

# Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

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DECEMBER, 1947

## RECEIVER PRODUCTION

125,081 sets reported  
for first ten months

23,696 television sets were reported in the RMA figures for October bringing to 125,081 the total production for the first ten months of '47. Although the October figure would seemingly be lower than the September figure of 32,719, previous unreported production included in the total accounted for 16,991—which meant that September production was 15,728. October figure shows a jump of 7,968 in number of sets produced.

## ADVERTISING

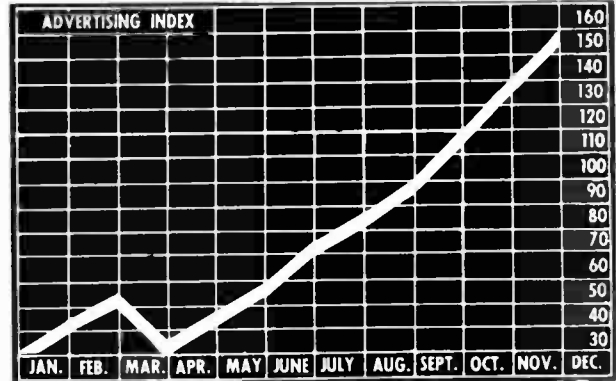
159 advertisers place  
205 programs or spots  
on thirteen stations

159 advertisers were on the 13 commercial stations during November. This shows a jump of 20 over the October figure of 139. Of this number, 83 used spots, 69 studio or film programs and 53 sponsored remote events. Summing it up, the 159 sponsors used 205 time segments on television. (For complete list see page 8).

Category breakdown of these various sponsors follows:

**Retail Outlets—46:** *Over WNBTV*—Arnold Constable, Macy's. *Over WABD*—American Shops, Michael Bros., Norge Dealers (Greater N. Y. and N. J.), Powers, Inc., Strauss Stores, Teldisco, Wanamakers, White Cloud Appliance Co., Winston Radio & Television Co. *Over WFIL-TV*—Bartel's, Mort Farr, Lord & Lord, Jacob Reed's Sons. *Over WPTZ*—Barr Jewelers, Gimbels, Stern & Co., Superfine Appliances Co., Wilf Bros. *Over WTTG*—Hecht Co., Georges Radio & Television Stores, Ida's Dept. Store, Phillip's Radio and Appliance Co.

*Over WNBW*—Electrical Center, Georges Radio & Television Stores, P. J. Nee Furniture Co., Ward Radio Co. *Over WMAL-TV*—Georges Radio & Television Stores, Lacy's. *Over WWJ-TV*—Grinnell



Bros., Hot 'N Kold Shops, The J. L. Hudson Co., Ned's Auto Supply, Norge Dealers (Greater Detroit), Sam's. *Over WBKB*—Emergency Radio & Appliances, The Fair, Marshall Field, Kass Clothiers, Modern Radio & Appliance, Terman Television Sales. *Over KSD-TV*—RCA Victor Dealers. *Over KTLA*—Pep Boys, Schwabacher Frey, Sears Roebuck. *Over WMAR*—Hub Dept. Store, Johnson Bros.

**Distributors—21:** *Over WNBTV*—RCA. *Over WABD*—DuMont. *Over WFIL-TV*—Raymond Rosen (Bendix), Trilling & Montague (Norge). *Over WPTZ*—Philco Distributors. *Over WTTG*—DuMont, General Electric Supply Co. *Over WNBW*—Southern Wholesalers (RCA Distributors). *Over WMAL-TV*—Columbia Wholesalers (Philco).

*Over WWJ-TV*—General Electric Supply Co., Philco Distributors, Inc., RCA Victor Distributing Corp. *Over WBKB*—Harry Alter Co. (Crosley and Lauderall Distributors), Galvin Mfg. Co. (Motorola), Philco Distributors, Inc., RCA Distributing Corp. *Over KSD-TV*—Artophone Corp. (Philco Distributors). *Over KTLA*—Gough Industries (Philco). *Over WMAR*—Crosley, Emerson, RCA, Zamowski (Philco).

**Foods, Beverages—14:** *Over WNBTV*—Kraft, Maxwell House, Swift. *Over WABD*—Comet Candy, Evervess, Fischer Baking Co., Sanka. *Over WCBS-TV*—Coburn Farm Products, Evervess, Mueller's Macaroni. *Over WFIL-TV*—Evervess. *Over WPTZ*—Chex Candy. *Over WTTG*—Meadow Gold Ice Cream. *Over WNBW*—Maxwell House, Pepsi-Cola. *Over WBKB*—Dad's Root Beer. *Over KSD-TV*—American Packing Co.

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What's New in  
Television?

*Take a Look  
at WPTZ!*



Official U. S. Navy Photograph



## Television Takes to the Air!

A couple of weeks ago Philadelphians and New Yorkers by the thousands found out what it was like to go up in an airplane . . . how it seemed to fly in a military formation . . . saw downtown Philadelphia as the pilots see it.

They won their wings . . . by way of the WPTZ mobile units . . . without ever leaving their easy chairs!

This airborne telecast was part of a television program produced in cooperation with the U. S. Navy, direct from the Naval Aviation Station at Willow Grove, Pa., as a reserve training promotion.

As you can imagine, getting power *in* and a signal *out* of an airplane is the kind of undertaking

that makes engineers old before their time.

With very little effort, we could go on to great length about how this telecast marked a milestone in television history . . . what an important "first" it was . . . how it opened a new field of television operation. However, to agencies and advertisers we think it has more immediate significance.

Here at WPTZ you'll find the over-all experience, the engineering talent, the trained, qualified personnel to make your advent into television productive and profitable. Let's talk it over.

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

# WPTZ

FIRST IN TELEVISION IN PHILADELPHIA



**Beers, Wines—10:** Over *WNBT*—Pabst Blue Ribbon Beer. Over *WABD*—Dry Imperato Champagne, Mouquin Wines. Over *WFIL-TV*—Scott & Grauer (Ballantine Distributors). Over *WTTG*—National Brewing Co., Over *WNBW*—Globe Brewing Co., Gunther Brewing Co. Over *WBKB*—Atlas Prager Brewing Co., Canadian Ace Brewing Co. Over *KSD-TV*—Hyde Park Breweries. Over *WMAR*—Globe Brewing Co., Gunther Brewing Co., National Brewing Co.

**Apparel—8:** Over *WNBT*—B.V.D. Corp., Botany Ties. Over *WABD*—Botany Ties, Bucknell Shirts, Jay Day Dress Co., Jay Jay Junior. Over *WCBS-TV*—Knox the Hatter. Over *WPTZ*—Botany Ties, Brentwood Sportswear. Over *WFIL-TV*—B.V.D. Corp. Over *WBKB*—B.V.D. Corp., Botany Ties. Over *KTLA*—Botany Ties, Pelta Furs.

**Auto Dealers—8:** Over *WABD*—Bonded Auto Sales. Over *WPTZ*—Pontiac Dealers Ass'n. Over *WTTG*—Wheeler, Inc. (Chrysler Dealer). Over *WNBW*—Arcade-Pontiac, Peake Motor Co., Wheeler, Inc. (Chrysler). Over *WMAL-TV*—McKee Pontiac Co., Tom's (Chrysler-Plymouth Dealers).

**Home Furnishings—6:** Over *WABD*—Alexander Smith, Purified Pillows. Over *WFIL-TV*—Stoumen Rug Co. Over *WPTZ*—Elizabeth Davidson Furniture. Over *WTTG*—Diener's Rug Co., Southern Venetian Blind.

**Automobiles—4:** Over *WCBS-TV*, *WWJ-TV*, *KTLA*—Ford. Over *WABD*, *WWJ-TV*, *WBKB*, *WFIL-TV*, *WMAL-TV*, *WMAR*—Chevrolet. Over *WFIL-TV*—Trailer Coach Mfgs. Assn. Over *WWJ-TV*—Oldsmobile.

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

**Investments-Insurance—4:** Over *WPTZ*—Beneficial Saving Fund Soc. Over *WTTG*—F. W. Berens. Over *WWJ-TV*—Automobile Club of Michigan. Over *WMAR*—Equitable Trust Co.

**Utilities—4:** Over *WPTZ*—Philadelphia Electric Co. Over *WWJ-TV*—Detroit Edison. Over *WBKB*—Commonwealth Edison. Over *KSD-TV*—Union Electric.

**Accessories—3:** Over *WABD*—Lektrolite, Onyx Novelty Co. Over *KTLA*—D'Orsay Jewelers. Over *WBKB*—Lektrolite.

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

**Household Items—3:** Over *WCBS-TV*—Bab-O. Over *WPTZ*—Jiffy Starch. Over *WBKB*—Arbee Food Products (Scrap Trap).

**Advertising Agencies—2:** Over *WFIL-TV*—Philip Klein Advertising Agency. Over *KTLA*—Buchanan & Co.

**Hotels—2:** Over *WPTZ*—Broadwood Hotel. Over *WTTG*—Hamilton Hotel.

**Appliances—2:** Over *WNBT*—Nash-Kelvinator. Over *WWJ-TV*—Norge.

**Toiletries—2:** Over *WABD*—F. W. Fitch Co. Over *WCBS-TV*—Manhattan Soap Co.

**Television Accessories—2:** Over *WABD*—La Pointe Plascomold, Transmirra Products Corp.

**Boats—1:** Over *WABD*—DuMont Marine Service, Inc.

**Ass'n—1:** Over *WFIL-TV*, *WWJ-TV*—Hat Research Foundation.

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

**Newspaper—1:** Over *KTLA*—Television News.

**Restaurants—1:** Over *WTTG*—Duffy's Tavern.

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

**Sporting Goods—1:** Over *WNBT*—U. S. Rubber.

**Textiles—1:** Over *WABD*—Springs Mills.

**Politics—1:** Over *WPTZ*—Republican Central Campaign Committee.

**Men's Items—1:** Over *WNBT*—Gillette Safety Razor.

**A.T.&T.**—Boston Relay Opening over *WNBT*, *WABD*, *WCBS-TV*, *WPTZ*, *WFIL-TV*, *WRGB*, *WTTG*, *WMAL-TV*, *WNBW*, *WMAR*.

## CIRCULATION

Figures on the number of sets in use are still rough estimates with no accurate recording system in most cities. In some areas recent counts have not been taken. These figures cannot be used as a continuing index of receiver sales as figures are reestimated from time to time. The figures presented here are estimates at best, checked against station figures and other available information.

|                     |                   |
|---------------------|-------------------|
| New York—70,000     | St. Louis—2,500   |
| Philadelphia—15,000 | Baltimore—2,500   |
| Chicago—9,100       | Schenectady—1,000 |
| Los Angeles—9,000   | Milwaukee—300     |
| Washington—3,300    | Cincinnati—700    |
| Detroit—3,000       |                   |

## STATION STATUS

With debut of *WTMJ-TV*, Milwaukee, and with *WEWS*, Cleveland, and *WTVR*, Richmond, also due for December opening, total number of operating stations jumps to 19. (This includes 2 experimental stations, Crosley's *W8XCT*, Cincinnati and Don Lee's *W6XAO* in Los Angeles.) Present box score now reads—54 grants, 51 applications pending (including *W6XAO*) which, with the 19 operating stations brings to 123 the total number of television outlets, either operating, under construction or with applications pending. (For complete list see page 4.) Tabulation of opening date timetables shows an additional 27 stations due to open by the summer of '48.

FCC has set January 5th for consolidated hearing on Detroit, Cleveland and Boston as it affects DuMont-Paramount relationship. Paramount bids are hanging fire in Detroit and Boston; DuMont in Cleveland.

New York Daily News has placed its equipment orders with RCA for transmitter and two sets of  
(continued on page 7)

# Television Magazine's REPORT ON STATIONS, GRANTS AND APPLICATIONS

## ALBUQUERQUE

Pop. 77,492  
2—KOB-TV (R) Spring '48  
Albuquerque Bestg. Co. NBC

## AMES, IOWA

4—WOI-TV (R) Indefinite  
Iowa State College ABC

## ATLANTA

Sales Rank—25 Pop.—442,294 4 Channels  
WAGA (R) Pending  
Fort Industry Co. ABC  
WSB (R-N) Pending  
The Atlanta Journal Co. NBC

## BALTIMORE

Sales Rank—13 Pop.—1,046,692 3 Channels  
2—WMAR-TV (N) Operating  
Baltimore Sun \*CBS-DuMont  
WFIL-TV-  
WMAL-TV  
11—WBAL-TV (R-N) Early '48  
Hearst Radio, Inc. NBC  
(WBAL—Baltimore News Post)  
13—WAAM July '48  
Radio Television of Baltimore, Inc.

## BLOOMINGTON, IND.

10—WTTV Spring '48  
Sarkes Tarzian

## BOSTON

Sales Rank—5 Pop.—2,350,514 5 Channels  
4—WBZ-TV (R) Early '48  
Westinghouse Radio Stations NBC  
2—WRTB Indefinite  
Raytheon Manufacturing Co.  
8—WNAC-TV (R) Spring '48  
Yankee Network MBS  
New England Theatres Pending  
(Paramount subsidiary)  
Boston Metropolitan Pending  
Television Co.  
Empire Coil Co. Pending  
New England Television Co. Pending  
WCOP (R-N) Pending  
Cowles Bestg. Corp. ABC  
(Des Moines Register-Tribune)

## BUFFALO

Sales Rank—14 Pop.—857,719 4 Channels  
4—WBEN-TV (R-N) April '48  
WBEN, Inc. NBC  
(Buffalo Evening News)

## CHICAGO

Sales Rank—2 Pop.—4,499,126 7 Channels  
4—WBKB Operating  
Balaban & Katz Paramount  
9—WGNA (R-N) Early '48  
WGN, Inc. (Chicago Tribune) MBS  
5—WNBY (R) Summer '48  
National Bestg. Co. (WMAQ) NBC  
7—WENR-TV (R) Indefinite  
American Bestg. Co. (WENR) ABC  
2—WIND-TV (R-N) Indefinite  
Johnson-Kennedy Corp. (Partial Ownership—Chicago Daily News)  
WBBM (R) Pending  
Columbia Bestg. System CBS  
WJJD (R-N) Pending  
Sun & Times Co.

## CINCINNATI

Sales Rank—16 Pop.—789,309 4 Channels  
4—WBXCT (R) Operating  
Crosley Corp. NBC  
(Will start operating commercially as WLWT early in '48)  
Allen B. DuMont Labs., Inc. Pending  
WKRC (R-N) Pending  
The Cincinnati Times-Star Co. CBS

## CLEVELAND

Sales Rank—9 Pop.—1,214,943 5 Channels  
5—WEWS (R-N) Operating  
Scripps Howard Radio Inc. (Dec. 15, 1947)  
9—WXEL Summer '48  
Empire Coil Co.  
4—WNBK (R) Early '49  
National Bestg. Co. (WTAM) NBC  
Allen B. DuMont Lab, Inc. Pending  
WGAR (R) Pending  
WGAR Bestg. Co. CBS  
WHK (R-N) Pending  
United Bestg. Co. (Plain Dealer) MBS

## COLUMBUS

Sales Rank—29 Pop.—365,796 4 Channels  
3—WLWC (R) Late '48  
Crosley Corp. NBC

## DALLAS

Sales Rank—27 Pop.—376,548 3 Channels  
4—KRLD-TV (R-N) Fall '48  
KRLD Radio Corp. (Times Herald) CBS  
8—KBTV Indefinite  
Lacy Potter Television Bestg. Co.  
Interstate Circuit Inc. Pending  
(Paramount Subsidiary)

KEY: R—Radio; N—Newspaper; D.S.—Department Store. AM radio affiliations given. \* indicates present television network working agreements.

**DAYTON**

Sales Rank—44 Pop.— 271,513 2 Channels  
 5—WLWD (R) Late '48  
 Crosley Corp. NBC

**DETROIT**

Sales Rank— 6 Pop.—2,295,867 4 Channels  
 4—WWJ-TV (R-N) Operating  
 Evening News NBC  
 2—WTVO (R) Indefinite  
 Fort Industry Co. (WJBK) ABC  
 5—WDLT (R) Indefinite  
 American Bestg. Co. (WXYZ) ABC  
 United Detroit Theatres (Paramount Subsidiary) Pending  
 WJR (R) Pending  
 WJR, The Goodwill Station CBS

**FALL RIVER-NEW BEDFORD**

Sales Rank—55 Pop.— 272,648 1 Channel  
 New England Television Co. Pending  
 WNBH (R-N) Pending  
 E. Anthony & Sons ABC  
 (New Bedford Times-Standard)

**FORT WORTH**

Sales Rank—51 Pop.— 207,677 3 Channels  
 5—WBAP-TV (R-N) Spring '48  
 Carter Publications Inc. (WBAP) NBC

**HARRISBURG**

Sales Rank—70 Pop.— 173,367 1 Channel  
 WHP (R) Pending  
 WHP, Inc. CBS  
 H. O. Bishop Pending

**HARTFORD**

Sales Rank—20 Pop.— 502,193 2 Channels  
 WTIC (R) Pending  
 Travelers Bestg. Service Corp. NBC  
 WDRG (R) Pending  
 Connecticut Bestg. Corp. CBS  
 WONS (R) Pending  
 Yankee Network MBS  
 WKNB (R) Pending  
 New Britain Bestg. Co.

**HOUSTON**

Sales Rank—21 Pop.— 510,397 4 Channels  
 W. A. Lee Pending

**INDIANAPOLIS**

Sales Rank—24 Pop.— 455,357 4 Channels  
 3—WWHB-TV (D. S.) Fall '48  
 Wm. H. Block Co.  
 WFBM (R) Pending  
 WFBM, Inc. CBS

**JOHNSTOWN, PA.**

Sales Rank—100 Pop.— 151,781 1 Channel  
 13—WJAC-TV (R-N) Early '49  
 WJAC, Inc. (Johnstown Tribune) NBC

**LANCASTER, PA.**

Sales Rank—91 Pop.— 132,027 1 Channel  
 WGAL (R) Pending  
 J. Hale Steinman NBC-MBS

**LOS ANGELES**

Sales Rank— 3 Pop.—2,904,596 7 Channels  
 5—KTLA Operating  
 Television Productions Inc. Paramount  
 2—W6XAO (R) Operating  
 Don Lee Bcstg. System (KHJ) MBS  
 (Operating experimentally. Commercial license pending FCC action on network practice charges.)  
 11—KTTV (N) Spring '48  
 The Times Mirror  
 9—KFI-TV (R) Spring '48  
 Earle C. Anthony, Inc.  
 7—KECA-TV (R) Indefinite  
 American Bestg. Co. ABC  
 4—KNBH (R) Early '48  
 National Bestg. Co. NBC  
 13—KLAC-TV (R) Summer '48  
 Dorothy Thackrey (KLAC)

**LOUISVILLE**

Sales Rank—33 Pop.— 434,408 2 Channels  
 9—WHAS-TV (R-N) Early '48  
 WHAS, Inc. CBS  
 (Courier-Journal—Louisville Times)  
 WAVE (R) Pending  
 WAVE, Inc. NBC

**MEMPHIS**

Sales Rank—37 Pop.— 332,477 5 Channels  
 WMC (R-N) Indefinite  
 Memphis Publishing Co. NBC  
 WDIA (R) Pending  
 Bluff City Bestg. Co.

**MIAMI**

Sales Rank—38 Pop.— 350,537 4 Channels  
 4—WTVJ Early '48  
 Southern Radio & Television Co.  
 WKAT (R) Pending  
 A. Frank Katzentine MBS  
 WQAM (R-N) Pending  
 Miami Herald Bestg. Co. CBS  
 WGBS (R) Pending  
 Fort Industry Co. ABC

**MILWAUKEE**

Sales Rank—15 Pop.— 790,336 4 Channels  
 3—WTMJ-TV (R-N) Operating  
 Milwaukee Journal (WTMJ) NBC

**MINNEAPOLIS - ST. PAUL**

Sales Rank—11 Pop.— 911,077 5 Channels  
 4—WTCN-TV (R-N) Summer '48  
 Minnesota Bestg. Corp. ABC  
 (St. Paul Dispatch—Pioneer Press)  
 5—KSTP-TV (R) Early '48  
 KSTP, Inc. NBC

**NEW HAVEN**

Sales Rank—39 Pop.— 308,228 1 Channel  
 6—WNHC-TV (R) Early '48  
 Elm City Bestg. Corp.

**NEW ORLEANS**

Sales Rank—31 Pop.— 540,030 5 Channels  
 4—WRTV (R-D. S.) Spring '48  
 Maison Blanche (WSMB) NBC  
 WDSU (R) Pending  
 Stephens Bestg. Co. ABC  
 Times Picayune (N) Pending

**NEW YORK**

|                                  |                        |                   |
|----------------------------------|------------------------|-------------------|
| <b>Sales Rank—1</b>              | <b>Pop.—11,690,520</b> | <b>7 Channels</b> |
| <b>5—WABD</b>                    |                        | <b>Operating</b>  |
| Allen B. DuMont Labs.            |                        | DuMont            |
| <b>2—WCBS-TV</b>                 | (R)                    | <b>Operating</b>  |
| Columbia Bcstg. System           |                        | CBS               |
| <b>4—WNBT</b>                    | (R)                    | <b>Operating</b>  |
| National Bcstg. Co.              |                        | NBC               |
| <b>13—WATV</b>                   | (R)                    | <b>Early '48</b>  |
| Bremer Bcstg. Co. (WAAT, Newark) |                        |                   |
| <b>11—WLTW</b>                   | (N)                    | <b>Spring '48</b> |
| News Syndicate Co.               |                        |                   |
| <b>9—WOR-TV</b>                  | (R)                    | <b>Summer '48</b> |
| Bamberger Bcstg. Co.             |                        | MBS               |
| <b>7—WJZ-TV</b>                  | (R)                    | <b>Indefinite</b> |
| American Bcstg. Co.              |                        | ABC               |

**PHILADELPHIA**

|                                 |                       |                   |
|---------------------------------|-----------------------|-------------------|
| <b>Sales Rank—4</b>             | <b>Pop.—2,898,644</b> | <b>4 Channels</b> |
| <b>3—WPTZ</b>                   |                       | <b>Operating</b>  |
| Philco Corp.                    |                       | *NBC              |
| <b>6—WFIL-TV</b>                | (R-N)                 | <b>Operating</b>  |
| Philadelphia Inquirer (WFIL)    |                       | ABC               |
|                                 |                       | *DuMont-          |
|                                 |                       | WMAR-TV           |
| <b>10—WCAU-TV</b>               | (R-N)                 | <b>Early '48</b>  |
| Evening Bulletin (WCAU)         |                       | CBS               |
| Daily News Television Co. (R-N) |                       | <i>Pending</i>    |
| (81% owned by Seaboard Radio)   |                       |                   |
| WIP, Inc.                       | (R-D. S.)             | <i>Pending</i>    |
| Penn. Bcstg. Co.                |                       | MBS               |
| (Gimbels Department Store)      |                       |                   |

**PITTSBURGH**

|                             |                       |                   |
|-----------------------------|-----------------------|-------------------|
| <b>Sales Rank—8</b>         | <b>Pop.—1,994,060</b> | <b>4 Channels</b> |
| <b>3—WDTV</b>               |                       | <b>Indefinite</b> |
| Allen B. DuMont Labs.       |                       | DuMont            |
| Empire Coil Co.             |                       | <i>Pending</i>    |
| <b>KDKA</b>                 | (R)                   | <i>Pending</i>    |
| Westinghouse Radio Stations |                       | NBC               |
| <b>KQV</b>                  | (R)                   | <i>Pending</i>    |
| Allegheny Bcstg. Corp.      |                       | MBS               |

**PORTLAND**

|                                |                     |                   |
|--------------------------------|---------------------|-------------------|
| <b>Sales Rank—22</b>           | <b>Pop.—406,406</b> | <b>5 Channels</b> |
| <b>6—KGWG</b>                  | (R-N)               | <b>Indefinite</b> |
| Oregonian Publishing Co. (KGW) |                     | NBC               |

**PROVIDENCE**

|                          |                     |                   |
|--------------------------|---------------------|-------------------|
| <b>Sales Rank—18</b>     | <b>Pop.—711,500</b> | <b>1 Channel</b>  |
| <b>11—WJAR-TV</b>        | (R-D. S.)           | <b>Indefinite</b> |
| The Outlet Co. (WJAR)    |                     | NBC               |
| <b>WPRO</b>              | (R)                 | <i>Pending</i>    |
| Cherry & Webb Bcstg. Co. |                     | CBS               |

**RICHMOND**

|                              |                     |                   |
|------------------------------|---------------------|-------------------|
| <b>Sales Rank—48</b>         | <b>Pop.—245,674</b> | <b>4 Channels</b> |
| <b>3—WTVR</b>                | (R-D. S.)           | <b>Operating</b>  |
|                              |                     | Late December     |
| Havens & Martin, Inc. (WMBG) |                     | NBC               |

**RIVERSIDE, CALIF.**

|                                      |     |                   |
|--------------------------------------|-----|-------------------|
| <b>1—KARO</b>                        | (R) | <b>Summer '48</b> |
| Broadcasting Corp. of America (KARO) |     | ABC               |

**ST. LOUIS**

|                      |                       |                   |
|----------------------|-----------------------|-------------------|
| <b>Sales Rank—10</b> | <b>Pop.—1,367,977</b> | <b>5 Channels</b> |
| <b>5—KSD-TV</b>      | (R-N)                 | <b>Operating</b>  |
| Post-Dispatch (KSD)  |                       | NBC               |

**SALT LAKE CITY**

|                                   |                     |                   |
|-----------------------------------|---------------------|-------------------|
| <b>Sales Rank—58</b>              | <b>Pop.—204,488</b> | <b>5 Channels</b> |
| <b>2—KDYL-TV</b>                  | (R)                 | <b>Indefinite</b> |
| Intermountain Bcstg. Corp. (KDYL) |                     | NBC               |

**SAN DIEGO**

|                           |                     |                   |
|---------------------------|---------------------|-------------------|
| <b>Sales Rank—49</b>      | <b>Pop.—256,268</b> | <b>4 Channels</b> |
| <b>Balboa Radio Corp.</b> | (R)                 | <i>Pending</i>    |
| <b>KFMB</b>               |                     | <i>Pending</i>    |
| Jack Gross                |                     | ABC               |

**SAN FRANCISCO**

|                                      |                       |                   |
|--------------------------------------|-----------------------|-------------------|
| <b>Sales Rank—7</b>                  | <b>Pop.—1,428,525</b> | <b>6 Channels</b> |
| <b>5—KWIS</b>                        | (R)                   | <b>Early '48</b>  |
| Associated Broadcasters, Inc. (KSFO) |                       |                   |
| <b>11—KCPR</b>                       | (N)                   | <b>Late '48</b>   |
| Chronicle Publishing Co.             |                       |                   |
| <b>7—KGO-TV</b>                      | (R)                   | <b>Indefinite</b> |
| American Bcstg. Co.                  |                       | ABC               |
| <b>Don Lee</b>                       | (R)                   | <i>Pending</i>    |
| KFRC                                 |                       | MBS               |
| <b>KSAN</b>                          |                       | <i>Pending</i>    |
| Golden Gate Bcstg. Co.               |                       |                   |

**SCHENECTADY**

|                        |                     |                   |
|------------------------|---------------------|-------------------|
| <b>Sales Rank—23</b>   | <b>Pop.—431,575</b> | <b>5 Channels</b> |
| <b>4—WRGB</b>          | (R)                 | <b>Operating</b>  |
| General Electric (WGY) |                     | *NBC              |

**SEATTLE**

|                          |                     |                   |
|--------------------------|---------------------|-------------------|
| <b>Sales Rank—19</b>     | <b>Pop.—452,369</b> | <b>4 Channels</b> |
| <b>5—KRSC-TV</b>         | (R)                 | <b>Late '48</b>   |
| Radio Sales Corp. (KRSC) |                     |                   |

**STOCKTON, CALIF.**

|                       |                    |                   |
|-----------------------|--------------------|-------------------|
| <b>Sales Rank—108</b> | <b>Pop.—79,337</b> | <b>1 Channel</b>  |
| <b>8—KGDM-TV</b>      | (R)                | <b>Summer '48</b> |
| E. F. Peffer (KGDM)   |                    | CBS               |

**TOLEDO**

|                          |                     |                  |
|--------------------------|---------------------|------------------|
| <b>Sales Rank—34</b>     | <b>Pop.—341,663</b> | <b>1 Channel</b> |
| <b>13—WTVT</b>           | (R)                 | <b>June '48</b>  |
| Fort Industry Co. (WSPD) |                     | NBC              |

**TRENTON**

|                       |                     |                  |
|-----------------------|---------------------|------------------|
| <b>Sales Rank—60</b>  | <b>Pop.—200,128</b> | <b>1 Channel</b> |
| <b>WTTM</b>           | (R)                 | <i>Pending</i>   |
| Trent Broadcast Corp. |                     | NBC              |

**WASHINGTON**

|                           |                     |                   |
|---------------------------|---------------------|-------------------|
| <b>Sales Rank—12</b>      | <b>Pop.—907,816</b> | <b>4 Channels</b> |
| <b>5—WTTG</b>             |                     | <b>Operating</b>  |
| Allen B. DuMont Labs.     |                     | *DuMont           |
| <b>4—WNBW</b>             | (R)                 | <b>Operating</b>  |
| National Bcstg. Co.       |                     | *NBC              |
| <b>7—WMAL-TV</b>          | (R-N)               | <b>Operating</b>  |
| Evening Star Bcstg. Corp. |                     | ABC               |
|                           |                     | *CBS              |
| <b>9—WOIC-TV</b>          | (R)                 | <b>Summer '48</b> |
| Bamberger Bcstg. Co.      |                     | MBS               |

## WATERBURY, CONN.

Sales Rank—85 Pop.— 144,822 1 Channel  
Empire Coil Co. Pending  
Fairfield Bestg. Co. Pending  
WATR (R) Pending  
Harold Thomas ABC

## WILKES-BARRE

Sales Rank—30 Pop.— 629,581 1 Channel  
WBRE (R) Pending  
Louis G. Baltimore NBC

## WILMINGTON

Sales Rank—62 Pop.— 188,974 1 Channel  
7—WDEL-TV (R) Indefinite  
WDEL, Inc. NBC

## STATION STATUS (cont. from page 3)

field equipment and with G-E for studio cameras and equipment.

RCA will have delivered its seventeenth transmitter by the end of this month—most significant fact being that three of them are high band transmitters.

### CHANNEL HEARING

Agreeing No. 1 tele channel is doomed, FCC engineers are now busy with sliderules and compasses to save the present channels assigned to Chicago, Cleveland and Columbus on 12 channel allocation. There appears less hope of salvaging a channel for Bridgeport and Trenton however.

### KEEPING UP WITH THE JONESES!!

After a long spell of apathy, the same broadcasters who pooh-poohed the art a year ago are now busy out-maneuvering their competition for television spectrum.

Under the press of new applications, at deadline hearings appeared imminent in several cities.

Meanwhile, the line-up of new tv applicants includes:

### PITTSBURGH

Ch. 6—Westinghouse Radio Stations (KDKA), plans a "luxury" operation with a \$440,000 plant and \$25,000 for monthly operating expenses.

Ch.10—Empire Coil Company, newcomer to broadcasting, already holds a franchise for Cleveland, has other bids pending for Boston and Waterbury-Hartford, Conn.

Ch. 8—Allegheny Broadcasting Corp. (KQV), affiliate of the Kaufman Department stores, has reinstated an earlier bid for Pittsburgh.

### LANCASTER

Ch. 4—WGAL, Inc., owned by the wealthy publishers—J. Hale Steinman and family—has reinstated an earlier bid here. Company holds a permit for tv operation for WDEL, Wilmington.

### BOSTON

Ch. 9—WCOP owned by the Cowles Broadcasting Corporation, (multiple station owners and publishers of the Des Moines Register-Tribune, etc.) Cowles V.P. T.A.M. Craven was one of the strongest advocates of ultra-high-frequency color video.

Ch. 13—New England Television Co., radio newcomer. Company is headed by Alfred DeMaris, owner of a bus company in Fall River. Two other stockholders are Rhode Island businessmen. Company simultaneously filed a twin bid for:

## FALL RIVER—NEW BEDFORD

Ch. 8—A lesser-powered station is sought here to exchange programs with DeMaris' Boston station. Transmitter will be located across the line in Tiverton, R. I. Ch. 1—E. Anthony & Sons, Inc. (WNBH), publisher of the New Bedford Times-Standard and ditto for Hyannis, Mass. Company withdrew its first tv request in the middle of the CBS color fight.

## CLEVELAND

Ch. 7—Cleveland Plain Dealer (WHK), another company who soured on television in 1946. Company will have to go to hearing if FCC follows through on a proposal to shift one of Cleveland's two remaining channels to Canton, O.

Ch. 7—WGAR, Inc., CBS affiliate owned in common by the Dick Richards' family with WJR, Detroit and KMPC, Los Angeles.

## INDIANAPOLIS

Ch. 6—WFBM, Inc., master-minded by publisher-broadcaster Harry Bitner. Will spend \$144,500 on a tv plant to compete with the Willian Block Department store station WWHB.

Crosley is also planning to file for a station here.

## DETROIT

Ch. 5—WJR, Inc., CBS affiliate, which will compete with Paramount's United Detroit Theatres and the Fort Industry Co. for use of this channel. A high-powered (17.8 kw picture) and high-priced (\$24,980 a month) operation is proposed.

## LOUISVILLE

Ch. 5—WAVE, Inc. plans to locate television at its present AM-FM studio and transmitter site. WHAS holds a permit for Louisville's only other channel, now prefers the No. 5 location, which may mean a competitive hearing.

## WATERBURY—HARTFORD—NEW BRITAIN

Ch. 12—Waterbury, Harold Thomas, wealthy realtor, licensee of WATR, Waterbury and WNAB, Bridgeport. Hearing has already been called on seven bidders for the three channels available in this area.

Ch. 8—New Britain Broadcasting Co. (WKNB), whose prime mover is advertising executive Julian Gross. Company will spend \$190,000 on plant.

## MIAMI

Ch. 5—WQAM, 50 percent owned by the Miami Herald, a John S. Knight newspaper. Knight will spend \$167,000 on his station.

Ch. 5—Fort Industry Co., licensee of WGBS. This is the company's fourth tv bid.

## ATLANTA

Ch. 5—WAGA, one of the Fort Industry Co.'s seven stations, is in for the first tv grant here. Expects to plow healthy \$399,000 into plant.

Ch. 2—Constitution Publishing Co. (WSB) proposes to put over \$273,000 in its television plant.

## NEW ORLEANS

Ch. 6—WDSU, newly-expanded into new quarters, will spend \$150,000 on its television station.

## PROVIDENCE

Ch. 13—Cherry and Webb Broadcasting Co. (WPRO) bidding for a 5 kw picture transmitter.

## SAN FRANCISCO

Ch. 9—S. H. Patterson, owner of KSAN, plans to spend \$131,000 on plant, \$6,000 in expenses.

## SAN DIEGO

Ch. 8—Jack Gross Broadcasting Co., (KFMB) will spend \$130,425 on plant.



# CURRENT ADVERTISERS ON ALL STATIONS

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

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

*American Oil Company (Amoco)*—Home games of Baltimore Colts. WNBW. Washington Redskin's pro football. WMAL-TV. Spots. WMAR. Joseph Katz Agency.

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

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

*American Telephone & Telegraph*—Opening of Boston relay network carried by WABD, WCBS-TV, WNBT, WPTZ, WFIL-TV, WTTG, WNBW, WMAL-TV and WRGB. Agency, N. W. Ayer.

*American Tobacco Company*—NBC network schedule of collegiate games over WNBT. Relayed to WNBW and WRGB. WPTZ included on Penn-Dartmouth game, Army-Notre Dame football film. Northwestern and Notre Dame games over WBKB. Agency, N. W. Ayer. Spot announcements, WWJ-TV, WCBS-TV, WABD, WTTG, WBKB, KTLA, KSD-TV. Agency, Foote, Cone & Belding.

*Arbee Food Products*—"You Should Ride A Hobby Horse". WBKB. Tuesday. Fifteen minute hobby show. Direct.

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

*Arnold Constable*—"Polly Parker Party". WNBT. Half hour fashion show.

*Artophone Corp. (Philco Distributors)*—High school football. KSD-TV. Marjorie Wilten Advertising Agency.

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

*Atlas Prager Brewing Co.*—Cardinals pro football. WBKB. Olian Advertising.

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

*B. V. D. Corporation*—Weather reports, WNBW, Sunday and Thursday nights. Also preceding Giant football games. Spots. KTLA, WFIL-TV and WBKB. Grey Advertising Agency.

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

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

*Bartels*—Half hour quiz show. WFIL-TV. Sundays. Shapiro Advertising Agency.

*Beneficial Saving Fund Soc.*—Spots following collegiate football. WPTZ. Agency, Richard A. Foley.

*F. W. Berens*—Spots following boxing bouts. WTTG. Agency, James S. Beattie.

*Bonded Auto Sales*—"Know Your New York". WABD. Wednesday. ¼ hr. quiz show of famous landmarks in New York. Agency, William Warren.

*Botany Worsted Mills*—Weather reports.

WABD, WNBT, WPTZ, KTLA. WBKB. Alfred Silberstein, Bert Goldsmith.

*Brentwood Sportswear*—Weather spots. WPTZ. Friday. Agency, John Faulkner Arndt.

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

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

*Bucknell Shirts*—Participation in "Doorway to Fame". WABD. ½ hr. amateur show. Friday.

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

*Canadian Ace Brewing Company*—Bears' home games. WBKB.

*Chevrolet*—Western film. WABD. "Tele-news." 20 min. film. WBKB. "Telenews Digest". WWJ-TV. 20 minute weekly program. Half hour film on life of Princess Elizabeth and last minute telephotos of royal wedding. WFIL-TV, WMAL-TV and WMAR. Agency, Campbell-Ewald.

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

*Coburn Farm Products*—"Missus Goes A-Shopping". WCBS-TV. Participation in half hour shopping program originating from a different grocery store each Wednesday. Modern Merchandising Bureau.

*Columbia Wholesalers (Philco Distributors)*—Georgetown and George Washington football games. WMAL-TV. Kal, Ehrlich & Merrick, Agency.

*Comet Candy*—"Look Upon A Star". WABD. ¼ hr. high school amateur talent. Once weekly. Direct.

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

*Crosley Distributors (Baltimore)*—One Navy football game. WMAR. Agency, Frank Blumberg.

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

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

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

*Deuco Tire Service Company*—Time signals. WPTZ, preceding football games. Agency Raymond E. Nelson.

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

*D'Orsay Jewelers*—Spots. KTLA.

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

*Duffy's Tavern*—Spots. Twice weekly. WTTG. I. T. Cohen Agency.

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

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

*Electrical Center*—Station breaks. WNBW. Once weekly. Friday. Agency, Kal, Ehrlich & Merrick.

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

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

*Emerson Distributors (Baltimore)*—One Navy football game. WMAR. Agency, C. Applestein.

*Equitable Trust Co.*—Freedom Train ceremonies. WMAR. Agency, Van Sant, Dougdale & Co.

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

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

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

*Marshall Field & Co.*—Chicago Prep Bowl football championship. WBKB. Agency, Foote, Cone & Belding.

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

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

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

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

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

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

*Georges Radio & Television Stores*—"Let's Learn To Dance". Friday. 15 min. dance instruction program. Spots, Wednesday. WNBW. Spots following hockey games and participation in "Small Fry Club". Five times weekly. WTTG. 15 min. man on the street program outside stadium following football games. WMAL-TV. Agency, Robert J. Enders.

*Gillette Safety Razor Co.*—"Cavalcade of Sports". WNBT, Monday and Friday. Boxing bouts. Relayed to WRGB, WPTZ. WNBW. Army-Navy football game over WNBT, WNBW, WRGB, WPTZ, Maxon, Inc.

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

*Globe Brewing Co.*—"Preview to Sports". WNBW. 15 minute interview preceding sporting events. Saturday. Spots, WMAR. Agency, Joseph Katz.

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



board", fifteen minutes of scores. Saturday and Sunday. Dons pro football games.

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

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

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

**Hamilton Hotel**—Spots preceding boxing and wrestling. WTTG. Agency, James S. Beattie.

**Hat Research Foundation**—Spots. WFIL-TV and WWJ-TV. Grey Advertising Agency.

**The Hecht Co.**—Hour remote show originating from store. WTTG. Twice weekly. Agency, Harwood, Martin.

**Hotelevision**—Spot. WCBS-TV. Agency, LaRoche and Ellis.

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

**Hub Department Store**—Pimlico opening. WMAR. Agency, Joseph Katz.

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

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

**Ida's Dept. Store**—Spots preceding hockey and basketball games. WTTG. Agency, I. T. Cohen.

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

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

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

**Johnson Bros.**—Spots. WMAR. Agency, Harry J. Patz.

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

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

**Philip Klein Advertising Agency**—"Philadelphia—A Great City". WFIL-TV. Tuesday. 15 min. public interest program featuring the cultural treasures of Philadelphia. Agency, Philip Klein.

**Knox the Hatter**—Columbia home games. WCBS-TV. Agency, Geyer, Newell & Ganger.

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

**Lacy's**—15 min. man on the street program outside stadium preceding football games. WMAL-TV. Agencies, Kal, Ehrlich & Merrick and Henry J. Kaufmann & Assoc.

**La Pointe Plascomold**—Spots 5 times weekly. WABD. Direct.

**Lektrolite**—Spots. Tuesday, and five minutes before Yankee football games. WABD. Spots. WBKB. Agency, Donahue & Coe.

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

**Lord and Lord**—Spots twice weekly. WFIL-TV. Agency, Mackinney & Schontz.

**Macy's**—Thanksgiving Day parade. WNBT.

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

**Maxwell House Coffee**—"Meet the Press". WNBW. Relayed to WNBT. Half hour panel of noted newspapermen with prominent national figures as guests. Wednesday. Agency, Benton & Bowles.

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

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

**Michael Bros.**—½ hr. amateur show. WABD. Friday. Agency, Advertising Trade Service, Inc.

**Modern Radio & Appliances**—Spots. WBKB. Direct.

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

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

**National Brewing Co.**—Washington Capitol basketball games. WTTG. Agency, Owen & Chappell.

**Ned's Auto Supply**—Children's program. WWJ-TV. Fifteen minute program, 5 times weekly at 4:45. Agency, Gerrish Albert.

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

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

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

**Norge Dealers of Greater N. Y. and N. J.**—Half hour film on life of Princess Elizabeth and last minute telephotos of royal wedding. WABD. Agency, Campbell-Ewald.

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

**Onyx Novelty Co.**—Participation in "Doorway to Fame". WABD. Half hour amateur show.

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

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

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

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

**Pepsi-Cola Bottling Co.**—Station breaks. WNBW. Twice weekly, Wednesday and Sunday. Agency, Henry J. Kaufmann & Assoc.

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

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

**Philco Distributors, Inc. (Detroit)**—WWJ-TV. "Fun and Fables". ½ hr. children's program, 5 times weekly. "Television Matinee". ½ hr. program, 4 times weekly, alternating between cooking demonstrations and charm hints. Agency, William I. Denman, Inc.

**Philco Distributors, Inc. (Philadelphia)**—Philadelphia Eagles football games. WPTZ. Agency, Julian Pollock.

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

**Pontiac Dealers Assn. of Philadelphia**—High school football games. WPTZ.

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

**Purified Pillows**—Participation in "Birthday Party". WABD. ½ hr. children's variety program. Once weekly. Direct.

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

**RCA Distributors (Baltimore)**—Spots. WMAR. Agency, Joseph Katz.

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

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

**RCA Victor Distributing Co. (Detroit)**—"Junior Jamboree". WWJ-TV. ¼ hr. children's program, 5 times weekly. Agency, J. Walter Thompson.

**Jacob Reed's Sons**—"The Jacob Reed Schoolboy Sports Show". WFIL-TV. Mondays. Half hour schoolboy sports show. Agency, E. L. Brown.

**Republican Central Campaign Committee**—Film following football game. WPTZ. One shot. Agency, Benjamin Eshelman.

**Raymond Rosen (Distributors Bendix Home Laundry)**—½ hr. studio show. WFIL-TV. Agency, Al Paul Lefton.

**Sam's, Inc.**—"Meet Your Neighbor". WWJ-TV, Friday. Half hour show from store. Stockwell & Marcuse.

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

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

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

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

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

**Southern Wholesalers Inc. (RCA Distributors)**—"RCA Victor Varieties". WNBW. 4 daytime programs. "The Local

Crowd", Tuesday; "Film Features", Wednesday; "Fun at Four", Thursday; "Football", Friday. Agency, Henry J. Kaufmann & Asso.

*Springs Mills*—Yankee football. WABD. *Stern & Company*—"Your Television Shopper". WPTZ. Direct from store.

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

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

*Superfine Appliances Company*—INS news. WPTZ. 5 times weekly preceding evening programs. Solis S. Cantor.

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

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

*Teldisco*—Wrestling. WABD. Thursday. Raymond Agency.

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

*Terman Television Sales*—"The Singing Smiths." WBKB, Wednesday. Fifteen minute show. Direct.

*Tom's (Chrysler-Plymouth Dealers)*—One min. spots twice weekly. WMAL-TV. Agency, Henry J. Kaufmann & Asso.

*Trailer Coach Mfgs. Association*—Hour remote telecast from Convention Hall, Philadelphia. WFIL-TV. One shot.

*Transmirra Products Corp.*—Participation in "Swing Into Sports". WABD. Sports instruction program. 5 spots weekly over WABD and WTTG. Participation in "Small Fry Club". WABD.

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

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

*U. S. Rubber Company*—"Campus Hoopla". WNBT, Friday. Fifteen minute sports-variety format. Relayed to WNBW, WPTZ. Campbell-Ewald Agency.

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

*Ward Radio Company*—Station break. WNBW. Once weekly. Friday. Agency, Kal. Ehrlich & Merrick.

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

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

*Wilf Bros.*—INS news tape. WPTZ, preceding football games. Agency, Philip Klein.

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

*Zamoiski Co. (Philco Distributors)*—Spots. WMAR. Scholastic football classic. Harry J. Patz, Agency.

## ROUND-UP

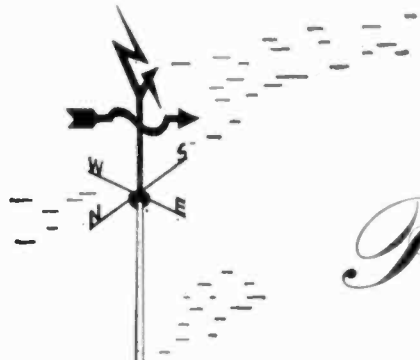
Television is moving along in the mid-west with a greater drive than in any other region in the country. In line with our editorial policy of visiting operating stations, we have just completed a swing to this area.

The same pioneering spirit, enterprise and natural business acumen that has been responsible for building our industrial might is now going into television. Nowhere will one find better television studios than that of Scripps-Howard's WEWS in Cleveland, nor more "get up and git" than in the Detroit Evening News' WWJ-TV now operating its second studio and literally bursting at the seams with commercial activity. Or a more extensive station operated multiple radio relay than that of Paramount-Balaban & Katz' WBKB. It would be difficult to find a better planned station than the Milwaukee Journal's WTMJ-TV, which had a full year's experimental programming behind them before they went on the air. Whether it be KSD's pitch for St. Louis as a test city, or Crosley's fine studios and plans for its own relay operation between its stations in Cincinnati, Toledo, Dayton, and perhaps Indianapolis, mid-west television is doing its share of building.

## Breakdown of Station Operations

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

| Station   | Average No. of Hours Weekly | Remotes | Studio | Film | Networks | Commercial            | Sustaining |
|---|-----------------------------|---------|--------|------|----------|-----------------------|------------|
| WABD  | 25                          | 40%     | 30%    | 26%  | 4%       | 40%                   | 60%        |
| WCBS-TV   | 20½                         | 77%     | 13%    | 10%  | —        | 27%                   | 73%        |
| WNBT  | 18                          | 54%     | 15%    | 15%  | 16%      | 63%                   | 37%        |
| WPTZ  | 30                          | 22%     | 11%    | 27%  | 40%      | 50%                   | 50%        |
| WFIL-TV   | 26                          | 50%     | 16%    | 16%  | 18%      | 27%                   | 73%        |
| WNBW  | 26                          | 23%     | 19%    | 12%  | 46%      | 51%                   | 49%        |
| WTTG  | 25                          | 40%     | 16%    | 12%  | 32%      | 37%                   | 63%        |
| WMAL-TV   |                             |         |        |      |          |                       |            |
| WMAR  | 25                          |         |        |      |          |                       |            |
| (Breakdown not available)   |                             |         |        |      |          |                       |            |
| (Based on first three weeks of operation. Breakdown at this time would not be typical.) |                             |         |        |      |          |                       |            |
| WBKB  | 30                          | 65%     | 20%    | 15%  | —        | 80%                   | 20%        |
| KSD-TV  | 18                          | 37%     | 28%    | 35%  | —        | 45%                   | 55%        |
| WWJ-TV  | 30                          | 50%     | 25%    | 25%  | —        | 70%                   | 30%        |
| WRGB  | 18¾                         | —       | 13%    | 24%  | 63%      | In effect<br>Dec. 1st | 100%       |
| KTLA  | 34½                         | 34%     | 50%    | 16%  | —        | 41%                   | 59%        |
| W6XAO   | 10 to 15                    | 85½     | —      | 15%  | —        | experimental          | 100%       |
| W8XCT   | 18                          | 40%     | 50%    | 10%  | —        | experimental          | 100%       |



# *Portal of Progress*

This is the entrance to the Paul Godley Company.  
Through this doorway daily passes the  
Godley staff of engineers — pioneers in  
their field with more than a century  
of professional experience among them.  
Here IMAGINATION guides and  
INTEGRITY governs. This house is yours.  
We are at your service.



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**CONSULTING RADIO ENGINEERS**

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*"At the Notch in the Watchung Mountains"*

*Paul Paul*

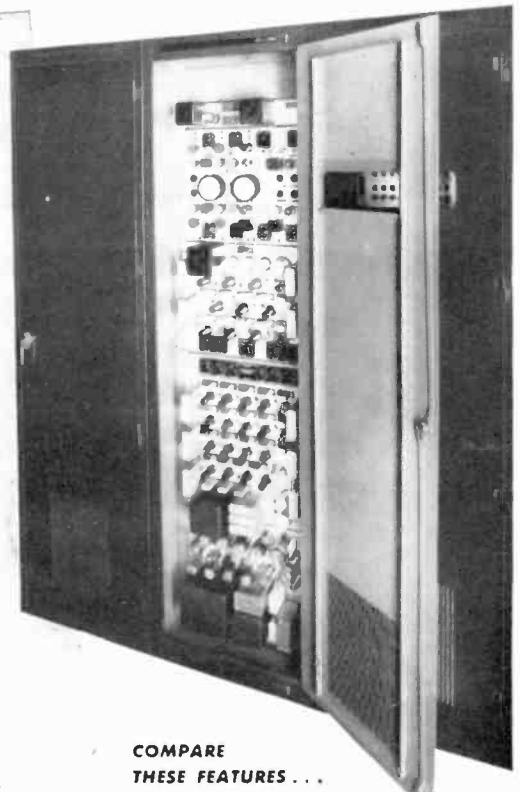
For that steady pulse of dependable,  
day-in and day-out telecasting service...

**DU MONT MODEL TA-107 A/B**

# Synchronizing SIGNAL GENERATOR

Basically a set of tried-tested-proven units packaged in one cabinet for use in furnishing the horizontal and vertical driving pulses; the blanking signals; and the composite synchronizing signals required by studio and film cameras, camera control units, monitors and other telecasting station equipment. May also be used with a source of television picture signal in the preliminary and the final testing of television receivers in production. Likewise in the development laboratory, in schools and wherever video circuits are critically analyzed.

Further details on request

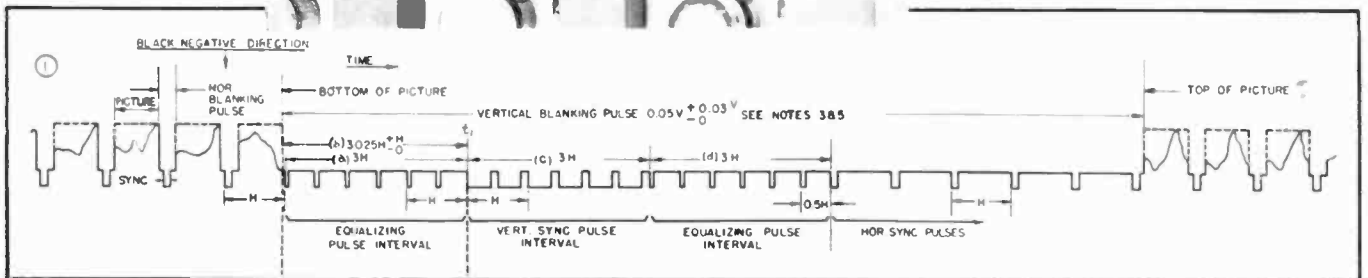
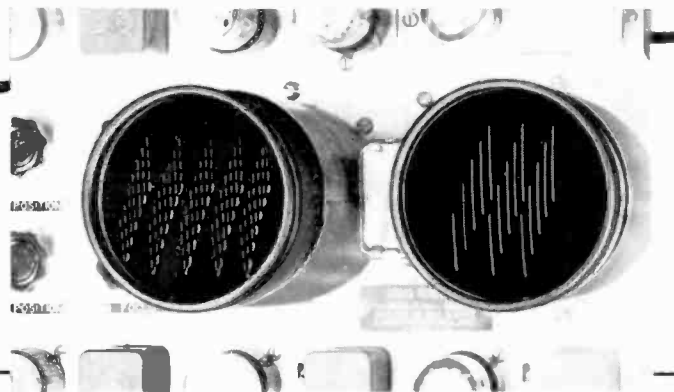


**COMPARE  
THESE FEATURES . . .**

- ✓ Conforms to all RMA and FCC specs for standard output signals, horizontal and vertical driving signals, composite video blanking and synchronizing signals.
- ✓ Linearity test signals at 900 cycles providing 15 horizontal bars, and 157.5 kc providing 10 vertical bars mixed with blanking, by means of switch, for use in checking scanning linearity of picture monitors and television receivers.
- ✓ Provision of two 3" c-r tubes for use in simultaneous monitoring (without switching) of all frequencies in the sync generator. Thus frequency counts may be checked or adjusted without use of external oscillographs.
- ✓ Leading edges of equalizing pulses are also leading edges of horizontal and vertical sync pulses . . . for perfect interlacing.
- ✓ A crystal oscillator at 157.5 kc or a highly stable self-excited oscillator at 157.5 kc may be selected by a switch for use as master oscillator. The self-excited MO is useful in synchronizing the generator, by means of provided lock-in circuit, to 60 cycle power line or to a remotely generated sync signal.
- ✓ Very short signal lead lengths. Operation of all tubes well within manufacturer's rating. Dimensions, mounted in cabinets: 83 1/4" x 22" x 18 1/4". 680 watts.

Plus many other outstanding features.

Close-up of the two 3" cathode-ray tube monitors indicating all frequencies within sync generator. Below, the composite signal provided by Model TA-107 A/B.



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