

DAYTON PUBLIC LIBRARY

2nd FLOOR

Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

Seventh year of publication

MARKET ISSUE

\$1.00

IM J-51 R A DEPT
ACQUISITION PUBLIC LIBRARY
DAYTON PUBLIC LIBRARY
215 E. THIRD ST
DAYTON 2 OHIO

Soft shoe comed feather touch



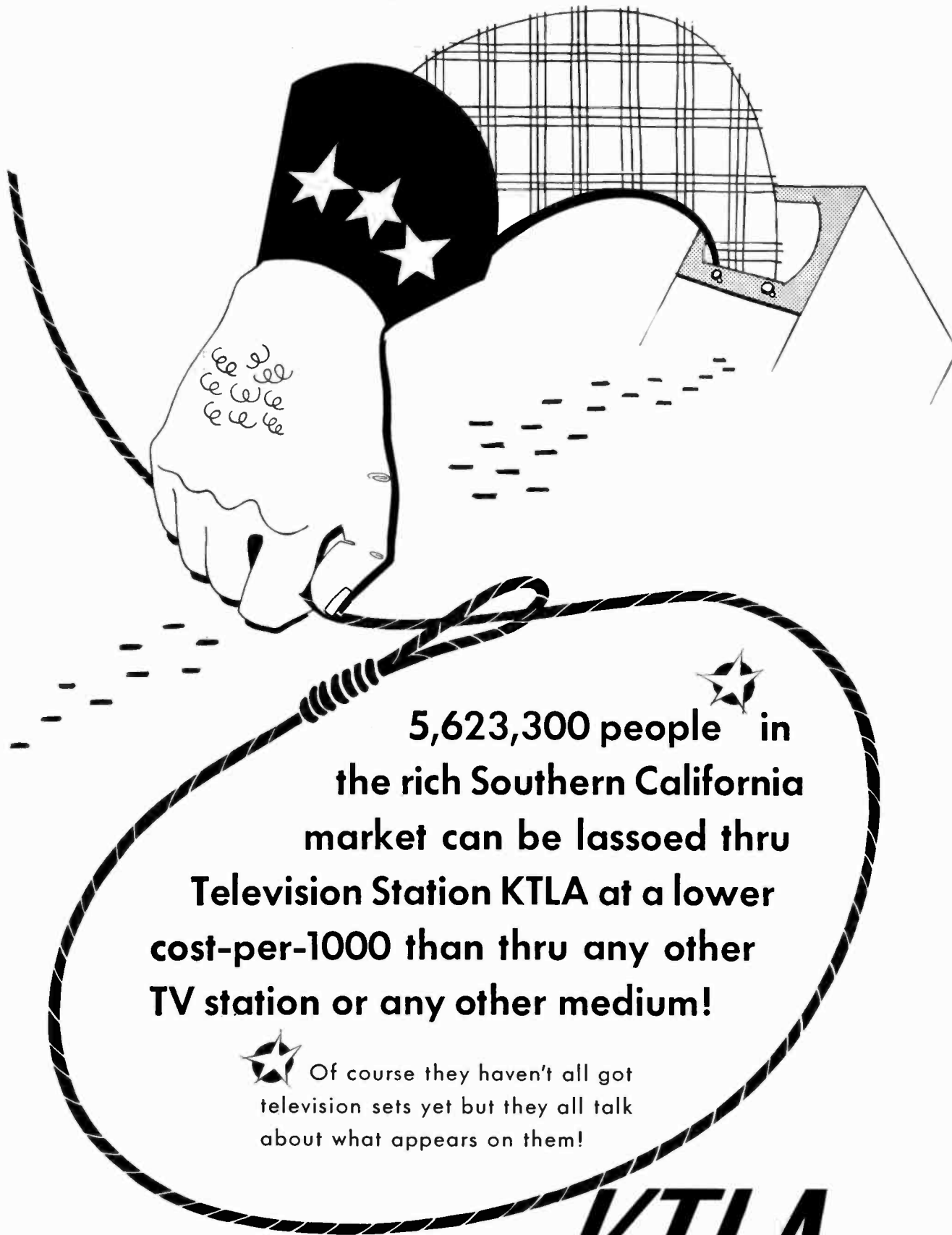
When Menasha Skulnik goes out over the TV airwaves, his comedy is as soft as a cumulus cloud, as gentle as an air foam pillow. Master of the light comic touch, Menasha uses the art of pantomime "... to the point of perfection seldom seen on the TV screen"—as *Radio Daily* so deftly puts it.

A comedian among comedians, Menasha is a keen favorite of people like Fred Allen, Henry Morgan, Moss Hart and George Kaufman—and of thousands of others who watch his weekly show *Menasha the Magnificent* on NBC-TV.


Mr. M.'s dialect is unique, but it contains the kind of artless, believable humour that ties in with equally believable sales messages for NBC's weekly audience of 26,000,000 viewers. *And more you shouldn't ask for!*

Menasha the Magnificent on

NBC television



5,623,300 people* in
 the rich Southern California
 market can be lassoed thru
**Television Station KTLA at a lower
 cost-per-1000 than thru any other
 TV station or any other medium!**

 Of course they haven't all got
 television sets yet but they all talk
 about what appears on them!



CHANNEL 5

KTLA

LOS ANGELES

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363
 Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

Volume VII, Number 7, July-August 1950
Film Issue, publication date August 15

TELEVISION MARKETS ISSUE

contents

FOCUS	2
<i>Fall lineup of network advertisers</i>	
PUTTING OVERALLS ON TV	10
<i>What television offers the advertiser today</i> —by Marion Harper, Jr., Pres., McCann-Erickson, Inc.	
TELEVISION MARKETS	
Albuquerque, Ames, Atlanta, Baltimore	14
Binghamton, Birmingham, Bloomington, Boston	15
Buffalo, Charlotte, Chicago, Cincinnati	18
Cleveland-Akron, Columbus, Dallas-Ft. Worth	19
Davenport-Rock Island, Dayton, Detroit	20
Erie, Grand Rapids, Greensboro, Houston, Huntington	21
Indianapolis, Jacksonville, Johnstown, Kalamazoo, Kansas City	22
Lancaster, Lansing, Los Angeles	23
Louisville, Memphis, Miami, Milwaukee, Minneapolis-St. Paul	24
New Haven, New Orleans, New York	25
Norfolk, Oklahoma City, Omaha	26
Philadelphia, Phoenix, Pittsburgh, Providence	27
Richmond, Rochester, St. Louis, Salt Lake City, San Antonio	28
San Diego, San Francisco, Schenectady-Albany-Troy, Seattle	29
Syracuse, Toledo, Tulsa, Utica-Rome, Washington	30
Wilmington	31
TELEVISION MAGAZINE'S STATUS MAP	16-17
<i>Receiver circulation, depth of penetration, operating stations, network affiliations and facilities</i>	

FREDERICK A. KUGEL
Editor and Publisher

NORMAN MARKWELL
Assistant Publisher

DR. ALFRED N. GOLDSMITH
Contributing Editor

ARTHUR ENGEL
West Coast Editor

DOROTHY HOLLOWAY
Washington Editor

CYNTHIA A. BECKETT
Assistant Editor

JAN LEVINE
Assistant Editor

JACK BLAS
Bus. Manager

Published monthly by Frederick Kugel Company, 600 Madison Ave., New York 22, N. Y. Plaza 3-3671, 3672, 3673. Single copy, 50 cents. Yearly subscription in the United States, its possessions and nations of the Pan American Union, \$5.00; in Canada, \$5.50; elsewhere, \$6.00. Entered as second class matter February 20, 1945, at the postoffice at New York, New York under the act of March 3, 1879. Copyright 1949 by Frederick Kugel Company. All rights reserved. Editorial content may not be reproduced in any form without permission.

COMMONWEALTH

Currently Serving the
Nation's Leading TV Stations
Offers the Following

TV FILM PACKAGES

26 MAJOR COMPANY FEATURE PROGRAMS
with such stars as

Barbara STANWYCK	Paulette GODDARD
Robert YOUNG	Jimmy STEWART
Jimmy DURANTE	Merle OBERON
Claudette COLBERT	Melvyn DOUGLAS
Jack BENNY	Raymond MASSEY

39 TOP WESTERNS
featuring

THE RANGE BUSTERS
KERMIT MAYNARD
SMITH BALLEW

52 FEATURE PROGRAMS
with such stars as

Bill "Hoppy" Boyd	Jack LaRue
Frankie Darro	Pinky Tomlin
J. Carrol Naish	Buster Crabbe

13 MUSICAL VARIETIES

12½ min each • featuring
MOREY AMSTERDAM

13 SOUND CARTOONS

250 AESOP FABLE SILENT CARTOONS

12 CHARLIE CHAPLIN COMEDIES
12½ min each

For further information and complete list, write to

C.F.T.
INCORPORATED

COMMONWEALTH

Film and Television, Inc.
723 Seventh Avenue, New York 19, N. Y.

Growing Like Magic

The WDEL-TV audience in the rich Wilmington, Delaware market

In one year, WDEL-TV has been phenomenally successful in building its audience in this wealthy market, fifth in per capita income. Set sales in this area have jumped more than 700%. Consistent prosperity, NBC network shows, skillful local programming, clear pictures assure continuous audience growth.

Represented by

ROBERT MEEKER Associates

Chicago San Francisco
New York Los Angeles



A STEINMAN STATION

WDEL-TV

CHANNEL 7
WILMINGTON, DELAWARE

NBC

TV • Affiliate

FOCUS

'Variety' Scared?

"Radio versus TV is due for an almost overnight change . . . the almost incredible situation of major TV networks being sold out will be of short duration. Without the circulation, the advertisers won't stick."

What *Variety* forgot in this scare story dooming TV in their July 26 issue was that TV has proved to be a sound advertising buy which compares favorably with other media on a straight cost per 1000 basis (see statement by McCann-Erickson's President, Marion Harper, on page 10). Most advertisers are now using television, as Mr. Harper points out, as a straight advertising medium. For the past year Procter & Gamble, one of the most astute media buyers in the country, has found that their "Fire-side Theatre" is coming in on a cost per 1000 which compares very favorably with all other media used.

Receiver Production?

Precluding an all-out war, there is no apparent reason to expect any shutdown in receiver production. There will be cutbacks, but with greatly increased capacity, the set manufacturers should be able to take care of government requirements and still turn out almost as many sets during the balance of the year as they did during the first six months.

Fall Lineup of Network Advertisers as of July 15

ADMIRAL CORP.

Stop the Music
ABC Thursday 8:00-9:00 p.m.
Lights Out
NBC Monday 9:00-9:30 p.m.

Weed

is a **2** - way pioneer

see pages 16 & 17

AMERICAN DAIRY ASSOC.

TV Teen Club
ABC Saturday 8:00-8:30 p.m.

AMERICAN SAFETY RAZOR

The Sugar Bowl
ABC Monday* 8:00-8:30 p.m.
The Show Goes On
CBS Thursday 8:00-9:00 p.m.

AMM-I-DENT

Mystery Playhouse
CBS Tuesday 10:00-10:30 p.m.

ARMSTRONG CORK CO.

Armstrong Circle Theater
NBC Tuesday 9:30-10:00 p.m.

ARRID

Sing It Again
CBS Saturday 10:00-10:15 p.m.

ARTHUR MURRAY STUDIOS

Party Time at Arthur Murray's
ABC Thursday 9:00-9:30 p.m.

AUTO-LITE

Suspense
CBS Tuesday 9:30-10:00 p.m.

BEEMAN'S GUM

(co-op drug store chain progs.)
Cavalcade of Bands
DTN Tuesday 9:00-10:00 p.m.
Cavalcade of Stars
DTN Saturday 9:00-10:00 p.m.

BEST FOODS INC.

The Betty Furness Show
ABC Friday 10:00-10:30 p.m.

BLATZ BREWING CO.

Roller Derby
ABC Thursday 10:30-11:00 p.m.

BOND CLOTHING STORES

Inside Detective
DTN Friday 8:30-9:00 p.m.

BONAFIDE MILLS

Bonnie Maid Varieties
NBC Friday 9:00-9:30 p.m.

BUDWEISER BEER

Ken Murray Show
CBS Saturday 8:00-9:00 p.m.

CAMEL CIGARETTES

CBS Tuesday 9:00-9:30 p.m.
Man Against Crime
CBS Friday 8:30-9:00 p.m.

CANADA DRY

Super Circus
ABC Sunday 5:00-6:00 p.m.

CHESTERFIELD CIGARETTES

CBS Mon.-Wed.-Fri. 7:45-8:00 p.m.
A. Godfrey & Friends
CBS Wednesday 8:00-9:00 p.m.

CHEVROLET

Chevrolet TV Theater
NBC Monday 8:00-8:30 p.m.
Notre Dame Football
DTN Saturday 2:00 p.m.

CHRYSLER

Treasury Men in Action
ABC Monday 8:00-8:30 p.m.

COLGATE

Colgate Theater
NBC Sunday 8:30-9:00 p.m.

(continued on page 13)

In a Quandary Over Sales Costs?



**Dollars
get more
dealers
on Du Mont!**

Say, if you're looking for TV, take a look where all the looking began; Du Mont—first in TV networking. Du Mont—covering 99% of America's telesees. Du Mont—where a small budget puts you in TV in a big way...You see Du Mont pays undivided attention to TV and that's why TV pays handsomely to Du Mont Sponsors. Meaning you.

The Nation's Window on the World
—60 Stations

TELEVISION
DU MONT
NETWORK

515 Madison Avenue, New York 22, N. Y. • Phone MUrray Hill 8-2600

Copyright 1950, A Division of the Allen B. Du Mont Laboratories, Inc.



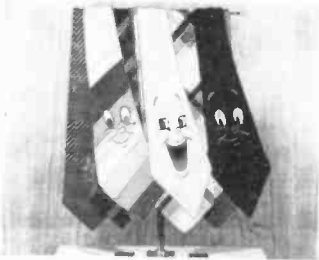
current film commercials

AN ADVERTISING
 DIRECTORY OF PRODUCERS
 AND THEIR WORK



The nation-wide reception accorded this bright, appealing animated 8 second station break speaks for itself, and merits pride for client, agency and producer.

ADVERTISER
 Beechnut Packing Co.
 AGENCY
 Kenyon & Eckhardt, Inc.
 PRODUCED BY
PAUL J. FENNEL CO.
 40 EAST 40th STREET, NEW YORK, N. Y.
 MUrray Hill 9-4268
 1159 N. HIGHLAND AVE., HOLLYWOOD, CAL.



Tops for singing TV commercials is the new Five Star video ditty on Wembley Ties. The familiar "knot 'em, crush 'em, twist 'em" slogan comes to life in a happy demonstration by the crooning cravats. Special credits include: Production, Harry McMahan; lyrics, Bill Bates; animation, Howard Swift.

ADVERTISER
 Wembley Ties
 AGENCY
 Walker Saussy Advertising
 PRODUCED BY
FIVE STAR PRODUCTIONS
 6526 SUNSET BLVD., HOLLYWOOD 28, CAL.
 HEmpstead 4807



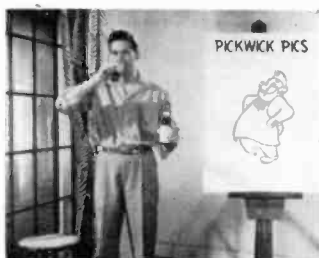
A still shot of Times Square with animated Broadway signs flashing the topics of the show projects excitement into the opening of the Art Ford Show. An animated sign then alternately flashes on and off "Art Ford" and "On the Broadways of the World."

ADVERTISER
 Art Ford Show
 AGENCY
 Raymond Spector Company, Inc.
 PRODUCED BY
NATIONAL SCREEN SERVICE
 1600 BROADWAY, NEW YORK 19, N. Y.
 Circle 6-5700
 OFFICES IN 30 OTHER CITIES



Adroit combination of writing, editing and narration distinguish this series of one minute spots for C.A.R.E. Dramatic impact of subject is fully conveyed into moving appeal for help.

ADVERTISER
 C.A.R.E.
 AGENCY
 Direct
 PRODUCED BY
SEABOARD STUDIOS
 157 EAST 69th STREET, NEW YORK 21, N. Y.
 REgent 7-9200



Live action is skillfully switched to animation when an off-screen voice, asking for a glass of ale is made to emanate from cartoon character who then carries hard selling commercial.

ADVERTISER
 Pickwick Ale
 AGENCY
 Alley & Richards, Inc.
 PRODUCED BY
FLETCHER SMITH STUDIOS, INC.
 1585 BROADWAY, NEW YORK 19, N. Y.
 JUdson 6-3950



On The Air September, 1950

WSM celebrates its 25th Anniversary by bringing
television to the Central South

SCHEDULE, WSM-TV

SEPTEMBER, 1950 . . . On the air

OCTOBER, 1950 . . . Network TV
through microwave
relay from
Louisville

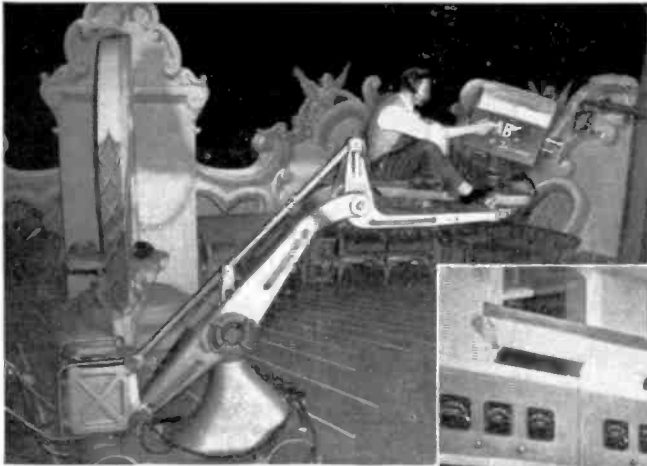
*Television's newest market ready in September
through....*



HARRY STONE
General Manager
IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

CHANNEL 4
NASHVILLE, TENN.

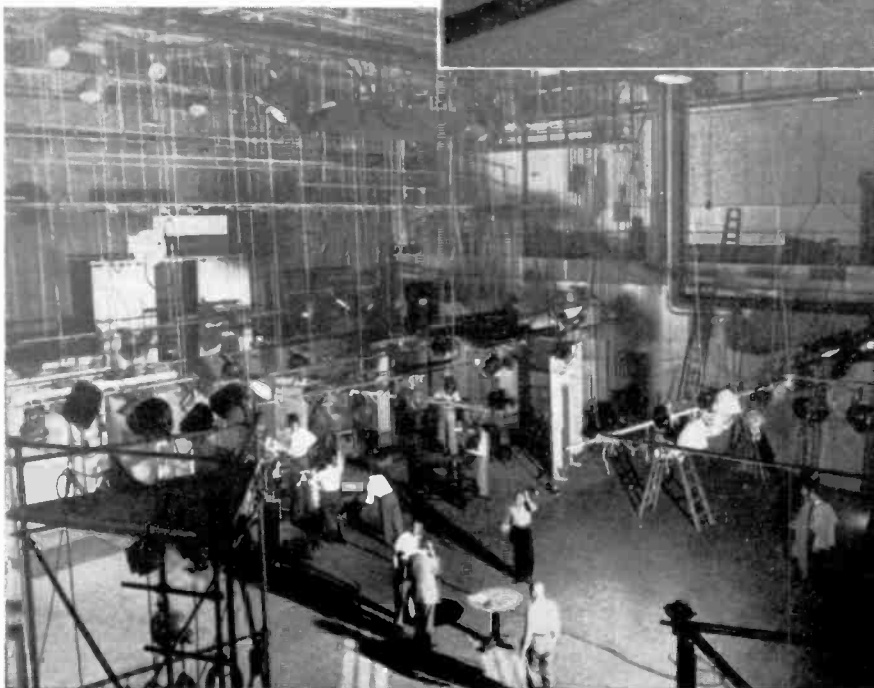
America's Key Network TV Equipment



WJZ-TV uses this RCA De Luxe studio crane to get dramatic viewing angles, smooth panning of big scenes, approaches, retreats.



WJZ-TV's Empire State transmitter room is completely RCA-equipped. It includes a 5-kw transmitter (plus 2.5 kw for FM sound), a 500-watt stand-by transmitter, control console, antenna diplexer, vestigial side-band filter, dummy load.



WJZ-TV's famous ABC Studio One—and its six other TV studios—is RCA-equipped with cameras, dollies, booms, stands, mounts, microphones, and accessories.



WJZ-TV uses two fully-equipped RCA field trucks—including seven field cameras.

Stations Use RCA

...WJZ-TV, for instance

NOW ON THE AIR from atop the world's tallest television tower... the Empire State building in New York City... WJZ-TV is setting an enviable record for wider coverage, and brighter, clearer pictures over the vast Metropolitan area.

We are proud that the superior service of this important ABC network station is backed by equipment designed and built by RCA. Seven modern studios, complete

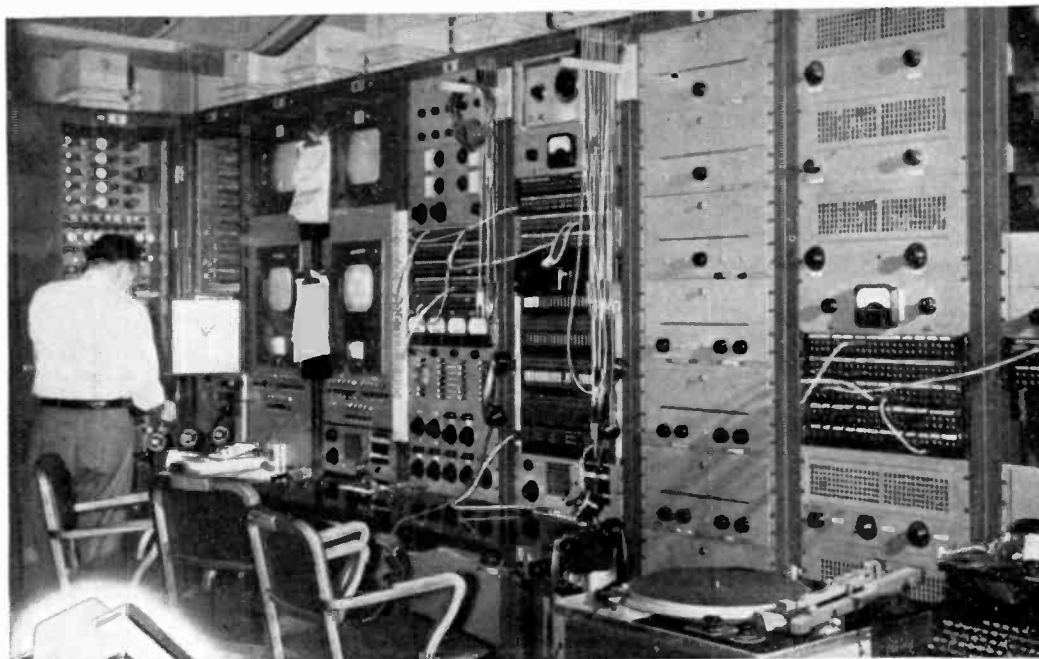
with RCA's new remote video relay switching system. A modern film-projection and film-recording room—complete with four Kinefoto film recorders. A fleet of field trucks—with all necessary gear. A complete transmitter room with all associated equipment.

Good reason why WJZ-TV can count on continued unexcelled performance from its new Empire State location.



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

In Canada: RCA VICTOR Company Limited, Montreal



Master Control Room. All seven control rooms of WJZ-TV use RCA equipment—video consoles, program console, audio consoles, microphones, turntables.



WJZ-TV uses RCA Studio Cameras



**station
participating
programs**

**AN ADVERTISING DIRECTORY
OF CURRENT AVAILABILITIES**

"CLUB 11"



Club 11 . . . three-minute variety motion picture productions, featuring top talent like Gene Krupa, Spike Jones, Vincent Lopez, Louis Armstrong, Ginny Simms and over 1000 others. Program conducted by video disc jockey Bill Leyden, well-known Southern California personality. For more information, ask Radio Sales or KTTV direct.

KTTV

LOS ANGELES

COST:

Film: \$90.00
Live: \$100.00
per 1 minute spot

SCHEDULE:

Monday thru Friday
6 to 7 p.m.

"THE DEL COURTNEY SHOW"



A unique afternoon variety program, featuring former bondsman Del Courtney in three scintillating hours of platters, chatter and interviews with top celebrities. Amazing success stories have made the slogan—SELL WITH DEL—a watchword for national, as well as local, advertisers.

KPIX

SAN FRANCISCO

COST:

\$35.00 weekdays
\$60.00 Sundays

SCHEDULE:

Wednesday thru Friday
1:30 to 4:30 p.m.
Sundays
2:00 to 5:00 p.m.

"CLUB 4"



Meet Spike Jones, one of hundreds of musical headliners whose sparkling three minute film performances make "Club 4" tops in audience appeal. Popular emcee Lex Boyd blends the acts and announcements into a bright, fast-paced revue—the perfect showcase for your spot. Check now with Free & Peters for availabilities. Reach the big S.F. Bay Area market with KRON-TV's "Club 4."

KRON-TV

SAN FRANCISCO

COST: \$60.00
per 1 minute spot

SCHEDULE:

Monday, Wednesday,
Friday
7:00 to 7:30 p.m.

WSPD-TV

TOLEDO

"SMITH TENNESSEANS"



Hillbilly music devotees are giving their old friends, the Smith Tennesseans, a mighty big welcome on their new daily television show. For sixteen years a favorite on WSPD-AM, this lively, talented quintet finds the fan mail piles bigger than ever since their switch to video.

COST: \$27.00 1 time
Frequency discounts

SCHEDULE:

Monday thru Friday
4:00 to 4:30 p.m.

CURRENT

SPONSORS:
Post's Sugar Crisp
Cereal
U. S. Rubber
Balduff Bakeries

"SHOPPING PRE-VIEWS"



"Shopping Pre-Views," with emcee Valeria O'Neal, has developed into one of KOTV's most successful participating TV programs. Format, written by Miss O'Neal, highlights individual items to be shown or demonstrated. Prominent local persons and single entertainment acts occasionally make their appearance during the show. Miss O'Neal's wit and personality keep the commercial presentations informal and entertaining.

KOTV

TULSA

COST: \$50 1 time
per 1 minute spot
Minimum—13 spots

SCHEDULE:

Tuesdays 7:30 to 8 p.m.

CURRENT

SPONSORS:
Muleskin Brown
Furniture Co.
Edna's Womens Shop
Moody's Jewelry Store
Davis Sporting Goods
Store and others

What's New in Television? Take a Look at WPTZ!



SORRY...

These TV Shows Aren't For Sale!

ON THE FACE of it, taking space to talk about programs that we won't even consider selling, may sound a little ridiculous.

For instance, there's "Public Invited"—a daily program on WPTZ which brings before the cameras some of the most interesting people and ideas seen on TV. Several sponsors have indicated an interest, but the show is not for sale.

Or there's "Community Call Board"—WPTZ's afternoon round-up of news on the neighborhood level . . . news that may never make headlines in the daily press but nonetheless has an important place in the lives of the folks in our area. Sorry, you can't buy that either.

Or "Young Philadelphia Presents"—the Board of Education show which consistently pulled down Tele-Pulse ratings of 14-16 all Spring. Even so, you won't find this program on WPTZ's list of

availabilities . . . nor will you find "How's Your Social I.Q.?" or "The World At Your Door".

No, none of these programs are for sale but nonetheless these shows are mighty important to you as a buyer or potential buyer of WPTZ time. We're convinced that our public service programming over the period of the past eleven years is a very important factor in developing Philadelphians' entrenched habit of tuning to WPTZ. It's a habit that shows up in bigger audiences when your program goes out over Channel 3.

Incidentally, we *do* have some highly attractive programs that *are* for sale. For complete information give us a call or get in touch with your NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC

TV-AFFILIATE



putting overalls on tv

McCann-Erickson's

President, Marion Harper, Jr.

outlines what television

offers the advertiser today

TELEVISION, so recently not more than a precocious baby, is by now a full grown member of the big media league. And, the world situation permitting, it will continue to prosper. While its size is still relatively small (newspapers, radio, magazines, each attract at least three times as much money as television), its rate of growth outstrips any precedent: Close to 14 million dollars in May 1950, against around 4 million in May 1949, against close to nothing two years ago.

Not so long ago, farsighted major advertisers were putting money into "experimental" TV-budgets, just to be prepared when the fight should start in earnest. Today they are in there playing for keeps, big advertisers and smaller ones, too. TV is not any more an experiment in which one reckons on a loss, to be recouped in the future; today TV is asked to pay its way—or else, just as is any other advertising medium.

TV is well out of its swaddling clothes. Now the job is to get it into overalls and put it to work as a paying medium along with the others. While the arguments rage between Television's partisans and its antagonists, it is clear that to the advertising agency TV today presents an old and basic problem, wrapped up in some new and fancy headaches and challenges.

The problem can be summed up in these three questions:

Who is the TV audience?

What does it cost to reach it?

How much does TV advertising add to sales?

That these questions *can* be asked and answered with some degree of reliability, just as with any other medium, is the true sign of TV's maturity.

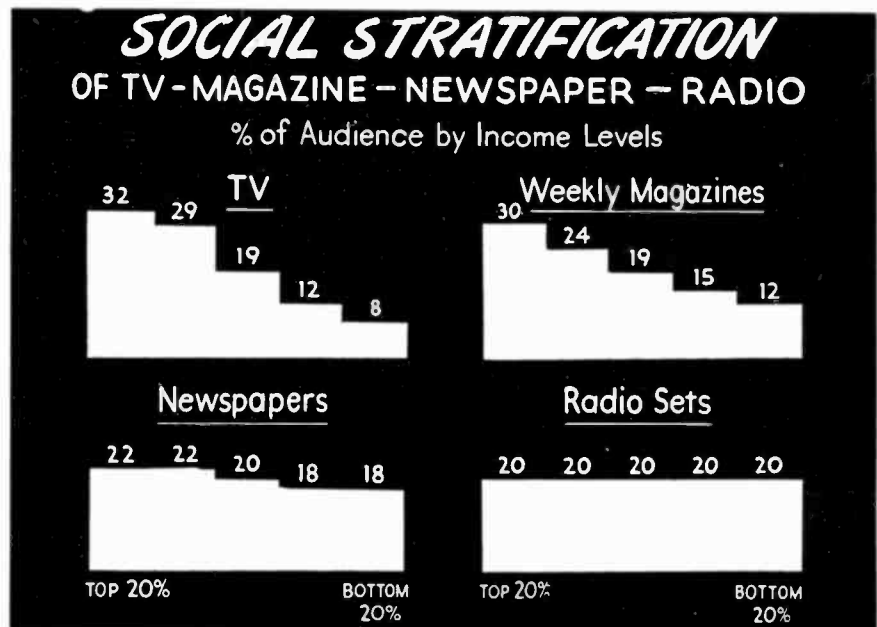
As to question number one, "Who is the TV audience?" it can be briefly described in these terms:

As of June 1, 1950 there were about 6.2 million TV homes in the United States. The present rate of increase is about 4 million homes per year.

Who is the TV audience? (Chart 1)

Chart I tells us something about the income distribution of TV homes. Compared with the other major media it still has a relatively high concentration in the upper income brackets. The income distribu-

Chart 1



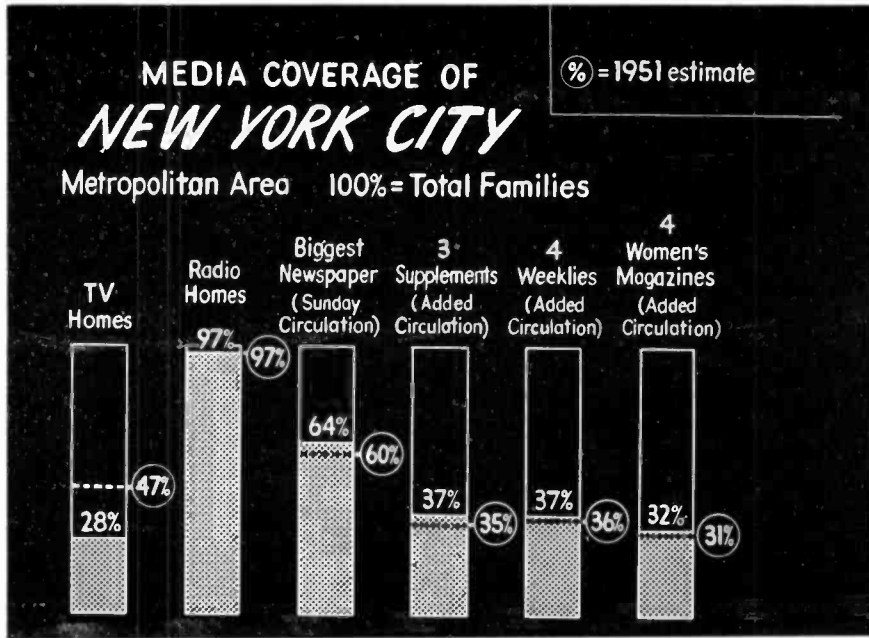


Chart 2

tion of TV homes is reproduced in the upper left hand corner of Chart I, along with the comparable distributions for the three other major media: the homes reached by weekly magazines, by newspapers, and AM radio. In the long run we must probably expect the slant of TV towards the higher income brackets to even out and become more similar to the distribution of newspapers and radio.

Under the present freeze, and prevailing transmission problems, TV today is concentrated in 61 markets, which account for about 63 per cent of the U. S. retail sales. This local concentration, while in some situations possibly a drawback, offers at least two advantages: it facilitates concentrated tie-in merchandising, and it offers unique opportunities for appraising the effectiveness of TV-advertising, of which we will say more below.

But within some of the local markets, TV has as extensive a penetration as many an older major medium. Let us take one of television's most important markets, New York, as an example.

Chart 2

On Chart II six major media are charted in relation to the proportion of coverage provided by each. The solid portion of the bar represents the 1950 degree of coverage. The dotted line and the circled figures at the right side of each bar indicate the coverage expected for 1951. Thus Television proves to be slightly below the Weekly and Women's magazines in 1950, while the

expected coverage of 47 per cent in 1951 places Television above all media but Radio and the Newspaper Sunday circulation.

How much does TV cost? (Chart 3)

The second important question is: How much does TV cost? There are many misapprehensions on this point, and it might be useful to clear up the picture. It is, of course, well known that local spots can be bought for relatively small amounts, the real problem is: how much does network TV cost?

Chart III summarizes the 73 network programs on the air in Janu-

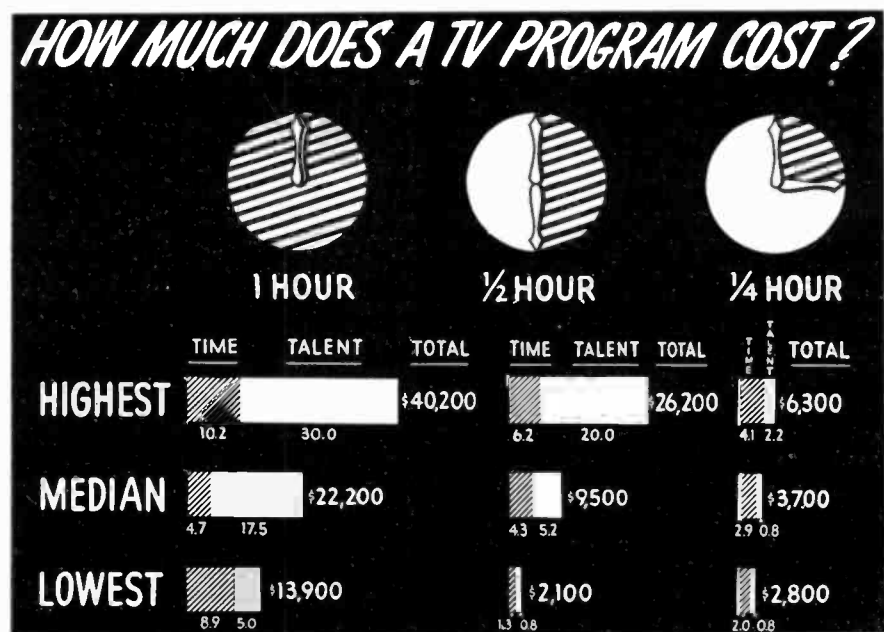
ary 1950. Since it would not be fair to compare programs of different lengths, they are classified by 1 hour, 1/2 hour and 1/4 hour program lengths. Chart III shows the most expensive, the least expensive and the median program along this line for each of the three groups as estimated by McCann-Erickson's Research Department. Talent costs range between \$800 (for the lowest priced 1/4 and 1/2 hour show) to \$30,000 (for the highest price 1 hour show). Total costs, that is, talent plus time, range from \$2,100 to \$40,200. The median program costs are \$3,700 for the 1/4 hour show, \$9,500 for the 1/2 hour show, and \$22,200 for the full hour.

Yet while the absolute costs are an important consideration for any advertiser, there is also the other side of the problem: how much audience do you get for your money on Television? However, unless one defines very clearly the basis on which costs of different programs are compared, one is liable to confuse the issue more than to clarify it. McCann-Erickson's Research Department, therefore, has developed a system which seems to constitute a fair basis for such comparisons between programs of different length, coverage, time and talent cost. Five elements enter the computation:

- (1) the talent cost,
- (2) the time cost,
- (3) the number of minutes of commercial time in the program,
- (4) the rating among covered TV homes and

(continued on next page)

Chart 3



(5) the number of TV homes covered.

When all these data are properly related to each other, all programs can be put on the following common denominator: How much does it cost to reach 1000 TV homes through a commercial for the duration of one minute?

Chart 4

Chart IV explains the computation through an example, which assumes that the program's time and talent costs amount to \$14,000. It is furthermore assumed that there are three minutes of commercial time in this half hour program and that of the 4 million TV homes covered by this particular hook-up 25 per cent see the program. The first step consists of dividing the total time and talent cost (\$14,000) by 3 which yields \$4,667. Since 25 per cent of four million TV homes, or one million homes will see this program, the cost per thousand viewing homes per one minute commercial is \$4.67.

On this basis the 73 network programs can be put in rank order, by quartiles, with results shown on Chart V.

Chart 5

Expressed in the unit of "Cost per One Minute TV Commercial Reaching One Thousand Homes" the programs range from \$1.23—the best buy of the 73—to \$26.65—the costliest of the lot. The media cost, that is the 37th program—if lined up by size of cost—is \$4.57.

The general trend of the curve indicates that the major variation is among the 25 per cent of the most expensive programs which range from around seven dollars to over twenty-six dollars.

How much does TV advertising add to sales? (Chart 6)

This gives a pretty fair picture of what TV does in terms of coverage. But to appraise its dollar value cent for cent, one would also like to know what it does to a product in terms of sales effectiveness? Here we enter pioneer territory. But strangely enough, we already know quite a bit about it and new methods are developed daily to learn more about it.

Among the most significant results of this kind are the sales area tests which can be reconstructed thanks to the limited coverage of TV-networks. By comparing sales in the TV-areas with sales in the non-TV areas, one can attempt to gauge the net effect of TV.

Chart VI gives the story of a manufacturer who has been on TV

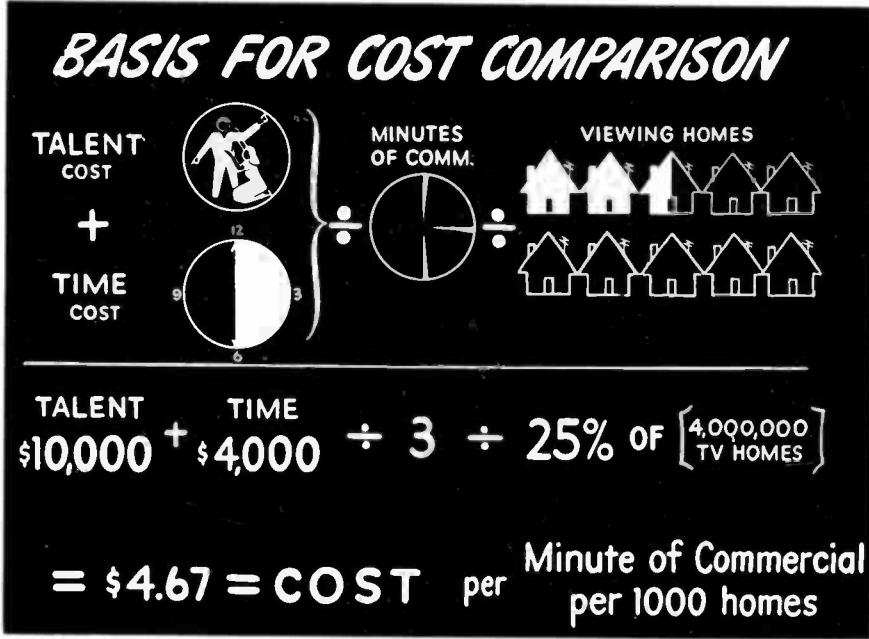


Chart 4

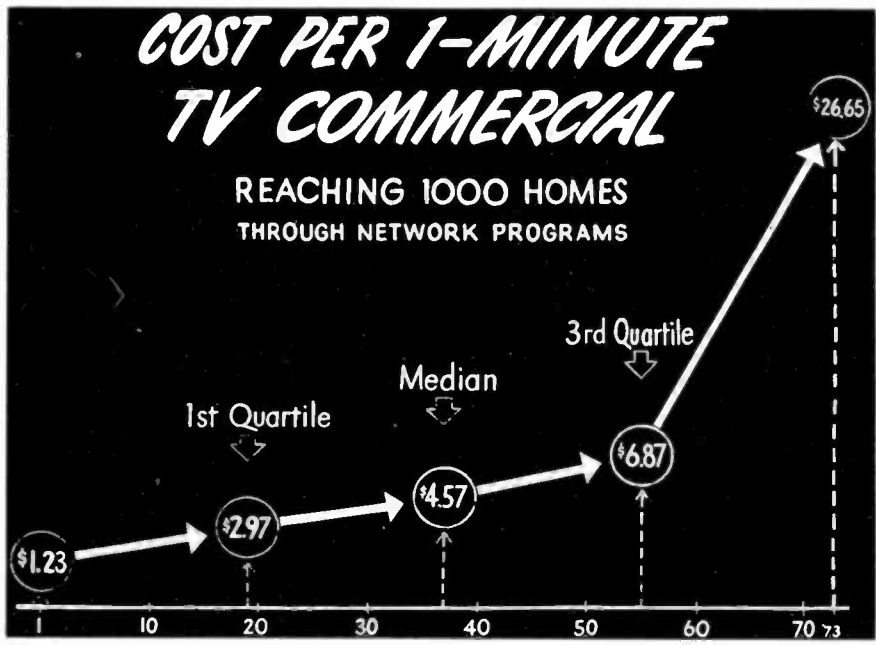


Chart 5

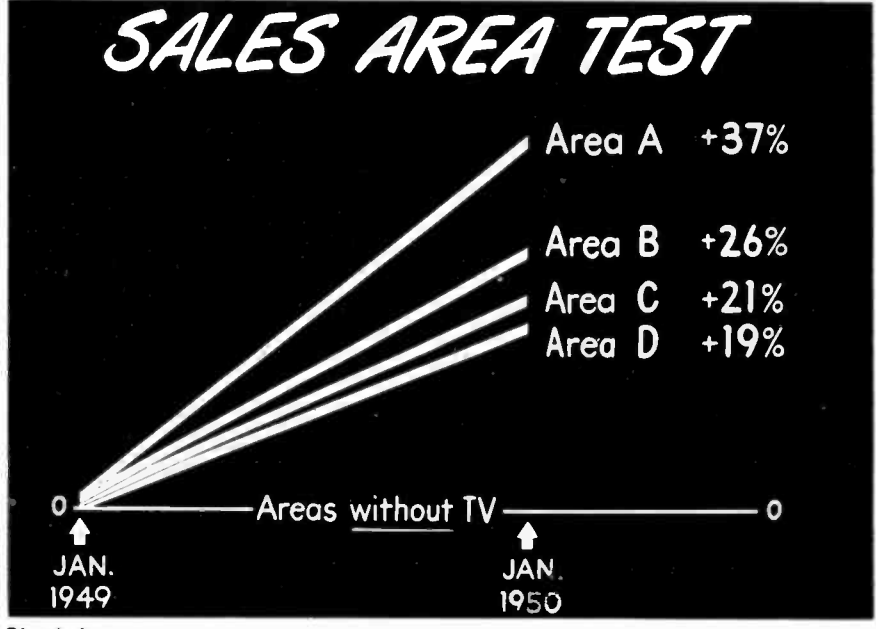


Chart 6

for one year, January 1949 to January 1950. Sales results of four areas covered by his TV program are compared with the areas that did not have it. Sales increase in TV areas range from 19 per cent to 37 per cent over the non-TV areas.

Figures such as these provide, of course, only one side of the equation: whatever effect there is, it must be related to amount of money invested in order to permit full evaluation.

Another, less specific, approach towards appraising the effectiveness of TV was the by now well known Hofstra Study. It demonstrated the very remarkable selling power of TV, at least for leading brands.

There are many unsolved problems for the advertiser in the TV field. One of them concerns the future of this medium. What—if anything—will it do to other media—to AM-radio, magazines and newspapers? Can it just be added to the other ones without hurting them—or will the other media suffer? The proper answer must be perhaps more specific than the question: *Some* printed media and *some* radio programs will probably be affected more than others. It will be part of the advertising agency's task to keep close track of all these possible shifts in the field.

For advertisers as well as their agencies the main problem, however, is not the proper appraisal of TV as a whole. The job is to accept the challenge of this new contender in the media field and make contributions to its growth, by working on the individual task at hand: creating a better program, creating a better commercial for each of our clients, making the TV dollar do a full dollar's worth of sales building, thereby contributing importantly to the development of a medium that has such great potentialities.

FALL LINEUP

(continued from page 2)

CONGOLEUM-NAIRN CORP.

Garroway at Large
NBC Sunday 10:00-10:30 p.m.

CONSOLIDATED CIGAR CORP.

Plainclothesman
DTN Wednesday 9:30-10:00 p.m.

COLUMBIA RECORDS

The Show Goes On
CBS Thursday 8:00-9:00 p.m.

DUMONT TELETSETS

Morey Amsterdam Show
DTN Thursday 9:00-9:30 p.m.

EMBASSY CIGARETTES

The Web
CBS Tuesday 10:30-11:00 p.m.

ESSO STANDARD OIL

Football Games
CBS Saturday 1:30 p.m.

FORD MOTOR CO.

Ford Theater
CBS Friday* 9:00-11:00 p.m.
Kukla, Fran & Ollie
NBC Wednesday 7:00-7:30 p.m.
Kay Kyser's College
NBC Thursday 9:00-10:00 p.m.

FRESH SOAP

(co-op drug store chain progs.)
Cavalcade of Bands
DTN Tuesday 9:00-10:00 p.m.
Cavalcade of Stars
DTN Saturday 9:00-10:00 p.m.

GENERAL ELECTRIC

Fred Waring Show
CBS Sunday 9:00-10:00 p.m.

GENERAL FOODS

Jello—The Aldrich Family
NBC Sunday 7:30-8:00 p.m.
Maxwell House Coffee—Mama
CBS Friday 8:00-8:30 p.m.
Sanka Coffee—The Goldbergs
CBS Monday 9:30-10:00 p.m.

GENERAL MILLS

The Lone Ranger
ABC Thursday 7:30-8:00 p.m.

GENERAL SHOE CO.

Acrobat Ranch
ABC Saturday 11:30-12:00 noon

B. F. GOODRICH CO.

Celebrity Time
CBS Sunday 10:00-10:30 p.m.

GOODYEAR TIRE CO.

Paul Whiteman Revue
ABC Sunday 7:00-7:30 p.m.

MINNESOTA CANNING

Green Giant—Art Linkletter Show
ABC Friday 7:30-8:00 p.m.

GRUEN WATCH CO.

Blind Date
ABC Thursday 9:30-10:00 p.m.

HEED DEODORANT

(co-op drug store chain progs.)
Cavalcade of Bands
DTN Tuesday 9:00-10:00 p.m.
Cavalcade of Stars
DTN Saturday 9:00-10:00 p.m.

HI-V ORANGE JUICE

A. Godfrey & Friends
CBS Wednesday 8:00-9:00 p.m.

HEMOCRAFT PUBLISHING CO.

The Wrestling Scene
DTN Saturday after Wrestling

HOUSEHOLD FINANCE

People's Platform
CBS Friday 10:00-10:30 p.m.

IPANA

Lucky Pup
CBS Thursday 6:30-7:00 p.m.

IRONRITE CORP.

Hollywood Screen Test
ABC Monday 7:30-8:00 p.m.

JOHNSON & JOHNSON

(co-op drug store chain progs.)
Cavalcade of Bands
DTN Tuesday 9:00-10:00 p.m.
Cavalcade of Stars
DTN Saturday 9:00-10:00 p.m.

(continued on page 20)



* **WCPO-TV**

*has more viewers than the other
two TV-Stations combined!*

* April-May
C. E. Hooper

 WCPO-TV Channel 7 Affiliated with the Cincinnati Post Represented by the BRANHAM CO.	WCPO-TV CINCINNATI, OHIO	WEWS, Cleveland is another Scripps-Howard TV Station — 1st in the market.
---	------------------------------------	---

Baltimore Television means WMAR-TV

As Maryland's pioneer television station, WMAR-TV consistently covers an area from Washington, P. C. to Wilmington, Delaware, and from Pennsylvania to the Potomac River.

WMAR-TV is the television station of the *Sunpapers* of Baltimore. It is on Channel Two, and carries the programs of the CBS network to televiewers in the entire Chesapeake basin area.

WMAR-TV's coverage of political campaigns, sports and special events—civic, patriotic, and cultural—is unequalled in this rich, productive area.

Represented by
THE KATZ AGENCY
INCORPORATED
ATLANTA • CHICAGO • DALLAS
DETROIT • KANSAS CITY • LOS ANGELES
NEW YORK • SAN FRANCISCO

TELEVISION MARKETS

Receiver Statistics June 1, Market Data May, 1950

The population and market statistics presented here apply to the area within the .5 millivolt per meter contour circle of the television station. This measure of signal strength is the one required by the FCC to show primary coverage area (approximately 40 mile radius).

There is considerable circulation even beyond fifty miles and some of the networks will shortly offer a .1 millivolt measurement for a station's coverage area (approximately 60 mile radius). However, the number of sets in this fringe area is considerably less than the saturation of the primary coverage area. And in many markets particularly in the East there is an important overlap and duplication of circulation of TV stations in neighboring cities in these fringe areas. It is impossible to accurately ascertain duplication until research is undertaken on viewing habits in those areas. Receiver statistics for the most part are based on sets sold in a specific market and therefore in almost all cases are unduplicated.

While conservative, the statistics presented here offer a realistic picture of television markets for the advertiser.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

ALBUQUERQUE, N.M.		Pop: 125,200	%U.S.: .08
Receiver Circulation:	3,358	Families: 34,500	
Penetration:	9.4	Ret. Sales: \$135,769,000	%U.S.: .11
Estimated Jan. '51:	4,358	S.I.: \$190,630,000	%U.S.: .10

KOB-TV

ABC, CBS, DuMont, NBC

OWNER: Albuquerque Broadcasting Co. SCO: Nov. 29, 1948. GEN. MGR: T. M. Pepperday.
FACILITIES: Cameras: 2 Studio; 1-16mm Film. Slides: Tr. 2x2:SUF double 35mm; Balop: Op. 3 1/4x4: SUF 2 1/2x3 1/4. 1 Mobile unit, microwave relay.
RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$30, 1: \$12.

AMES, IOWA		Pop: 395,900	%U.S.: .26
Receiver Circulation:	11,200	Families: 121,700	
Penetration:	9.2	Ret. Sales: \$487,090,000	%U.S.: .38
Estimated Jan. '51:	14,000	S.I.: \$603,463,000	%U.S.: .33

WOI-TV

ABC, CBS, DuMont, NBC

OWNER: Iowa State College. SCO: Feb. 21, 1950. GEN. MGR.: Richard B. Hull.
FACILITIES: Cameras: 2-16mm Film. Slides: Tr. 2x2:SUF 13/16x1 1/8. Balop: Tr. & Op. 3x4: SUF 2 1/4x3.
RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$50, 1: \$25. REP: Weed.

ATLANTA, GEORGIA		Pop: 857,400	%U.S.: .57
Receiver Circulation:	41,362	Families: 242,200	
Penetration:	7.1	Ret. Sales: \$792,945,000	%U.S.: .62
Estimated Jan. '51:	56,762	S.I.: \$1,009,399,000	%U.S.: .54

WAGA-TV

CBS

OWNER: Fort Industry Co., Detroit. SCO: Mar. 8, 1949. GEN. MGR.: George B. Storer, Jr.
FACILITIES: Cameras: 2 Studio; 2-16mm Film. Slides: Tr. 2x2:SUF 15/16x1 1/4; Op. 3x4: SUF 2 3/4x3 2/3. Balop: 8x10:SUF 6x8. 1 Mobile unit; microwave relay.
RATES: 60 min: \$260, 30: \$156, 15: \$90, 5: \$54, 1: \$40. REP: Katz.

WSB-TV

ABC, NBC, Paramount

OWNER: Atlanta Newspapers Inc. SCO: Sept. 29, 1948. GEN. MGR.: John M. Outler, Jr.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. & Op. 35mm.; Balop: 5x7. 1 Mobile unit; microwave relay.
RATES: 60 min: \$325, 30: \$195, 15: \$130, 5: \$81.25, 1: \$52. REP: Petry.

BALTIMORE, MD.		Pop: 2,674,700	%U.S.: 1.78
Receiver Circulation:	172,820	Families: 744,700	
Penetration:	23.2	Ret. Sales: \$2,598,269,000	%U.S.: 2.03
Estimated Jan. '51:	229,020	S.I.: \$3,078,502,000	%U.S.: 2.13

WAAM

ABC, DuMont

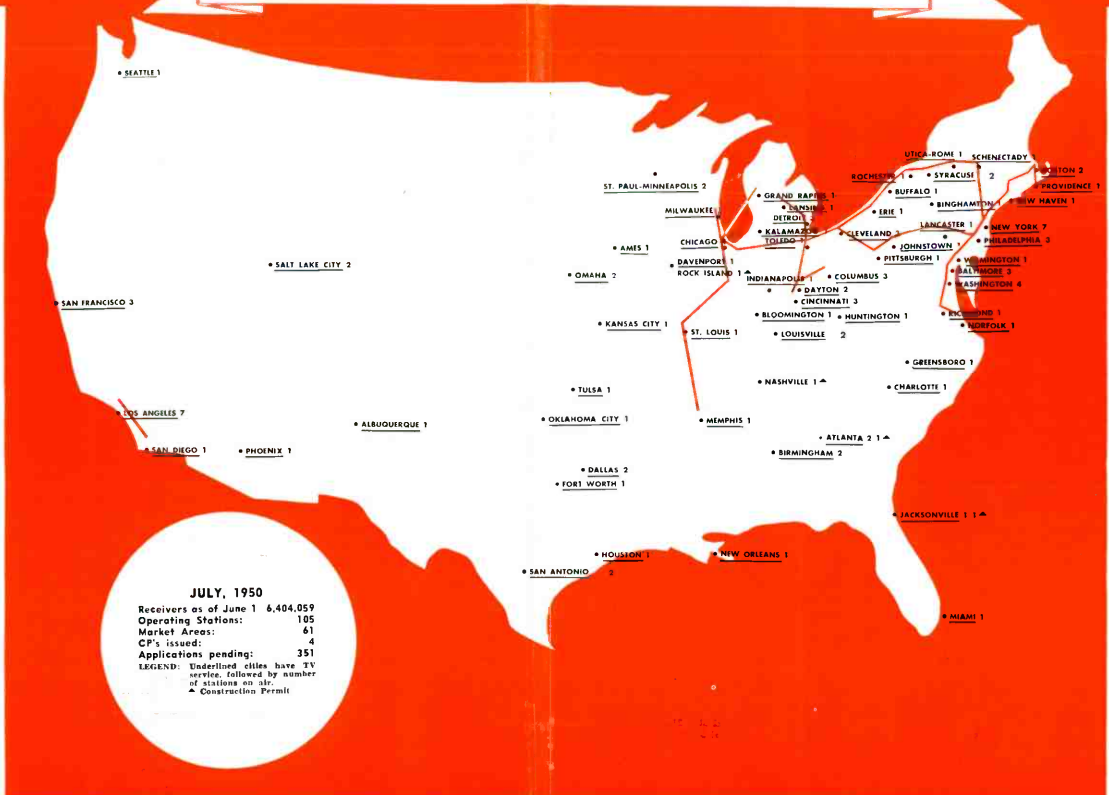
OWNER: Radio-Television of Balt., Inc. SCO: Nov. 1, 1948. EXEC. V.P.: S. Carliner.
FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: Tr. 35mm. SUF: 5/8x1. Balop: 5 1/4x7.
RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$90, 1: \$70. REP: Harrington, Righter & Parsons.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field; RATES: One Time, Class A.

TELEVISION MAGAZINE'S STATUS MAP

OPERATING STATIONS

(Network affiliation in parentheses; %s indicate Depth of Penetration of area)	Receiver Circulation (June 1)
Albuquerque—9.4	3,358
KOB-TV [A, C, D, N]	
Ames—9.2	11,200
WOI-TV [A, C, D, N]	
Atlanta—7.1	41,362
WSB-TV [A, N, P]	
WAGA-TV [C, D]	
Baltimore—23.2	172,820
WAAM [A, D]; WBAL-TV [N, P]; WMAR-TV [C]	
Binghamton—6.8	14,600
WBNT-TV [A, C, D, N]	
Birmingham—7.0	14,435
WAFM-TV [A, C, P]	
WBRC-TV [D, N]	
Bloomington—2.5	6,100
WITV [A, C, D, N]	
Boston—28.5	390,000
WBZ-TV [N]	
WNAC-TV [A, C, D, P]	
Buffalo—27.6	98,082
WBEN-TV [A, C, D, N]	
Charlotte—6.5	15,183
WBT-TV [A, C, D, N]	
Chicago—33.1	519,086
WBKB [C, P]; WENR-TV [A]; WGN-TV [D]; WNBC [N]	
Cincinnati—29.5	130,000
WKRC-TV [C]; WLWT [N]; WCPO-TV [A, D, P]	
Cleveland-Akron—29.2	234,796
WENS [A, C]; WNBK [N]; WXEL [A, D, P]	
Columbus—33.4	71,000
WLWC [N]; WTVN [A, D]; WBNS-TV [C, P]	
Dallas-Ft. Worth—18.8	56,740
WFAA-TV [A, D, N, P]; KRLD-TV [C]; WFAF-TV [A, N]	
Davenport-Rock Isl.—10.0	11,447
WOC-TV [N, P]	
Dayton—11.8	67,000
WHIO-TV [A, C, D, P]; WLW-D [N]	
Detroit—28.7	247,000
WJBK-TV [C, D]; WXYZ-TV [A]; WWJ-TV [N]	
Eric—30.9	25,739
WICD [A, C, D, N]	
Ft. Worth-Dallas—17.8	56,740
WFAA-TV [A, D, N, P]; KRLD-TV [C]; WFAF-TV [A, N]	
Grand Rapids—14.7	34,410
WLAV-TV [A, C, D, N]	
Greensboro—5.3	12,479
WBAY-TV [A, C, D, N]	
Houston—8.5	23,454
KPRC [A, C, D, N, P]	
Huntington—8.6	12,296
WSAZ-TV [A, C, D, N]	
Indianapolis—14.4	30,551
WFMM-TV [A, C, D, N]	
Jacksonville—10.8	10,931
WMBR-TV [A, C, D, N]	
Johnstown—8.0	23,100
WJAC-TV [A, C, D, N]	
Kalamazoo—4.0	10,500
WKZO [A, C, D, N]	
Kansas City—11.0	35,793
WDAF-TV [A, C, D, N]	
Lancaster—18.0	48,518
WGAL-TV [A, C, D, N]	



JULY, 1950
 Receivers as of June 1 6,404,059
 Operating Stations: 105
 Market Areas: 61
 CP's issued: 4
 Applications pending: 351
 LEGEND: Underlined cities have TV service, followed by number of stations on air.
 * Construction Permit

Lansing—8.3	8,500
WJIM-TV [A, C, D, N]	
Los Angeles—38.7	563,466
KFI-TV; KLMC-TV; KNBH [N]; KTLA [P]; KTSL [D]; KTTV [C]; KECA-TV [A]	
Louisville—17.1	34,100
WAVE-TV [A, D, N, P]; WHAS-TV [C]	
Miami—14.9	26,154
WTJF [A, C, D, N]	
Milwaukee—26.2	114,664
WISN-TV [A, C, D, N]	
Minneapolis-St. Paul—24.8	95,700
KSTP-TV [N]; WTCN-TV [A, C, D, P]	
New Haven—22.0	81,800
WNHC-TV [A, C, D, N]	
New Orleans—13.1	27,771
WDSU-TV [A, C, D, N]	
New York—38.8	1,504,307
WABD [D]; WATV; WCBS-TV [C]; WJZ-TV [A]; WNBC [N]; WOR-TV [P]; WPIX	
Norfolk—10.0	17,179
WTAR-TV [A, C, N]	
Oklahoma City—16.1	30,325
WKY-TV [A, C, D, N]	
Omaha—16.9	24,000
KMTV [A, C, D]; WOW-TV [N, P]	
Philadelphia—41.3	501,000
WPZ [N]; WCAU-TV [C]; WFLX-TV [A, D, P]	
Phoenix—10.9	10,800
KPHO [A, C, D, N]	
Pittsburgh—16.4	113,000
DTV [A, C, D, N]	
Providence—5.6	62,200
WJAR-TV [C, N, P]	
Richmond—29.9	33,913
WTVR [C, D, N]	
Rochester—21.6	42,951
WYAT-TV [A, C, D, N]	
St. Louis—26.5	135,500
KSD-TV [A, C, D, N, P]	
Salt Lake City—12.8	17,304
KDYL-TV [N, P]; KSL-TV [A, C, D]	
San Antonio—12.8	17,687
WQAL-TV [A, C, N]; KRLV-TV [D, P]	
San Diego—22.0	40,100
KPMB-TV [A, C, N, P]	
San Francisco—6.8	60,289
KPIX [C, D, P]; KGO-TV [A]; KRON-TV [N]	
Schenectady-Albany-Troy—30.8	82,700
WRGB [C, D, N]	
Seattle—8.4	30,300
KING-TV [A, C, D, N, P]	
Syracuse—23.1	47,476
WHEN [A, C, D]; WSYR-TV [N]	
Toleno—17.3	45,000
WSPD-TV [A, C, D, N, P]	
Tulso—24.4	29,239
KOTV [A, C, D, N, P]	
Utica-Rome—6.1	16,000
WXTV [A, C, N]	
Wilmington—30.0	136,600
WMAL-TV [A]; WBNW [N]; WOIC [C, P]; WTTG [D]	
Wilmington—3.0	36,532
WDEL-TV [D, N]	

OPENING DATES:
 WBNT-TV, Rock Island, July 1;
 WSMN, Nashville, Sept. 6; WJAX-TV,
 Jacksonville, Fall, 1950.

Weed and company **pioneer radio and television station representatives**

New York Boston Chicago Detroit San Francisco Atlanta Hollywood

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

BUFFALO, N.Y.
 Receiver Circulation: 98,082
 Penetration: 27.0
 Estimated Jan. '51: 142,682

Pop: 1,254,500
 Families: 355,000
 Ret. Sales: \$ 1,035,387
 S.I.: \$ 1,663,633

%U.S.: .84
 %U.S.: .81
 %U.S.: .88

WBEN-TV
 ABC, CBS, DuMont, NBC

OWNER: Buffalo Evening News, SCO: May 14, 1948. GEN. MGR.: C. Robert Thompson.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 2x2;SUF 21x28mm. Balop: 6x8; SUF 4x6. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$400. 30: \$240. 15: \$160. 5: \$100. 1: \$80. REP: Harrington, Richter & Parsons.

CHARLOTTE, N.C.
 Receiver Circulation: 15,183
 Penetration: 6.5
 Estimated Jan. '51: 18,983

Pop: 955,400
 Families: 231,500
 Ret. Sales: \$584,817,000
 S.I.: \$847,712,000

%U.S.: .64
 %U.S.: .45
 %U.S.: .45

WBTV
 ABC, CBS, DuMont, NBC

OWNER: Jefferson Stand Life Ins. Co. SCO: July 15, 1949. GEN. MGR.: C. H. Cutchfield.
 FACILITIES: Cameras: 2-16mm Film. Slides: Tr. 2x2;SUF 35mm.
 RATES: 60 min: \$225. 30: \$135. 15: \$90. 5: \$67.50. 1: \$45. REP: CBS Radio Sales.

CHICAGO, ILL.
 Receiver Circulation: 519,086
 Penetration: 33.1
 Estimated Jan. '51: 726,086

Pop: 5,291,700
 Families: 1,564,700
 Ret. Sales: \$5,704,556,000
 S.I.: \$9,591,957,000

%U.S.: 3.55
 %U.S.: 4.45
 %U.S.: 5.00

WBKB
 CBS

OWNER: Balaban & Katz, SCO: Oct. 1945. GEN. MGR.: John H. Mitchell.
 FACILITIES: 12 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 35mm; SUF 1 1/8x3/4. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$750. 30: \$450. 15: \$300. 5: \$188. 1: \$105. REP: Weed.

WENR-TV
 ABC

OWNER: ABC, SCO: Sept. 17, 1948. GEN. MGR.: James L. Stinton.
 FACILITIES: Cameras: 9 Studio, 1-16mm, 1-35mm Film. Slides: Tr. 2x2;SUF 3/4x1. Balop: special.
 RATES: 60 min: \$750. 30: \$450. 15: \$300. 5: \$188. 1: \$125. REP: ABC Spot Sales.

WGN-TV
 DuMont

OWNER: Tribune Co., Chicago, SCO: April 5, 1948. GEN. MGR.: F. P. Schreiber.
 FACILITIES: Cameras: 3 Studio, 2-16mm, 2-35mm Film. Slides: 3 1/4x4;SUF 1 1/8x2 3/8. 2 Mobile units, 2 microwave relays.
 RATES: 60 min: \$750. 30: \$450. 15: \$300. 5: \$187.50. 1: \$105. REP: WGN, Inc.

WNBQ
 NBC

OWNER: NBC, SCO: Jan. 7, 1949. GEN. MGR.: L. E. Showerman.
 FACILITIES: Cameras: 10 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 2x2;SUF 21mmx29mm.
 RATES: 60 min: \$750. 30: \$450. 15: \$300. 5: \$188. 1: \$125. REP: NBC Spot Sales.

CINCINNATI, OHIO
 Receiver Circulation: 130,000
 Penetration: 29.5
 Estimated Jan. '51: 208,000

Pop: 1,425,000
 Families: 439,700
 Ret. Sales: \$1,205,913,000
 S.I.: \$2,028,656,000

%U.S.: .96
 %U.S.: .94
 %U.S.: 1.06

WCPO-TV
 ABC, DuMont

OWNER: Scripps-Howard, SCO: July 26, 1949. GEN. MGR.: M. C. Watters.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: 2x2;SUF 35mm, 3x4;SUF 2 1/4x3 1/4. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$500. 30: \$300. 15: \$200. 5: \$100. 1: \$100. REP: Branham.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

WBAL-TV
 NBC

OWNER: Hearst Radio Inc. SCO: March 11, 1948. BUS. MGR.: D. Lancy Provost.
 FACILITIES: Cameras: 6 Studio, Slides: 2x2. 1 Mobile unit; 2 microwave relays.
 RATES: 60 min: \$450. 30: \$270. 15: \$180. 5: \$90. 1: \$80. REP: Petry.

WMAR-TV
 CBS

OWNER: A. S. Abell Co. SCO: Oct. 27, 1947. GEN. MGR.: E. K. Jeff.
 FACILITIES: Cameras: 2 Studio, 7-16mm Film. Slides: 2x2;SUF 1 3/16x3/4. Balop: 6x8;SUF 4 1/4x6. 2 Mobile units; 3 microwave relays.
 RATES: 60 min: \$450. 30: \$270. 15: \$180. 5: \$90. 1: \$80. REP: Katz.

BINGHAMTON, N.Y.

Receiver Circulation: 14,600
 Penetration: 6.8
 Estimated Jan. '51: 17,600

Pop: 719,900
 Families: 214,200
 Ret. Sales: \$574,578,000
 S.I.: \$850,458,000

%U.S.: .48
 %U.S.: .46
 %U.S.: .44

WNBF-TV
 ABC, CBS, DuMont, NBC

OWNER: Clark Assoc. Inc. SCO: Dec. 1, 1949. GEN. MGR.: Cecil D. Martin.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 2x2.
 RATES: 60 min: \$250. 30: \$150. 15: \$100. 5: \$50. 1: \$37.50. REP: Bolling Co.

BIRMINGHAM, ALABAMA

Receiver Circulation: 14,435
 Penetration: 7.0
 Estimated Jan. '51: 18,835

Pop: 754,500
 Families: 203,400
 Ret. Sales: \$620,326,000
 S.I.: \$802,844,000

%U.S.: .50
 %U.S.: .48
 %U.S.: .42

WAFM-TV
 ABC, CBS

OWNER: Voice of Alabama, Inc. SCO: May 29, 1949. PRES., GEN. MGR.: Thad Holt.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 2x2;SUF 1 3/8x1. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$250. 30: \$150. 15: \$100. 5: \$62.50. 1: \$30. REP: CBS Radio Sales—Television.

WBRC-TV
 DuMont, NBC

OWNER: Mrs. E. S. Hanna, SCO: July 1, 1949. GEN. MGR.: G. P. Hannam.
 FACILITIES: Cameras: 2-16 mm. Slides: Tr. 2x2;SUF 1 3/4x1 3/4. Op. 2 1/4x3 1/4;SUF 2x3.
 RATES: 60 min: \$250. 30: \$150. 15: \$100. 5: \$62.50. 1: \$30. REP: Blair TV.

BLOOMINGTON, IND.

Receiver Circulation: 6,100
 Penetration: 2.5
 Estimated Jan. '51: 8,100

Pop: 781,200
 Families: 241,200
 Ret. Sales: \$670,863,000
 S.I.: \$995,206,000

%U.S.: .52
 %U.S.: .53
 %U.S.: .51

WTTV
 ABC, CBS, DuMont, NBC

OWNER: Sertes Tarzian Inc. SCO: Nov. 11, 1949. GEN. MGR.: Glenn Van Horn.
 FACILITIES: Cameras: 2 Studio, 1-8mm, 1-16mm Film. Slides: Tr. 2x2; SUF double 35mm. Balop: 4 1/2x3 1/2; SUF 2 1/4x3 3/4. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$150. 30: \$90. 15: \$60. 5: \$31.25. 1: \$22. REP: Robert Meeker.

BOSTON, MASS.

Receiver Circulation: 390,000
 Penetration: 28.5
 Estimated Jan. '51: 520,400

Pop: 4,876,900
 Families: 1,366,100
 Ret. Sales: \$4,108,871,000
 S.I.: \$6,430,372,000

%U.S.: 3.27
 %U.S.: 3.21
 %U.S.: 3.35

WBZ-TV
 NBC

OWNER: Westinghouse Radio Svs. SCO: June 9, 1948. GEN. MGR.: W. C. Swartley.
 FACILITIES: Cameras: 5 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 2x2;SUF 24mmx22mm. Balop: Op. 2 13/16x3 1/4; SUF 2 1/4x2 7/8. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$700. 30: \$420. 15: \$280. 5: \$175. 1: \$125. REP: NBC Spot Sales.

WNAC-TV
 ABC, CBS, DuMont

OWNER: Yankee Network Inc. SCO: June 21, 1948. GEN. MGR.: Linus Travers.
 FACILITIES: Cameras: 3 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 2x2;SUF 1 5/16x7/8. 35mm Filmstrip. Balop: Op.&Tr. 3 1/4x4; SUF 2 1/4x1 7/8. 1 Mobile unit, 1 microwave relay.
 RATES: 60 min: \$600. 30: \$360. 15: \$240. 5: \$120. 1: \$70. REP: Petry.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

**CHICAGO'S
 BIGGEST SHOWS
 are on
 WNBQ
 represented by NBC SPOT SALES**

**BOSTON'S
 BIGGEST SHOWS
 are on
 WBZ-TV
 represented by NBC SPOT SALES**

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

WBAL-TV
NBC

OWNER: Hearst Radio Inc. SCO: March 11, 1948. BUS. MGR.: D. Lancey Provost.
FACILITIES: Cameras: 6 Studio. Slides: 2x2. 1 Mobile unit; 2 microwave relays.
RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$90, 1: \$80. REP: Petry.

WMAR-TV
CBS

OWNER: A. S. Abell Co. SCO: Oct. 27, 1947. GEN. MGR.: E. K. Jett.
FACILITIES: Cameras: 2 Studio, 7-16mm Film. Slides: 2x2:SUF 1 3/16x3/4. Balop.: 6x8:SUF 4 1/4x6. 2 Mobile units; 3 microwave relays.
RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$90, 1: \$80. REP: Katz.

BINGHAMTON, N.Y.

Receiver Circulation: 14,600
Penetration: 6.8
Estimated Jan. '51: 17,600

Pop: 719,900 %U.S.: .48
Families: 214,200
Ret. Sales: \$574,578,000 %U.S.: .46
S.I.: \$850,458,000 %U.S.: .44

WNBF-TV

ABC, CBS, DuMont, NBC

OWNER: Clark Assocs. Inc. SCO: Dec. 1, 1949. GEN. MGR.: Cecil D. Mastin.
FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 2x2.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$50, 1: \$37.50. REP: Bolling Co.

BIRMINGHAM, ALABAMA

Receiver Circulation: 14,435
Penetration: 7.0
Estimated Jan. '51: 18,835

Pop: 754,500 %U.S.: .50
Families: 203,400
Ret. Sales: \$620,326,000 %U.S.: .48
S.I.: \$802,844,000 %U.S.: .42

WAFM-TV

ABC, CBS

OWNER: Voice of Alabama, Inc. SCO: May 29, 1949. PRES., GEN. MGR.: Thad Holt.
FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 2x2:SUF 1 3/8x1. 1 Mobile unit, microwave relay.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$30. REP: CBS Radio Sales—Television.

WBRC-TV

DuMont, NBC

OWNER: Mrs. E. S. Hanna. SCO: July 1, 1949. GEN. MGR.: G. P. Hamann.
FACILITIES: Cameras: 2-16 mm. Slides: Tr. 2x2:SUF 1 3/4x1 3/4. Op. 2 1/4x3 1/4:SUF 2x3.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$30. REP: Blair TV.

BLOOMINGTON, IND.

Receiver Circulation: 6,100
Penetration: 2.5
Estimated Jan. '51: 8,100

Pop: 781,200 %U.S.: .52
Families: 241,200
Ret. Sales: \$670,863,000 %U.S.: .53
S.I.: \$995,206,000 %U.S.: .51

WTTW

ABC, CBS, DuMont, NBC

OWNER: Sarkes Tarzian Inc. SCO: Nov. 11, 1949. GEN. MGR.: Glenn Van Horn.
FACILITIES: Cameras: 2 Studio, 1-8mm, 1-16mm Film. Slides: Tr. 2x2: SUF double 35mm. Balop: 4 1/2x3 1/2: SUF 2 3/4x3 3/4. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$31.25, 1: \$22. REP: Robert Meeker.

BOSTON, MASS.

Receiver Circulation: 390,000
Penetration: 28.5
Estimated Jan. '51: 520,400

Pop: 4,876,900 %U.S.: 3.27
Families: 1,366,100
Ret. Sales: \$4,108,871,000 %U.S.: 3.21
S.I.: \$6,430,372,000 %U.S.: 3.35

WBZ-TV

NBC

OWNER: Westinghouse Radio Sts. SCO: June 9, 1948. GEN. MGR.: W. C. Swartley.
FACILITIES: Cameras: 5 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 2x2:SUF 24mmx32mm. Balop: Op. 2 13/16x3 1/4: SUF 2 1/4x2 7/8. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$700, 30: \$420, 15: \$280, 5: \$175, 1: \$125. REP: NBC Spot Sales.

WNAC-TV

ABC, CBS, DuMont

OWNER: Yankee Network Inc. SCO: June 21, 1948. GEN. MGR.: Linus Travers.
FACILITIES: Cameras: 3 Studio; 2-16mm, 2-35mm Film. Slides: Tr. 2x2:SUF 1 5/16x7/8: 35mm Filmstrip. Balop: Op.&Tr. 3 1/4x4: SUF 2 1/4x1 7/8. 1 Mobile unit, 1 microwave relay.
RATES: 60 min: \$600, 30: \$360, 15: \$240, 5: \$120, 1: \$70. REP: Petry.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

**BOSTON'S
BIGGEST SHOWS**

are on

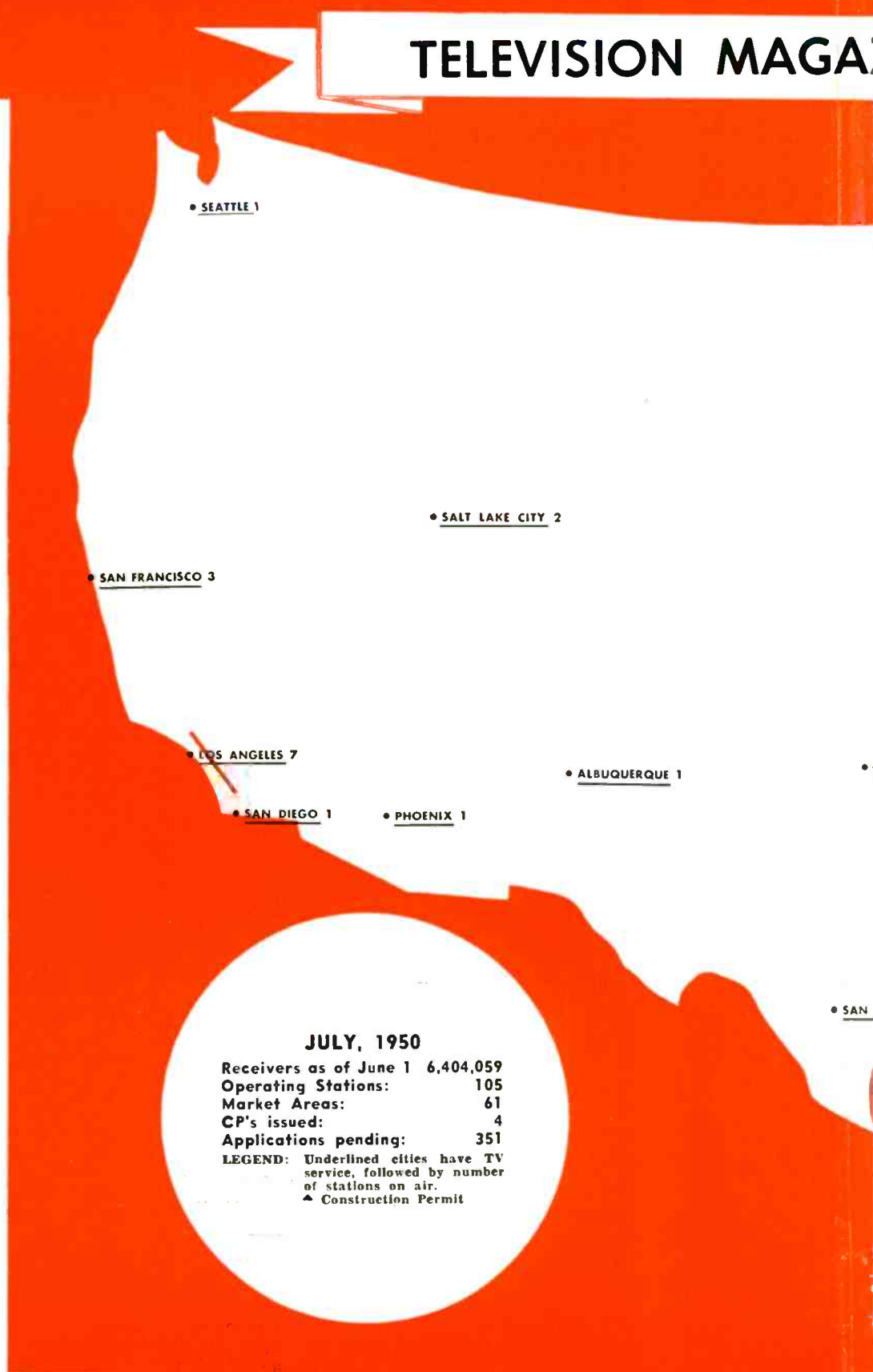
WBZ-TV

represented by NBC SPOT SALES

OPERATING STATIONS

(Network affiliation in parentheses; %'s indicate Depth of Penetration of area) Receiver Circulation (June 1)

Albuquerque—9.4	3,358
KOB-TV (A, C, D, N)	
Ames—9.2	11,200
WOI-TV (A, C, D, N)	
Atlanta—7.1	41,362
WSB-TV (A, N, P)	
WAGA-TV (C, D)	
Baltimore—23.2	172,820
WAAM (A, D); WBAL-TV (N, P);	
WMAR-TV (C)	
Binghamton—6.8	14,600
WNBF-TV (A, C, D, N)	
Birmingham—7.0	14,435
WAFM-TV (A, C, P)	
WBRC-TV (D, N)	
Bloomington—2.5	6,100
WTTV (A, C, D, N)	
Boston—28.5	390,000
WBZ-TV (N)	
WNAC-TV (A, C, D, P)	
Buffalo—27.6	98,082
WBEN-TV (A, C, D, N)	
Charlotte—6.5	15,183
WBTV (A, C, D, N)	
Chicago—33.1	519,086
WBKB (C, P); WENR-TV (A);	
WGN-TV (D); WNBQ (N)	
Cincinnati—29.5	130,000
WKRC-TV (C); WLW-T (N);	
WCPO-TV (A, D, P)	
Cleveland-Akron—29.2	234,796
WEWS (A, C); WNBK (N);	
WXEL (A, D, P)	
Columbus—33.4	71,000
WLW-C (N); WTVN (A, D);	
WBNS-TV (C, P)	
Dallas-Ft. Worth—18.8	56,740
WFAA-TV (A, D, N, P); KRLD-TV	
(C); WBAP-TV (A, N)	
Davenport-Rock Isl.—10.0	11,447
WOC-TV (N, P)	
Dayton—11.8	67,000
WHIO-TV (A, C, D, P);	
WLW-D (N)	
Detroit—28.7	247,000
WJBK-TV (C, D); WXYZ-TV (A);	
WWJ-TV (N)	
Erie—30.9	25,739
WICU (A, C, D, N)	
Ft. Worth-Dallas—17.8	56,740
WFAA-TV (A, D, N, P); KRLD-TV	
(C); WBAP-TV (A, N)	
Grand Rapids—14.7	34,410
WLAV-TV (A, C, D, N)	
Greensboro—5.3	12,479
WFMY-TV (A, C, D, N)	
Houston—8.5	23,454
KPRC (A, C, D, N, P)	
Huntington—8.6	12,296
WSAZ-TV (A, C, D, N)	
Indianapolis—14.4	38,551
WFBM-TV (A, C, D, N)	
Jacksonville—10.8	10,931
WMBR-TV (A, C, D, N)	
Johnstown—8.0	23,100
WJAC-TV (A, C, D, N)	
Kalamazoo—4.0	10,500
WKZO (A, C, D, N)	
Kansas City—11.0	35,793
WDAF-TV (A, C, D, N)	
Lancaster—18.0	48,518
WGAL-TV (A, C, D, N)	



JULY, 1950

Receivers as of June 1 6,404,059
 Operating Stations: 105
 Market Areas: 61
 CP's issued: 4
 Applications pending: 351

LEGEND: Underlined cities have TV service, followed by number of stations on air.
 ▲ Construction Permit

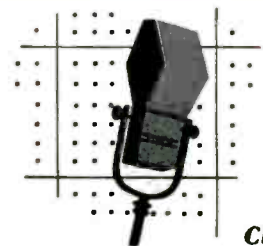
Weed
 and company

pioneer

radio

New York

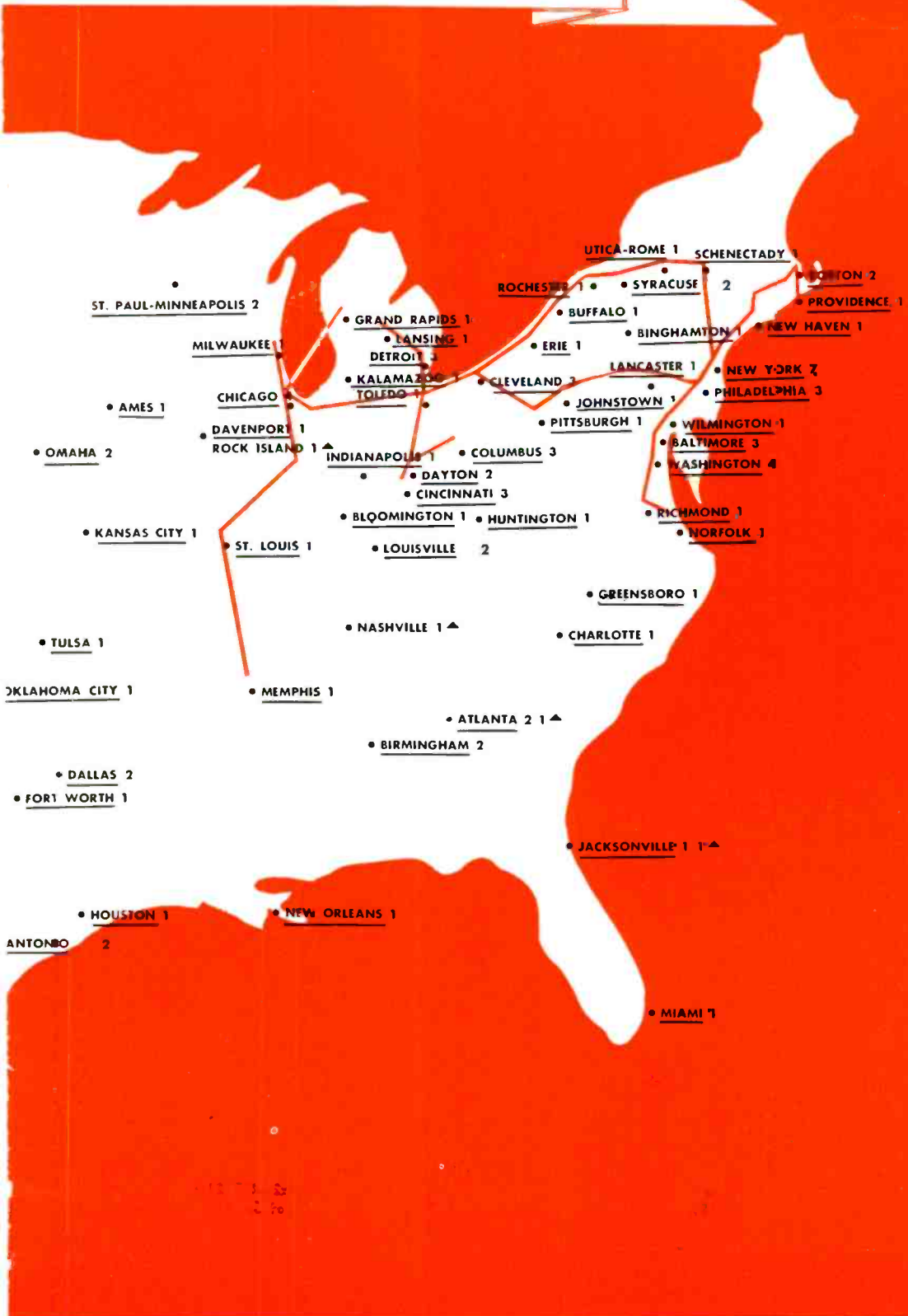
Boston



at

Chicago

ZINE'S STATUS MAP



Lansing—8.3	8,500
WJIM-TV (A, C, D, N)	
Los Angeles—38.7	563,466
KFI-TV; KLAC-TV; KNBH (N);	
KTLA (P); KTSN (D); KTTV (C);	
KECA-TV (A)	
Louisville—17.1	34,100
WAVE-TV (A, D, N, P);	
WHAS-TV (C)	
Memphis—20.5	38,528
WMCT (A, C, D, N)	
Miami—16.9	26,154
WTVJ (A, C, D, N)	
Milwaukee—36.2	114,664
WTMJ-TV (A, C, D, N)	
Minn'polis-St. Paul—24.8	95,700
KSTP-TV (N);	
WTCN-TV (A, C, D, P)	
New Haven—22.0	81,800
WNHC-TV (A, C, D, N, P)	
New Orleans—13.1	27,771
WDSU-TV (A, C, D, N)	
New York—38.8	1,504,301
WABD (D); WATV; WCBS-TV (C);	
WJZ-TV (A); WNBC (N); WOR-TV	
(P); WPIX	
Norfolk—10.0	17,179
WTAR-TV (A, C, N)	
Oklahoma City—16.1	30,325
WKY-TV (A, C, D, N)	
Omaha—16.9	24,000
KMTV (A, C, D); WOW-TV (N, P)	
Philadelphia—41.3	501,000
WPTZ (N); WCAU-TV (C);	
WFIL-TV (A, D, P)	
Phoenix—10.9	10,800
KPHO (A, C, D, N)	
Pittsburgh—16.4	113,000
WDTV (A, C, D, N)	
Providence—5.6	62,200
WJAR-TV (C, N, P)	
Richmond—29.9	33,913
WTVR (C, D, N)	
Rochester—21.6	42,951
WHAM-TV (A, C, D, N)	
St. Louis—26.5	135,500
KSD-TV (A, C, D, N, P)	
Salt Lake City—12.8	17,304
KDYL-TV (N, P); KSL-TV (A, C, D)	
San Antonio—12.8	17,687
WOAI-TV (A, C, N);	
KEYL-TV (D, P)	
San Diego—22.0	40,100
KFMB-TV (A, C, N, P)	
San Francisco—6.8	60,289
KPIX (C, D, P); KGO-TV (A);	
KRON-TV (N)	
Schenectady-Albany-Troy	
—30.8	82,700
WRGB (C, D, N)	
Seattle—8.4	30,300
KING-TV (A, C, D, N, P)	
Syracuse—23.1	47,476
WHEN (A, C, D); WSYR-TV (N)	
Toledo—17.3	45,000
WSPD-TV (A, C, D, N, P)	
Tulsa—24.4	29,239
KOTV (A, C, D, N, P)	
Utica-Rome—6.1	15,000
WKTV (A, C, N)	
Washington—30.0	136,600
WMAL-TV (A); WNBW (N);	
WOIC (C, P); WTTG (D)	
Wilmington—3.0	36,532
WDEL-TV (D, N)	

OPENING DATES:
 WHBF-TV, Rock Island, July 1;
 WSMT, Nashville, Sept. 6; WJAX-TV,
 Jacksonville, Fall, 1950.

id television

station representatives



1go *Detroit* *San Francisco* *Atlanta* *Hollywood*

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

BUFFALO, N.Y.

Receiver Circulation: 98,082
 Penetration: 27.0
 Estimated Jan. '51: 142,682

Pop: 1,254,500 %U.S.: .84
 Families: 355,000
 Ret. Sales: \$ 1,035,387 %U.S.: .81
 S.I.: \$ 1,663,633 %U.S.: .88

WBEN-TV

ABC, CBS, DuMont, NBC

OWNER: Buffalo Evening News. SCO: May 14, 1948. GEN. MGR.: C. Robert Thompson.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr.2x2:SUF 21x28mm. Balop: 6x8: SUF 4x6. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$400, 30: \$240, 15: \$160, 5: \$100, 1: \$80. REP: Harrington, Righter & Parsons.

CHARLOTTE, N.C.

Receiver Circulation: 15,183
 Penetration: 6.5
 Estimated Jan. '51: 18,983

Pop: 955,400 %U.S.: .64
 Families: 231,500
 Ret. Sales: \$584,817,000 %U.S.: .45
 S.I.: \$847,712,000 %U.S.: .45

WBTV

ABC, CBS, DuMont, NBC

OWNER: Jefferson Stan'd Life Ins. Co. SCO: July 15, 1949. GEN. MGR.: C. H. Crutchfield.
 FACILITIES: Cameras: 2-16mm Film. Slides: Tr. 2x2:SUF 35mm.
 RATES: 60 min: \$225, 30: \$135, 15: \$90, 5: \$67.50, 1: \$45. REP: CBS Radio Sales.

CHICAGO, ILL.

Receiver Circulation: 519,086
 Penetration: 33.1
 Estimated Jan. '51: 726,086

Pop: 5,291,700 %U.S.: 3.55
 Families: 1,564,700
 Ret. Sales: \$5,704,556,000 %U.S.: 4.45
 S.I.: \$9,591,957,000 %U.S.: 5.00

WBKB

CBS

OWNER: Balaban & Katz. SCO: Oct., 1945. GEN. MGR.: John H. Mitchell.
 FACILITIES: 12 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 35mm: SUF 1 1/8x3/4. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$188, 1: \$105. REP: Weed.

WENR-TV

ABC

OWNER: ABC. SCO: Sept. 17, 1948. GEN. MGR.: James L. Stirton.
 FACILITIES: Cameras: 9 Studio, 1-16mm, 1-35mm Film. Slides: Tr. 2x2:SUF 3/4x1. Balop: special.
 RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$188, 1: \$125. REP: ABC Spot Sales.

WGN-TV

DuMont

OWNER: Tribune Co., Chicago. SCO: April 5, 1948. GEN. MGR.: F. P. Schreiber.
 FACILITIES: Cameras: 3 Studio, 2-16mm, 2-35mm Film. Slides: 3 1/4x4:SUF 1 7/8x2 3/8. 2 Mobile units, 2 microwave relays.
 RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$187.50, 1: \$105. REP: WGN, Inc.

WNBQ

NBC

OWNER: NBC. SCO: Jan. 7, 1949. GEN. MGR.: I. E. Showerman.
 FACILITIES: Cameras: 10 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 2x2:SUF 21mmx29mm.
 RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$188, 1: \$125. REP: NBC Spot Sales.

CINCINNATI, OHIO

Receiver Circulation: 130,000
 Penetration: 29.5
 Estimated Jan. '51: 208,000

Pop: 1,425,000 %U.S.: .96
 Families: 439,700
 Ret. Sales: \$1,205,913,000 %U.S.: .94
 S.I.: \$2,028,656,000 %U.S.: 1.06

WCPO-TV

ABC, DuMont

OWNER: Scripps-Howard. SCO: July 26, 1949. GEN. MGR.: M. C. Watters.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: 2x2:SUF 35mm, 3x4:SUF 2 1/4x3 1/4. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$100, 1: \$100. REP: Branham.

**CHICAGO'S
 BIGGEST SHOWS**
 are on
WNBQ
 represented by NBC SPOT SALES

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

WKRC-TV
CBS

OWNER: Radio Cinc. Inc. & Cinc. Times-Star. SCO: Apr. 4, 1949. GEN. MGR.: Hulbert Taft, Jr.
FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: 2x2, 3 1/4x4.
RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$125, 1: \$100. REP: Katz.

WLW-TV
NBC

OWNER: Crosley B.C. SCO: Feb. 15, 1948. DIR. TV.: John Murphy.
FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: Tr. 2x2:SUF 1x1 1/2. Balop: 14x6: SUF 5x7.
1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$550, 30: \$330, 15: \$220, 5: \$137.50, 1: \$70. REP: WLW Sales.

CLEVELAND-AKRON, OHIO

Receiver Circulation: 234,796
Penetration: 29.2
Estimated Jan. '51: 298,396

Pop: 2,354,100 %U.S.: 1.84
Families: 802,000
Ret. Sales: \$2,476,373,000 %U.S.: 2.32
S.I.: \$4,084,055,000 %U.S.: 2.17

WEWS

ABC, CBS

OWNER: Scripps-Howard. SCO: Dec. 17, 1947. GEN. MGR.: James C. Hanrahan.
FACILITIES: Cameras: 7 Studio, 6-16mm Film. 1-35mm Filmstrip. Slides: Tr. 2x2:SUF 7/8x1 1/6.
Balop: 5x7:SUF 3 3/4x5. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$120, 1: \$100. REP: Branham.

WNBK

NBC

OWNER: NBC. SCO: Oct. 31, 1948. GEN. MGR.: John McCormick.
FACILITIES: Cameras: 3 Studio, 2-16mm, 2-35mm Film. Slides: 2x2. 1 Mobile unit, micro-
wave relay.
RATES: 60 min: \$400, 30: \$240, 15: \$160, 5: \$100, 1: \$90. REP: NBC Spot Sales.

WXEL

ABC, CBS, DuMont

OWNER: Empire Coil Co. SCO: Dec. 17, 1949. ST. MAN.: Franklin C. Snyder.
FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: Tr. & Op. 2x2: SUF 24x32mm. Balop:
3 1/4x4:SUF 3x3 1/4. 1 Mobile unit, microwave relay.
RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$134, 1: \$80. REP: Katz.

**CLEVELAND'S
BIGGEST SHOWS**

are on

WNBK

represented by NBC SPOT SALES

COLUMBUS, OHIO

Receiver Circulation: 71,000
Penetration: 33.4
Estimated Jan. '51: 81,400

Pop: 707,300 %U.S.: .47
Families: 212,400
Ret. Sales: \$651,574,000 %U.S.: .51
S.I.: \$949,339,000 %U.S.: .50

WBNS-TV

CBS

OWNER: Colum. Dispatch Printing Co. SCO: Oct. 5, 1949. TV DIR.: Richard Borel.
FACILITIES: Cameras: 2 Studio, 3-16mm Film. Slides: Op. & Balop: 3 1/4x4:SUF 2 1/4x2 3/4. 1
Mobile unit.
RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$105, 1: \$75. REP: Blair TV.

WLW-C

NBC

OWNER: Crosley B.C. SCO: April 3, 1949. ST. MGR.: James Leonard.
FACILITIES: Cameras: 2 Studio, 1-16mm, 1-35mm Film. Slides: Tr. 2x2:SUF 1 3/8x1 7/8.
RATES: 60 min: \$375, 30: \$225, 15: \$150, 5: \$93.75, 1: \$50. REP: WLW Sales.

WTVN

ABC, DuMont

OWNER: Picture Waves, Inc. SCO: Sept. 30, 1949. GEN. MGR.: John Rossiter.
FACILITIES: Cameras: 2 Studio, 1-16mm, 2-35mm Film. Slides: Tr. 35mm, 1-35mm Filmstrip.
RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$90, 1: \$55. REP: Headley-Reed.

DALLAS-FORT WORTH, TEX.

Receiver Circulation: 56,740
Penetration: 18.8
Estimated Jan. '51: 75,340

Pop: 991,900 %U.S.: .67
Families: 301,700
Ret. Sales: \$1,288,362,000 %U.S.: .96
S.I.: \$1,456,381,000 %U.S.: .76

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operation, Tr.:
Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

KRLD-TV

CBS

OWNER: Dallas Times Herald. SCO: Dec. 3, 1949. MAN. DIR.: C. W. Rembert.
 FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: Op. 3 1/4x4; SUF 2 1/4x3. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$90, 1: \$36. REP: Branham.

WBAP-TV

ABC, NBC

OWNER: Carter Publ'g Inc. SCO: Sept. 29, 1948. GEN. MGR.: George Cranston.
 FACILITIES: Cameras: 3 Studio, 14-16mm Film. Slides: Tr. 2x2; Tr. & Op. 3x4. Telop: Op. 3x4. 1 Mobile unit, 3 microwave relays.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$36. REP: Free & Peters.

WFAA-TV

ABC, DuMont, NBC, Paramount

OWNER: Dallas Morning News. SCO: Sept. 15, 1949. GEN. MGR.: Martin B. Campbell.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Balop: Tr. & Op. 4x5; SUF 4x3. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$52.50, 1: \$37.50. REP: Adam Young.

**DAVENPORT, IOWA-
 ROCK ISLAND, ILL.**

Receiver Circulation: 11,447
 Penetration: 10.0
 Estimated Jan. '51: 19,047

Pop: 372,500	%U.S.: .25
Families: 114,100	
Ret. Sales: \$368,445,000	%U.S.: .29
S.I.: \$600,411,000	%U.S.: .34

WHBF-TV

ABC, CBS, DuMont

OWNER: Rock Island Argus. SCO: July 1, 1950. GEN. MGR.: Leslie C. Johnson.
 FACILITIES: Cameras: 2 Studio, 16-mm Film. Slides: Balop. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$250. REP: Avery-Knodel.

WOC-TV

NBC

OWNER: Central Broad'g Co. SCO: Oct. 31, 1949. GEN. MGR.: Ernie Sanders.
 FACILITIES: Cameras: 3 Studio, 3-16mm Film. Slides: Tr. 2x2; SUF 35mm. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$40, 1: \$20. REP: Free & Peters.

DAYTON, OHIO

Receiver Circulation: 67,000
 Penetration: 11.8
 Estimated Jan. '51: 76,200

Pop: 1,837,700	%U.S.: 1.23
Families: 565,600	
Ret. Sales: \$1,548,586,000	%U.S.: 1.21
S.I.: \$2,567,524,000	%U.S.: 1.34

WHIO-TV

ABC, CBS, DuMont

OWNER: Dayton D'ly News & Journal Herald. SCO: Jan. 31, 1950. GEN. MGR.: R. H. Moody.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: 2x2. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$40. REP: G. P. Hollingbery Co.

WLW-D

NBC

OWNER: Crosley B.C. SCO: March 15, 1949. GEN. MGR.: H. P. Lasker.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2; SUF 1 1/2x1 1/2. Balop: 14x15; SUF 5 1/4x7.
 RATES: 60 min: \$375, 30: \$225, 15: \$150, 5: \$93.75, 1: 50. REP: WLW Sales.

DETROIT, MICH.

Receiver Circulation: 247,000
 Penetration: 28.7
 Estimated Jan. '51: 347,800

Pop: 3,080,200	%U.S.: 2.07
Families: 857,800	
Ret. Sales: \$3,486,658,000	%U.S.: 2.72
S.I.: \$4,559,661,000	%U.S.: 2.38

WJBK-TV

CBS, DuMont

OWNER: Fort Industry Co. SCO: Oct. 24, 1948. GEN. MGR.: Richard E. Jones.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2; SUF 1x1 3/8. Balop: 3x4; SUF 2 1/4x3 1/4.
 RATES: 60 min: \$800, 30: \$480, 15: \$320, 5: \$200, 1: \$125. REP: Katz.

WWJ-TV

NBC

OWNER: Detroit News. SCO: March, 1947. GEN. MGR.: Harry Bannister.
 FACILITIES: 9 Studio, 2-16mm Film. Slides: Tr. 2x2; SUF 1 1/4x7/8. 2 Mobile units, 2 microwave relays.
 RATES: 60 min: \$800, 30: \$480, 15: \$320, 5: \$200, 1: \$160. REP: G. P. Hollingbery Co.

WXYZ-TV

ABC

OWNER: ABC. SCO: Oct. 9, 1950. GEN. MGR.: James G. Riddell.
 FACILITIES: Cameras: 6 Studio, 2-16mm, 2-35mm Film. Slides: Tr. & Op. 2x2, 22mmx32mm. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$600, 30: \$360, 15: \$240, 5: \$140, 1: \$100. REP: ABC Spot Sales.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operation, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

FALL LINEUP

(continued from page 13)

WALTER H. JOHNSON CANDY

Captain Video
 DTN Tues., Thurs. 7:00-7:30 p.m.

KNOX GELATINE

Homemaker's Exchange
 CBS Wednesday 4:00-4:30 p.m.

KROGER FOOD CO.

Allan Young Show
 CBS Thursday 9:00-9:30 p.m.

LEVER BROTHERS

CBS Monday 8:00-8:30 p.m.
 CBS Thursday 9:30-10:00 p.m.

LINCOLN-MERCURY

Toast of the Town
 CBS Sunday 8:00-9:00 p.m.

LIPTON TEA

Talent Scouts—Godfrey
 CBS Monday 8:30-9:00 p.m.

LUCKY STRIKE CIGARETTES

This is Show Business
 CBS Sunday 7:30-8:00 p.m.
 Robert Montgomery Show
 NBC Monday* 9:30-10:30 p.m.

LUSTRE CREME SHAMPOO

(co-op drug store chain progs.)
 Cavalcade of Bands
 DTN Tuesday 9:00-10:00 p.m.
 Cavalcade of Stars
 DTN Saturday 9:00-10:00 p.m.

M & M CANDY CO.

Super Circus
 ABC Sunday 5:00-6:00 p.m.

MAGNAVOX

CBS Friday* 5:00-6:00 p.m.

MAIDEN FORM BRAS

Vanity Fair
 CBS Mon.-Wed.-Fri. 4:30-5:00 p.m.

C. H. MASLAND RUGS

At Home Party
 CBS Monday 11:00-11:15 p.m.

MILES LABORATORIES

Quiz Kids
 NBC Friday* 8:00-8:30 p.m.

MOHAWK CARPETS

Morton Downey
 NBC Mon.-Wed.-Fri. 7:30-7:45 p.m.

NATIONAL DAIRY CO.

Kukla, Fran & Ollie
 NBC Tues., Thurs. 7:00-7:30

NASH-KELVINATOR

Homemaker's Exchange
 CBS Mon.-Fri. 4:00-4:30 p.m.

NESTLE'S CHOCOLATE

Mr. Magination
 CBS Sunday 6:30-7:00 p.m.

OLD GOLD CIGARETTES

Stop the Music
 ABC Thursday 8:00-9:00 p.m.

OLDSMOBILE

CBS News
 CBS Mon.-Fri. 7:30-7:45 p.m.

PABST BEER

International Boxing Club
 CBS Wednesday 10:00-11:00 p.m.

PACKARD MOTOR CO.

Holiday Hotel
 ABC Thursday 9:00-9:30 p.m.

PEBAMMO TOOTH PASTE

(co-op drug store chain progs.)
 Cavalcade of Bands
 DTN Tuesday 9:00-10:00 p.m.
 Cavalcade of Stars
 DTN Saturday 9:00-10:00 p.m.

PEPSI-COLA CO.
Faye Emerson Show
 CBS Tues.-Thurs.-Sat. 7:45-8:00 p.m.

PETERS SHOE CO.
Super Circus
 ABC Sunday 5:00-6:00 p.m.

PHARMA-CRAFT CORP.
The Sugar Bowl
 ABC Monday* 9:00-9:30 p.m.

PHARMACEUTICALS INC.
 (co-op drug store chain progs.)
Cavalcade of Bands
 DTN Tuesday 9:00-10:00 p.m.
Cavalcade of Stars
 DTN Saturday 9:00-10:00 p.m.

PHILCO CORP.
Philco TV Playhouse
 NBC Sunday 9:00-10:00 p.m.

PHILIP MORRIS CIGARETTES
Candid Camera
 CBS Monday 9:00-9:30 p.m.
Truth or Consequences
 CBS Thursday 10:00-10:30 p.m.

PILLSBURY MILLS
A. Godfrey & Friends
 CBS Wednesday 8:00-9:00 p.m.

PROCTER & GAMBLE
Beulah
 ABC Tuesday 7:30-8:00 p.m.
Fireside Theater
 NBC Tuesday 9:00-9:30 p.m.

RENUZIT CO.
Homemaker's Exchange
 CBS Tuesday 4:00-4:30 p.m.

RCA VICTOR
Kukla, Fran & Ollie
 NBC Mon.-Fri. 7:00-7:30 p.m.

STERLING DRUG CO.
Okay Mother
 DTN Mon.-Fri. 1:00-1:30 p.m.
Sing It Again
 CBS Saturday 10:30-11:00 p.m.
STANDARD OIL OF IND.
Wayne King Show
 NBC Thursday 10:30-11:00 p.m.

STOPETTE
What's My Line
 CBS Sunday 10:30-11:00 p.m.

S.O.S. CO.
Homemaker's Exchange
 CBS Monday 4:00-4:30 p.m.

SUN OIL CO.
National Football League
 ABC Sunday 2:00 p.m.
Pro. Football Game Highlights
 ABC Friday 8:30-9:00 p.m.

SUNDIAL SHOES
Lucky Pup
 CBS Friday 6:30-7:00 p.m.

THE TEXAS CO.
Texaco Star Theater
 NBC Tuesday 8:00-9:00 p.m.

TIDEWATER OIL CO.
Broadway to Hollywood
 DTN Wednesday 10:00-10:30 p.m.

TONI CO.
 CBS Wednesday 9:00-9:30 p.m.

UNITED STATES TOBACCO CO.
Martin Kane
 NBC Thursday 10:00-10:30 p.m.

WESTINGHOUSE
Studio One
 CBS Monday 10:00-11:00 p.m.

WRIGLEY'S GUM
Gene Autry
 CBS Sunday 7:00-7:30 p.m.
 *Alternate Weeks

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

ERIE, PA. Pop: 225,100 %U.S.: .15
 Receiver Circulation: 25,739 Families: 65,600
 Penetration: 30.9 Ret. Sales: \$195,092,000 %U.S.: .15
 Estimated Jan. '51: 30,739 S.I.: \$303,535,000 %U.S.: .16

WICU

ABC, CBS, DuMont, NBC
 OWNER: Erie Dispatch. SCO: March 1, 1949. GEN. MGR.: Herb Stewart.
 FACILITIES: Cameras: 1 Studio, 1-16mm Film. Slides: 35mm: 35mm mask. Balop: 3 7/8x4.
 RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$105, 1: \$50. REP: Headley-Reed.

GRAND RAPIDS, MICH. Pop: 777,600 %U.S.: .52
 Receiver Circulation: 34,410 Families: 232,600
 Penetration: 14.7 Ret. Sales: \$676,842,000 %U.S.: .60
 Estimated Jan. '51: 38,610 S.I.: \$1,078,464,000 %U.S.: .55

WLAV-TV

ABC, CBS, NBC, DuMont
 OWNER: Leonard A. Versluis. SCO: Aug. 15, 1949. GEN. MGR.: Hy M. Steed.
 FACILITIES: Cameras: 1-16mm Film. Slides: Tr. 2x2 SUF:35mm; Op. 3x4. 3 microwave relays.
 RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$45. REP: John E. Pearson Co.

GREENSBORO, N.C. Pop: 969,200 %U.S.: .63
 Receiver Circulation: 12,479 Families: 234,300
 Penetration 5.3 Ret. Sales: \$617,990,000 %U.S.: .50
 Estimated Jan. '51: 13,679 S.I.: \$981,386,000 %U.S.: .51

WFMY-TV

ABC, CBS, DuMont, NBC
 OWNER: Greensboro News Co. SCO: Sept. 22, 1949. GEN. MGR.: Gaines Kelley.
 FACILITIES: Cameras: 1 Studio, 1-16mm Film. Slides: Tr. 35mm:SUF 1x1.33. Balop: 8x10:SUF 6x8; 4x5: SUF 3x4.
 RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$45, 1: \$30. REP: Harrington, Righter & Parsons.

HOUSTON, TEX. Pop: 895,500 %U.S.: .66
 Receiver Circulation: 23,454 Families: 274,800
 Penetration: 8.5 Ret. Sales: \$953,106,000 %U.S.: .76
 Estimated Jan. '51: 29,654 S.I.: \$1,319,114,000 %U.S.: .69

KPRC-TV

ABC, CBS, DuMont, NBC, Paramount
 OWNER: Houston Post. SCO: Jan. 1, 1949. GEN. MGR.: Jack Harris.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 3x4: SUF 2 1/4x3 3/4. 1 Mobile unit.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$90, 1: \$48. REP: Adam Young.

HUNTINGTON, W. VA. Pop: 560,600 %U.S.: .37
 Receiver Circulation: 12,296 Families: 142,400
 Penetration: 8.6 Ret. Sales: \$334,982,000 %U.S.: .25
 Estimated Jan. '51: 16,896 S.I.: \$540,700,000 %U.S.: .28

WSAZ-TV

ABC, CBS, DuMont, NBC
 OWNER: Huntington Publ'g Co. SCO: Nov. 15, 1949. GEN. MGR.: Marshall L. Rosene.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 2x2:SUF 35mm. Balop: Op. 5x5: SUF 3x4. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$37.50, 1: \$24. REP: Katz.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

INDIANAPOLIS, IND.

Receiver Circulation: 38,551
 Penetration: 14.4
 Estimated Jan. '51: 49,951

Pop: 848,500 %U.S.: .57
 Families: 267,200
 Ret. Sales: \$853,551,000 %U.S.: .66
 S.I.: \$1,303,905,000 %U.S.: .68

WFBM-TV

ABC, CBS, DuMont, NBC

OWNER: WFBM, Inc. SCO: May 30, 1949. GEN. MGR.: Harry M. Bitner, Jr.
 FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: 3x4:SUF 2 1/2x3 1/2; 6x8:SUF 5x7. 1 Mobile unit, 1 microwave relay.
 RATES: 60 min: \$220, 30: \$132, 15: \$88, 5: \$55, 1: \$40. REP: Katz.

JACKSONVILLE, FLA.

Receiver Circulation: 10,931
 Penetration: 10.8
 Estimated Jan. '51: 14,731

Pop: 353,800 %U.S.: .24
 Families: 100,400
 Ret. Sales: \$316,284,000 %U.S.: .25
 S.I.: \$419,500,000 %U.S.: .22

WMBR-TV

ABC, CBS, DuMont, NBC

OWNER: Florida Broad'g Co. SCO: Oct. 16, 1949. GEN. MGR.: Glenn Marshall, Jr.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: 2x2:SUF 4/5x1. Balop: SUF 2 1/2x2.
 RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$50, 1: \$30. REP: Avery-Knodel.

JOHNSTOWN, PA.

Receiver Circulation: 23,100
 Penetration: 3.0
 Estimated Jan. '51: 29,300

Pop: 1,374,800 %U.S.: .79
 Families: 345,300
 Ret. Sales: \$836,650,000 %U.S.: .69
 S.I.: \$1,295,644,000 %U.S.: .67

WJAC-TV

ABC, CBS, DuMont, NBC

OWNER: Tribune Pub'g Co. SCO: Sept. 15, 1949. GEN. MGR.: Alvin D. Schrott.
 FACILITIES: Cameras: 2-16mm Film. Slides: Tr. 2x2, SUF 16x24mm.
 RATES: 60 min: \$225, 30: \$135, 15: \$90, 5: \$50, 1: \$40. REP: Headley-Reed.

KALAMAZOO, MICH.

Receiver Circulation: 10,500
 Penetration: 4.0
 Estimated Jan. '51:

Pop: 849,000 %U.S.: .57
 Families: 261,000
 Ret. Sales: \$819,473,000 %U.S.: .64
 S.I.: \$1,054,652,000 %U.S.: .55

WKZO-TV

CBS, DuMont

OWNER: Fetzer Broad'g Co. SCO: July 9, 1950. GEN. MGR.: J. W. O'Harrow.
 FACILITIES: Cameras: 2-16mm Film. Telop: Tr. & Op. 3x4.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$80, 1: \$40. REP: Avery-Knodel.

KANSAS CITY, MO.

Receiver Circulation: 35,793
 Penetration: 11.0
 Estimated Jan. '51: 60,593

Pop: 1,131,100 %U.S.: .66
 Families: 322,700
 Ret. Sales: \$1,355,715,000 %U.S.: 1.06
 S.I.: \$1,636,054,000 %U.S.: .88

WDAF-TV

ABC, CBS, DuMont, NBC

OWNER: Kansas City Star. SCO: Oct. 16, 1949. GEN. MGR.: Dean Fitzer.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. & Op. 4x5; SUF 3 1/4x4 1/4. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$78, 1: \$60. REP: Harrington, Righter & Parsons.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

LANCASTER, PA.

Receiver Circulation: 48,518
Penetration: 10.5
Estimated Jan. '51: 69,800

Pop: 946,200 %U.S.: .63
Families: 269,300
Ret. Sales: \$762,175,000 %U.S.: .59
S.I.: \$1,246,166,000 %U.S.: .65

WGAL-TV

ABC, CBS, DuMont, NBC

OWNER: John F. & J. Hale Steinman. SCO: June 1, 1949. GEN. MGR.: Harold E. Miller.
FACILITIES: Cameras: 2 Studio, 16mm Film. Slides: 2 1/4x3. Balop.
RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$40. REP: Robert Meeker.

LANSING, MICH.

Receiver Circulation: 8,500
Penetration: 8.3
Estimated Jan. '51: 12,300

Pop: 349,500 %U.S.: .23
Families: 105,200
Ret. Sales: \$341,935,000 %U.S.: .27
S.I.: \$457,520,000 %U.S.: .25

WJIM-TV

ABC, CBS, NBC

OWNER: WJIM, Inc. SCO: May 1, 1950. GEN. MGR.: Harold F. Gross.
FACILITIES: Cameras: 2-16mm Film. Slides: Tr. 2x2:SUF .98"x1.22"; Balop: Op. 3 7/8x5: SUF 3x4. Microwave relay.
RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$50, 1: \$35. REP: H. R. Representatives, Inc.

LOS ANGELES, CALIF.

Receiver Circulation: 563,466
Penetration: 38.7
Estimated Jan. '51: 735,266

Pop: 4,437,200 %U.S.: 2.98
Families: 1,453,900
Ret. Sales: \$5,113,200,000 %U.S.: 3.99
S.I.: \$7,289,175,000 %U.S.: 3.80

KECA-TV

ABC

OWNER: ABC. SCO: Sept. 16, 1949. V.P. ABC WEST. DIV.: Frank Samuels.
FACILITIES: Camera: 11 Studio, Slides: Tr. 2x2:SUF 5/8x7/8. Balop: Tr. & Op. 3 1/2x4: SUF 1.85"x2.2". 1 Mobile unit, microwave relay.
RATES: 60 min: \$700, 30: \$420, 15: \$280, 5: \$186.50, 1: \$150. REP: ABC Sales.

KFI-TV

OWNER: Earle C. Anthony Inc. SCO: Oct., 1948. MGR. TV.: Haan J. Tyler.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF 5/8x3/4. Balop: 3x4. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$125, 1: \$90. REP: Petry.

KLAC-TV

OWNER: KMTR Radio Corp. SCO: Sept. 17, 1948. GEN. MGR.: Don J. Fedderson.
FACILITIES: Cameras: 3 Studio, 2-16mm Film. Slides: Tr. 2x2. Balop: Op. 8x10. 1 Mobile unit, 3 microwave relays.
RATES: 60 min: \$600, 30: \$360, 15: \$240, 5: \$150, 1: \$90. REP: Katz.

KNBH

NBC

OWNER: NBC. SCO: Jan., 1948. GEN. MGR.: Thomas McFadden.
FACILITIES: Cameras: 7 Studio, 2-16mm, 2-35mm Film. Slides: 2x2: SUF 1 1/8x27/32. Balop: 4 1/2x3 1/2: SUF 4x3. 1 Mobile unit, microwave relay.
RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$188, 1: \$125. REP: NBC Spot Sales.

KTLA

Paramount

OWNER: Paramount Television Prdtns. Inc. SCO: Jan. 22, 1947. GEN. MGR.: Klaus Landsberg.
FACILITIES: Cameras: 4 Studio, 2-16mm, 1-35mm Film. Slides: Tr. double 35mm. Balop: 3x4: SUF 2 1/4x3 1/4. 2 Mobile units, 6 microwave relays.
RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$185, 1: \$125. REP: Paul H. Raymer.

KTSL

DuMont

OWNER: Thomas S. Lee Enterprises, Inc. SCO: May, 1949. V.P. chg. TV: Charles L. Glett.
FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: 35mm double frame. 1 Mobile unit, microwave relay.
RATES: 60 min: \$1000, 30: \$600, 15: \$400, 5: \$280, 1: \$20. REP: Blair TV.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

LOS ANGELES'
BIGGEST SHOWS
are on
KNBH
represented by NBC SPOT SALES

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

KTTV
CBS

OWNER: L.A. Times-CBS. SCO: Nov. 24, 1948. GEN. MGR.: Harrison Dunham.
FACILITIES: Cameras: 10 Studio, 2-16mm, 1-35mm Film. Slides: 2x2: SUF: 10/16x15/16. Balop: 3 1/4x4: SUF 2 1/4x3. 1 Mobile unit, 4 microwave relays.
RATES: 60 min: \$1000, 30: \$600, 15: \$400, 5: \$280, 1: \$200. REP: CBS Radio Sales.

LOUISVILLE, KY.

Receiver Circulation: 34,100
Penetration: 17.1
Estimated Jan. '51: 45,500

Pop: 688,200 %U.S.: .44
Families: 199,300
Ret. Sales: \$588,725,000 %U.S.: .46
S.I.: \$908,015,000 %U.S.: .47

WAVE-TV

ABC, DuMont, NBC

OWNER: WAVE, Inc. SCO: Nov. 24, 1948. GEN. MGR.: Nathan Lord.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF 1 5/8x1 5/16; Tr. 3 1/4x4: SUF 2 3/4x3 3/8. Balop: 8x10: SUF 5 1/2x7 (lettering), 6x8 (pix). 1 Mobile unit, microwave relay.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$50. REP: Free & Peters.

WHAS-TV

CBS

OWNER: Courier-Journal, Louisville Times. SCO: March 27, 1950. DIR: Victor A. Sholis.
FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: Tr. & Op: 3 1/4x4: SUF 2 1/4x3. Balop: 5x6 1/2: SUF 4x5 1/2. 1 Mobile unit, microwave relay.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$40. REP: Petry.

MEMPHIS, TENN.

Receiver Circulation: 38,528
Penetration: 20.5
Estimated Jan. '51: 43,928

Pop: 628,400 %U.S.: .42
Families: 185,300
Ret. Sales: \$549,869,000 %U.S.: .43
S.I.: \$710,503,000 %U.S.: .37

WMCT

ABC, CBS, DuMont, NBC

OWNER: Scripps-Howard. SCO: Dec. 4, 1948. GEN. MGR.: H. W. Slavick.
FACILITIES: Cameras: 3 Studio, 2-16mm Film. Slides: Tr. 35mm single frame, 35mm Filmstrip. Balop: 3 1/4x4. 1 Mobile unit; microwave relay.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$50. REP: Branham.

MIAMI, FLA.

Receiver Circulation: 26,154
Penetration: 16.9
Estimated Jan. '51: 31,554

Pop: 484,200 %U.S.: .32
Families: 154,600
Ret. Sales: \$587,164,000 %U.S.: .46
S.I.: \$635,129,000 %U.S.: .33

WTVJ-TV

ABC, CBS, DuMont, NBC

OWNER: Wometco Theatres. SCO: March 21, 1949. GEN. MGR.: Lee Ruwitch.
FACILITIES: Cameras: 2 Studio, 1-16mm, 1-35mm Film. Slides: 3 1/4x4: SUF 2 3/4x3 1/2. Balop: 3 1/4x4: SUF 2 3/4x3 1/4. 1 Mobile unit, microwave relay.
RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$50. REP: Free & Peters.

MILWAUKEE, WIS.

Receiver Circulation: 114,664
Penetration: 36.2
Estimated Jan. '51: 149,664

Pop: 796,400 %U.S.: .74
Families: 316,400
Ret. Sales: \$1,330,822,000 %U.S.: 1.04
S.I.: \$1,739,628,000 %U.S.: .91

WTMJ-TV

ABC, CBS, DuMont, NBC

OWNER: The Milwaukee Journal. SCO: Dec. 3, 1947. Walter J. Damm.
FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: Tr. 2x2. Balop: 5x6 2/3: SUF 3 1/4x4 1/4. 1 Mobile unit, 3 microwave relays.
RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$112.50, 1: \$80. REP: Harrington, Righter & Parsons.

MINNEAPOLIS-ST. PAUL, MINN.

Receiver Circulation: 95,700
Penetration: 24.8
Estimated Jan. '51: 128,900

Pop: 1,291,000 %U.S.: .87
Families: 385,900
Ret. Sales: \$1,582,320,000 %U.S.: 1.19
S.I.: \$1,887,645,000 %U.S.: .98

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

KSTP

NBC

OWNER: KSTP, Inc. SCO: April 27, 1948. PRES., GEN. MGR.: Stanley E. Hubbard
 FACILITIES: Cameras: 5 Studio, 1-16mm Film. Slides: Tr. 35mm. Balop: 5x6 1/2. SUF 4x5 1/2.
 3 Mobile units, 2 microwave relays.
 RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$126, 1: \$100. REP: Petry.

WTCN-TV

ABC, CBS, DuMont, Paramount

OWNER: N'west Publ'ns & Minn. Trib. Co. SCO: July 1, '49. GEN. MGR.: F. Van Konyenburg.
 FACILITIES: Cameras: 4 Studio, 1-16mm Film. Slides: Tr. 2x2: 35mm. Balop: 6x8. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$126, 1: \$100. REP: Free & Peters.

NEW HAVEN, CONN.

Receiver Circulation: 81,800
 Penetration: 22.0
 Estimated Jan. '51: 109,800

Pop: 1,303,100 %U.S.: .65
 Families: 371,100
 Ret. Sales: \$1,291,721,000 %U.S.: 1.01
 S.I.: \$1,929,323,000 %U.S.: 1.01

WNHC-TV

ABC, CBS, DuMont, NBC

OWNER: The Elm City Broad'g Co. SCO: June 13, 1948. GEN. MGR.: James T. Milne.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 2x2: SUF 1x1 11/32. Balop: 5x7: SUF 3 3/16x4 1/4.
 RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$112, 1: \$80. REP: Katz.

NEW ORLEANS, LA.

Receiver Circulation: 27,771
 Penetration: 13.1
 Estimated Jan. '51: 37,371

Pop: 731,200 %U.S.: .49
 Families: 210,400
 Ret. Sales: \$696,724,000 %U.S.: .54
 S.I.: \$954,831,000 %U.S.: .50

WDSU-TV

ABC, CBS, DuMont, NBC

OWNER: WDSU-TV Broad'g Services, Inc. SCO: Dec. 18, 1948. GEN. MGR.: Robert D. Swezey.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: 7/8x1 1/8. Balop: 3 1/4x4: SUF 2 1/4x3.
 RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$75, 1: \$40. REP: Blair TV.

NEW YORK, N. Y.

Receiver Circulation: 1,504,301
 Penetration: 38.8
 Estimated Jan. '51: 1,903,701

Pop: 13,407,000 %U.S.: 8.99
 Families: 3,875,600
 Ret. Sales: \$12,491,053,000 %U.S.: 9.75
 S.I.: \$23,605,689,000 %U.S.: 12.31

WABD

DuMont

OWNER: Allen B. DuMont Labs, Inc. SCO: 1941. GEN. MGR.: C. J. Whitting.
 FACILITIES: Cameras: 15 Studio, 1-16mm, 2-35mm Film. Slides: Tr. 2x2: SUF 1x1.33. Balop: 4x5: 3x4.
 RATES: 60 min: \$2000, 30: \$1200, 15: \$800, 5: \$500, 1: \$350. REP: DuMont Spot Sales.

WATV

OWNER: Bremer Broad'g Corp. SCO: May 15, 1948. GEN. MGR.: Irving R. Rosenhaus.
 FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: 35mm: SUF 36/32x27/32. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$600, 30: \$360, 15: \$240, 5: \$180, 1: \$125. REP: Weed.

WCBS-TV

CBS

OWNER: Columbia Broad'g System, Inc. SCO: Nov. 1, 1946. GEN. MGR.: Richard Swift.
 FACILITIES: Cameras: 45 Studio, 7-16mm, 7-35mm Film: Balop: 4x5: SUF 3 1/4x4 1/4. Mobile units, microwave relays.
 RATES: 60 min: \$2000, 30: \$1200, 15: \$800, 1: \$350. REP: CBS Radio Sales.

WJZ-TV

ABC

OWNER: American Broad'g Co. SCO: Aug. 1948. GEN. MGR.: Clarence Doty.
 FACILITIES: Cameras: 21 Studio, 3-16mm, 2-35mm Film. Slides: Tr. 2x2. Balop: 3x4. 2 Mobile units, 2 microwave relays.
 RATES: 60 min: \$2200, 30: \$1320, 15: \$880. REP: ABC Spot Sales.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

**SCHENECTADY'S
 BIGGEST SHOWS**

are on

WRGB

represented by NBC SPOT SALES

**WESTERN
 LEADER
 IN
 TELEVISION**



KDYL-TV

NBC NETWORK
 CHANNEL 4
 Salt Lake City, Utah

National Representative: John Blair & Co.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

**NEW YORK'S
BIGGEST SHOWS**
are on
WNBT
represented by NBC SPOT SALES

WNBT

NBC

OWNER: National Broad'g Co. SCO: July 1, 1941. GEN. MGR.: Ted Cott.
FACILITIES: Cameras: 33 Studio, 6-16mm, 35mm Film. Slides: Tr. 2x2. 5 Mobile units, 3 microwave relays.
RATES: 60 min: \$2200, 30: \$1320, 15: \$880, 5: \$550, 1: \$500. REP: NBC Spot Sales.

WOR-TV

Mutual

OWNER: Gen'l Teleradio, Inc. SCO: Oct. 11, 1949. PRES., GEN. MGR.: Theodore C. Streibert.
FACILITIES: Cameras: 11 Studio, 16mm, 35mm Film. Slides: Tr. 2x2; SUF, 21x28mm; Tr. & Op: 3 1/4x4. Balop: Op. 14x11; SUF 8x6. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$1200, 30: \$720, 15: \$480, 5: \$360, 1: \$250.

WPIX

OWNER: The New York News. SCO: June 15, 1948. GEN. MGR.: G. Bennett Larson.
FACILITIES: Cameras: 4 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 2x2; 7/8x1 1/8. Op. 5x7: 3 5/8x4 7/8. 2 Mobile units, 4 microwave relays.
RATES: 60 min: \$1200, 30: \$720, 15: \$480, 5: \$360, 1: \$200. REP: Free & Peters.

NORFOLK, VA.

Receiver Circulation: 17,179
Penetration: 10.0
Estimated Jan. '51: 24,379

Pop: 647,200 %U.S.: .40
Families: 172,300
Ret. Sales: \$489,335,000 %U.S.: .38
S.I.: \$801,116,000 %U.S.: .42

WTAR-TV

ABC, CBS, DuMont, NBC

OWNER: Norfolk Newspapers, Inc. SCO: April 2, 1950. GEN. MGR.: Campbell Arnoux.
FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: Op. 2x2; SUF 35mm. 1 Mobile unit, microwave relay.
RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$50, 1: \$30. REP: Petry.

OKLAHOMA CITY, OKLA.

Receiver Circulation: 30,325
Penetration: 16.1
Estimated Jan. '51: 38,725

Pop: 618,700 %U.S.: .41
Families: 187,900
Ret. Sales: \$521,333,000 %U.S.: .42
S.I.: \$811,358,000 %U.S.: .37

WKY-TV

ABC, CBS, DuMont, NBC

OWNER: Oklahoma Publ'g Co. SCO: June 6, 1949. ST. MGR.: P. A. Sugg.
FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: 2x2; SUF 20x28mm. 1 Mobile unit, microwave relay.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$40. REP: Katz.

OMAHA, NEB.

Receiver Circulation: 24,000
Penetration: 16.9
Estimated Jan. '51: 32,400

Pop: 468,700 %U.S.: .30
Families: 141,300
Ret. Sales: \$492,261,000 %U.S.: .38
S.I.: \$687,732,000 %U.S.: .36

KMTV

ABC, CBS

OWNER: May Broad'g Co., Shenandoah, Iowa. SCO: Sept. 1, 1949. GEN. MGR.: Owen Saddler.
FACILITIES: Cameras: 2 Studio, 16mm Film. Slides: 35mm. 1 Mobile unit.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$50. REP: Katz.

WOW-TV

DuMont, NBC

OWNER: Radio Station WOW, Inc. SCO: Aug. 29, 1949. GEN. MGR.: Lyle DeMoss.
FACILITIES: Cameras: 4 Studio, 16mm Film. Slides: Tr. & Op. 3 1/4x4; SUF 2 1/4x2 5/8. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 1: \$50. REP: Blair TV.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

PHILADELPHIA, PA.

Receiver Circulation: 501,000
 Penetration: 41.3
 Estimated Jan. '51: 669,000

Pop: 4,196,300 %U.S.: 2.81
 Families: 1,175,000
 Ret. Sales: \$3,847,861,000 %U.S.: 3.00
 S.I.: \$6,327,388,000 %U.S.: 3.30

WCAU-TV

CBS

OWNER: Philadelphia Bulletin. SCO: May, 1948. PRES., GEN. MGR.: Donald W. Thornburgh.
 FACILITIES: Cameras: 11 Studio, 2-16mm Film. Slides: Tr. single 35mm. SUF .7x.6. Balop: Op. 3 1/2x4: SUF 2 1/16x2 13/16. 1 Mobile unit, 3 microwave relays.
 RATES: 60 min: \$700, 30: \$420, 15: \$280, 5: \$175, 1: \$100. REP: CBS Radio Sales.

WFIL-TV

ABC, DuMont

OWNER: Phila. Inquirer Div., Triangle Pub's. SCO: Sept. 13, '47. GEN. MGR.: Roger W. Clipp.
 FACILITIES: Cameras: 3 Studio, 2-16mm Film. Slides: Tr. & Op.: 3 1/4x4: SUF 2 1/8x2 3/4. Balop: 3 1/4x4: SUF 2 1/8x2 3/4. 1 Mobile unit, 3 microwave relays.
 RATES: 60 min: \$700, 30: \$420, 15: \$280, 5: \$175, 1: \$150. REP: Katz.

WPTZ

NBC

OWNER: Philco Television Broad'g Corp. SCO: Sept. 16, 1941. GEN. MGR.: Ernest B. Loveman.
 FACILITIES: Cameras: 8 Studio, 2-16mm, 2-35mm Film. Slides: Balop: 2 3/4x3 1/4: SUF 2 1/8x2 7/8. 2 Mobile units, 2 microwave relays.
 RATES: 60 min: \$700, 30: \$420, 15: \$280, 5: \$175, 1: \$150. REP: NBC Spot Sales.

**PHILADELPHIA'S
 BIGGEST SHOWS**

are on

WPTZ

represented by NBC SPOT SALES

PHOENIX, ARIZ.

Receiver Circulation: 10,800
 Penetration: 10.9
 Estimated Jan. '51: 14,800

Pop: 350,600 %U.S.: .24
 Families: 98,700
 Ret. Sales: \$355,228,000 %U.S.: .28
 S.I.: \$391,405,000 %U.S.: .20

KPHO

ABC, CBS, DuMont, NBC

OWNER: Phoenix Television, Inc. SCO: Dec. 4, 1949. GEN. MGR.: E. R. Borroff.
 FACILITIES: Cameras: 3 Studio, 16mm Film. Slides: Tr. 2x2. 1 Mobile unit, microwave relays.
 RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$30, 1: \$24. REP: Petry.

PITTSBURGH, PA.

Receiver Circulation: 113,000
 Penetration: 16.4
 Estimated Jan. '51: 165,800

Pop: 3,151,400 %U.S.: 1.72
 Families: 685,900
 Ret. Sales: \$2,231,032,000 %U.S.: 1.72
 S.I.: \$3,469,958,000 %U.S.: 1.85

WDTV

ABC, CBS, DuMont, NBC

OWNER: Allen B. DuMont Labs. Inc. SCO: Jan. 11, 1949. GEN. MGR.: Donald A. Stewart.
 FACILITIES: Cameras: 3 Studio, 1-16mm Film. Slides: 2x2: SUF 1x1.33. Balop: 3.5x6.5: SUF 3x4. 1 Mobile unit.
 RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$112.50, 1: \$75.

PROVIDENCE, RHODE ISLAND

Receiver Circulation: 62,200
 Penetration: 5.6
 Estimated Jan. '51: 70,800

Pop: 4,028,200 %U.S.: 2.70
 Families: 1,113,100
 Ret. Sales: \$3,917,189,000 %U.S.: 2.74
 S.I.: \$5,286,431,000 %U.S.: 2.76

WJAR-TV

ABC, CBS, DuMont, NBC

OWNER: Outlet Company, Prov. SCO: July 10, 1949. GEN. MGR.: John J. Boyle.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF double 35mm. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$88, 1: \$40. REP: Weed.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

**UGH! DON'T
SCALP UM—
SELL UM!**



**HAS THE
INDIAN SIGN
ON THE
SAN ANTONIO
MARKET!**

*(His Indian Sign is
the Dollar Sign!)*

**YOUR NATIONAL SALESMAN
WITH THE LOCAL
CASH REGISTER TOUCH!**

— Ask Um —

**ADAM YOUNG
TELEVISION, Inc.
National Representative**



*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

RICHMOND, VA.

Pop: 383,100	%U.S.: .26
Receiver Circulation: 33,913	Families: 104,200
Penetration: 29.9	Ret. Sales: \$420,592,000 %U.S.: .33
Estimated Jan. '51: 77,513	S.I.: \$543,614,000 %U.S.: .28

WTVR

NBC

OWNER: Havens & Martin Inc. SCO: April 22, 1948. PRES. & GEN. MGR.: Wilbur M. Havens.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF double 35mm. Balop: 1 1/8x8 7/8.
RATES: 60 min: \$300, 30: \$180, 15: \$135, 5: \$105, 1: \$60. REP: Blair TV.

ROCHESTER, N. Y.

Pop: 665,200	%U.S.: .45
Receiver Circulation: 42,951	Families: 198,700
Penetration: 29.9	Ret. Sales: \$580,454,000 %U.S.: .45
Estimated Jan. '51: 66,751	S.I.: \$942,411,000 %U.S.: .49

WHAM-TV

ABC, CBS, DuMont, NBC

OWNER: Stromberg Carlson Co. SCO: June 11, 1949. GEN. MGR.: William Fay.
FACILITIES: Cameras: 4 Studio, 1-16mm Film. Slides: Tr. & Op. 3/4x4: SUF 2/4x3. 1 Mobile unit, microwave relays.
RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75. REP: George P. Hollingbery Co.

ST. LOUIS, MO.

Pop: 1,571,600	%U.S.: 1.17
Receiver Circulation: 135,500	Families: 508,400
Penetration: 26.5	Ret. Sales: \$1,824,067,000 %U.S.: 1.42
Estimated Jan. '51: 179,100	S.I.: \$2,649,726,000 %U.S.: 1.38

KSD-TV

ABC, CBS, DuMont, NBC

OWNER: Pulitzer Publ'g Co. SCO: Feb. 10, 1947. GEN. MGR.: George M. Burbach.
FACILITIES: Cameras: 4 Studio, 1-16mm Film. Slides: Tr. 2x2. Balop: Op. 3x4; 6x8. 1 Mobile unit, microwave relay.
RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$133, 1: \$100. REP: Free & Peters.

SALT LAKE CITY, UTAH

Pop: 489,300	%U.S.: .33
Receiver Circulation: 17,304	Families: 135,100
Penetration: 12.8	Ret. Sales: \$452,521,000 %U.S.: .35
Estimated Jan. '51: 22,504	S.I.: \$651,651,000 %U.S.: .34

KDYL-TV

NBC

OWNER: Intermountain Broad'g & TV Corp. SCO: July, 1948. PRES. & GEN. MGR.: S. S. Fox.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF 35mm double frame. 1 Mobile unit, microwave relay.
RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$50, 1: \$30. REP: Blair-TV.

KSL-TV

ABC, CBS, DuMont

OWNER: Radio Service Corp. of Utah. SCO: June 1, 1949. GEN. MGR.: Richard C. Evans.
FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: Tr. 2x2. Balop: 3/4x4: SUF 2 7/8x2 1/4.
RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$37.50, 1: \$30. REP: CBS Radio Sales—Television.

SAN ANTONIO, TEX.

Pop: 470,500	%U.S.: .32
Receiver Circulation: 17,687	Families: 137,800
Penetration: 12.8	Ret. Sales: \$424,310,000 %U.S.: .33
Estimated Jan. '51: 26,487	S.I.: \$578,937,000 %U.S.: .31

KEYL-TV

DuMont, Paramount

OWNER: Pickens, Coffield, Wheelock. SCO: Feb. 15, 1950. V.P.: W. D. Rogers, Jr.
FACILITIES: Cameras: 2 Studio, 2-16mm, 2-35mm Film. Slides: 2x2: SUF 1 3/8x3x4.
RATES: 60 min: \$250, 30: \$160, 15: \$115, 5: \$65, 1: \$35.

WOAI-TV

ABC, CBS, NBC

OWNER: Southland Industries, Inc. SCO: Dec. 11, 1949. PRES., GEN. MGR., Hugh A. L. Halff.
FACILITIES: Cameras: 3 Studio, 1-16mm Film. Slides: Tr. 2x2, Op. 3x4. 1 Mobile unit, microwave relay.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$50, 1: \$37.50. REP: Petry.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

SAN DIEGO, CALIF.

Receiver Circulation: 40,100
 Penetration: 22.0
 Estimated Jan. '51: 59,900

Pop: 534,000 %U.S.: .36
 Families: 182,100
 Ret. Sales: \$515,687,000 %U.S.: .40
 S.I.: \$1,787,213,000 %U.S.: .32

KFMB-TV

ABC, CBS, NBC, Paramount

OWNER: Jack Gross Broad'g Co. SCO: May 16, 1949. PRES., GEN. MGR.: Jack Gross.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: 35mm single or double frame. Balop: 3 1/4x4. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$37.50. REP: Branham.

SAN FRANCISCO, CALIF.

Receiver Circulation: 60,289
 Penetration: 6.8
 Estimated Jan. '51: 95,289

Pop: 2,665,500 %U.S.: 1.79
 Families: 881,100
 Ret. Sales: \$3,099,567,000 %U.S.: 2.42
 S.I.: \$4,435,662,000 %U.S.: 2.31

KGO-TV

ABC

OWNER: American Broad'g Co. SCO: May 5, 1949. GEN. MGR.: Gayle V. Grubb.
 FACILITIES: Cameras: 2 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 2x2: 13/16x1 1/8. Balop: Tr. & Op. 3 1/4x4: SUF 2 1/8x2 7/8. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$262.50, 30: \$150.50, 15: \$105, 5: \$70, 1: \$52.50. REP: ABC Spot Sales.

KPIX

CBS, DuMont

OWNER: The Associated Broadcaster, Inc. SCO: Dec. 26, 1948. GEN. MGR.: Philip G. Lasky.
 FACILITIES: Cameras: 3 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF 35mm double frame. Balop: 11x14: SUF 5 1/2x8 1/16.
 RATES: 60 min: \$360, 30: \$216, 15: \$144, 5: \$92, 1: \$52. REP: Katz.

KRON-TV

NBC

OWNER: Chronicle Publ'g Co. SCO: Nov. 15, 1949. MGR.: Charles Thieriot.
 FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: 2x2: SUF 13/16x1 1/8. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$362.50, 30: \$217.50, 15: \$145, 5: \$91, 1: \$56. REP: Free & Peters.

SCHENECTADY-ALBANY-TROY

Receiver Circulation: 82,700
 Penetration: 30.8
 Estimated Jan. '51: 107,300

Pop: 841,200 %U.S.: .59
 Families: 267,700
 Ret. Sales: \$796,460,000 %U.S.: .64
 S.I.: \$1,155,627,000 %U.S.: .60

WRGB

ABC, CBS, DuMont, NBC

OWNER: General Electric Co. SCO: Jan. 1, 1948. ST. MGR.: R. B. Hanna, Jr.
 FACILITIES: Cameras: 2 Studio, 1-16mm, 1-35mm Film. Slides: Tr. & Op. 2x2. Tr. & Op. 3x4: SUF 2 1/4x3. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$87.50, 1: \$60. REP: NBC Spot Sales.

SEATTLE, WASH.

Receiver Circulation: 30,300
 Penetration: 8.4
 Estimated Jan. '51: 40,000

Pop: 1,060,700 %U.S.: .71
 Families: 358,900
 Ret. Sales: \$1,165,938,000 %U.S.: .91
 S.I.: \$1,717,731,000 %U.S.: .90

KING-TV

ABC, CBS, DuMont,
 NBC, Paramount

OWNER: King Broad'g Co. SCO: Nov. 25, 1948. GEN. MGR.: Hugh Feltis.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Balop: Tr. & Op. 3 1/4x4: SUF 2 1/4x3. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$70, 1: \$55. REP: John Bfair.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

SMOKE SIGNALS

From KEYL — High Atop
 San Antonio's Transit Tower
 —Tallest Tepee in Town!

POPULATION
 Service Area

470,500

FAMILIES

137,800

RETAIL SALES

\$424,310,000

TELEVISION SETS

20,271 July

COVERAGE

50 Mile Radius



— Ask Um —
Sherrill Edwards
 —LITTLE CHIEF
 TWX S. A. 100
 Atop the Transit Tower
 San Antonio, Texas

KEYL
 CHANNEL 5

**CHANNEL
SEVEN**

WMAL-TV

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

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

Represented Nationally by
ABC SPOT SALES

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

SYRACUSE, N. Y.

Receiver Circulation: 47,476
Penetration: 23.1
Estimated Jan. '51: 70,076

Pop: 684,400 %U.S.: .46
Families: 205,500
Ret. Sales: \$559,698,000 %U.S.: .44
S.I.: \$820,244,000 %U.S.: .43

WHEN

ABC, CBS, DuMont
NBC

OWNER: Meredith Publ'g Co. SCO: Dec. 1, 1948. GEN. MGR.: Paul Adanti.
FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF 15/16x15/16. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$265, 30: \$158, 15: \$106, 5: \$66, 1: \$50. REP: Katz.

WSYR-TV

ABC, CBS, DuMont
NBC

OWNER: Central N.Y. Broad'g Co. SCO: Feb. 15, 1950. PRES.: Harry C. Wilder.
FACILITIES: Cameras: 3 Studio, 2-16mm Film. Slides: 3 1/4x4: SUF 1 7/8x2 3/8.
RATES: 60 min: \$250, 30: \$156, 15: \$106, 5: \$69, 1: \$56. REP: Headley-Reed.

TOLEDO, OHIO

Receiver Circulation: 45,000
Penetration: 17.3
Estimated Jan. '51: 70,200

Pop: 845,800 %U.S.: .56
Families: 259,700
Ret. Sales: \$770,586,000 %U.S.: .60
S.I.: \$1,098,572,000 %U.S.: .60

WSPD-TV

ABC, CBS, DuMont, NBC

OWNER: Fort Industry Co. SCO: July 21, 1948. GEN. MGR.: E. Y. Flanigan.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: 35mm. 1 Mobile unit, microwave relay.
RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$45. REP: Katz.

TULSA, OKLA.

Receiver Circulation: 29,239
Penetration: 24.4
Estimated Jan. '51: 43,439

Pop: 402,000 %U.S.: .27
Families: 119,400
Ret. Sales: \$338,602,000 %U.S.: .26
S.I.: \$481,433,000 %U.S.: .25

KOTV

ABC, CBS, DuMont,
NBC, Paramount

OWNER: George E. Cameron, Jr. SCO: Nov. 30, 1949. PRES., GEN. MGR.: Maria H. Alvarez.
FACILITIES: Cameras: 2 Studio, 1-16mm. Slides: 2x2: SUF 6/8x5/8. Balop: 4x5: SUF 3x4.
1 Mobile unit, microwave relay.
RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$50. REP: Adam Young.

UTICA-ROME, N. Y.

Receiver Circulation: 15,000
Penetration: 6.1
Estimated Jan. '51: 18,400

Pop: 828,000 %U.S.: .55
Families: 245,000
Ret. Sales: \$668,094,000 %U.S.: .52
S.I.: \$959,787,000 %U.S.: .50

WKTV

ABC, CBS, DuMont, NBC

OWNER: Copper City Broad'g Corp. SCO: Dec. 1, 1949. GEN. MGR.: Michael C. Fusco.
FACILITIES: Cameras: 1 Studio, 2-16mm Film. Slides: Tr. & Op. 3 1/4x4.
RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$37, 1: \$24. REP: Donald Cooke.

WASHINGTON, D. C.

Receiver Circulation: 136,600
Penetration: 30.0
Estimated Jan. '51: 177,800

Pop: 1,638,100 %U.S.: 1.09
Families: 455,200
Ret. Sales: \$1,390,361,000 %U.S.: 1.09
S.I.: \$2,429,143,000 %U.S.: 1.27

WMAL-TV

ABC

OWNER: Evening Star Broad'g Co. SCO: Oct. 3, 1947. GEN. MGR.: K. H. Berkeley.
FACILITIES: Cameras: 4 Studio. Slides: Op. 2x2: SUF 57/64x1 13/64, 35mm film strip. Balop: 6 1/8x4 9/16: SUF 5 7/8x4 5/16. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$400, 30: \$240, 15: \$160, 5: \$80, 1: \$60. REP: ABC Spot Sales.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

current film commercials

(continued from page 4)

AN ADVERTISING
 DIRECTORY OF PRODUCERS
 AND THEIR WORK

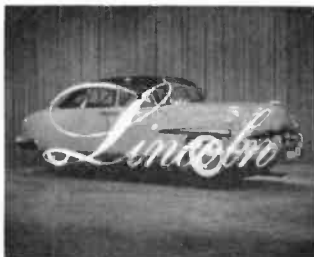
For screenings and further information write the producers direct!



FOR PIPE LOVERS

LOOK FOR THE RED RIDER on the BLUE TIN . . . that's Kentucky Club Pipe Tobacco. This 20 sec. spot shows a satisfied smoker relaxing with his favorite brand. Straight, forthright promotion, for the Midwest market.

ADVERTISER
 Mail Pouch Tobacco Co.
 AGENCY
 Chas. W. Hoyt Co., Inc.
 PRODUCED BY
TV/FILMS, INC.
 155 WEST 46th STREET, NEW YORK 19, N. Y.
 JUDSON 2-3607



Live action photography on location shows superb on-the-road performance and beauty of Lincoln automobiles. And studio animation "x-rays" car's structural superiority. Combination has produced high effectiveness for these commercials on "Toast of the Town."

ADVERTISER
 Lincoln-Mercury Division
 Ford Motor Company
 AGENCY
 Kenyon & Eckhardt, Inc.
 PRODUCED BY
WILDING PICTURE PRODUCTIONS, INC.
 385 MADISON AVENUE, NEW YORK 22, N. Y.
 PLAZA 9-0854

TV MARKETS (continued)

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

WNBW NBC

OWNER: National Broad'g Co. SCO: June 27, 1947. GEN. MGR.: Wm. R. McAndrew.
 FACILITIES: Cameras: 5 Studio, 1-16mm, 2-35mm Film. Slides: 2x2: SUF 35mm. Balop. 2
 Mobile units, microwave relay.
 RATES: 60 min: \$375, 30: \$225, 15: \$150, 5: \$94, 1: \$75. REP: NBC Spot Sales.

WOIC CBS

OWNER: Wash. Post & CBS. SCO: Jan. 16, 1949. GEN. MGR.: John Hayes.
 FACILITIES: Cameras: 4 Studio, 1-16mm Film. Slides: 2x2 SUF 11/16x1 1/32. Balop: 3 1/4x4:
 SUF 2x2.67. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$90, 1: \$70. REP: CBS Radio Sales.

WTTG DuMont

OWNER: Allen B. DuMont Labs, Inc. SCO: Jan., 1947. GEN. MGR.: Walter Compton.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: 2x2 SUF 1x1 11/32. 1 Mobile unit,
 3 microwave relays.
 RATES: 60 min: \$400, 30: \$240, 15: \$160, 5: \$100, 1: \$60. REP: Harrington, Righter & Parsons.

WILMINGTON, DEL.

Receiver Circulation: 36,532
 Penetration: 3.0
 Estimated Jan. '51: 46,942

Pop: 4,309,100 %U.S.: 2.89
 Ret. Sales: \$3,928,879,000 %U.S.: 3.07
 E.B.I.: \$6,509,608,000 %U.S.: 3.40
 Families: 1,217,100

WDEL-TV NBC

OWNER: WDEL, Inc. SCO: June 30, 1949. GEN. MGR.: J. Gorman Walsh.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2, Tr. & Op. 3 1/4x4.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$40. REP: Meeker Assoc.

WASHINGTON'S BIGGEST SHOWS

are on

WNBW

represented by NBC SPOT SALES

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.



where
there's
smoke...
there's
something
hot!

it's the
DU MONT
SHOWBOAT

...hottest promotion of the hottest line of merchandising in all Du Mont history!

For months our product engineers have been working in a fine fever. And now they've cooked up a new line of Du Monts that fairly sizzle with sales appeal.

You'll be all steamed up over these great new models and over the colorful and distinctive advertising and sales promotion behind them.

Plan now to get aboard the Du Mont Show-

boat for a fast ride to teleset sales. See your Du Mont Distributor for details.

SEE THE NEW DU MONTs

N. A. M. M. Convention

Mezzanine Floor

HOTEL PALMER HOUSE

Chicago, July 10-13

NOW MORE THAN EVER BEFORE...

DU MONT

First with the finest in Television.

Copyright 1950, Allen B. Du Mont Laboratories, Inc. Television Receiver Division, East Paterson, N. J. and the Du Mont Television Network, 515 Madison Avenue, New York 22, N. Y.

They climbed the world's tallest tower so you could see farther

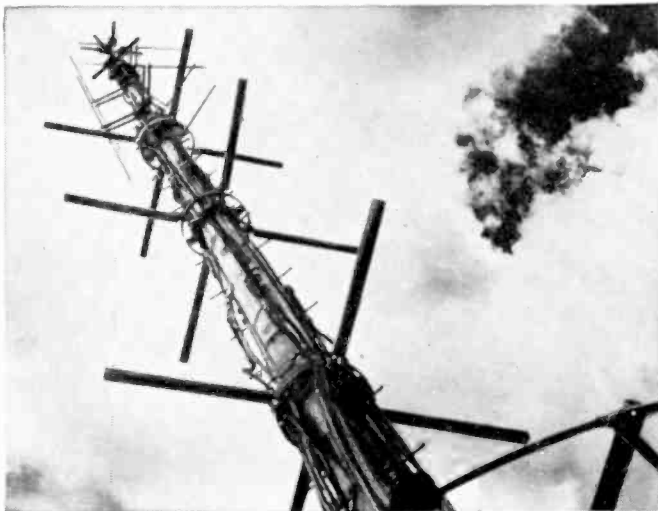
Installation of
NBC's television antennas has been a job
for daring steeplejacks!

No. 6 in a series outlining high
points in television history

Photos from the historical collection of RCA

● Dwarfed ant-small by their height above Manhattan's streets, skilled and daring workmen—in 1931—offered New Yorkers a sight as exciting as the highwire act at a circus . . . but much more significant.

Task of these men, as they clambered about atop the tower of the Empire State Building—1250 feet in the air—was to install an antenna for experimental telecasts from NBC's television station. "Why did it have to be so high?" was a question on thousands of watchers' lips.



A familiar sight on the New York skyline, NBC's television antenna—installed in 1946—was the successor to those erected in 1931, 1936 and 1938, and used by RCA and NBC to perfect television.



Steeplejacks at work on an NBC television antenna—1250 feet above the sidewalks of New York. Its height gives telecasts a wider range in the New York and New Jersey area.

As might have been expected, with television an unfamiliar art, the average layman thought of it in relation to radio broadcasts, whose waves he knew could circle the globe. That telecasts were fundamentally limited by the line of the horizon was little known. To increase this limiting range, scientists, engineers, and technicians, sought the highest available vantage point.

With its antenna installed, this experimental television station was able to transmit pictures a distance of about 42 miles, and farther under highly favorable conditions. Receivers dotted around the New York area picked up the first telecasts, providing encouraging and instructive information to be studied by RCA's scientists.

Facts gathered in this period included new data on the behavior of very short waves, as well as how to handle them. New knowledge about interference was acquired, including the fact that much of it was man-made and therefore could be eliminated.

Other studies undertaken at the time included basic work on the "definition" most suitable for regular commercial telecasts. Definition as coarse as 60-lines was used in early days. Then came 341-line, and 441, until today's standard of 525-line definition was finally adopted.

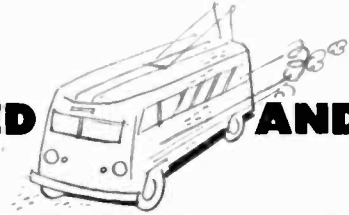
That we may now, as a matter of course, see sharp, clear pictures on the screens of our home television receivers is in good part the result of experimental work initiated by RCA scientists, and carried out by NBC engineers since the erection of the first station in the Empire State Building. A share should also be credited to the steeplejacks who climbed to dizzy heights so that you could see farther!



Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

THE TROLLEY STRIKE HAS ENDED AND...



Rich's builds a permanent TV studio in the store



NEARLY EVERYONE in video knows the background.

During Atlanta's recent 37-day transit strike, the South's largest department store turned to WSB-TV as a means of serving its many patrons.

Telecasting directly from an improvised studio in the store, Rich's personnel and WSB-TV staffers modeled, demonstrated and displayed merchandise for strike-bound shoppers.

And like most everything else that Rich's does — the customers loved it!

Telephones jangled. Incoming trunklines jammed. Results were apparent. Said a store executive: *"We sold something of everything we displayed on television. We are pleased with what we have seen already."*

* * *

AND SO IT IS that a programming idea which originally was conceived as an emergency measure is now blazing a trail for both retail business and for television.

For now, high above Forsyth Street in its fabulous "BRIDGE BUILDING," this great store has allocated 2,400 square feet of tremendously valuable display

space to a permanent television studio. It is equipped and manned by WSB-TV.

Rich's telecasts — a solid hour a day, five days a week — continue indefinitely, on WSB-TV.

Once again it has been proved that when seen through "The Eyes of the South" — television is *sellovision!*

wsb-tv

ON PEACHTREE STREET
ATLANTA
Represented by Edw. Petry & Co., Inc.