponsorship of "Holiday in Spring." WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

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

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

Purofied Down Products Corp.—Participation in "Birthday Party." WABD. 1/2 hr. children's variety program. Once weekly. Agency, Birmingham, Castleman & Pierce, Inc.

**RCA (Washington)*—Mummer's Parade. WMAL-TV. 4 hr. remote pick-up relayed from WFIL-TV. Agency, Henry J. Kaufman & Asso.

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

RCA Distributors (Baltimore)—Tennis

match. One shot. WMAR-TV. Agency, Joseph Katz.

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

RCA Victor Dealers (St. Louis)—2 min. spots, 10 times weekly. KSD-TV. 15 min. man on the street twice weekly, afternoon and evening. Direct. Hockey.

RCA Victor Distributing Co. (Detroit)—Co-sponsorship of "Junior Jamboree". WWJ-TV. 1/4 hr. children's program. 5 times weekly. Agency, J. Walter Thompson.

**R. T. A. Distributors (RCA-Victor)*—Quizette. WRGB.

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

Reardon Paint—Cartoon quiz. KSD-TV. 15 minute show. Agency, Oakleigh R. French.

Reed Candy Co.—"Today's World Picture". WBKB. 10 to 15 min. news show. Direct.

**Maurice Rentner* — Co-sponsorship of "Holiday in Spring." WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

**Harry Rosenfeld, Inc.*—Co-sponsorship of "Holiday in Spring." WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

**Nettie Rosenstein, Inc.*—Co-sponsorship of "Holiday in Spring." WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

Sani's, Inc.—Man on the street. WWJ-TV. Half hour show. Stockwell & Marcuse.

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

**Irwin Schaffer*—Spots. WPTZ. Direct.

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

**Schwartz & Bluestein*—Co-sponsorship of "Holiday in Spring." WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

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.

**Stephan Seth*—Spots. WMAR-TV. Fox Advertising Agency.

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

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

**N. Snellenberg & Co.*—Mummer's Parade. WPTZ. INS news preceding the remote pickup of the parade. Agency, Solis S. Cantor.

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

Southern Wholesalers Inc. (RCA Distributors)—"RCA Victor Varieties". WNBW. 4 daytime programs. "Film Features", Wednesday; "Fashions at Four", Thursday; "Basketball", Friday; "The Local Crowd", Saturday. Agency, Henry J. Kaufman & Asso.

**Squirt*—Participation in "Barn Dance". WBKB. Mondays. 1/2 hour variety show.

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

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

Strauss Stores—"Small Fry Club". WABD. Monday. Half hour children's program. Agency, William Warren.

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

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

Teldisco—Wrestling and basketball. WABD. Thursday. Raymond Agency.

Telecast Program—Spots. WABD.

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

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

Terman Television Sales—"Daze and Ide". WBKB. Wednesday. 15 min. dramatic serial. Agency, Jones & Frankle.

Tom's (Chrysler-Plymouth Dealers)—Spots. WMAL-TV. Agency, Henry J. Kaufman & Asso.

Transmira Products Corp.—Participation in "Swing Into Sports". WABD. Sports instruction program. 5 spots weekly over WABD. Participation in "Small Fry Club". WABD. Agency, Smith, Bull and McCreery.

Transvision—Spots. WABD.

**Trifari, Krussman & Fischel, Inc.*—Co-sponsorship of "Holiday in Spring." WABD. Friday. 8:00 to 8:30. Variety type fashion show. Agency, Birmingham, Castleman & Pierce, Inc.

**Trigere, Inc.*—Co-sponsorship of "Holiday in Spring". WABD. Friday. 8:00 to 8:30. Agency, Birmingham, Castleman & Pierce, Inc.

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

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

**Union Oil Co.*—Last race at Santa Anita. KTLA. Agency, Foote, Cone & Belding.

U. S. Rubber Company—"U. S. Royal Sports Time." WNBT. Relayed to WPTZ, WNBW, WRGB. Series of films on track and field events. Agency, Campbell-Ewald.

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

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

Walco (Tele-Fue Lens)—Spots. WABD, WFIL-TV, WCBSTV.

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

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

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

**Wonder Clothes*—Spots. WMAR-TV. Agency, Joseph Katz.

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

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

The station . . .

"My sincere congratulations on the January issue of TELEVISION. In my opinion, it is the best objective analysis of the television industry which I have read."

JAMES D. McLEAN
WPTZ (Philco)

The network . . .

"Please consider this an order for 25 copies of each of your 'Industry Reports.'"

HALSEY V. BARRETT
CBS

The agency . . .

"I am not in the habit of writing fan letters but TELEVISION certainly merits everyone's praise. It is truly 'The Business Magazine of the Industry' and I find it my greatest source of information."

ROBERT G. SWAN
The Joseph Katz Co.

The advertiser . . .

"I found your publication to be of great value in supplying information of the television industry."

JACK SAUL
Longines-Witnauer

Whether it's a product or service to sell, or a source of authoritative information

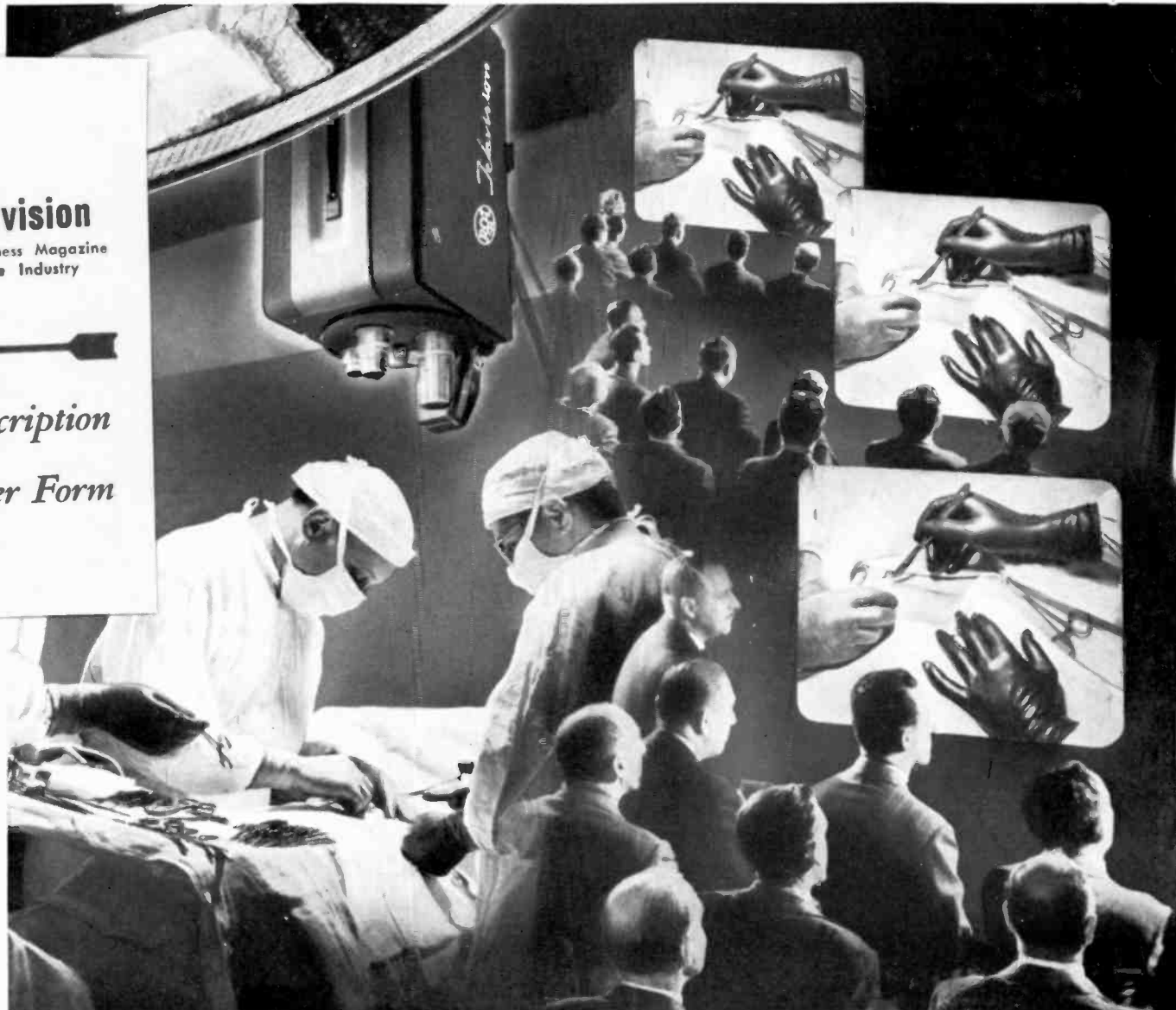
TELEVISION Magazine
600 Madison Ave.

Television

The Business Magazine
of the Industry



Subscription
Order Form



Successful telecasts of surgical operations show value of television to medical education.

"Step up beside the surgeon—and watch"

Not long ago, a radio beam flashed across the New York sky—and "carried" more than 7000 surgeons into an operating room . . .

Impossible? It was done by television, when RCA demonstrated—to a congress of surgeons—how effective this medium can be in teaching surgery.

In a New York hospital, above an operating table, a supersensitive RCA Image Orthicon television camera televised a series of operations. Lighting was normal. Images were transmitted on a narrow,

line-of-sight beam . . . As the pictures were seen the operating surgeons were heard explaining their techniques . . .

The beam was picked up at a midtown hotel—carried to RCA Victor television receivers. And on the video screens, visiting surgeons followed each delicate step of surgical procedure. Action was sharp and clear. Each surgeon was as "close-up" as if he were actually beside the operating table.

Said a prominent surgeon: "Television as a way of teaching surgery sur-

passes anything we have ever had . . . I never imagined it could be so effective until I actually saw it . . ."

Use of television in many fields—and surgical education is only one—grows naturally from advanced scientific thinking at RCA Laboratories. Progressive research is part of every instrument bearing the names RCA or RCA Victor.

When in Radio City, New York, be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th St. Free admission. *Radio Corporation of America, RCA Building, New York 20, N. Y.*



RADIO CORPORATION of AMERICA



**A MIDGET IN
SIZE AND
WEIGHT...**



**A GIANT IN
OUTSTANDING
PERFORMANCE...**

DU MONT Type 5030-A

Portable Synchronizing Generator

◆ Here's the smallest commercially available R.M.A. type television synchronizing generator. Notwithstanding its small size, it embodies the most advanced engineering design currently featured in equipment of this type.

No compromise in performance has been made in order to obtain portability. Also, its inherent stability, performance standards and ease of operation make it ideally adapted for field use.

In addition, it can serve as the source

of synchronizing signals for all types of television work, such as testing transmitters, experimental television development, and laboratory work of an allied nature.

The *miniaturized components and careful construction techniques*, as well as *extreme accessibility*, make the Du Mont Type 5030-A Portable Synchronizing Generator not only ideal from an engineering standpoint, but mark it as a dependable unit of television equipment.

◆ **Technical details on request. Let us collaborate on your television problems and requirements.**

FEATURES...

Completely self-contained. Requires only a-c power. Provides mixed driving, blanking and synchronizing signals.

Master oscillator can be locked to the 60 cycle line or run completely free.

Complies with all important R.M.A. recommendations for television synchronizing generators.

Provides half-line driving pulses for utilization of different delay techniques necessary for long camera cable hookups.

Stability of countdown and pulse width of composite signal are essentially independent of tube changes.

Rise time of pulses equal to or better than that of all other commercially available equipment of this type.

Regulated power supplies and auto-transformer primary inputs make the unit independent of line voltage variations.

Construction techniques and availability of components without equal for portable synchronizing generators.

Dimensions: 9¼" w., 17⅞" h., 19½" l.
Weight: approx. 50 lbs.

© ALLEN B. DU MONT LABORATORIES, INC.



ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • STATION WTTG, WASHINGTON, D. C. • HOME OFFICES AND PLANTS, PASSAIC, N. J.