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Television

THE BUSINESS MAGAZINE OF THE INDUSTRY
Ninth year of publication

ANNUAL DATA BOOK 1953

ADVERTISING EXPENDITURES
MARKET STATISTICS
PROGRAMMING COSTS
FILM
THE TELEVISION AUDIENCE

PUBLISHED BY
TELEVISION MAGAZINE
THE ONLY PUBLICATION
DEVOTED EXCLUSIVELY TO THE
BUSINESS OF TELEVISION

NOW...

another

fine

Crosley

Television

Station –

WLW-A^{*} (WLTV)

ATLANTA'S DYNAMIC TELEVISION STATION

Backed by Crosley's unmatched record for getting results, WLW-A offers the way to make your advertising dollars go further and do more in the great Atlanta market.

CROSLEY BROADCASTING CORPORATION

WLW-TELEVISION

WLW-T, CINCINNATI

WLW-D, DAYTON

WLW-C, COLUMBUS

WLW-A, ATLANTA

RADIO

WLW, CINCINNATI

WINS, NEW YORK

EXCLUSIVE SALES OFFICES

NEW YORK

CHICAGO

HOLLYWOOD

CINCINNATI

DAYTON

COLUMBUS

ATLANTA

*WLW-A • Crosley Broadcasting of Atlanta, Inc.

Thanks to the folks* who deliver our goods



Red Barber



Andre Baruch



Jimmy Blaine



Jim Brown



Kay Campbell



Dorothy Collins



Allyn Edwards



George Fenneman



Dave Garroway



Bill Hamilton



Joe Ripley



Bob Shepard



Harry Von Zell



Don Wilson



Ruth Woodner

*To these and other announcers and performers who help us sell our clients' goods and services on television, BBDO sends its appreciative greetings.

BBDO

Batten, Barton, Durstine & Osborn, Inc.

Advertising

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

how high?

Again in 1953, everyone's looking UP to Detroit, one of the nation's high-spot markets for the past 12 years!

TOTAL EMPLOYMENT in the Detroit area is up to 1,355,000 . . . and the demand still exceeds the supply!

PAYCHECKS for factory workers are up over \$90 weekly . . . 15% more than a year ago!

BANK SAVINGS climbed sky-high to over a billion dollars . . . 80 millions UP in one year!

RETAIL SALES went up near the 4 billion dollar mark . . . highest of any year!

UP, too, went the number of TV set-owners . . . up to more than 850,000. And still high in command of the audience is Detroit's first television station, WWJ-TV . . . NBC affiliate. January ratings substantiate this with 13 weekly ratings for WWJ-TV of 30 and more, and 13 between 20 and 30. That's practically as many high-rated shows as there are on both other Detroit TV stations combined!

To up your sales-curve, UP your Detroit budget and give WWJ-TV the job.

Channel 4



WWJ-TV

NBC Television Network
ASSOCIATE AM-FM STATION WWJ

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

TELEVISION

THE BUSINESS MAGAZINE OF THE INDUSTRY

Volume X, Number 3, March, 1953

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the WDEL-TV Wilmington, Delaware market

Delaware, with highest per capita income of any state, is the heart of this market which includes also parts of New Jersey, Maryland and Pennsylvania. Buy WDEL-TV—through the NBC network, spot campaigns or local programs—for an audience that *buys*.

A Steinman Station



Represented by

MEEKER

New York
Chicago

Los Angeles
San Francisco

BIG

As this advertisement is written in January, 1953, there are 21 million TV sets in use. Five years ago, when NBC instituted Network Television, there were only 170,000 sets.

Compare this to the automobile industry—one of America's greatest industrial achievements. It took 31 years to put 21 million automobiles on the roads.

A comparison that's closer to home

NATIONAL

GUEST

five-year-old in history

the radio industry. Radio reached the 2 million mark in 1932 after 11 years of production and broadcasting.

NBC has led every inch of the way in developing television as a lively art and as a selling medium. By establishing the first network...by pioneering big-time program techniques...by bringing the greatest stars in entertainment to television...by measuring and proving tele-

vision's tremendous sales effectiveness...by developing new and unique sponsorship plans...by providing a national merchandising service to NBC television sponsors.

By the end of 1953, 6 million more television sets will have been added to the nation's total. And just as in the past, these six million new sets will be tuned most often to NBC.

BROADCASTING COMPANY

a service of Radio Corporation of America

Built by Experience . . . Backed by Power★

KPRC-TV is BIGGER and BETTER!



Only ONE can be FIRST and in Houston it's KPRC-TV...

first in time . . . first in know-how . . . first in facilities . . . first in the homes of Houstonians! And now, KPRC-TV is first to combine with AM and FM to give Houston a complete, new Radio-Television Center, one of the finest, most modern in the nation.

★ KPRC-TV will telecast with 65,000 watts of power with a new amplifier until June, when it will increase its power again to maximum power of 100,000 watts on Channel 2.

40,000 square feet of completely air-conditioned floor space

3 LARGE TV STUDIOS:

- A garden studio for outside shows
- An audience-participation studio seating 200 people
- 4 radio studios
- Doorways in all Television studios, large enough to admit automobiles
- 3 rear screen projectors — one for each studio
- 12 microphones in each studio
- 3 film previewing studios
- Viewing booths over each studio
- Complete audition facilities
- Separate controls for directors and engineers
- Three "memory booths" for announcers and actors
- 4,000 square feet of prop room space

KPRC-TV

CHANNEL 2 • HOUSTON

NBC • CBS • ABC • DUMONT

JACK HARRIS, Vice President and General Manager
Nationally Represented by **EDWARD PETRY AND GO.**

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**largest
single-station
market*
in the
nation**

SETS IN AREA

PITTSBURGH 552,000
ST. LOUIS 480,000
MILWAUKEE 407,830
NEW HAVEN 340,000
BUFFALO 328,419
INDIANAPOLIS 327,000
CHARLOTTE 290,683

*Source
Broadcasting-Telecasting
February 23, 1953

CHARLOTTE

WBTV

Jefferson Standard
Broadcasting Company

FREDERICK A. KUGEL
Editor and Publisher

ABBY RAND
Senior Editor

GEORGE TICHENOR
Associate Editor

ANN STOPP
Department Editor

JACK L. BLAS
Business Manager

DICK ROSE
Art Director

NORMAN YOUNG
FRANK MAYANS, JR.
Research Bureau

LAURIN HEALY
Chicago Office
6 W. Ontario St.

ARTHUR ENGEL
Los Angeles Manager
6525 Sunset Boulevard

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NETWORK TELEVISION

California Packing Corp.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Gruen Watch Company
"Junket" Brand Foods
Lehn & Fink Products Corp.
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The S. O. S. Co.
Standard Oil Co. (Indiana)
Standard Oil Co. (Ohio)
Westinghouse Electric Corp.

NETWORK RADIO

American Safety Razor Corp.
California Packing Corp.
California Spray-Chemical Corp.
Chesebrough Manufacturing Co.
Cowles Magazines, Inc.
The Gruen Watch Company
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The Ohio Bell Telephone Co.
The Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
The S. O. S. Co.
Swift & Co.

*...the air is filled
with **McCANN-ERICKSON** clients!*

It takes a lot of time and talent to keep selling the products and services of these McCann-Erickson clients! Thanks to all of you who have contributed to the successful 1952 Radio and TV advertising of these great companies.

SPOT TELEVISION

American Trust Co.
Bell Brand Foods, Ltd.
Broadway Dept. Store, Inc.
California Packing Corp.
California Wine Association
Chrysler Sales Division
Cinerama Productions
Clark Bros. Chewing Gum Co.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Esso Standard Oil Co.
Frank Fehr Brewing Co.
Gray Drug Stores
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Lehn & Fink Products Corp.

Leisy Brewing Co.
Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Coast Borax Co.
Richman Brothers Co.
Soil-Off Co.
The S. O. S. Co.
Southern California & Southern
Counties Gas Co.
Standard Oil Co. (Indiana)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

SPOT RADIO

American Safety Razor Corp.
American Trust Co.
Broadway Department Store, Inc.
California Packing Corp.
California Spray-Chemical Corp.
California Wine Association
Central Vermont Railway, Inc.
Chesebrough Manufacturing Co.
Chrysler Sales Division
Cinerama Productions
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Frank Fehr Brewing Co.
W. P. Fuller & Co.
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Leisy Brewing Co.

Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Manufacturers Trust Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Power & Light Co.
Portland Gas & Coke Co.
Richman Brothers Co.
Safeway Stores
The S. O. S. Co.
Southern California & Southern
Counties Gas Co.
Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

McCANN-ERICKSON INC. Advertising

McCann-Erickson, Inc. • New York, Hollywood, Boston, Cleveland, Detroit, Chicago, San Francisco, Los Angeles, Portland, Ore., Buenos Aires, Rio de Janeiro, São Paulo, Montevideo, Santiago de Chile, Lima, Bogota, Caracas, San Juan, P. R., Havana, Mexico City, London, Paris, Frankfurt a/M., Hamburg, Brussels.



FRONT ROW CENTER, U.S.A.

THE lights are dimmed, the voices hushed, the eyes intent as millions of people watch magic through a piece of glass. In town and village, farm and flat, television has made all the world a stage, all living rooms a theatre.

Du Mont is architect of this theatre of the home, the impresario of this new magic. By offering programs to brighten minds, as well as faces, Du Mont has added a new dimension to the entertainment world, a new standard to the art of television.

So, too, has Du Mont added a new dimension to television advertising. Du Mont alone has proved that magic for the viewer need not be fantasy for the sponsor, that truly sensible television means great impact without great cost.

Because it continually seeks to better television, for viewer and sponsor alike, Du Mont will always be a strong force behind the magic behind the glass.

DU MONT TELEVISION NETWORK

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

TELEVISION MAGAZINE'S ANNUAL DATA BOOK 1953

The vital statistics of television advertising . . . program and time costs . . . advertising expenditures . . . market data—county coverage for each TV area . . . the television audience . . . station management . . . local TV . . . films

FOR television, 1952—the year of the thaw—was the year of the rising curve. Gross network billings climbed to \$180,794,780, up 41 per cent above the previous year. Total broadcast revenues as reported by the FCC (time plus program) mounted to \$336,300,000—43 per cent above the 1951 volume.

The number of stations on the air went from 108 to 123. (As of April 1, there are 151 in operation.) The original 63 markets by the year's end became 75 (by April 1, '56).

Circulation in 1952 grew from 16 to 21 million. And ratings turned up record-breaking audience figures, with some shows hitting more than 15 million homes.

The only curve that went downward during 1952 was the key curve—cost per thousand. Gross circulation for a half hour network Class A time came in at \$1.85 in 1951. In 1952, despite increased rates, it came in for \$1.50—a drop of 18 per cent.

The biggest cost per thousand news is the astounding performance of daytime. Lower time and program costs, larger allowance of commercial time plus lack of network competition at many hours helped pull the average c-p-m homes per commercial minute of

Top Ten Network Advertisers—Gross Time and Production Expenditures

1952		1951	
Procter & Gamble	\$20,573,797	Procter & Gamble	\$12,205,000
Colgate-Palmolive-Peet	12,463,416	General Foods	12,111,000
General Foods	11,870,500	R. J. Reynolds	7,586,000
R. J. Reynolds	11,480,941	Colgate-Palmolive-Peet	6,831,000
Lever Bros.	11,130,548	Ford Motor	6,752,000
American Tobacco	10,692,709	American Tobacco	6,371,000
General Motors	9,043,803	Liggett & Myers	5,942,000
Liggett & Myers	7,402,480	Lever Bros.	4,974,000
Gillette	*7,286,125	P. Lorillard	4,784,000
Ford Motor	7,090,840	General Mills	4,087,000

* incomplete

all sponsored network shows before 6:00 pm down to \$2.26 at the end of 1952. The figure for network commercial shows in Class A time is \$3.89.

Among nighttime shows, the lowest delivery charge was earned by the sports category, which averaged \$2.43. Situation comedy came next, with \$3.50 per thousand homes/commercial minute. Highest category was music, at \$6.24.

Dayside, the dramatic serials came in at the best price—\$1.86. Highest daytimers were general variety shows at \$2.53.


ADVERTISERS

The surge in network billings reflects only part of the growing investments advertisers made in the medium.

This year's top ten have put more into TV than the 1951 toppers (Lorillard and General Mills, now in the second ten bracket, both increased expenditures over 1951).

TV's ever-increasing share of media allocations is illustrated by the record of such major advertisers as R. J. Reynolds. In 1949, TV got 10 per cent of Camel's

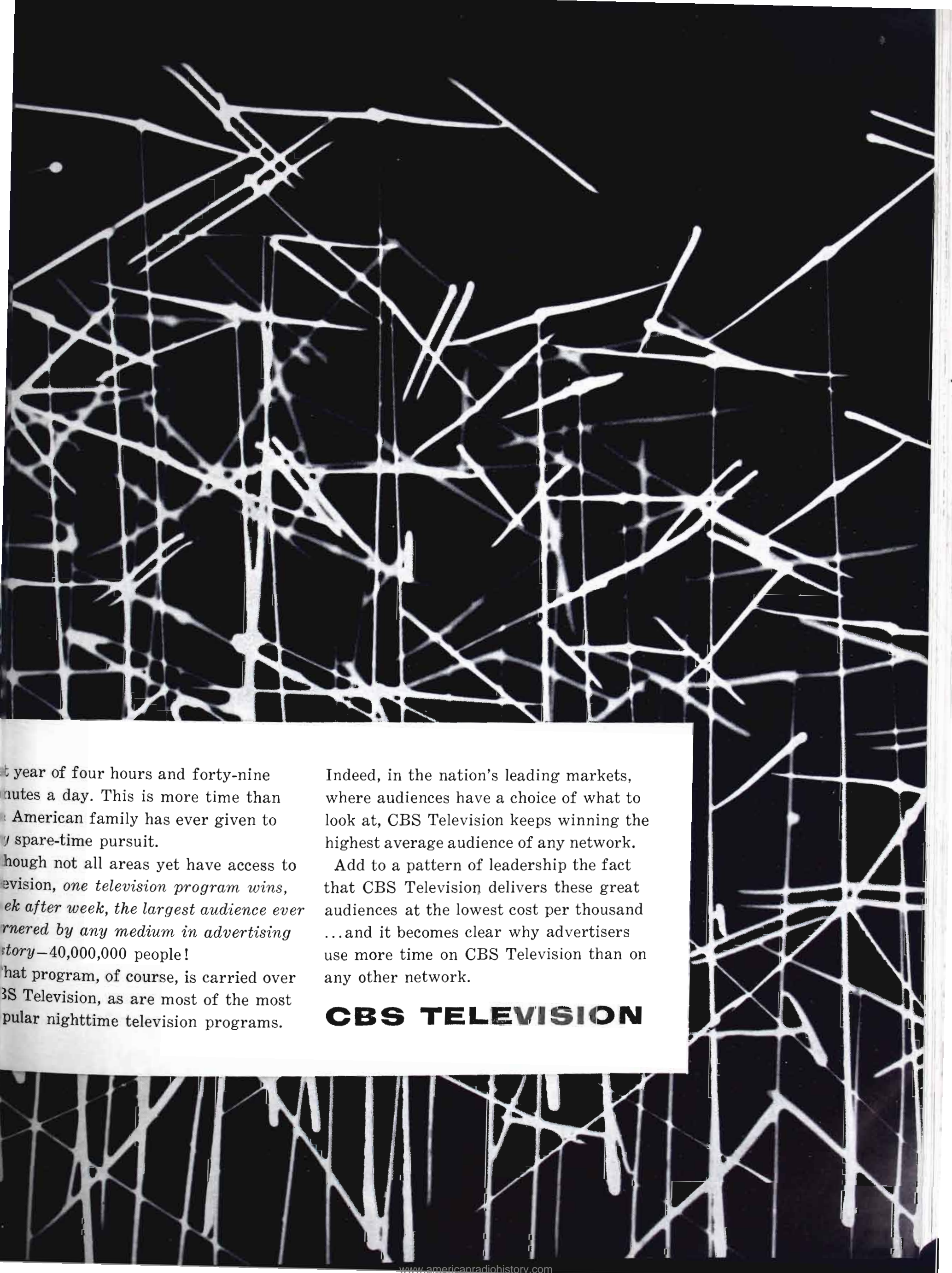
The pattern that killed a myth



The pundits who so solemnly explained that television's popularity was largely based on its "novelty" may now go to the rear of the class.

Today some five years after the novelty has worn off, Americans continue to regard television as irresistible as easy money, as compelling as a thunderstorm. And the pattern of their devotion is as pliant as the forest on the rooftops.

Families with sets devote more time to television than ever before—an average

The background of the entire page is a black field covered with a dense, chaotic pattern of white, splatter-like lines and dots, resembling a splatter-paint or ink-blot style. These splatters vary in size and orientation, creating a complex, web-like texture.

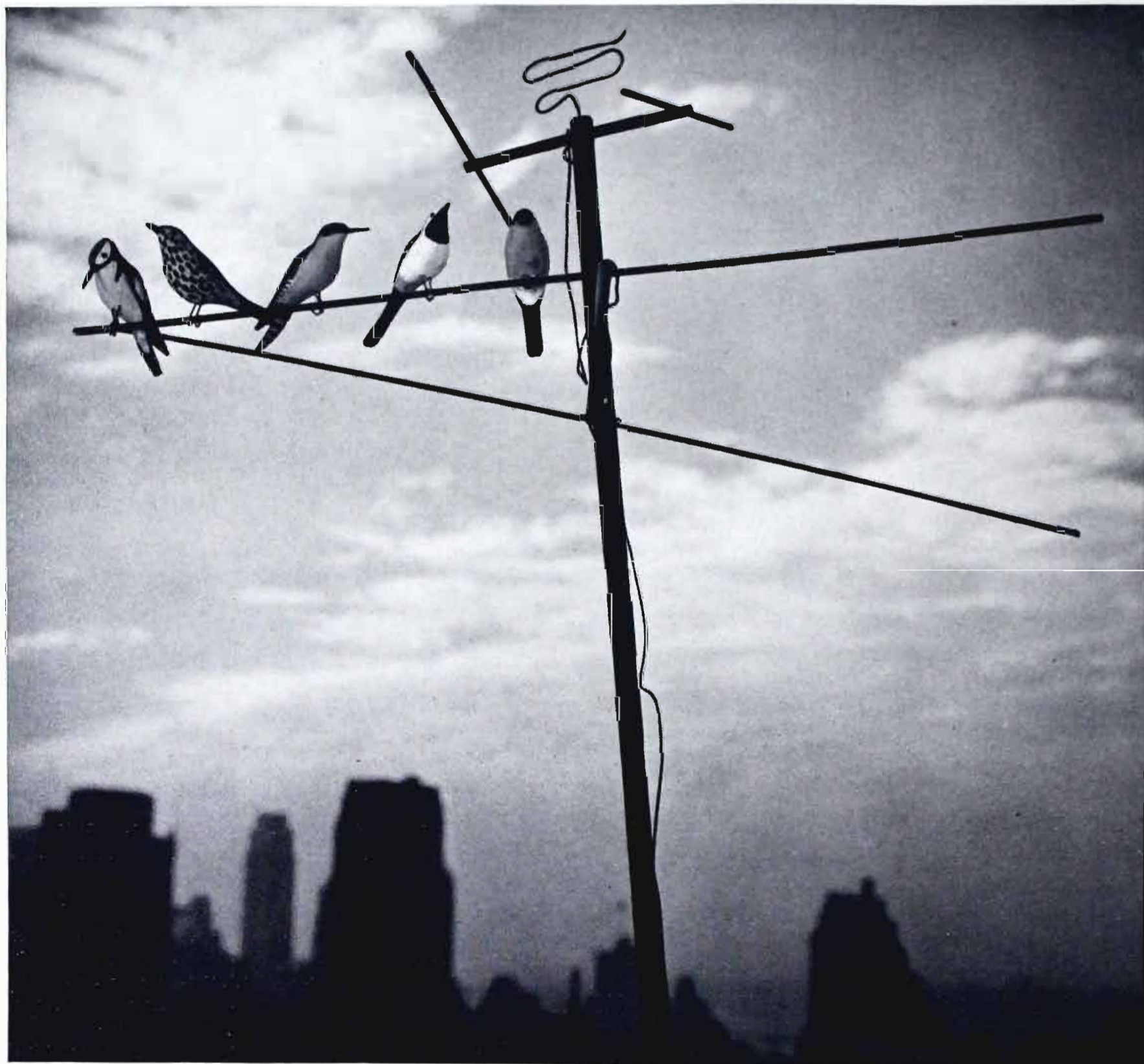
...t year of four hours and forty-nine
...minutes a day. This is more time than
... American family has ever given to
...y spare-time pursuit.
...hough not all areas yet have access to
...elevision, *one television program wins,*
...ek after week, *the largest audience ever*
...rnered by any medium in advertising
...story—40,000,000 people!
...hat program, of course, is carried over
...BS Television, as are most of the most
...pular nighttime television programs.

Indeed, in the nation's leading markets,
where audiences have a choice of what to
look at, CBS Television keeps winning the
highest average audience of any network.

Add to a pattern of leadership the fact
that CBS Television delivers these great
audiences at the lowest cost per thousand
...and it becomes clear why advertisers
use more time on CBS Television than on
any other network.

CBS TELEVISION

There's always room at the Top...



TEXACO STAR THEATER



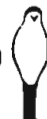
BUICK CIRCUS HOUR



MARTIN KANE, PRIVATE EYE



CRIME SYNDICATED



THE JACKIE GLEASON SHOW



KUDNER AGENCY, INC.

for Tops in Television

NEW YORK SAN FRANCISCO DETROIT WASHINGTON

media budget; for 1953, the projected share is 55 per cent. Reynolds' king-sized Cavalier put 97 per cent of its ad dollar into TV last year.

In 1952, Procter and Gamble increased its TV investment some 68 per cent. TV time took one-fifth of P & G's dollar for PIB media (magazines, newspaper sections, network radio and TV) in 1951; in 1952 TV's bite was over one-third.

PROGRAMS

How much are these major spenders putting into program production?

Advertiser	% of TV expenditure allocated for programs
Procter & Gamble	36
Colgate-Palmolive-Peet	40
General Foods	43
R. J. Reynolds	43
Lever Bros.	48
American Tobacco	52
General Motors	52
Ford Motor	68

In the Advertisers Expenditure Section of the Data Book, complete time and program production expenditures for each network advertiser are spelled out in detail—program used, agency placing business, network, number of stations, time and program costs, number of telecasts in the year.

Program choices of advertisers are reflected in Multi Market Telepulse breakdowns of program categories over a three year period, which show an increase in the number of quiz, audience participations, news, situation comedy and feature film programs. Fewer station hours are now devoted to kid shows, comedy-variety, wrestling and homemaking.

Program costs on some shows rose to new heights during 1952. *Your Show of Shows* cost \$27,500 per half hour; *Your Hit Parade*, \$40,000. Mysteries were running closer to \$15,000 than to their old \$10-12,500 level. Half hour dramas on film clustered around \$25,000. Live dramas were mostly under \$20,000, though some still come in for \$18,000.

On the other hand, increase in multiple sponsorship made it possible to buy 15 minute segments

for \$1,600 (*Welcome Travelers*) or \$2,500 (*Rocky King*). In 1952 there were 42 advertisers who spent less than \$25,000 on network time (because of single-shots and the flexibility of programs like *Today*). Forty advertisers went through *Today's* revolving door.

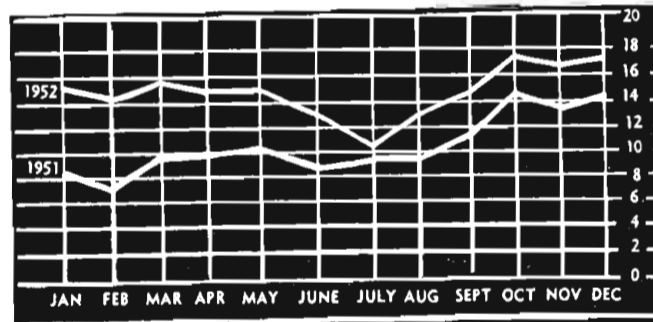
MARKETS

"Re-examination" was the watchword on the agency front as 1952 drew to a close and the new market deluge began. Good omens for the debuting outlets are the continuous growth and vitality of the pre-freeze markets, where circulation, set usage and advertiser activity are still expanding.

Penetration, even in the "mature markets" continued to climb. Milwaukee, New Haven and Cleveland hit 90 per cent saturation.

It wasn't just the largest multi-station cities such as New York, Chicago and Los Angeles that went over the 75 per cent penetration mark in 1952. Jacksonville, St. Louis, Schenectady, Wilmington, Toledo and Indianapolis were among the one-station cities where three out of every four families own sets.

TELEVISION Magazine's exclusive Total Coverage Report correlates essential market data—counties



July does not include Convention billings

reached; retail, food and drug sales; population and families—for each TV market. Initial Coverage statistics are given for the post-thaw markets.

The Total Coverage Areas for the pre-freeze cities include counties receiving signals from more than one market. These statistics differ considerably from network projections, which reduce the coverage of about 35 markets by eliminating duplicated signal areas.

TELEVISION Magazine's Total Coverage Areas include these overlapping signal counties wherever there is documented proof of substantial viewing and circulation.

With the high incidence of cross viewing in these duplicated areas, the Total Coverage Report is invaluable to the advertiser in spot and local planning.

STATIONS

Of interest on the station management side is the FCC study of station profit and loss. Ninety-four of the stations in operation for the full year of 1952 reported a profit.

LOCAL ADVERTISING

A nation-wide survey of local advertising made especially for the Data Book shows the biggest users of local programs are breweries, food companies and auto dealers. Leading users of announcements are breweries, food companies and appliance dealers.

During 1951, the top local categories were furniture, appliance and department stores.

AUDIENCE

Television became less of a big city, big family medium during 1952, according to the Market Research Corp. of America's comparison of TV with non-TV homes (see Audience section).

Percentage of TV families in communities under 50,000 doubled, while in the over-50,000 groups, increase was 20 to 50 per cent. As with the addition of smaller households to the TV-owning group, these figures indicate the widening of the medium's appeal as well as the growth of its physical coverage.

NETWORK TV BILLINGS

	For 1952	For 1951
ABC	\$ 18,353,003	\$ 18,585,911
CBS	69,058,548	42,470,844
DuM	10,140,656	7,761,506
NBC	83,242,573	59,171,452
	<hr/>	<hr/>
	\$180,794,780	\$127,989,713

CREDITS

Special thanks for cooperation in supplying essential data go to: N. W. Ayer, BBD&O, Ted Bates, Benton & Bowles, Biow, Compton, Dancer-Fitzgerald-Sample, William Esty, Foote, Cone & Belding, Kenyon & Eckhardt, Lennen & Newell, McCann-Erickson, Sherman & Marquette, J. Walter Thompson, Young & Rubicam, the networks, stations, station representatives, research services and trade associations.

Population and sales figures are from Sales Management, reproduced with special permission. Further reproduction is forbidden. Advertisers' time costs from Publishers Information Bureau. Production costs and circulation, TELEVISION Magazine Research Department.

PROGRAMMING

Report on per telecast program and time costs of network shows
with an analysis of programming trends during past three years

ON the following three pages, time and program costs are listed for network shows on during 1952 and the first three months of 1953.

Most expensive half hour shows were *Amos 'n' Andy* and *Your Hit Parade* at \$40,000 for production and *Lucy* at \$38,000. But it was still possible for an advertiser to get his own show for \$6,000 as Ralston did for *Space Patrol* or \$7,500 as Sealy did with *Balance Your Budget*.

Like everything else, program costs rose in 1952, in a few cases as much as 25 per cent. A number of shows however stayed within a few per cent of previous budgets.

By cross-checking with the Advertiser Expenditure Section, the reader can find the products advertised on a show, number of stations used and agency placing the business.

PROGRAMMING TRENDS 1951-1953

The Multi Market TelePulse reports list all network TV programs appearing in at least four of the regular Pulse markets. Analysis of the distribution of total 1/4 hours of network TV time reveals that the proportion of daytime programming (before 6 PM) has climbed from 33 per cent in 1951 to 47 per cent in 1952 and 51 per cent in 1953. These percentages all refer to the week of January 2-8.

Program types which have received a steadily increasing amount of TV time between 1951 and 1953 have been quiz-audience participation; news, comedy situation; forums and discussions; feature films and boxing. The reverse is true of kid shows; comedy-variety; wrestling; and home-making service.

Comedy-variety and comedy situation programs, the highest rated types in January 1953, have shown increasing audience popularity from year to year. Other consistent leaders in average ratings are talent shows; drama and mysteries; boxing; westerns and musical variety.

TOTAL 1/4 HOURS OF NETWORK TV TIME

	Daytime		Evening	
	1/4 Hrs.	%	1/4 Hrs.	%
1951	216	33	442	67
1952	340	47	382	53
1953	343	51	330	49

TOTAL 1/4 HOURS & AVERAGE RATING BY PROGRAM TYPE

Multi-Market Telepulse

	Jan 2-8 1953		Jan 2-8 1952		Jan 2-8 1951	
	# 1/4 hrs.	Avg. Rtg.	# 1/4 hrs.	Avg. Rtg.	# 1/4 hrs.	Avg. Rtg.
Quiz-Audience participation	112	9.9	89	8.2	67	10.3
Drama	34	25.5	44	22.2	41	20.4
Mysteries	44	15.0	48	10.8	31	13.1
News	74	5.8	18	8.7	14	11.2
Daytime variety	72	8.7	109	5.5	74	6.4
Kid shows	54	11.6	69	9.8	97	11.3
Comedy situation	38	21.8	24	17.1	20	15.1
Comedy variety	38	29.2	63	21.3	89	17.0
Forums & discussions	31	3.8	17	4.6	16	6.3
Interviews	23	7.0	38	5.9	26	17.7
Serial stories	20	8.6	25	5.2	5	4.5
Education & science	17	3.7	9	3.9	10	5.6
Feature films	17	4.8	12	4.8	2	3.4
Musical variety	17	13.9	47	10.3	40	13.3
Wrestling	16	8.1	15	8.8	18	8.8
Boxing	11	19.2	8	22.5	4	26.0
Homemaking service	11	2.0	16	3.2	30	2.7
Religion	11	4.2	12	2.9	8	2.7
Western & serials	8	15.9	10	18.5	12	19.6
Talent	7	21.6	17	15.6	13	16.9
Film shorts	5	7.4	9	4.9	6	3.3
Sports News	3	8.2	2	4.4	4	11.0
Music	2	14.0	4	6.4	2	5.6
United Nations	—	—	4	4.4	—	—
Roller Derby	—	—	—	—	7	9.2
Basketball	—	—	8	10.2	18	9.0
Pres. Truman	—	—	—	—	4	15.9
Misc.	8	3.0	5	6.6	—	—
Total	673		722		658	

PROGRAM & TIME COSTS PER TELECAST

PROGRAM	NET	ADVERTISER	NO. PERF. 1952	TIME	AVER. COST PER TELECAST PROGRAM
Alan Young	CBS	Bristol Myers	—		\$30,000
Aldrich Family	NBC	Campbell Soup Co.	38	\$21,028	20,000
All Star Revue (1/3 participations)	NBC	Johnson & Johnson	—	—	20,000
		Pet Milk	34	23,070	20,000
		Studebaker	—	—	20,000
American Forum	NBC	Bohn Aluminum	39	7,179	3,000
Amos & Andy	CBS	Blatz Beer	38	19,377	40,000
Art Linkletter's House Party (1/4 hours)	CBS	Participation	—	6,130*	4,000
Arthur Godfrey & Friends (1/2 hours)	CBS	Liggett & Myers	50	25,356	10,000
		Pillsbury	27	24,908	10,000
		Toni	26	25,324	10,000
Arthur Godfrey's Talent Scouts	CBS	Lipton	52	13,778	20,000
Arthur Godfrey Time (1/4 hours)	CBS	Multi-sponsor	—	6,795	3,500
Arthur Murray Show	DuM	Arthur Murray	12	6,016	15,500
Balance Your Budget	CBS	Sealy Mattress	6	22,748	7,500
Beat the Clock	CBS	Sylvania	52	19,722	9,000
Betty Furness	CBS	Westinghouse	—	—	2,500
Beulah	ABC	Procter & Gamble	53	8,448	15,000
Biff Baker, U.S.A.	CBS	American Tobacco	8	17,667	20,000
Big Payoff	NBC	Colgate-Palmolive-Peet	149	12,950	2,000
Big Story	NBC	Am. Cig. & Cig.	43	22,811	17,000
Big Top	CBS	National Dairy	52	18,472	14,000
Big Town	CBS	Lever Bros.	50	18,107	16,000
Blue Ribbon Bouts	CBS	Pabst	50	32,081	18,000
Bob Considine	NBC	Mutual of Omaha	48	8,538	3,500
Bride & Groom	CBS	General Mills	212	7,878	3,000
Broadway to Hollywood	DuM	Tide Water Oil	52	4,570	2,000
Burns & Allen	CBS	Carnation	26	25,792	30,000
		Gaodrich	6	27,567	30,000
CBS News (1/4 hours)	CBS	Oldsmobile	173	7,946	5,500
		Am. Cig. & Cig.	53	8,987	5,500
Camel News Caravan	NBC	R. J. Reynolds	261	15,260	2,600
Candy Carnival	CBS	Hawley & Hoops	52	10,994	3,800
Captain Video	DuM	General Foods	236	11,038	5,100
Cavalcade of America	NBC	Du Pont	7	16,963	25,000
Cavalcade of Sports	NBC	Gillette	43	24,617	35,000
Chance of a Lifetime	ABC	P. Lorillard	32	20,416	8,000
Chronoscope	CBS	Longines	152	3,592	1,500
Circle Theatre	NBC	Armstrong Cork	46	23,289	11,500
Circus Hour	NBC	Buick	4	47,087	45,000
City Hospital	CBS	Carter Prod.	19	22,897	13,000
Colgate Comedy Hour	NBC	Colgate-Palmolive-Peet	42	44,292	50,000
Crime Syndicated	CBS	Schick	32	18,689	13,500
Danger	CBS	Block Drug	50	16,163	11,500
Date with Judy	ABC	American Chicle	13	21,645	10,000
Dennis Day	NBC	RCA	37	22,027	25,000
Dinah Shore	NBC	Chevrolet	89	14,813	10,500
Ding Dong School (1/2 hours)	NBC	Multisponsor	—	—	972
The Doctor	NBC	Procter & Gamble	19	25,000	18,000
Double or Nothing	CBS	Campbell Soup	38	12,463	8,000
Down You Go (1/4 hours)	DuM	Helene Curtis	—	—	2,300
		Carter Prod.	8	12,491	2,300
Dragnet	NBC	Liggett & Myers	26	23,771	30,000
Drew Pearson	DuM	Carter Prod.	2	2,980	4,000
Embassy Club	NBC	P. Lorillard	13	14,700	5,500
Faith for Today	ABC	7th Day Adventists	52	4,714	2,000
Famous Fights	DuM	Adam Hat Stares	23	2,744	2,750
Fireside Theatre	NBC	Procter & Gamble	39	26,275	19,000
Ford Theatre	NBC	Ford	13	26,091	30,000
Four-Star Playhouse	CBS	Singer Sewing Machine	7	21,248	25,000
Fred Waring	CBS	General Electric	39	23,247	32,000
Freedom Rings	CBS	Westinghouse	—	—	7,500
Gabby Hayes	NBC	Quaker Oats	101	8,519	1,100

Key: † cost of participation includes time and production. †† simulcast cost, AM & TV included. * average Dec. '52 time cost for oil sponsors. No. of performances & time cost not reported for shows coming on since 1/53. Segment by which participation shows are sold listed under title. Most recent sponsor listed for each show.

PROGRAM	NET	ADVERTISER	NO. PERIODS 1953	AVG. COST PER TELECAST	PROGRAM
Gerry Moore (1/2 hours)	CBS	Participation		\$10,000*	\$2,350
Gene Autry	CBS	Wrigley	52	9,700	17,500
Greatest Fights	NBC	Chesebrough	61	9,901	4,000
Gracie's Men	NBC	De Soto-Plymouth	51	28,410	30,000
Guiding Light	CBS	Procter & Gamble	123	9,534	1,700
Hail the Champ	ABC	Amend	24	6,279	4,200
Hall of Fame	NBC	Hallmark	43	18,728	11,000
Happy's Party	DuM	Florida Citrus Corp.	17	2,100	6,500
Hawkins Falls	NBC	Lever Bros.	230	8,445	2,000
Harmon Hickman	NBC	General Cigar	13	8,314	3,500
Hollywood Opening Night	NBC	Pearson Pharm.	13	22,864	17,500
Hollywood Screen Test	ABC	Ironite	44	10,492	7,000
Hour of Decision	ABC	Billy Graham	39	7,121	4,500
Howdy Doody (1/2 hours)	NBC	Participation		12,000*	1,500
I Love Lucy	CBS	Philip Morris	39	27,609	38,000
I Married Joan	NBC	General Electric	12	30,884	29,000
Inspector Mark Saber	ABC	Sterling Drug	13	11,325	20,000
It's News to Me	CBS	Jergens	7	15,411	11,500
		Simmons	6	17,845	11,500
I've Got a Secret	CBS	Carter Products	12	23,699	7,000
Jackie Gleason Show (1/3 participations)	CBS	Bristol Myers	—	—	32,000†
		Leeming	12	—	32,000†
		Schick	15	—	32,000†
Jane Froman (1/2 hours)	CBS	Revlon	—	—	9,000
		General Electric	—	—	9,000
Kate Smith (1/2 hours)	NBC	Multi-sponsor		10,000*	3,400
Keep Posted	DuM	Curtis Publishing Co.	53	12,062	3,500
Ken Murray (Time to Smile)	CBS	Bristol Myers	—	—	30,000
Kids & Co.	DuM	Int'l Shoe Co.	42	6,534	3,500
Kraft TV Theatre	NBC	Kraft	51	38,896	17,500
Kukla, Fran & Ollie (as half hour show)	NBC	RCA	14	24,870	3,500
Life Begins at Eighty	DuM	Scruton	24	11,740	2,000
Life of Riley	NBC	Gulf Oil	—	—	25,500
Life Is Worth Living	DuM	Admiral	7	20,620	11,000
Live Like a Millionaire	ABC	Grove Labs	8	11,235	7,500
Lone Ranger	ABC	General Mills	52	12,886	17,000
Love of Life	CBS	Amer Home Products	255	7,897	1,700
Lux Video Theatre	CBS	Lever Bros.	51	18,130	15,000
Mama	CBS	General Foods	27	33,616	11,500
Man Against Crime	CBS	R. J. Reynolds	40	22,021	20,000
Martin Kane	NBC	U. S. Tobacco	48	27,663	16,000
Meet the Press	NBC	Revere	51	20,214	3,530
Milton Berle	NBC	Texas Company	36	44,693	59,000
Mr. Peepers	NBC	Reynolds Metals	13	24,008	18,000
Mr. & Mrs. North	CBS	Colgate-Palmolive-Peet	13	20,325	21,000
My Friend Irma	CBS	R. J. Reynolds	38	20,181	25,000
My Hero	NBC	Dunhill	8	23,850	23,000
My Little Margie	CBS	Philip Morris	12	28,264	20,000
The Name's the Same	ABC	Bendix	24	21,680	9,000
		Swanson	26	21,344	9,000
Omnibus	CBS	Participation		20,000*	13,000
Our Miss Brooks	CBS	General Foods	13	18,043	31,000
Ozzie & Harriet	ABC	Lambert	6	17,435	27,000
		Hotpoint	7	17,265	27,000
Perry Como	CBS	Liggett & Myers	139	12,955	5,662
Plainclothesman	DuM	Lorus & Bro.	52	13,419	5,500
Private Secretary	CBS	American Tobacco	—	—	25,000
Quick As a Flash	ABC	Thor	—	—	8,000
Quiz Kids	CBS	Cats Paw	7	28,960	5,000
Rocket Squad	CBS	Philip Morris (Now Toni)	50	22,514	20,000
Red Buttons	CBS	General Foods	—	—	23,000
Red Skelton	NBC	Procter & Gamble	39	26,660	38,000

PROGRAM	NET	ADVERTISER	NO. PERF. 1952	TIME	AVER. COST PER TELECAST PROGRAM
Remember These Things	ABC	Burton-Dixie	7	\$3,611	\$1,000
Robert Montgomery Presents	NBC	American Tobacco	24	44,556	31,000
		S. C. Johnson	26	46,556	31,000
Rocky King (1/4 hours)	DuM	American Chicle	52	7,437	2,500
		Procter & Gamble	13	7,789	2,500
Rootie Kazootie	ABC	Johnson Candy	—	—	4,000
Roy Rogers	NBC	General Foods	44	18,214	17,000
Saturday Night Fights	ABC	Bayuk Cigar	—	—	10,000
Schlitz Playhouse	CBS	Schlitz	51	27,350	24,000
Scott Music Hall	NBC	Scott	7	19,041	21,000
Search for Tomorrow	CBS	Procter & Gamble	251	9,110	1,800
See It Now	CBS	Alcoa	43	18,391	20,000
Short Short Stories	NBC	Pepsi-Cola	27	12,000	10,000
Sky King	ABC	Derby Foods	—	—	23,000
Smilin' Ed McConnell	CBS	Brown Shoe	52	8,635	6,000
Space Patrol	ABC	Ralston-Purina	34	11,941	6,000
Sports Showcase	DuM	Boyle-Midway	—	—	1,500
Sports Spot	CBS	General Cigar	13	9,207	3,500
Stork Club	CBS	Liggett & Myers (now 1/2 hours)	—	—	10,800
		Liggett & Myers (formerly 1/4 hours)	52	10,049	7,000
Strike It Rich (daytime)	CBS	Colgate-Palmolive-Peet	155	13,616	3,000
Strike It Rich (evening)	CBS	Colgate-Palmolive-Peet	51	17,806	5,000
Stu Erwin	ABC	General Mills	52	25,330	15,000
Studio One	CBS	Westinghouse	38	41,220	25,000
Sunday News Special	CBS	Norwich	52	3,858	1,800
Super Circus (1/2 hours)	ABC	Kellogg Co.	14	20,962	4,000
		Mars Candy Co.	35	21,151	4,000
Suspense	CBS	Electric Auto-Lite	49	18,434	12,500
T Men in Action	NBC	Borden	44	16,531	15,000
Tales of Tomorrow	ABC	Kreisler	23	12,593	10,500
There's One in Every Family (5 minutes)	CBS	Participation	—	—	355
This Is Your Life	NBC	Hazel Bishop	14	29,033	12,500
Those Two	NBC	Procter & Gamble	150	16,210	3,500
Toast of the Town	CBS	Lincoln-Mercury	52	35,408	30,000
Today (now 6 minutes)	NBC	Participation	—	—	3,333†
Tootsie Hippodrome	ABC	Sweets Co.	48	5,315	4,500
TV Playhouse	NBC	Goodyear	25	44,806	25,000
		Philco	26	45,847	25,000
Twenty Questions	DuM	American Chicle	—	—	3,750
		Bauer & Black	—	—	3,750
Two for the Money	NBC	P. Lorillard	17	27,401	16,000
Voice of Firestone	NBC	Firestone	52	23,751	17,000
Walter Winchell	ABC	Gruen	13	10,542	17,500††
The Web	CHB	P. Lorillard	41	22,678	12,000
Welcome Travelers (1/4 hours)	NBC	Procter & Gamble	63	9,417	1,600
What's Your Bid	ABC	Charles Antell	—	—	6,500
What's My Line	CBS	Jules Montenier	52	20,651	8,500
Where Was I	DuM	Wine Corp.	18	14,515	7,000
Whiteman TV Teen Club	ABC	Sweets Co.	6	15,185	12,000
Winchell-Mahoney Show	NBC	Crosley	20	24,802	18,500
		Speidel	23	25,505	18,500
Wisdom of the Ages	DuM	Serutan	—	—	3,500
You Are There	CBS	Electric Cos.	—	—	20,000
You Asked for It	ABC	Skippy Peanut Butter	53	13,323	7,500
Your Hit Parade	NBC	American Tobacco	43	26,998	40,000
Your Show of Shows (10 & 30 minutes)	NBC	Benrus	38	7,756	9,900
		Griffin	16	8,364	9,900
		S. O. S.	38	7,733	9,900
		Lehn & Fink	19	25,104	29,700
		Prudential	6	24,610	29,700
		Reynolds	38	25,675	29,700
Youth on the March	DuM	Young People's Church	12	6,572	2,500
Zoo Parade	NBC	Quaker Oats	41	22,094	7,000

Dangerous Assignment

STARRING
BRIAN DONLEVY

STEVE MITCHELL
SECRET GOVERNMENT AGENT



profit proved
in **63** markets!

and now **AGAIN** available
everywhere* at a local price

You could spend a fortune producing your own local program, with no guarantee of results. Now, you can afford to buy "Dangerous Assignment" for exclusive local sponsorship, and **KNOW** you'll get results because it has been **PROFIT-PROVED!**

For example, a wholesale grocer in Bloomington, Indiana, advertised his tea on "Dangerous Assignment" over WTTV and sold 3½ tons... seven months' normal supply... in one week! It has increased sales for 40 other sponsors. It can do the same for you.

"Dangerous Assignment" is NBC Television, which means quality throughout. Plus top advertising, merchandising, publicity, promotion and exploitation to back you up in your local sales areas.

Find out if this **PROFIT-PROVED** program is still available in your markets. Write, call or wire today.

NBC FILM PROGRAMS



New York • Chicago • Los Angeles

* correction.
please.
Brian Donlevy
is moving fast.
Already
re-sold in
10 markets.
No. 12.



CONTINUOUS COST STUDY

Three gauges of declining c-p-m: gross time cost/gross thousand circulation; time and program cost per thousand homes, 1951-1952; time and program cost per thousand homes per commercial minute on all network sponsored shows.

C-P-M Homes Down 12.5 Per Cent

Prepared by Nielsen Television Index

	November-December 1951	November-December 1952
18-show average	\$8.83	\$7.72
Mystery (4 shows)	7.40	6.77
Drama (4 shows)	8.74	7.73
Variety (5 shows)	11.11	9.97
Situation Comedy (3 shows)	8.93	7.03

Based on average of cost-per-thousand homes on 18 sponsored network shows covering all rating levels, all days of week, all networks: Aldrich Family, All Star Revue, Beulah, Big Town, Comedy Hour, Fireside Theatre, Godfrey and Friends, I Love Lucy, Lone Ranger, Lux Video Theatre, Martin Kane, Racket Squad, Rocky King, Strike It Rich, Studio One, Texaco Star Theatre, Toast of the Town, TV Playhouse.

Cost-per-thousand homes has come down substantially for 16 of these shows, gone up for one and remained relatively unchanged for two. Average drop was 12.5 per cent. By categories, largest drop was scored in the situation comedy (21 per cent), due to the rise of Lucy.

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Daytime Beats Nighttime C-P-M

Analysis of All Network Sponsored TV Programs By Cost Per Thousand Homes Per Commercial Minute November-December, 1952

Program Types	Cost/M Homes/Comm. Min.
EVENING PROGRAMS (6 PM & AFTER)	
General Drama (19 pgms)	\$3.84
Mystery (19 pgms)	3.71
Sit. Comedy (17 pgms)	3.50
Variety (23 pgms)	3.56
Quiz & Aud. Partic. (20 pgms)	3.61
Music (6 pgms)	6.24
Sports (3 pgms)	2.43
Misc. (15 pgms)	4.83
All Evening (122 pgms)	3.89
DAYTIME PROGRAMS (9 AM-6 PM)	
General Variety (23 pgms)	2.53
Quiz, Giveaway, Aud. Partic. (12 pgms)	2.42
Children (8 pgms)	1.46
Daytime Serials (4 pgms)	1.86
All Daytime (47 pgms)	2.26

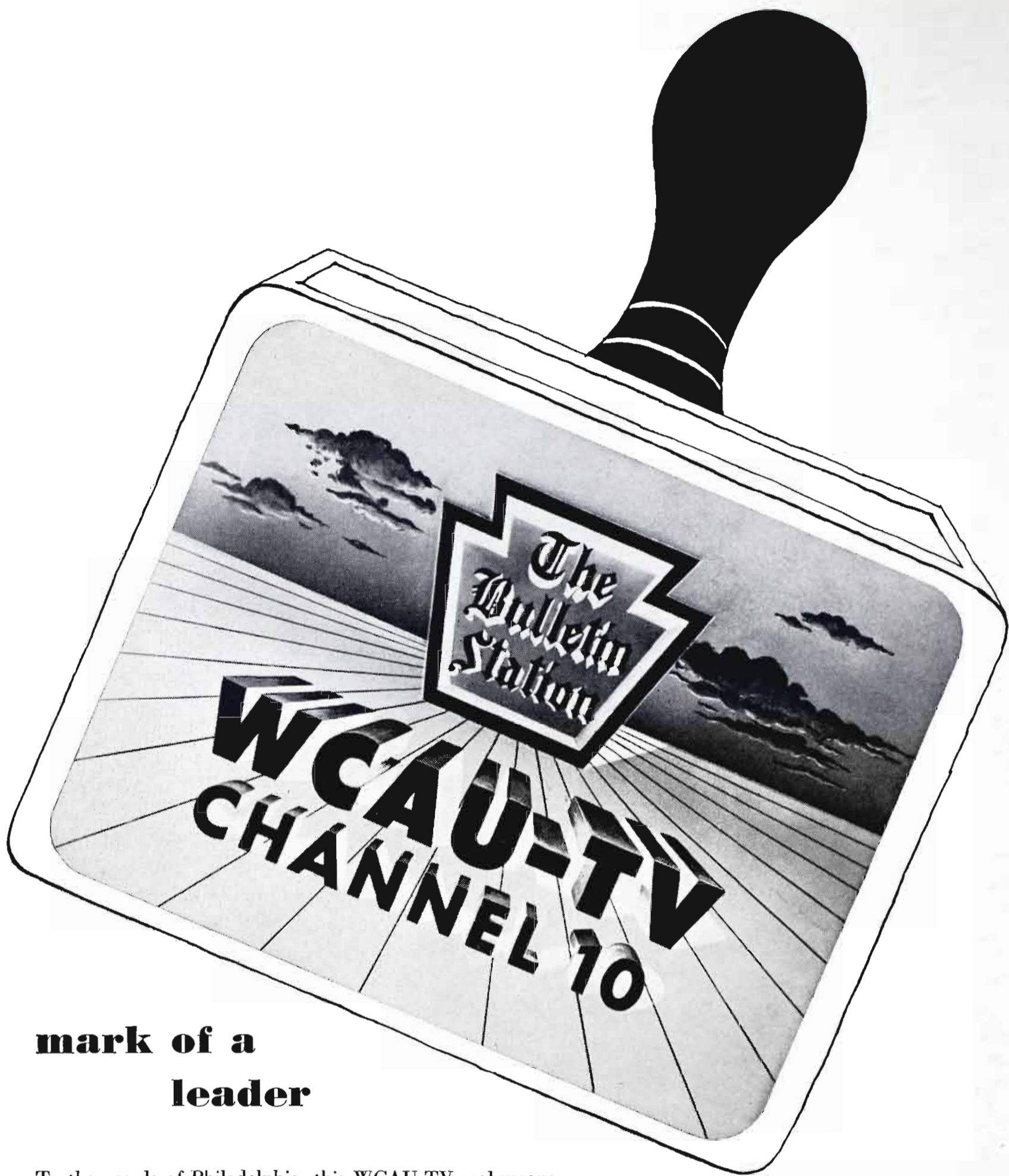
22.2 Per Cent Drop in NBC's C-P-M

	No. of NBC-TV Stations	Total TV Homes In These Areas	Gross Class "A" 30-Minute Cost	Cost Per M TV Homes	Net* Class "A" 30-Minute Cost	Cost Per M TV Homes
January 1949	25	832,000	\$ 3,690	\$4.43	\$ 3,229	\$3.88
January 1950	56	3,922,000	11,385	2.90	9,962	2.54
January 1951	63	10,550,000	21,984	2.08	19,236	1.82
January 1952	64	15,777,000	29,190	1.85	25,541	1.62
January 1953	71	21,182,000	31,785	1.50	26,699	1.26

* Including minimum discounts on a 52-week basis.

Despite the addition during 1952 of seven post-freeze stations—all of which are affiliated at a relatively high cost-per-thousand rate because of low saturation—there was an 18.9 per cent reduction in gross cost-per-thousand, and an even greater reduction (22.2 per cent) in net cost.

An additional cost-reducing factor was the introduction of a liberalized discount schedule. Prior to May 1952, the maximum discount that could be earned by an advertiser sponsoring a ½ hour program weekly for 52 weeks was 12½ per cent. Currently, the minimum discount such an advertiser would earn is 16 per cent.



**mark of a
leader**

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

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

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

WCAU-TV

The Philadelphia Bulletin Television Station

CBS Affiliate

Represented by CBS Television Spot Sales

ADVERTISER EXPENDITURES

Total 1952 program and time costs by product and show
for network advertisers—a TELEVISION Magazine exclusive

ADAM HAT STORES, INC., hats and clothing, FAMOUS FIGHTS, Hirshon-Garfield, DuM, 6, \$63,124, \$63,250, 23.

ADMIRAL CORP., Admiral radios & television sets, GOLDEN GLOVES, Russell Seeds, DuM, 20, \$60,000, total, 1. Admral radios, phonographs, television sets & other products, ELECTION COVERAGE, (Democratic National Convention, Republican National Convention, election returns), Russell Seeds, ABC, \$2,000,-000,† total. Admiral television sets, ALL STAR FOOTBALL GAME, Russell Seeds, DuM, 55, \$220,000 total, 1; LIFE IS WORTH LIVING, Erwin, Wasey, DuM, 48, \$144,342, \$77,000, 7. Television and radio sets, ranges, refrigerators, LIGHTS OUT, Erwin, Wasey, NBC, 41, \$230,400, \$108,000, 12.

ALLIS-CHALMERS MFG. CO., Crop Machinery, NATIONAL FARM & HOME HOUR, B. S. Gittins, NBC, 60, \$25,738, NA, 1.

ALUMINUM CO. OF AMERICA, Alcoa alumnum, SEE IT NOW, Fuller, Smith & Ross, CBS, 34, \$790,835, \$860,000, 43; IT'S NEWS TO ME, FS&R, CBS, 32, \$148,765, \$103,500, 9. Wear-ever, HOMEMAKERS EXCHANGE, FS&R, CBS, 12, \$3,396 total, 2.

FRED W. AMEND CO., Chuckles Candy & Spice Drops, HAIL THE CHAMP, ABC, 5, \$150,690, \$100,800, 24.

AMERICAN BAKERIES CO., bakery products, LONE RANGER, Tucker, Wayne, ABC, 7, \$42,488, \$663,000, 39.

AMERICAN CHICLE CO., all products, DATE WITH JUDY, DF&S, ABC, 43, \$281,385, \$123,500, 13. Clorets, Chlorophyll Gum, ROCKY KING, DF&S, DuM, 35, \$386,853, \$130,000, 52; SATURDAY NIGHT DANCE PARTY, DF&S, NBC, 46, \$71,850, \$41,400, 9. Clorets, Chlorophyll Gum, Mints, JACKIE GLEASON SHOW, CBS, DF&S, 37, \$416,000 total, 13.

AMERICAN HOME PRODUCTS CORP., Anacin, Bisodol, Neet, Kriptin, LOVE OF LIFE, CBS, Biow, 59, \$2,013,885, \$433,500, 255. Autobrite Car Polish, JACK BRICKHOUSE, Bothwell Agency*, DuM, 16, \$123,100, \$38,000, 38.

AMERICAN MACHINE & FOUNDRY CO., all products, OMNIBUS, Fletcher D. Richards, CBS, 39, \$20,-506, \$30,000, 2.

AMERICAN-MARIETTA CO., O-Cedar mops & polishes, GARRY MOORE SHOW, Turner, CBS, 57, \$235,-380, \$67,100, 26.

AMERICAN TOBACCO CO., Lucky Strike Cigarettes, MEET THE CHAMP, BBD&O, ABC, 41, \$403,485, \$237,-500, 25; BIFF BAKER, USA, BBD&O, CBS, \$141,336, \$160,000, 8; THIS IS SHOW BUSINESS, BBD&O, CBS, 57, \$927,060, \$570,000, 38; JACK BENNY, BBD&O, CBS, 57, \$146,220, \$300,000, 6; YOUR LUCKY CLUE, BBD&O, CBS, 54, \$203,865, \$40,000, 8; YOUR LUCKY STRIKE THEATRE, BBD&O, NBC, 67, \$1,072,388, \$744,000, 24. Pall Mall Cigarettes, CBS NEWS, SSC&B, 22, \$476,340, \$180,200, 53; THE BIG STORY, SSC&B, NBC, 48, \$980,874, \$731,000, 43; DOORWAY TO DANGER, SSC&B, NBC, 48, \$170,901, \$63,000, 7. Tobacco products, YOUR HIT PARADE, BBD&O, NBC, 63, \$1,160,940, \$1,634,-000, 43; MANHUNT, BBD&O, NBC, 62, \$234,300, \$80,000, 8.

ANHEUSER-BUSCH, INC., Budweiser beer, KEN MURRAY SHOW, D'Arcy, CBS, 51, \$839,550, \$996,659, 23.

ANSON, INC., Anson men's jewelry, KATE SMITH EVENING HOUR, Grey, NBC, 45, \$119,400, \$130,000, 5.

CHARLES ANTELL, INC., Fastabs & Formula No. 7 hair preparation, LIVE LIKE A MILLIONAIRE, ABC, Television Advertising Assoc., 35, \$174,-000, \$82,500, 11.

ANTHRACITE INSTITUTE, Penna., Anthracite coal, THE BETTER HOME SHOW, JWT, ABC, 10, \$121,313, \$85,-000, 17.

ARMOUR & CO., Dial deodorant, TODAY, NBC, FC&B, 30, \$266,981, \$218,508, 612.

ARMSTRONG CORK CO., all products, ARMSTRONG CIRCLE THEATRE, BBD&O, NBC, 47, \$1,071,330, \$529,000, 46.

ATLANTIC REFINING CO., Atlantic gasoline & petroleum products, PRO FOOTBALL, Ayer, DuM, various, \$400,-000, total, 29.

AVCO MANUFACTURING CORP., Bendix automatic washers, clothes dryers, ranges, refrigerators, THE NAME'S THE SAME, B&B, ABC, 45, \$520,541, \$240,000, 24. Crosley All Steel Kitchens, JESSIE DE BOTH TV NOTEBOOK, B&B, ABC, 11, \$14,961, \$7,755, 11. Crosley major appliances, PAUL WINCHELL - JERRY MAHONEY SHOW, B&B, NBC, 54, \$496,040, \$370,-000, 20; QUIZ KIDS, B&B, NBC, 54, \$132,595, \$25,000, 5.

B. T. BABBITT, Bab-O Scouring Powder, KATE SMITH EVENING HOUR, Weintraub, NBC, 48, \$273,390, \$312,-000, 12.

BAYUK CIGARS, INC., Phillies cigars, ELLERY QUEEN, Ellington, ABC, 11, \$300,690, \$387,500, 31; RINGSIDE INTERVIEWS, Ellington, DuM, 6, \$48,510, \$11,000, 11.

BEACON CO., Beacon Floor Wax, THE GOLDBERGS, Allied Advtg., NBC, 18, \$40,500, NA, 5. Beacon floor wax & wax remover, TODAY, Allied Advtg., NBC, 40, \$32,622, \$4,085, 15.

BENRUS WATCH CO., watches, YOUR SHOW OF SHOWS, J.D. Tarcher,* NBC, 52, \$293,870, \$376,200, 38; SATURDAY NIGHT DANCE PARTY, J.D. Tarcher,* NBC, 46, \$97,725, \$169,000, 13.

BEST FOODS, INC., Shinola, Rit, GARRY MOORE, Ludgin, CBS, 53, \$308,-695, \$121,650, 39. All products, GARRY MOORE SHOW, B&B, CBS, 47, \$50,980, \$18,800, 8.

HAZEL BISHOP, INC., all products, ALL STAR REVUE, Raymond Spector, NBC, 49, \$41,725, \$60,000, 1. Hazel Bishop cosmetics, THIS IS YOUR LIFE, Raymond Spector, NBC, 64, \$406,-470, \$175,000, 14. Hazel Bishop lipstick & liquid-creme rouge, STOP THE MUSIC, Raymond Spector, ABC, 31, \$154,718, \$90,000, 9. Hazel Bishop lipstick & other products, CAMEO THEATRE, Raymond Spector, NBC, 6, \$26,760, \$38,000, 4; YOUR PRIZE STORY, Raymond Spector, NBC, 23, \$137,-910, NA, 4.

BLOCK DRUG CO., Amm-i-dent tooth paste & Pycopay toothbrush, DANGER, C&P, CBS, 33, \$808,170, \$575,000, 50; BLIND DATE, C&P, NBC, 48, \$172,200, NA, 7. Drug products, KATE SMITH SHOW, C&P, NBC, 59, \$60,980, \$20,400, 6.

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BOHN ALUMINUM & BRASS CORP., aluminum, AMERICAN FORUM OF THE AIR, Zimmer, Keller & Calvert, NBC, 8, \$280,005, \$117,000, 39.

THE BORDEN CO., Borden's Instant Coffee & other products, TREASURY MEN IN ACTION, DCS&S, NBC, 32, \$720,465, \$675,000, 44.

BORG-WARNER CORP., Norge major appliances, KATE SMITH EVENING HOUR, JWT, NBC, 46, \$152,100, \$234,000, 9.

BREWING CORP. OF AMERICA, Carling's Black Label Beer, PRO FOOTBALL, Lang, Fisher & Stashower, DuM, 6, \$125,000 total, 12.

BRISTOL-MYERS CO., Ipana, Sal Hepatica & Vitalis, BREAK THE BANK, DCS&S, NBC, 49, \$42,570, \$17,000, 2. Ipana, Trushay, Sal Hepatica & Vitalis, MR. DISTRICT ATTORNEY, Y&R, ABC, 42, \$257,664, \$169,000, 13. Ipana, Vitalis, Sal Hepatica, Bufferin, BREAK THE BANK, DCS&S, CBS, 51, \$1,288,350, \$442,000, 52.

BROWN SHOE CO., INC., Buster Brown shoes, SMILIN' ED MCCONNELL, Burnett, CBS, 39, \$449,047, \$312,000, 52.

BRUNSWICK - BALKE - COLLENDER CO., Brunswick bowling equipment, AMERICAN BOWLING CONGRESS FINALS, McCann-Erickson, ABC, 2, \$2,360, NA, 1.

BURLINGTON MILLS CORP., Bur-Mill Cameo hosiery, THE CONTINENTAL, Hirshon-Garfield,* CBS, 8, \$16,920, \$39,000, 26.

BURTON-DIXIE CORP., all products, REMEMBER THESE THINGS, Turner, ABC, 11, \$25,280, \$7,000, 7.

CALIFORNIA PACKING CORP., Del Monte foods, ALL STAR REVUE, McCann-Erickson, NBC, 61, \$260,477, \$320,000, 16.

CAMPBELL SOUP CO., Campbell's Soups, THE ALDRICH FAMILY, Ward Wheelock, NBC, 40, \$799,085, \$760,000, 38; FILMS, Ward Wheelock, NBC, 38, \$231,670, NA, 11; DOUBLE OR NOTHING, Ward Wheelock, CBS, 40, \$473,617, \$304,000, 38.

CANADA DRY GINGER ALE, INC., ginger ale, sparkling water & flavor beverages, SUPER CIRCUS, Mathes, ABC, 23, \$346,718, \$84,000, 21.

CANNON MILLS CO., all products, GIVE AND TAKE, Y&R, CBS, 50, \$158,659, \$65,000, 13. Cannon sheets, towels & hosiery, KATE SMITH SHOW, Y&R, NBC, 48, \$69,165, \$30,600, 9.

CARNATION CO., Evaporated Milk, BURNS & ALLEN, Erwin, Wasey, CBS, 59, \$670,605, \$780,000, 26.

CARTER PRODUCTS, INC., Arrid, Rise Shaving Cream, Billow Shampoo, Nair, Carter's Pills, CITY HOSPITAL, Bates, SSC&B, CBS, 43, \$435,060, \$242,000, 19. Arrid, Rise Shaving

Cream, Billow Shampoo, Carter's Pills, Nair, CRIME PHOTOGRAPHER, SSC&B, CBS, 44, \$232,575, \$150,000, 12; I'VE GOT A SECRET, SSC&B, CBS, 50, \$284,385, \$84,000, 12; CITY HOSPITAL, SSC&B, Bates, ABC, 26, \$63,915, \$56,000, 8. Arrid, Rise Shave Cream, Nair, Carter's Pills, DREW PEARSON, Bates, ABC, 16, \$174,700, \$112,000, 28. Carter's Pills, Nair, Seaway Laxative, DOWN YOU GO, DuM, Bates, 28, \$99,931, \$184,000, 8. Carter's Pills, Arrid, Nair, Rise, DREW PEARSON SHOW, DuM, Bates, 6, \$5,960, \$8,000, 2.

CAT'S PAW RUBBER CO., INC., Cat's Paw rubber heels, QUIZ KIDS, S. A. Levyne, CBS, 56, \$201,705, \$35,000, 7.

CELANESE CORP. OF AMERICA, Celanese acetate fabrics, CELANESE THEATRE, Ellington, ABC, 18, \$280,675, \$455,000, 13.

CHESEBROUGH MANUFACTURING CO., Vaseline Cream Hair Tonic, GREATEST FIGHTS OF THE CENTURY, Cayton, NBC, 22, \$604,000, \$244,000, 61.

CHRYSLER CORP., DeSoto pass. cars, parts & services, YOU BET YOUR LIFE, BBD&O, NBC, 68, \$1,448,910, \$1,275,000, 51. DeSoto pass. cars, TODAY, BBD&O, NBC, 37, \$7,404, \$777, 3. Plymouth passenger cars, EAST-WEST FOOTBALL GAME, N. W. Ayer, DuM, 58, \$225,000 total, 1. Plymouth pass. cars, TODAY, Ayer, NBC, 38, \$35,555, \$2,590, 10.

CLAUDE NEON, INC., Waring Blendor, HOMEMAKERS EXCHANGE, Hicks & Greist, CBS, 14, \$4,200 total, 2.

CLINTON FOODS, INC., frozen orange juice, fruits & vegetables, ALL STAR REVUE, Maxon, NBC, 56, \$294,450, \$420,000, 7. Snow Crop frozen foods, ARTHUR GODFREY TIME, Maxon, CBS, 30, \$57,996, \$31,500, 9.

CLOROX CHEMICAL CO., Clorox, JESSIE DE BOTH TV NOTEBOOK, Honig-Cooper, ABC, 7, \$14,961, \$7,700, 11.

CLUETT, PEABODY & CO., Arrow shirts and ties, HERB SHRINER TIME, Y&R, ABC, 35, \$251,583, \$238,000, 14.

COLGATE-PALMOLIVE PEET CO., Colgate Dental Cream, Vel, Super-suds, Palmolive Soap, Fab, Ajax, STRIKE IT RICH (daytime), Wm. Esty, CBS, 48, \$2,111,520, \$465,000, 155. Colgate Dental Cream, HOWDY DOODY, Ted Bates, NBC, 48, \$597,170, \$780,000, 52. Halo Shampoo, Colgate Dental Cream, MR. & MRS. NORTH, Sherman & Marquette, CBS, 35, \$264,219, \$273,000, 13. Palmolive Shave Cream, Veto, Lustre Creme Shampoo, STRIKE IT RICH (Nighttime), Wm. Esty, CBS, 38, \$908,130, \$255,000, 51. Palmolive Soap, Halo Shampoo, Colgate Dental Cream, Ajax, THE COLGATE COMEDY HOUR, Ted Bates and Sherman & Marquette, NBC, 69, \$1,860,530, \$2,-

100,000, 42; THE BIG PAYOFF (summer replacement for Comedy Hour), Ted Bates and Sherman & Marquette, NBC, 62, \$581,270, \$40,000, 10. All products, THE BIG PAYOFF, Esty, NBC, 60, \$1,929,577, \$298,000, 149.

COLUMBIA BROADCASTING SYSTEM, INC., Columbia Records, CBS NEWS, McCann-Erickson, CBS, 17, \$292,480, \$122,400, 36.

CONTINENTAL BAKING CO., Wonder Bread, Hostess Cake, HOWDY DOODY, Bates, NBC, 31, \$256,155, \$45,000, 30.

CORN PRODUCTS REFINING CO., Linit Starch & other products, GARRY MOORE SHOW, C. L. Miller, CBS, 42, \$82,185, \$30,550, 13. Mazola Salad Oil, RUTH LYONS' CLUB 50, C. L. Miller, NBC, 19, \$53,480, \$8,450, 13.

COWLES MAGAZINES, INC., Look magazine, TODAY, McCann-Erickson, NBC, 26, \$1,898, \$259, 1.

CRAWFORD CLOTHES, Crawford men's and women's clothing, THEY STAND ACCUSED, Al Paul Lefton, DuM, 2, \$89,200, \$748,000, 22.

HELENE CURTIS INDUSTRIES, INC., Helene Curtis Permanent Wave, RUMPUS ROOM, Gordon Best, DuM, 4, \$28,260, \$13,500, 27. Helene Curtis Spray Net & Suave, WELCOME TRAVELERS, Gordon Best, NBC, 45, \$97,960, \$19,200, 12.

CURTIS PUBLISHING CO., Ladies' Home Journal, TODAY, N. W. Ayer, NBC, 30, \$9,699, \$1,036, 4. Saturday Evening Post, KEEP POSTED, DuM, 18, \$669,302, \$185,500, 53.

DICTOGRAPH PRODUCTS, INC., Acousticon Hearing Aid, TODAY, Buchanan, NBC, 38, \$16,144, \$1,813, 7.

DISTILLERS CORP.—SEAGRAMS, LTD., Freshies Deodorant Tablets, TODAY, Ruthrauff & Ryan, NBC, 36, \$14,317, \$1,554, 6.

DOESKIN PRODUCTS, INC., Doeskin paper products, KATE SMITH SHOW, Grey, NBC, 50, \$120,965, \$44,200, 13. Doeskin Tissues, TODAY, Federal,* NBC, 26, \$42,728, \$4,403, 17.

DRUGSTORE TELEVISION PRODUCTIONS, drugstores and products, CAVALCADE OF STARS, Product Advertising, DuM, 25, \$898,092, \$585,000, 39.

ALLEN B. DUMONT LABS., INC., DuMont Television Sets, NOT FOR PUBLICATION, Campbell-Ewald, DuM, 6, \$47,100, \$40,000, 10; WHAT'S THE STORY, Campbell-Ewald, DuM, 2, \$69,540, \$95,000, 38.

DU PONT DE NEMOURS, E. I. & CO., INC., institutional, AN AMERICAN FROM FRANCE, BBD&O, NBC, 18, \$15,960, NA, 1. Institutional, CAVALCADE OF AMERICA, BBD&O, NBC, 24, \$118,470, \$175,000, 7.

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EASTCO., INC., Clearasil Medication, TODAY, Ruthrauff & Ryan, NBC, 39, \$76,588, \$8,547, 33.

EKCO PRODUCTS CO., cooking utensils & flint cutlery, THE GOLDBERGS, DF&S, NBC, 16, \$207,990, \$241,500, 21; WELCOME TRAVELERS, DF&S, NBC, 56, \$85,880, \$144,000, 9. Flint cutlery & kitchen tools, FRANK SINATRA SHOW, DF&S, CBS, 30, \$10,010, \$11,000, 1.

ELECTRIC AUTO-LITE CO., spark plugs, auto accessories, SUSPENSE, C&P, CBS, 35, \$903,284, \$612,500, 49; AUTOMOBILE SHOW, C&P, CBS, 32, \$15,361, NA, 1.

ETHYL CORP., Ethyl gasoline, ASK ME ANOTHER, BBD&O, NBC, 25, \$146,265, \$66,000, 11.

EVERSHARP, INC., Eversharp pens, pencils, razors, YOUR SHOW OF SHOWS, Biow, NBC, 59, \$78,480, \$89,100, 3.

EX-CELL-O CORP., Pure-Pak milk containers, TODAY, Holden, Clifford, Flint, NBC, 26, \$67,364, \$6,734, 26.

FIRESTONE TIRE & RUBBER CO., rubber products, VOICE OF FIRESTONE, Sweeney & James, NBC, 53, \$1,235,070, \$884,000, 52.

FRANK H. FLEER CORP., Fleer's Bubble Gum, PUD'S PRIZE PARTY, Lewis & Gilman, ABC, 9, \$72,410, \$65,000, 26.

FLORIDA CITRUS COMMISSION, all products, TODAY, JWT, NBC, 31, \$223,566, \$16,835, 65; HAPPY'S PARTY, JWT, DuM, 4, \$35,695, \$110,500, 17.

FLORIST'S TELEGRAPH DELIVERY ASS'N, Florist's Telegraph Delivery Ass'n, TODAY, Grant, NBC, 31, \$10,465, \$1,295, 5.

FORD MOTOR CO., Automobiles, trucks, parts & services, FORD FESTIVAL, JWT, NBC, 51, \$617,940, \$650,000, 26; MR. PEEPERS, JWT, NBC, 53, \$267,465, \$180,000, 10; FORD THEATRE, JWT, NBC, 46, \$339,210, \$390,000, 13. Lincoln & Mercury pass. cars, TOAST OF THE TOWN, K&E, CBS, 46, \$1,841,225, \$1,560,000, 52.

FRENCH SARDINE CO., INC., Star-Kist Tuna, ARTHUR GODFREY TIME, Rhodes & Davis, CBS, 28, \$209,160, \$126,000, 36.

GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS, religious talks, FAITH FOR TODAY, Western Advertising, ABC, 12, \$245,129, \$104,000, 52.

GENERAL CIGAR CO., INC., Robert Burns Cigars, HERMAN HICKMAN SHOW, Donahue & Coe, NBC, 18, \$108,080, \$45,000, 13. White Owl Cigars, SPORTS SPOT, Y&R, CBS, 23, \$469,560, \$178,500, 51.

GENERAL ELECTRIC CO., all products, FRED WARING SHOW, BBD&O CBS, 55, \$906,645, \$1,248,000, 39; IN-

FORMATION PLEASE, BBD&O, CBS, 52, \$322,935, \$130,000, 13; GARRY MOORE SHOW, Y&R, CBS, 50, \$758,205, \$230,300, 98; BILL GOODWIN SHOW, Y&R, NBC, 59, \$334,425, \$117,000, 26. G.E. Appliances, I MARRIED JOAN, Y&R, NBC, 66, \$370,605, \$348,000, 12. Hot-point Major Appliances, ADVENTURES OF OZZIE & HARRIET, Maxon, ABC, 32, \$120,855, \$189,000, 7.

GENERAL FOODS CORP., Birds Eye Frozen Foods, Swansdown Cake Mixes, Jell-o, Maxwell House Coffee, BERT PARKS SHOW, Y&R, CBS, 50, \$579,720, \$158,400, 48; General Foods products, BERT PARKS SHOW, Y&R, NBC, 50, \$59,738, \$16,500, 5. Instant Maxwell House Coffee, CLAUDIA, B&B, CBS, 42, \$275,670, \$182,000, 14. Instant Maxwell House Coffee and Gaines Dog Food, WHO'S THERE, B&B, CBS, 37, \$186,819, \$28,800, 9; LIFE WITH LUIGI, B&B, CBS, 42, \$327,276, \$375,000, 15. Jell-o Puddings & Jell-o Pie Fillings, TODAY, Y&R, NBC, 38, \$73,131, \$9,065, 35. Jell-o & other products, YOUNG MR. BOBBIN, Y&R, NBC, 30, \$353,730, \$315,000, 21. Maxwell House Coffee, MAMA, B&B, CBS, 36, \$907,630, \$310,500, 27. Maxwell House Coffee, Minute Rice, ARTHUR MURRAY PARTY, CBS, B&B, 39, \$154,280, \$84,000, 7. Post Toasties, Corn Flakes, Sugar Crisp, Grape-nuts Flakes, CLAUDIA, B&B and Y&R, NBC, 40, \$229,050, \$156,000, 12; ROY ROGERS, B&B, NBC, 35, \$801,407, \$748,000, 44. Post's Cereals, CAPTAIN VIDEO, B&B, DuM, 24, \$2,605,160, \$1,203,600, 236. Post's Sugar Crisp, TODAY, B&B, NBC, 38, \$49,694, \$6,216, 24. Sanka Coffee, IT'S NEWS TO ME, Y&R, CBS, 26, \$352,350, \$299,000, 26; FOOTLIGHTS THEATER, Y&R, CBS, 27, \$189,060, \$72,000, 12. Sanka Coffee, Instant Sanka Coffee, Swansdown, OUR MISS BROOKS, Y&R, CBS, 28, \$234,585, \$403,000, 13.

GENERAL MILLS, INC., all products, BRIDE & GROOM, DF&S, CBS, 47, \$1,730,991, \$636,000, 212. Bisquick, Cheerios, flours & other products, BETTY CROCKER STAR MATINEE, DF&S, ABC, 31, \$157,020, \$289,000, 17. Cereals, Cheerios, Bisquick, & cake mixes, LONE RANGER, DF&S, ABC, 43, \$670,093, \$884,000, 52. Wheaties & Gold Medal Flour, THE STU ERWIN SHOW, DF&S, ABC, 54, \$1,317,207, \$780,000, 52. Wheaties & other products, LIVE LIKE A MILLIONAIRE, DF&S, CBS, 25, \$81,570, \$45,000, 6.

GENERAL MOTORS CORP., Buick Pass. Cars, BUICK CIRCUS HOUR, Kudner, NBC, 58, \$188,350, \$180,000, 4. Chevrolet Passenger Cars, Trucks, Parts & Services, THE DINAH SHORE SHOW, Campbell-Ewald, NBC, 47, \$1,318,370, \$934,500, 89. Fisher Body, FISHER BODY CRAFTSMEN'S GUILD SCHOLARSHIP AWARD DINNER, Kudner, ABC, 15, \$9,240, \$2,500, 1. Fisher Body, FISHER BODY CRAFTSMEN'S GUILD SCHOLARSHIP AWARD DINNER, Kudner, DuM, 5, \$4,554, \$2,500, 1. General Motors Automobiles, Trucks,

& Frigidaire Appliances, NCAA FOOTBALL GAMES, Kudner, NBC, 65, \$1,140,850, \$1,350,000, 11. General Motors Corp., General Promotion, ONE YULETIDE SQUARE, Kudner, NBC, 65, \$27,363, NA, 1. Oldsmobile Pass. Cars, CBS NEWS, D. P. Brother, CBS, 21, \$1,374,790, \$951,500, 173. Pontiac Pass. Cars, FOOTBALL SCOREBOARD, MacManus, John & Adams, NBC, 46, \$165,400, \$33,000, 11. Pontiac Pass. Cars, TODAY, MacManus, John & Adams, NBC, 38, \$12,448, \$1,295, 5. All products, ARTHUR GODFREY TIME, FC&B, CBS, 47, \$432,840, \$171,500, 49. Frigidaire major appliances, PULITZER PRIZE PLAYHOUSE, FC&B, ABC, 34, \$334,598, \$384,000, 12.

GENERAL TIRE & RUBBER CO., Tires, BILL STERN SHOW, D'Arcy, NBC, 21, \$5,850, NA, 1. General Tires, EASTER PARADE, D'Arcy, NBC, 42, \$11,220, NA, 1.

GERBER PRODUCTS CO., Gerber's Baby Foods, KATE SMITH SHOW, Federal, NBC, 62, \$369,110, \$136,000, 40; MATINEE IN NEW YORK, NBC, 61, \$112,989, \$18,000, 12.

GILLETTE CO., Gillette safety razors, blades, shaving cream, CAVALCADE OF SPORTS, Maxon, NBC, 54, \$1,058,550, \$1,505,000, 43; GILLETTE SUMMER SPORTS REEL, Maxon, NBC, 53, \$214,230, NA, 8. Prom Permanent Wave, DOWN YOU GO, Weiss & Geller, DuM, 27, \$74,463, \$11,500, 5. Toni Permanent Wave, ARTHUR GODFREY & HIS FRIENDS, FC&B* CBS, 63, \$658,440, \$260,000, 26. Toni Permanent Wave & Spin Curler, KATE SMITH SHOW, FC&B*, NBC, 61, \$350,810, \$129,200, 38; MATINEE IN NEW YORK, FC&B*, NBC, 62, \$114,174, \$18,000, 12. White Rain Shampoo, Prom Permanent Wave & other products, STOP THE MUSIC, Tatham-Laird, ABC, 31, \$137,170, \$141,672, 8. All products, KENTUCKY DERBY, Maxon, CBS, 49, \$26,685, NA, 1; PREAKNESS STAKES, Maxon, CBS, 27, \$25,560, NA, 1. Prom Permanent Wave, White Rain Lotion Shampoo, CRIME PHOTOGRAPHER, Tatham-Laird, CBS, 54, \$255,615, \$150,000, 12; I'VE GOT A SECRET, Tatham-Laird, CBS, 63, \$396,660, \$98,000, 14. Gillette Razors & Blades, ALL STAR BASEBALL GAME, Maxon, NBC, 41, \$37,550, NA, 1; BELMONT STAKES, Maxon, NBC, 47, \$25,575, NA, 1; ROSE BOWL FOOTBALL GAME, Maxon, NBC, 52, \$86,494, NA, 1; WALCOTT-CHARLES HEAVYWEIGHT CHAMPIONSHIP BOXING BOUT, Maxon, NBC, 50, \$53,844, NA, 1; WORLD SERIES, Maxon, NBC, 64, \$215,304, \$1,000,000, 7.

GLIDDEN CO., Durkee foods and Glidden paint and paint products, KATE SMITH SHOW, Meldrum and Fewsmith, NBC, 54-62, \$520,285, \$200,600, 59.

GOEBEL BREWING CO., Goebel Beer, PRO FOOTBALL PLAY-OFF GAME, B,S,F&D, DuM, 5, \$14,000 total, 1.

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GOODALL-SANFORD, INC., Palm Beach suits, PALM BEACH ROUND ROBIN GOLF TOURNAMENT, R & R, CBS, 16, \$20,200, NA, 1.

GOOD FOODS, INC., Skippy Peanut Butter, YOU ASKED FOR IT, Guild, Bascom and Bonfigli, ABC, 4, \$119,520, \$390,000, 52.

GOODRICH, B. F. CO., B. F. Goodrich tires, tubes, BURNS AND ALLEN, BBD&O, CBS, 55, \$165,402, \$180,000 6. Rubber products, CELEBRITY TIME, Griswold - Eshleman, CBS, 39, \$698,475, \$380,000, 38.

GOODYEAR TIRE & RUBBER CO., Passenger car tires, tubes and other products, PAUL WHITEMAN GOODYEAR REVUE, Y&R, ABC, \$247,035, \$200,000, 10. Institutional, GREATEST STORY EVER TOLD, Y&R, CBS, 33, 55,275, NA, 3. Tires, GOODYEAR TELEVISION PLAYHOUSE, Y&R, NBC, 59, \$1,120,150, \$625,000, 25.

BILLY GRAHAM EVANGELISTIC ASS'N, INC., HOUR OF DECISION, Walter F. Bennett, ABC, 19, \$277,720, \$175,500, 39.

GREEN GIANT CO., Green Giant Peas, Del Maiz Cream Styled Corn, Niblets Mexicorn, Niblets Corn, ART LINKLETTER'S HOUSE PARTY, Leo Burnett, CBS, 30, \$109,410, \$68,000, 17. Niblets, Green Peas, LIFE WITH LINKLETTER, Leo Burnett, ABC, 18, \$155,610, \$13,000, 13.

GRIFFIN MFG. CO., INC., Griffin shoe polish, YOUR SHOW OF SHOWS, Birmingham, Castleman & Pierce, NBC, 52, \$133,830, \$158,400, 16.

GROVE LABS, INC., Fitch Shampoo, Ideal Hair Dressing, Bromo Quinine Cold Tablets, LIVE LIKE A MILLIONAIRE, Gardner, CBS, 21, \$89,880, \$60,000, 8.

GRUEN WATCH CO., Gruen Precision Watches & other products, WALTER WINCHELL, Stockton, West & Burkhart, ABC, 26, \$137,045, \$227,500,† 13. Gruen Precision Watches, THE GRUEN THEATRE, Stockton, West & Burkhart, DuM, 8, \$77,307, \$78,000, 13.

GULF OIL CORP., Gasoline, oil, lubricants, tires, insecticides, WE, THE PEOPLE, Y&R, NBC, 37, \$695,550, \$468,000, 39; GULF PLAYHOUSE, Y&R, NBC, 41, \$251,970, \$260,000, 13.

HANSEN'S LABS, INC., Junket desserts & puddings, GARRY MOORE SHOW, McCann-Erickson, CBS, 23, \$34,065, \$21,150, 9.

HAWLEY & HOOPS, INC., M & M's Candy, CANDY CARNIVAL, Esty, CBS, 50, \$571,670, \$197,600, 52. M & M's Candy Coated Chocolate, SUPER CIRCUS, Esty, ABC, 42, \$37,905, \$8,000 2.

HALL BROS., Hallmark greeting cards, HALLMARK HALL OF FAME, FC&B, 37, \$805,320, \$473,000, 43; HALLMARK SUMMER THEATRE, FC&B, NBC, 47, \$207,420, \$68,400, 9.

G. F. HEUBLEIN & BROS., INC., A-1 Sauce, A-1 Mustard, RUTH LYONS' CLUB 50, Scheideler, Beck & Werner, NBC, 20, \$79,315, \$11,700, 18.

HOLLYWOOD BRANDS, INC., Hollywood Candy Bars, HOLLYWOOD JUNIOR CIRCUS, R & R, ABC, 27, \$44,176, \$57,852, 6.

HUDSON PULP & PAPER CO., Hudson paper napkins, BRIDE AND GROOM, Scheideler, Beck & Warner, CBS, 37, \$172,205, \$87,000, 29.

HUNT FOODS, INC., food products, KATE SMITH SHOW, Y&R, NBC, 61, \$212,720, \$81,600, 24.

ILLINOIS WATCH CASE CO., Elgin American Compacts, FRANK SINATRA SHOW, Russell M. Seeds, CBS, 18, \$8,430, \$11,000, 1.

INTERNATIONAL SHOE CO., Red Goose shoes, KIDS AND CO., D'Arcy, DuM, 25, \$274,604, \$147,000, 42. Shoes, multi-brand, HOWDY DOODY, Henri, Hurst & McDonald, NBC, 51, \$285,032, \$37,500, 25. Weather-Bird shoes, SUPER CIRCUS, Henri, Hurst & McDonald, ABC, 36, \$200,025, \$44,000, 11.

INTERNATIONAL SILVER CO., Rogers sterling silver & silver polish, TODAY, Fuller & Smith & Ross, NBC, 36, \$46,207, \$5,439, 21.

IRONRITE, INC., ironing machines, HOLLYWOOD SCREEN TEST, BFS&D, ABC, 16, \$461,663, \$308,000, 44.

JACKSON & PERKINS CO., Jackson & Perkins Roses, TODAY, Maxwell Sackheim, NBC, 27, \$1,905, \$259, 1.

ANDREW JERGENS CO., Jergens Lotion, KATE SMITH SHOW, Robert W. Orr, NBC, 55, \$387,520, \$156,400, 46; MATINEE IN NEW YORK, Robert W. Orr, NBC, 55, \$216,510, \$36,000, 24. Jergens Lotion, Jergens face creams, IT'S NEWS TO ME, Robert W. Orr, CBS, 21, \$107,880, \$80,500, 7.

JOHNS-MANVILLE CORP., building & industrial products, FAIR MEADOWS, U.S.A., JWT, NBC, 33, \$282,750, \$374,000, 17.

JOHNSON & JOHNSON, Texcel cellophane tape, ROCKY KING, K & E, DuM, 13, \$60,870, \$32,500, 13. Surgical dressings & baby products, KATE SMITH SHOW, Y&R, NBC, 61, \$339,784, \$125,800, 37; MATINEE IN NEW YORK, Y&R, NBC, 62, \$113,561, \$18,000, 12.

S. C. JOHNSON & SON, INC., Johnson's waxes & polishes, THE NAME'S THE SAME, Needham, Louis & Brorby, ABC, 45, \$65,391, \$27,000, 3. Johnson's Glo-Coat, ROBERT MONTGOMERY PRESENTS, Needham, Louis & Brorby, NBC, 67, \$1,210,450, \$806,000, 26.

WALTER H. JOHNSON CANDY CO., Power House Candy Bars, FLYING TIGERS, Franklin Bruck, DuM, 31, \$65,145, \$27,000, 9.

KAISER-FRAZER CORP., Kaiser passenger cars, TODAY, Weintraub, NBC, 31, \$25,705, \$3,367, 13; ELLERY QUEEN, Weintraub, ABC, 14, \$126,360, \$125,000, 10. Kaiser-Frazer passenger cars, accessories, parts & services, YOUR SHOW OF SHOWS, Weintraub, NBC, 58, \$226,200, \$200,000, 8.

KELLOGG CO., all products, ART LINKLETTER'S HOUSE PARTY, Leo Burnett, CBS, 22, \$174,290, \$140,000, 35. Breakfast cereals & Gro-pup Dog Food, ALL STAR REVUE, K&E,* NBC, 61, \$740,789, \$980,000, 33. Kellogg's Corn Flakes, Pep, & other cereals, SUPER CIRCUS, Leo Burnett, 46, \$293,467, \$56,000, 14; TOM CORBETT--SPACE CADET, K&E*, Leo Burnett, ABC, 37, \$1,217,876, \$580,000, 116. Rice Krispies, HOWDY DOODY, Leo Burnett, NBC, 47, \$1,159,359, \$153,000, 102.

THE KENDALL CO., Curity Surgical Dressings, HOWDY DOODY, Burnett, NBC, 46, \$82,705, \$10,500, 7; TODAY, Burnett, NBC, 38, \$85,651, \$7,770, 30.

THE KENWILL CORP., Magickoter Paint Roller, HOMEMAKERS EXCHANGE, Geyer, CBS, 11, \$2,100 total, 1; TODAY, Geyer, NBC, 31, \$44,164, \$3,367, 13.

KIPLINGER WASHINGTON AGENCY, INC., Changing Times Magazine, TODAY, Buckley, NBC, 36, \$76,646, \$7,252, 28.

KNOMARK MFG. CO., Esquire & other shoe polishes, Emil Mogul, NBC, 60, \$272,065, \$102,000, 30.

CHARLES B. KNOX CO., INC., Knox Gelatine, TODAY, Charles W. Hoyt, NBC, 26-38, \$95,416, \$5,957, 23.

JACQUES KREISLER MFG. CORP., watch bands & men's jewelry, TALES OF TOMORROW, Hirshon-Garfield, ABC, 21, \$289,635, \$241,500, 23.

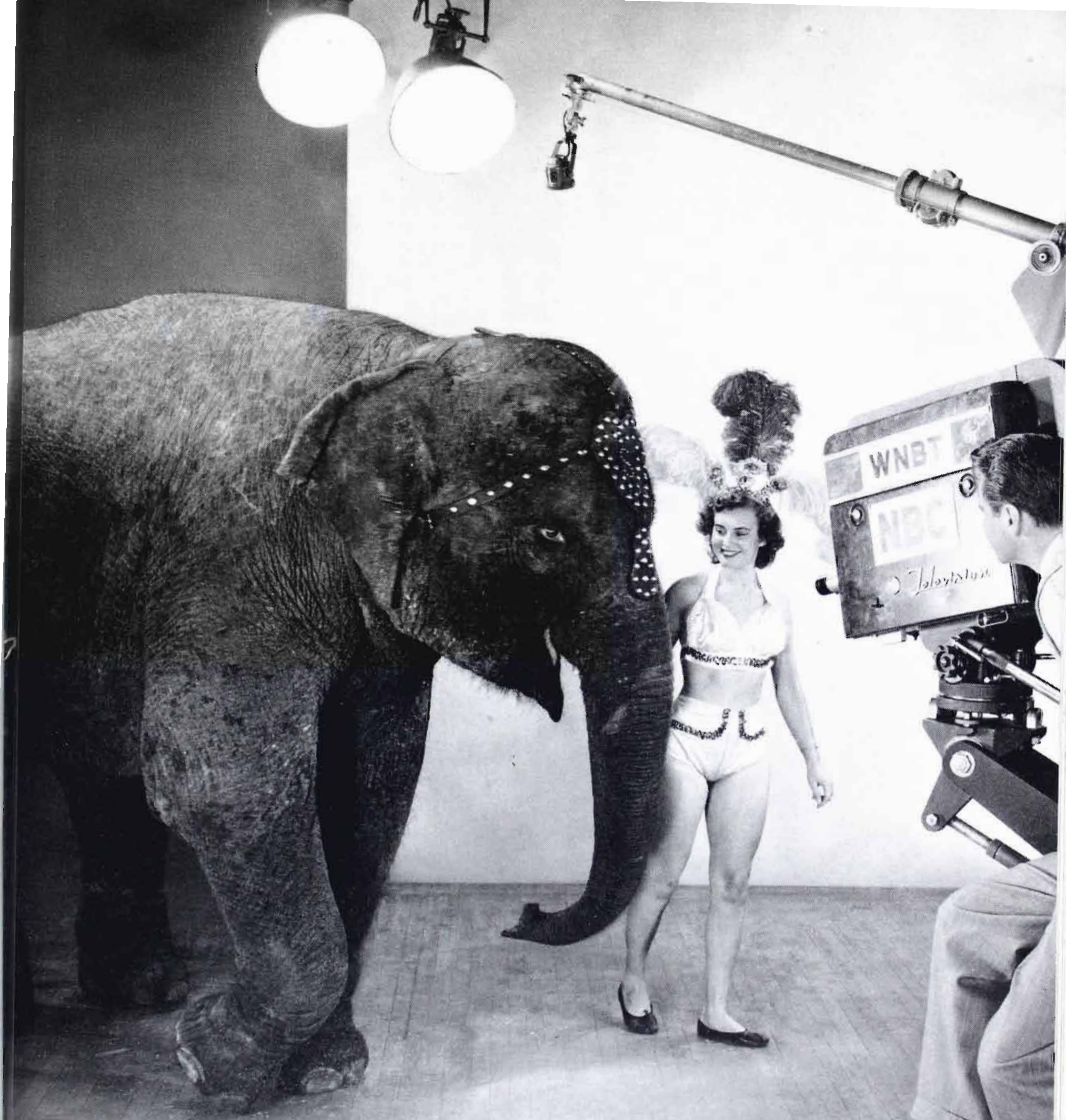
THE LAMBERT CO., Listerine Antiseptic, Listerine Toothpaste & tooth Powder, Pro-phy-lac-tic Tooth Brush, ADVENTURES OF OZZIE AND HARRIET, Lambert & Feesley, ABC, 32, \$104,610, \$162,000, 6. Listerine toothpaste & other products, SAMMY KAYE MUSICAL VARIETY SHOW, Lambert & Feesley, CBS, 28, \$422,715, \$348,000, 29.

LARUS & BROTHER CO., INC., Edgeworth & Holiday tobacco and Holiday cigarettes, THE PLAIN-CLOTHESMAN, Warwick & Legler, DuM, 22, \$697,808, \$286,000, 52.

FRANCIS H. LEGGETT & CO., Premier foods, RUMPUS ROOM, Peck, DuM, 4, \$117,735, \$38,500, 77.

THOMAS LEEMING & CO., all products, JACKIE GLEASON SHOW, Esty, CBS, 37, \$384,000, 12.

Key: Listing for each company in following order--product advertised, program, agency, network, number of stations used as of last telecast, total gross time cost (PIB), total program cost, number of telecasts during year. NA, not available. * agency change during year. † simulcast.



Tough enough getting an elephant into a TV studio . . .
let alone trying to make him perform. Easier way, of course,
when you want to sell elephants or something else that's really
BIG, do it effectively and at low cost, is to . . . **USE FILM.**

For complete information write to: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois. West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.

JAMES LEES & SONS, CO., Lees carpet & rugs, KATE SMITH SHOW, D'Arcy, NBC, 48, \$35,200, \$13,600, 4; MEET THE MASTERS, D'Arcy, NBC, 37-17, \$166,290, \$250,000, 10.

LEHN & FINK PRODUCTS CORP., Lysol Disinfectant, Hind's Honey & Almond Cream, Etiquette, YOUR SHOW OF SHOWS, Lennen & Newell, NBC, 53, \$476,970, \$564,300, 19.

LEVER BROS. CO., all products, LANGFORD - AMECHE SHOW, Ayer,* ABC, 26, \$93,586, \$45,600, 19. Chlor-odent Tooth Paste, Shadow Wave, MUSIC HALL, McCann-Erickson, CBS, 27, \$289,460, \$195,000, 26. Pepsodent Tooth Paste, Shadow Wave, HEAVEN FOR BETSY, McCann-Erickson, CBS, 26, \$290,840, 260,000, 26. Lux Soap & Flakes, LUX VIDEO THEATRE, J. Walter Thompson, CBS, 32, \$924,630, \$765,000, 51. Pepsodent Tooth Paste, Tooth Powder, Toothbrushes, ARTHUR GODFREY TIME, McCann-Erickson, CBS, 30, \$578,145, \$357,000, 102. Shadow Wave, EASTER PARADE, McCann-Erickson, NBC, 46, \$12,323, NA, 1. Rinso Soap Powder, ARTHUR GODFREY TIME, R&R*, CBS, 30, \$589,910, \$364,000, 104; BIG TOWN, McCann-Erickson, CBS, 36, \$905,385, \$800,000, 50. Surf Suds, ART LINKLETTER'S HOUSE PARTY, Ayer,* CBS, 22, \$264,290, \$212,000, 53. Surf & other products, HAWKINS FALLS, Ayer,* NBC, 34, \$1-942,504, \$460,000, 230. Lipton's Tea, Noodle Soup Mix, Frostee Mix, ARTHUR GODFREY'S TALENT SCOUTS, Y&R, CBS, 21, \$716,475, \$1,040,000, 52.

LEWIS-HOWE CO., Tums Tablets, TODAY, DF&S, NBC, 38, \$32,632, \$3,367, 13.

LIBBY, McNEILL & LIBBY, Libby's canned pineapple & pineapple juice, YOUR SHOW OF SHOWS, FC&B, NBC, 41, \$160,720, \$217,800, 22.

LIGGETT & MYERS TOBACCO CO., Chesterfield cigarettes, ARTHUR GODFREY AND HIS FRIENDS, Cunningham & Walsh, CBS, 60, \$1,267,830, \$500,000, 50; PERRY COMO, Cunningham & Walsh, CBS, 41, \$1,800,836, \$787,018, 139; EDDY ARNOLD SHOW, Cunningham & Walsh, CBS, 44, \$245,084, \$68,000, 17; CHESTERFIELD SOUND-OFF TIME, Cunningham & Walsh, NBC, 47, \$22,470, \$27,692, 1; MISCELLANEOUS, Cunningham & Walsh, NBC, 42, \$97,530, NA, 5; GANG BUSTERS, Cunningham & Walsh, NBC, 53, \$447,105, \$475,000, 19. Fatima cigarettes, STORK CLUB, Cunningham & Walsh, NBC, 59, \$522,580, \$260,000, 52, DRAGNET, Cunningham & Walsh, NBC, 59, \$618,045, \$780,000, 26.

LIONEL CORP., Lionel Trains, ALL ABOARD, Buchanan, CBS, 38, \$83,539, \$33,000, 11.

LONGINES-WITTNAUER WATCH CO., INC., all products, LONGINES CHRONOSCOPE, Victor Bennett, CBS,

21, \$546,005, \$228,000, 152. Longines & Wittnauer Watches, FESTIVALS OF MUSIC, Victor Bennett, CBS, 56, \$70,399, NA, 2.

P. LORILLARD CO., Embassy cigarettes, THE WEB, GN&G*, CBS, 32, \$456,480, \$137,000, 27. Kent cigarettes, THE WEB, Y&R, CBS, 42, \$317,490, \$168,000, 14. Old Gold cigarettes CHANCE OF A LIFETIME, Lennen & Newell, ABC, 40, \$653,326, \$256,000, 32; THE CITIZEN'S VIEW, Lennen & Newell, ABC, 41, \$33,665, NA, 1; STOP THE MUSIC, Lennen & Newell, ABC, 44, \$344,618, \$170,000, 17; DOWN YOU GO, Lennen & Newell, DuM, 9, \$157,491, \$96,000, 24; ORIGINAL AMATEUR HOUR, Lennen & Newell, NBC, 60, \$1,150,040, \$363,000, 33; TWO FOR THE MONEY, Lennen & Newell, NBC, 62, \$465,821, \$272,000, 17. Tobacco products, CLUB EMBASSY, Lennen & Newell, NBC, 45, \$191,090, \$71,500, 13.

LUDEX'S, INC., Luden's Cough Drops, TWENTY QUESTIONS, Mathes, DuM, 26, \$98,886, \$97,500, 13. Fifth Avenue Candy Bar & Wild Cherry Cough Drops, HOWDY DOODY, Mathes, NBC, 44, \$165,949, \$19,500, 13.

MANHATTAN SOAP CO., INC., Sweetheart Soap, ONE MAN'S FAMILY, Scheideler, Beck & Werner, NBC, 56, \$254,790, \$90,000, 10.

MARS, INC., candy, SUPER CIRCUS, Leo Burnett, ABC, 43, \$740,289, \$140,000, 35; HOWDY DOODY, Leo Burnett, NBC, 45, \$372,693, \$54,000, 36.

C. H. MASLAND & SONS, Masland rugs, AT HOME SHOW, Anderson & Cairns, ABC, 17, \$15,414, \$15,944, 2. Masland rugs & sportsman's clothes, TALES OF TOMORROW, Anderson & Cairns, ABC, 17, \$305,936, \$262,500, 25.

McKESSON & ROBBINS, INC., all products, DATE WITH JUDY, J.D. Tarcher, ABC, 55, \$106,763, \$56,904, 8.

THE MENNEN CO., Men's toiletries, TWENTY QUESTIONS, Kenyon & Eckhardt, DuM, 18, \$297,752, \$195,000, 26.

MILES LABS, INC., Alka-Seltzer, Vitamins, Bactine & Tabcin, ONE MAN'S FAMILY, Geoffrey Wade, NBC, 54, \$329,280, \$117,000, 13; BOB & RAY, Geoffrey Wade, NBC, 53, \$126,960, NA, 5; FILMS, Geoffrey Wade, NBC, 50, \$49,650, NA, 2.

MILLER BREWING CO., Miller High Life Beer, PRO FOOTBALL, Mathisson, DuM, 8-59-26, \$400,000 total, 18; TAM O'SHANTER GOLF TOURNAMENT, Mathisson, ABC, 8, \$8,750, NA, 1.

MINNESOTA MINING & MFG. CO., Scotch brand tape, JUVENILE JURY, BBD&O, NBC, 37, \$190,080, \$44,000, 8.

MINUTE MAID CORP., Frozen Orange Juice, KATE SMITH SHOW, Ted Bates, NBC, 56, \$322,860, \$132,600, 39. Frozen fruit juice, GABBY HAYES SHOW, Ted Bates, NBC, 35, \$93,830, \$11,000, 10. Frozen Orange & Frozen Lemon Juice, GAYELORD HAUSER SHOW, Ted Bates, ABC, 26, \$103,035, \$39,100, 17.

JULES MONTENIER, INC., Stopette Spray Deodorant, Poof, Finesse Shampoo, WHAT'S MY LINE, Earle Ludgin, CBS, 45, \$1,073,955, \$442,000, 52.

PHILIP MORRIS & CO., LTD., Dunhill Cigarettes, MY LITTLE MARGIE, Biow, NBC, 39, \$117,081, \$100,000, 5; MY HERO, Biow, NBC, 41, \$190,704, \$184,000, 8. Philip Morris Cigarettes, I LOVE LUCY, Biow CBS, 65, \$1,076,778, \$1,482,000, 39; MY LITTLE MARGIE, Biow, CBS, 63, \$339,192, \$240,000, 12; RACKET SQUAD, Biow, CBS, 50, \$1,125-735, \$1,000,000, 50.

MURINE CO., INC., Murine Eye Wash, TODAY, BBD&O, NBC, 38, \$22,122, \$2,331, 9.

MURRAY, ARTHUR, Arthur Murray School of Dancing, ARTHUR MURRAY PARTY, R & R, ABC, 4, \$94,620, \$190,000, 19; DuM, 6, \$72,198, \$186,000, 12.

MUTUAL BENEFIT, HEALTH & ACCIDENT ASS'N, insurance, ON THE LINE WITH CONSIDINE, Bozell & Jacobs, NBC, 37, \$409,850, \$168,000, 48; TODAY, Bozell & Jacobs, NBC, 38, \$21,188, \$2,590, 10. Mutual of Omaha except life, MUTUAL OF OMAHA CALLING, Bozell & Jacobs, NBC, 62, \$26,363, NA, 1.

MYSTIC FOAM CORP., Mystic Foam Rug Cleaner & Mystic-Zip Household Cleaner, TODAY, Carpenter, NBC, 30, \$13,817, \$1,813, 7.

NASH-KELVINATOR CORP., Nash Cars & Nash-Kelvinator Appliances, PAUL WHITEMAN TV TEEN CLUB, Geyer, ABC, 53, \$848,025, \$315,000, 35.

NATIONAL BISCUIT CO., all products, KUKLA, FRAN & OLLIE, McCann-Erickson, NBC, 31, \$436,550, \$123,000, 41.

NATIONAL DAIRY PRODUCTS CORP., Kraft cheese, KRAFT TELEVISION THEATRE, JWT, NBC, 47, \$1,983,725, \$892,500, 51. Sealtest products, THE BIG TOP, Ayer, CBS, 47, \$960,564, \$728,000, 52.

NATIONAL PRESSURE COOKER CO., Presto Pressure Cooker, Vapor-Steam Iron, Dixie-Fryers, HOME-MAKERS EXCHANGE, George R. Nelson, CBS, 14, \$4,200 total, 2.

NECCHI SEWING MACHINE SALES CORP., Necchi Sewing Machines, THE GOLDBERGS, Doyle Dane Bernbach, NBC, 14, \$84,570, \$149,500, 13.

Key: Listing for each company in following order—product advertised, program agency, network, number of stations used as of last telecast, total gross time cost (PIB), total program cost, number of telecasts during year. NA, not available. * agency change during year. † simulcast.

4 DIFFERENT TV Stations

KEYL-TV

SAN ANTONIO



THREE networks, ONE station . . . KEYL-TV offers the high rated programs of CBS and ABC and DuMont to San Antonio's 353,000 buying households. The third largest city in the first largest state, San Antonio is the pick of wise advertisers who want their products carried home.

WJBK-TV

DETROIT



Most Detroiters keep their dials set to WJBK-TV because top TV shows are normal for this popular CBS and DuMont outlet. It's a best buy for advertisers with an eye on this rich 5,625,574,000 dollar Detroit retail market.

WAGA-TV

ATLANTA



Booming retail sales in Atlanta make WAGA-TV a best buy for advertisers who want results. With retail sales increased over 6 times their 1940 total, WAGA-TV offers you a top sales opportunity in a fast growing market.

WSPD-TV

TOLEDO



Toledo's only television outlet, WSPD-TV covers the third largest of the eight major Ohio retail markets. Affiliated with all networks, this popular station is the effective way of reaching Toledo's 1,130,806,000 retail dollars.

Does your product need a climate that's hot . . . or cold? Should the market be urban or rural . . . large or small? Whichever it is there's a top-value STORER STATION to sell your product successfully! In telecasting wide-awake programming and friendly service have built enthusiastic audiences. So put your product on STORER STATIONS . . . stations where wise buyers hear what wise sellers have to say.



STORER BROADCASTING COMPANY

TOM HARKER, V. P., National Sales Director
NATIONAL SALES HEADQUARTERS:

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230 N. Michigan Ave., Chicago 1, FRanklin 2-6498



"Twelve minutes past ten" . . . time for one of the Hamilton TV Commercials, produced on film at National Screen Service, to sell watches. Photographing watches "live", instead of simulating them with art work, has always posed a thorny problem for TV film producers. NSS solves this problem with brilliant camera work, careful lighting, exacting attention to detail and expert editing . . . welding all elements into a tightly-knit, sales-stimulating production. It's only natural that National Screen Service, with more than 33 years experience in producing advertising on film, should solve this knotty TV Commercial situation in its stride.

ADVERTISER
The Hamilton Watch Company

AGENCY
Batten, Barton, Durstine & Osborn, Inc.

PRODUCED BY
NATIONAL SCREEN SERVICE
1600 BROADWAY, NEW YORK, N. Y.
Circle 6-5700



Du Pont sets out to prove their new no-rubbing car polish, "Seven-ite"®, is "seven times faster than wax". An exciting ten second test is shot on location . . . giving dramatic evidence to support their claims. Careful planning, expert camera work and perfect staging combine to give impact to Du Pont's sales story. Clever optical effects and smooth narration complete this TV commercial . . . produced for Du Pont by National Screen Service.

ADVERTISER
E. I. du Pont de Nemours and Company, Inc.

AGENCY
Batten, Barton, Durstine & Osborn, Inc.

PRODUCED BY
NATIONAL SCREEN SERVICE
1600 BROADWAY, NEW YORK, N. Y.
Circle 6-5700



Sheer magic in stop motion . . . To the bounce of the conga beat in the theme song, "Luckies Taste Better", a line of Lucky packages dances from one conga drum to another. Cigarettes hop out to form letters L.S.M.F.T.; and the tobacco from a cigarette stands alone in Lucky's "tear the paper" test, then falls into a heap of "fine tobacco". The latest of many ingenious stop-motion Lucky Strike commercials produced by SARRA.

ADVERTISER
The American Tobacco Company

AGENCY
Batten, Barton, Durstine & Osborn, Inc.

PRODUCED BY
SARRA, INC.
NEW YORK: 200 EAST 56TH STREET
CHICAGO: 16 EAST ONTARIO STREET



From the word "Go" in the "Go Cunard" opening, the universal urge to travel is really stimulated in this 1-minute TV spot that packs every second with sell. Quick glimpses of famous foreign sights merge into glamour shots of fun and luxury on board . . . convincing proof that Cunard's way of "Getting there is half the fun!" A reprise of the "Go Cunard" opening clinches the sale for a Cunard sailing.

ADVERTISER
The Cunard Line

AGENCY
Kelly, Nason, Inc.

PRODUCED BY
SARRA, INC.
NEW YORK: 200 EAST 56TH STREET
CHICAGO: 16 EAST ONTARIO STREET



Husband and wife situations against whimsically sketched backdrops dramatize the theme, "Pour a smile for breakfast", in a new series of 1-minute TV spots produced by SARRA for Manor House Coffee. Sell and product identification are cleverly united in a closing in which the can slowly revolves to show its rear panel message, "Behind every can 100 years of experience!"

ADVERTISER
W. F. McLaughlin & Company

AGENCY
Earle Ludgin & Company

PRODUCED BY
SARRA, INC.
NEW YORK: 200 EAST 56th STREET
CHICAGO: 16 EAST ONTARIO STREET

For screenings and further information write the producers direct!

NEPERA CHEMICAL CO., Anahist, TODAY, Noyes & Sproul, NBC, 28, \$17,047, \$1,295, 5.

NESTLE CO., INC., Nescafe Coffee, NEW YEAR'S EVE AT TIMES SQUARE, Sherman & Marquette, ABC, 6, \$3,840, NA, 1. Nestle's Instant Coffee, Tea & Cocoa, KATE SMITH SHOW, Sherman & Marquette, NBC, 55, \$150,535, \$57,800, 17.

NOMA ELECTRIC CORP., Electric Christmas tree lights & other electric products, TODAY, Albert Frank-Guenther Law, NBC, 40, \$35,068, \$3,626, 14.

NORWICH PHARMACAL CO., all products, SUNDAY NEWS SPECIAL, B&B, CBS, 18, \$200,615, \$93,600, 52.

OWENS-CORNING FIBERGLAS CO., Fiberglas Yarns, GARRY MOORE SHOW, Fuller, Smith & Ross, CBS, 38, \$93,105, \$30,550, 13. Owens-Corning Fiberglas, ARTHUR GODFREY TIME, Fuller, Smith & Ross, CBS, 33, \$243,820, \$129,500, 37.

PABST BREWING CO., Pabst Blue Ribbon beer & ale, BLUE RIBBON BOUTS, Warwick & Legler, CBS, 60, \$1,604,060, \$900,000, 50.

PACKARD MOTOR CO., Packard passenger cars, REBOUND, Maxon, DuM, 13, \$27,882, \$54,000, 3.

PARKER PEN CO., Parker pens, pencils, cigarette lighters, desk sets, TODAY, JWT, NBC, 40, \$12,675, \$1,295, 5.

PEARSON PHARMACAL CO., INC., Dew Spray Deodorant, "Ennds", others, HOLLYWOOD OPENING NIGHT, Harry B. Cohen, CBS, 28, \$172,740, \$78,000, 13. "Ennds" Deodorant Tablets, Eyegene, POLICE STORY, Harry B. Cohen, CBS, 33, \$444,625, \$315,000, 21; LIGHTS OUT, Harry B. Cohen, NBC, 40, \$514,800, \$225,000, 25; HOLLYWOOD OPENING NIGHT, Harry B. Cohen, NBC, 41, \$294,630, \$227,500, 13.

PEPSI-COLA CO., Pepsi-Cola, SHORT, SHORT STORIES, Biow, NBC, 34, \$323,970, \$270,000, 27. Pepsi-Cola & Evervess, THE FAYE EMERSON SHOW, Biow, CBS, 47, \$304,830, \$225,000, 15; FILMS, Biow, CBS, 46, \$43,110, NA, 2; ALL AROUND THE TOWN, Biow, CBS, 44, \$128,370, NA, 6.

PENICK & FORD, LTD., INC., My-T-Fine Desserts, RUTH LYONS' CLUB, 50, BBD&O, NBC, 26, \$76,890, \$8,450, 13; KATE SMITH SHOW, BBD&O, NBC, 56, \$128,635, \$44,200, 13.

PEPPERELL MANUFACTURING CO., Pepperell Sheets & Blankets, TODAY, B&B, NBC, 26, \$17,082, \$2,331, 9.

PERLIN WALLET CO., Howdy Doody wallets, HOWDY DOODY, Charles J. Charney, NBC, 53, \$12,440, \$1,500, 1.

PET MILK CO., Pet Evaporated Milk, ALL STAR REVUE, Gardner, NBC, 61, \$784,310, \$500,000, 34.

PETER PAUL, INC., candy, GABBY HAYES SHOW, Maxon, NBC, 31, \$76,890, \$11,000, 10.

PHILCO CORP., Philco radios, television sets, appliances, ELECTION COVERAGE, (Democratic National Convention, Republican National Convention, elections returns), Hutchins, NBC, \$2,000,000 total.† Radios, television sets & refrigerators, PHILCO TELEVISION PLAYHOUSE, Hutchins, NBC, 62, \$1,192,025, \$650,000, 26.

PILLSBURY MILLS, INC., All products, ARTHUR GODFREY & HIS FRIENDS, Leo Burnett, CBS, 56, \$672,525, \$270,000, 27. Duff's Mixes, Ballard's Oven-Ready Biscuits, KATE SMITH SHOW, Leo Burnett, NBC, 52, \$297,740, \$119,000, 35. Ballard Oven-Ready Biscuits, GARRY MOORE SHOW, Leo Burnett, CBS, 47, \$42,605, \$11,750, 5. Duff's Mixes, GARRY MOORE SHOW, Leo Burnett, CBS, 45, \$40,655, \$11,750, 5. Pillsbury's Best Flour & mixes, ART LINKLETTER'S HOUSE PARTY, Leo Burnett, CBS, 28, \$422,761, \$280,000, 70; ARTHUR GODFREY TIME, Leo Burnett, CBS, 32, \$478,025, \$248,500, 71.

POLAROID CORP., Polaroid Land Camera, TODAY, BBD&O, NBC, 40, \$71,531, \$7,511, 29.

POND'S EXTRACT CO., Pond's Angel Face, TODAY, JWT, NBC, 39, \$82,020, \$8,547, 33.

PROCTER & GAMBLE CO., Dreft & Oxydol, BEULAH, DF&S, ABC, 35, \$447,745, \$795,000, 53. Duz, Ivory Soap, GARRY MOORE SHOW, Compton, CBS, 58, \$519,740, \$150,400, 64. Ivory Crisco, Duz, Lilt, FIRESIDE THEATRE, Compton, NBC, 60, \$1,024,743, \$741,000, 39; BOSS LADY, Compton, NBC, 61, \$344,292, \$204,000, 12. Ivory Flakes, THE EGG AND I, Compton, CBS, 39, \$256,080, \$111,600, 36; STEVE ALLEN, Compton, CBS, 27, \$62,800, \$35,200, 16. Joy, Spic & Span & other products, SEARCH FOR TOMORROW, Biow, CBS, 62, \$2,287,705, \$451,800, 251. Oxydol & Dreft, KATE SMITH SHOW, DF&S, NBC, 60, \$1,549,892, \$615,400, 181; MATINEE IN NEW YORK, DF&S, NBC, 55, \$500,338, \$87,000, 58. P&G soaps, household use, ROCKY KING, Compton, DuM, 31, \$101,257, \$32,500, 13. Tide, RED SKELTON, Russell Seeds, NBC, 60, \$1,039,740, \$1,482,000, 39. THOSE TWO, B&B, NBC, 52, \$2,431,540, \$525,000, 150; MEET YOUR MATCH, B&B, NBC, 53, \$103,680, \$19,200, 6. Tide, Spic & Span, FIRST 100 YEARS, B&B, CBS, 59, \$1,076,540, \$412,800, 129. Ivory, Crisco, Duz, THE GUIDING LIGHT, Compton, CBS, 58, \$1,172,685, \$209,100, 123. Camay Soap, Cheer Detergent, THE DOCTOR, B&B, NBC, 51, \$474,990, \$342,000, 19. Prell Shampoo, GARRY MOORE SHOW, B&B, CBS, 57, \$217,715, \$58,750, 25.

Prell Shampoo & Ivory Snow, WELCOME TRAVELERS, B&B, NBC, 57, \$593,315, \$100,800, 63.

PRUDENTIAL INSURANCE CO., Prudential Insurance Co. of America, life, YOUR SHOW OF SHOWS, McC&S, NBC, 51, \$147,660, \$178,200, 6.

QUAKER OATS CO., Ken-L-Ration Dog Food, ZOO PARADE, R&R, NBC, 49, \$905,865, \$287,000, 41. Aunt Jemima Pancake Flour & other products, GARRY MOORE SHOW, Price, Robinson & Frank, CBS, 34, \$143,650, \$61,100, 26. Quaker Oats products, GABBY HAYES SHOW, Sherman & Marquette, NBC, 34, \$860,453, \$111,100, 101.

RADIO CORP. OF AMERICA, all products, R.C.A. VICTOR SHOW, JWT, NBC, 55, \$815,025, \$1,295,000, 37; CURTAIN CALL, JWT, NBC, 49, \$320,010, \$350,000, 14. RCA Victor television, radio & records, TODAY, JWT, NBC, 38, \$38,371, \$4,921, 19. RCA products, KUKLA, FRAN & OLLIE, JWT, NBC, 52, \$754,490, \$178,500, 51.

RALSTON PURINA CO., Wheat Chex & Rice Chex, SPACE PATROL, Gardner, ABC, 34, \$406,000, \$204,000, 34.

RANGER JOE, INC., Ranger Joe Cereal, RANGER JOE, Lamb & Keen, ABC, 19, \$27,610, \$11,200, 8; RANGER JOE, Lamb & Keen, CBS, 17, \$52,460, \$18,200, 13.

REICHOLD CHEMICALS, INC., institutional, AMERICA'S TOWN MEETING, ABC, MacManus, John & Adams, 13, \$135,370, \$62,400, 13.

REMINGTON RAND, INC., Electric Shavers, OMNIBUS, Leeford, CBS, 39, \$51,159, \$65,000, 5.

REVERE COPPER & BRASS, copper, brass & steel products, MEET THE PRESS, NBC, St. George & Keyes, 22, \$1,030,955, \$180,030, 51.

REYNOLDS METALS CO., Aluminum & aluminum products, MR. PEEPERS, NBC, Buchanan, 51, \$312,105, \$234,000, 13; NBC SYMPHONY CONCERT, Buchanan, 56, \$89,650, NA, 2; KATE SMITH EVENING HOUR, NBC, Buchanan, 55, \$577,635, \$624,000, 24.

R. J. REYNOLDS TOBACCO CO., Camel Cigarettes, MAN AGAINST CRIME, Esty, CBS, 46, \$880,860, \$800,000, 40. Cavalier Cigarettes, THE HUNTER, Esty, CBS, 49, \$248,535, \$165,000, 11. Camel Cigarettes, CAMEL NEWS CARAVAN, Esty, NBC, 54, \$3,982,560, \$678,600, 261. Camel Cigarettes & other tobacco products, YOUR SHOW OF SHOWS, Esty, NBC, 57, \$975,660, \$1,128,600, 38. Cavalier Cigarettes, GARRY MOORE SHOW, Esty, CBS, 57, \$218,995, \$61,100, 26; MY FRIEND IRMA, Esty, CBS, 49, \$766,896, \$950,000, 38. Camel Cigarettes, PANTOMIME QUIZ, Esty, CBS, 43, \$252,195, \$84,000, 12. Cavalier Cigarettes, PANTOMIME QUIZ, Esty, NBC, 28, \$198,240, \$91,000, 13.

Key: Listing for each company in following order—product advertised, program agency, network, number of stations used as of last telecast, total gross time cost (PIB), total program cost, number of telecasts during year. NA, not available. * agency change during year. † simulcast.

RHODES PHARMACAL CO., Imdrin Tablets, THE CLOCK, O'Neil, Larson & McMahon, ABC, 20, \$20,895, \$15,000, 2.

RIGGIO TOBACCO CORP., Regent Cigarettes, CAMEO THEATRE, BSF&D, NBC, 6, \$61,995, \$94,500, 11; TODAY, BSF&D, NBC, 34, \$78,758, \$10,619, 41.

RONSON ART METAL WORKS, INC., all products, STAR OF THE FAMILY, Grey, CBS, 39, \$254,340, \$210,000, 14.

ROSEFIELD PACKING CO., LTD., Skippy Peanut Butter, YOU ASKED FOR IT, Guild, Bascom & Bonfigli, ABC, 26, \$706,132, \$397,500, 53.

SAWYER'S, INC., camera, TODAY, Carvel Nelson & Powell, NBC, 36, \$2,438, \$259, 1.

SCHENLEY INDUSTRIES, INC., Blatz Pilsener Beer, AMOS 'N' ANDY, Weintraub, CBS, 46, \$736,350, \$1,520,000, 38.

SCHICK, INC., Schick Electric Shaver, JACKIE GLEASON SHOW, Kudner, CBS, 38, \$480,000 total, 15. Electric Shaver and other products, CRIME SYNDICATED, Kudner, CBS, 35, \$598,065, \$432,000, 32.

JOSEPH SCHLITZ BREWING CO., all products, SCHLITZ PLAYHOUSE OF STARS, Y&R, CBS, 42, \$1,384,510, \$1,224,000, 51.

SCOTT PAPER CO., Cut-Rite Wax Paper & Scotties Tissues, OMNIBUS, JWT, CBS, 39, \$20,626, \$26,000, 2. Scott Towels, Cut-Rite Wax Papers, Scotties, Scotkins, SCOTT MUSIC HALL, JWT, NBC, 35, \$133,290, \$147,000, 7.

SCRIPTO, INC., Scripto pens & pencils, NEW YEAR'S EVE CELEBRATION, NBC, Donahue & Coe, 45, \$9,815, NA, 1.

SEALY, INC., Sealy Mattress, BALANCE YOUR BUDGET, Olian & Bronner, CBS, 39, \$136,497, \$45,000, 6.

SEEMAN BROS., Nylast, TODAY, Weintraub, NBC, 31, \$9,596, \$1,295, 5.

SEIBERLING RUBBER CO., Seiberling Tires, THE AMAZING MR. MALONE, Meldrum & Fewsmith, ABC, 53, \$91,220, \$60,000, 5.

SERUTAN CO., Serutan, BATTLE OF THE AGES, Franklin Bruck, CBS, 19, \$184,320, \$104,000, 13. Serutan & Geritol, BATTLE OF THE AGES, Franklin Bruck, DuM, 12, \$204,102, \$200,000, 25; LIFE BEGINS AT 80, Edward Kletter Assoc., DuM, 46, \$281,929, \$48,000, 24.

W. A. SHEAFFER PEN CO., Sheaffer pens & pencils, YOUR SHOW OF SHOWS, NBC, Russell M. Seeds, 54, \$54,570, \$59,400, 2.

SHWAYDER BROS., INC., Samsonite Luggage, WELCOME TRAVELERS, Grey, NBC, 48, \$100,970, \$19,200, 12.

SIMMONS CO., Beautyrest Mattress, Hide-A-Bed Sofa, IT'S NEWS TO ME, Y&R, CBS, 28, \$107,070, \$69,000, 6;

KATE SMITH SHOW, Y&R, NBC, 45, \$172,755, \$78,200, 23.

SIMONIZ CO., Simoniz Household Polish & other products, KATE SMITH SHOW, SSC&B, NBC, 56, \$328,840, \$129,200, 38.

SINGER MANUFACTURING CO., Singer Sewing Machines, FOUR STAR PLAYHOUSE, Y&R, CBS, 47, \$148,737, \$175,000, 7; KATE SMITH SHOW, Y&R, NBC, 61, \$195,010, \$74,800, 22.

SMITH, KLINE & FRENCH LABS, Medical supplies, MARCH OF MEDICINE, Benjamin Eshleman, NBC, 14-39-65, \$89,865, NA, 4.

S.O.S. CO., S.O.S. Cleanser, YOUR SHOW OF SHOWS, McCann-Erickson, NBC, 52, \$293,870, \$376,200, 38; SATURDAY NIGHT DANCE PARTY, JWT, NBC, 46, \$97,725, \$59,800, 13.

SPEIDEL CORP., watch bands, PAUL WINCHELL - JERRY MAHONEY SHOW, SSC&B, NBC, 57, \$586,620, \$425,500, 23; MASQUERADE PARTY, SSC&B, NBC, 54, \$109,095, NA, 4.

STANDARD BRANDS, INC., Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, TODAY, Compton, NBC, 26, \$60,080, \$8,288, 32. Instant Chase & Sanborn and Tenderleaf Tea, THE GARRY MOORE SHOW, Compton, CBS, 39, \$306,170, \$119,850, 51. Royal Gelatin Dessert & Puddings, HOWDY DOODY, Ted Bates, NBC, 49, \$334,590, \$42,000, 28.

STANDARD OIL CO. OF INDIANA, Amoco Gas, CHALLENGE OF THE '50's, Jos. Katz, CBS, 23, \$9,875, NA, 1. Gasoline, Oil, THE WAYNE KING SHOW, McCann-Erickson, NBC, 11, \$130,110, \$216,000, 24. Gasoline, Oil, PRO FOOTBALL PLAY-OFF GAME, McCann-Erickson, DuM, 7, \$9,380, \$15,000, 1. Standard Red Crown Gasoline & Monolube Motor Oil, PRO FOOTBALL, McC-E, ABC, 9, \$140,000, 12.

STANDARD OIL CO. OF NEW JERSEY, All Products, ALAN YOUNG SHOW, Marschalk & Pratt, CBS, 21, \$126,780, \$284,000, 13.

STERLING DRUG, INC., Bayer Aspirin & other products, MYSTERY THEATRE, DF&S, ABC, 32, \$356,648, \$351,000, 26. Bayer Aspirin Tablets, Phillip's Milk of Magnesia, Phillip's Tooth Paste, INSPECTOR MARK SABER, DF&S, ABC, 18, \$147,230, \$260,000, 13.

STOKELY-VAN CAMP, INC., Van Camp's Baked Beans & other products, GARRY MOORE SHOW, Calkins & Holden, Carlock, McClinton & Smith, CBS, 63, \$476,385, \$117,500, 50.

SUSQUEHANNA WAIST CO., Ship 'N' Shore Blouses, EASTER PARADE, M & J Levine, CBS, 32, \$17,370, NA, 1.

C. A. SWANSON & SONS, Canned & frozen poultry, margarine, THE NAME'S THE SAME, Tatham-Laird, ABC, 44, \$554,948, \$234,000, 26.

SWEETS CO. OF AMERICA, INC., Tootsie Rolls, PAUL WHITEMAN TV

TEEN CLUB, Moselle & Eisen, ABC, 34, \$91,110, \$54,000, 6. Tootsie Rolls & other products, TOOTSIE HIPPODROME, Moselle & Eisen, ABC, 26, \$255,112, \$216,000, 48.

SWIFT & CO., Peter Pan Peanut Butter, Peanut products, Derby Canned Meats, SKY KING, Needham, Louis & Brorby, ABC, 44, \$45,272, \$92,000, 4. Peter Pan Peanut Butter, Salted Peanuts, Peanut products, Derby Canned Meats & Canned Meat Specialties, SKY KING, Needham, Louis & Brorby, NBC, 20, \$309,090, \$506,000, 22.

SYLVANIA ELECTRIC PRODUCTS, INC., electrical products, BEAT THE CLOCK, C&P, CBS, 42, \$1,025,565, \$468,000, 52.

TEXAS CO., Texaco gas, oil, grease, TEXACO STAR THEATRE, Kudner, NBC, 63, \$1,608,950, \$2,124,000, 36.

TIDE WATER ASSOCIATED OIL CO., Tydol gasoline & other products, BROADWAY TO HOLLYWOOD, Lennen & Newell, DuM, 7, \$247,500, \$104,000, 52.

TIME, INC., Life Magazine, TODAY, NBC, Y&R, 40, \$32,083, \$518, 2. Time Magazine, TODAY, NBC, Y&R, 25, \$58,050, \$3,885, 15.

TWENTIETH CENTURY - FOX FILM CORP., "STARS AND STRIPES FOREVER," PREMIER, ABC, 6, \$4,515, NA, 1.

UNITED FRUIT CO., bananas, HOMEMAKERS' EXCHANGE, BBD&O, CBS, 13, \$16,800 total, 8.

U. S. GOVERNMENT, U. S. Organized Reserve Corp., ALL STAR REVUE, Grant, NBC, 61, \$162,066, \$200,000, 10.

U. S. RUBBER CO., U. S. Royal Tires, U. S. Keds, THE ROYAL SHOWCASE, Fletcher D. Richards, NBC, 51, \$541,425, \$625,000, 25.

U. S. TOBACCO CO., Model, Old Briar, Dill's Best, Tweed Tobacco, MARTIN KANE, PRIVATE EYE, Kudner, NBC, 65, \$1,327,815, \$768,000, 48.

VITAMIN CORP., Rybutol THE GOLDBERGS, Duane Jones, NBC, 18, \$196,780, \$192,500, 22; BILLY DANIELS SHOW, Kastor, Farrell, ABC, 11, \$76,660, \$45,500, 13.

WANDER CO., Ovaltine, HOWDY DOODY, Grant, NBC, 44, \$83,541, \$12,000, 8.

WARNER-HUDNUT, INC., all products, LANGFORD-AMECHE SHOW, Kiese-wetter, ABC, 38, \$213,906, \$76,800, 32.

A. C. WEBER & CO., INC., Pfaff Sewing Machines, THIS IS MY MELODY, Bozell & Jacobs, ABC, 5, \$130,756, \$133,000, 38.

WEEKLY PUBLICATIONS, INC., Newsweek Magazine, TODAY, NBC, Scheideler, Beck & Werner, 27, \$1,862, \$259, 1.

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Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

WELCH GRAPE JUICE CO., Welch's Grape Juice, fruit juices & drinks, jams, jellies, HOWDY DOODY, DC&S, NBC, 47, \$442,675, \$61,500, 41.

WESTINGHOUSE ELECTRIC CORP., all products, STUDIO ONE, McCann- Erickson, CBS, 57, \$1,566,-350, \$950,000, 38; SUMMER THEATER, McCann-Erickson, CBS, 54, \$479,000, \$203,500, 11. Electrical appliances, ELECTION COVERAGE, (Democratic National Convention, Republican National Convention, Election Returns, Pick the Winner), Ketchum, MacLeod & Grove, CBS, and DuM, \$3,000,000, total.†

WILLYS-OVERLAND MOTORS, INC., Willys Passenger Cars, OMNIBUS, Ewell & Thurber, NBC, 39, \$79,-194, \$104,000, 8.

WINE CORP. OF AMERICA, Mogen David Wine, CHARLIE WILD, PRIVATE DETECTIVE, Weiss & Geller, ABC, 27, \$133,661, \$70,000, 10; CHARLIE WILD, PRIVATE DETECTIVE, Weiss & Geller, DuM, 33, \$244,952, \$119,000, 17; GUESS WHAT, Weiss & Geller, DuM, 36, \$115,026, \$56,000, 8; WHERE WAS I, Weiss & Geller, DuM, 36, \$261,277, \$126,000, 18.

F. W. WOOLWORTH CO., general merchandise, TOURNAMENT OF ROSES PARADE, Lynn Baker, NBC, 42, \$17,-750, NA, 1.

WORD OF LIFE FELLOWSHIP, INC., SONGTIME, Walter F. Bennett, ABC, 11, \$90,348, NA, 20.

YOUNG PEOPLE'S CHURCH OF THE AIR, institutional, YOUTH ON THE MARCH, J. M. Camp, ABC, 14, \$166,796, NA, 21; YOUTH ON THE MARCH, J. M. Camp, DuM, 8, \$78,-873, \$30,000, 12.

WILLIAM WRIGLEY, JR., CO., chewing gum, GENE AUTRY, R&R, CBS, 11, \$504,360, \$910,000, 52.

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IN FLORIDA



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Yes, Suh! A long shot sometimes pays off, but why take a chance when you can be sure. Local people in the know always buy WHOO—many outstanding success stories are being written by advertisers who use the 10,000 Watts of WHOO-AM and FM. For full details, ask your Avery-Knodel, Inc., man.

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SATURDAY 12:00 NOON to 6:00 P.M.*	T	56.8
SUNDAY 12:00 NOON to 6:00 P.M.	L	32.2
SUNDAY thru SATURDAY 6:00 P.M. to 11:00 P.M.*	A	23.7

Share of TV audience 1952

CHANNEL 5

KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**

*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday. Sunday thru Saturday 6 p.m.-12 midnight.

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.



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PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
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ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

THE TELEVISION MARKETS

Defining the total coverage area for 92 TV markets in terms of counties reached, population, sales and income data—a TELEVISION Magazine exclusive

BASIC to any estimate of set circulation or market data for specific TV areas is the definition of a station's coverage. Last year TELEVISION Magazine published for the first time Total Coverage Data for each market, which included counties with overlapping signals.

This year TELEVISION Magazine's Research Department has re-defined coverage for the original TV markets and correlated them with the latest sales and population statistics. Power increases, better home receivers and increased viewing in "fringe" areas have ex-

panded the coverage pattern in many cases.

Where stations have signed on since the lifting of the freeze, Initial Coverage Data is reported. These represent extremely conservative estimates.

Statistics for the old markets differ considerably from network projections which reduce the coverage of about 35 markets by *eliminating* duplicated signal areas. This is particularly important in one-station markets with overlapping areas for here there is a high incidence of cross-viewing.

For the spot or local advertiser who wants to know exactly how

many people he can reach in one market, such unduplicated coverage does not give the full answer.

Coverage areas have been defined by compiling and cross-checking all available documentation—engineering reports, RTMA figures, research surveys, agency, network and station studies.

Listed for each market are: population, number of families, retail sales, food sales, drug sales and effective buying income based on *Sales Management's Survey of Buying Power* (further reproduction without permission is forbidden) and names of counties covered.

ALBUQUERQUE, New Mex.

Population	229,600
Families	60,900
Retail Sales	\$209,349,000
Food Sales	\$43,626,000
Drug Sales	\$7,614,000
E.B.I.	\$313,122,000

New Mexico: Bernalillo, Sandoval, Santa Fe, Valencia

ALTOONA, Pa.

Population	502,400
Families	137,200
Retail Sales	\$430,828,000
Food Sales	\$124,102,000
Drug Sales	\$8,103,000
E.B.I.	\$591,309,000

Bedford (25%), Blair, Cambria, Center (33%), Clearfield, Huntingdon (75%)

AMES, Iowa

Population	1,420,400
Families	433,300
Retail Sales	\$1,494,868,000
Food Sales	\$288,621,000
Drug Sales	\$35,458,000
E.B.I.	\$1,988,043,000

Adair, Appanoose, Aububon, Benton, Black Hawk, Boone, Bremer, Buchanan, Butler, Calhoun, Carroll, Cerro Gordo, Clay, Chickasaw, Clarke, Dallas, Decatur, Fayette, Floyd, Franklin, Greene, Grundy, Guthrie, Hamilton, Hancock, Hardin,

Howard, Humboldt, Iowa, Jasper, Keokuk, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Mitchell, Monroe, Pocahontas, Polk, Powashiek, Sac, Story, Tama, Union, Wapello, Warren, Wayne, Webster, Winnebago, Winneshiek, Worth, Wright, Missouri: Putnam

ATLANTA, Ga.

Population	2,445,200
Families	641,900
Retail Sales	\$1,842,011,000
Food Sales	\$415,923,000
Drug Sales	\$57,262,000
E.B.I.	\$2,458,041,000

Georgia: Baldwin, Banks, Barrow, Bartow, Bibb, Butts, Carroll, Chattooga, Cherokee, Clarke, Clayton, Cobb, Coweta, Crawford, Dawson, De Kalb, Douglas, Elbert, Fannin, Fayette, Floyd, Forsyth, Franklin, Fulton, Gilmer, Gordon, Greene, Gwinnett, Hall, Hancock, Haralson, Harris, Heard, Henry, Jackson, Jasper, Jones, Lamar, Lumpkin, Macon, Madison, Meriwether, Monroe, Morgan, Murray, Muscogee, Newton, Paulding, Pickens, Pike, Polk, Putnam, Rockdale, Spalding, Stephens, Talbot, Taylor, Troup, Upson, Walker, Walton, Warren, White, Whitfield, Wilkes

Alabama: Chambers, Cherokee, Cleburne, DeKalb, Randolph
South Carolina: Abbeville, Anderson, Greenwood, McCormack, Oconee, Pickens
North Carolina: Cherokee, Clay, Macon

ATLANTIC CITY, N. J.

Population	508,100
Families	147,800
Retail Sales	\$574,942,000
Food Sales	\$159,484,000
Drug Sales	\$14,714,000
E.B.I.	\$742,348,000

Atlantic, Burlington (50%), Camden (50%), Cape May, Cumberland (50%), Gloucester (33%), Ocean (50%)

AUSTIN, Texas

Population	639,800
Families	179,400
Retail Sales	\$578,505,000
Food Sales	\$134,224,000
Drug Sales	\$18,997,000
E.B.I.	\$717,778,000

Austin, Bastrop, Bell, Blanco, Brazos, Burleson, Burnet, Caldwell, Colorado, Comal, Fayette, Gillespie, Gonzales, Guadalupe, Hays, Kendall, Lavaca, Lee, Milam, Robertson, Travis, Washington, Williamson

BALTIMORE, Md.

Population	2,317,600
Families	651,200
Retail Sales	\$2,211,252,000
Food Sales	\$577,516,000
Drug Sales	\$68,331,000
E.B.I.	\$3,404,408,000

Anne Arundel, Baltimore, Baltimore City, Caroline, Carroll, Cecil, Frederick, Harford, Howard, Kent, Montgomery, Queen Annes, Talbot, Washington; Delaware: Kent; Pennsylvania: Adams, Franklin, York; West Virginia: Berkeley, Jefferson

BANGOR, Me.

Population	362,000
Families	103,700
Retail Sales	\$308,546,000
Food Sales	\$90,434,000
Drug Sales	\$7,255,000
E.B.I.	\$406,708,000

Hancock, Kennebec, Knox, Lincoln, Penobscot, Piscataquis (50%), Somerset (50%), Waldo, Washington

BATON ROUGE, La.

Population	342,300
Families	90,000
Retail Sales	\$232,435,000
Food Sales	\$51,317,000
Drug Sales	\$7,991,000
E.B.I.	\$389,159,000

Ascension, Assumption (33%), East Baton Rouge, East Feliciana (75%), Iberia (15%), Iberville, Livingston, Pointe Coupee, St. Helena, St. James, St. Martin (25%), West Baton Rouge, West Feliciana

BINGHAMTON, N. Y.

Population	1,349,000
Families	385,900
Retail Sales	\$1,320,829,000
Food Sales	\$151,454,000
Drug Sales	\$27,891,000
E.B.I.	\$1,774,487,000

Broome, Chemung, Chenango, Cortland, Delaware, Otsego, Schuyler, Sullivan, Tioga, Tompkins; Pennsylvania: Bradford, Lackawanna, Luzerne, Sullivan, Susquehanna, Tioga, Wayne, Wyoming

BIRMINGHAM, Ala.

Population	2,225,200
Families	587,000
Retail Sales	\$1,377,951,000
Food Sales	\$352,406,000
Drug Sales	\$38,116,000
E.B.I.	\$1,970,590,000

Bibb, Blount, Calhoun, Chambers, Cherokee, Chilton, Clay, Cleburne, Colbert, Coosa, Cullman, Dallas, De Kalb, Elmore, Etowah, Fayette, Franklin, Hale, Jackson, Jefferson, Lamar, Lauderdale, Lawrence, Madison, Marengo, Marion, Marshall, Montgomery, Morgan, Perry, Randolph, St. Clair, Shelby, Sumter, Talladega, Tallapoosa, Tuscaloosa, Walker, Winston; Mississippi: Itawamba, Lowndes, Monroe

BLOOMINGTON, Ind.

Population	1,549,000
Families	479,400
Retail Sales	\$1,515,491,000
Food Sales	\$333,157,000
Drug Sales	\$52,180,000
E.B.I.	\$2,262,455,000

Bartholomew, Boone, Brown, Clay, Crawford, Daviess, Decatur, Dubois, Gibson, Greene, Hancock, Harrison, Hendricks, Jackson, Jennings, Johnson, Knox, Lawrence, Martin, Monroe, Montgomery, Morgan, Orange, Owen, Parke, Perry, Pike, Putnam, Rush, Scott, Shelby, Sullivan, Vermilion, Vigo, Washington; Illinois: Clark, Crawford, Edgar, Edwards, Lawrence, Jasper, Richland, Wabash

BOSTON, Mass.

Population	6,499,200
Families	1,708,000
Retail Sales	\$6,206,663,000
Food Sales	\$1,830,873,000
Drug Sales	\$174,616,000
E.B.I.	\$9,466,434,000

Barnstable, Bristol, Dukes, Essex, Middlesex, Nantucket, Norfolk, Plymouth, Suffolk, Worcester; Maine: Cumberland, York; New Hampshire: Cheshire, Hillsboro, Merrimack, Rockingham, Strafford; Rhode Island: Providence

BUFFALO, N. Y.

Population	1,469,200
Families	422,800
Retail Sales	\$1,651,393,000
Food Sales	\$419,708,000
Drug Sales	\$41,400,000
E.B.I.	\$2,062,624,000

Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans, Wyoming

CHARLOTTE, N. C.

Population	2,901,000
Families	738,000
Retail Sales	\$2,089,597,000
Food Sales	\$493,471,000
Drug Sales	\$59,753,000
E.B.I.	\$2,850,443,000

Alexander, Anson, Ashe, Avery, Buncombe, Burke, Cabarrus, Caldwell, Catawba, Cleveland, Davidson, Davie, Forsyth, Gaston, Haywood, Henderson, Iredell, Lincoln, McDowell, Mecklenburg, Mitchell, Montgomery, Polk, Richmond, Robeson, Rowan, Rutherford, Scotland, Stanly, Transylvania, Union, Watauga, Wilkes, Yadkin, Yancey; South Carolina: Cherokee, Chesterfield, Darlington, Dillon, Fairfield, Greenville, Greenwood, Kershaw, Lancaster, Laurens, Lee, Lexington, Marlboro, Newberry, Pickens, Richland, Spartanburg, Sumter, Union, York

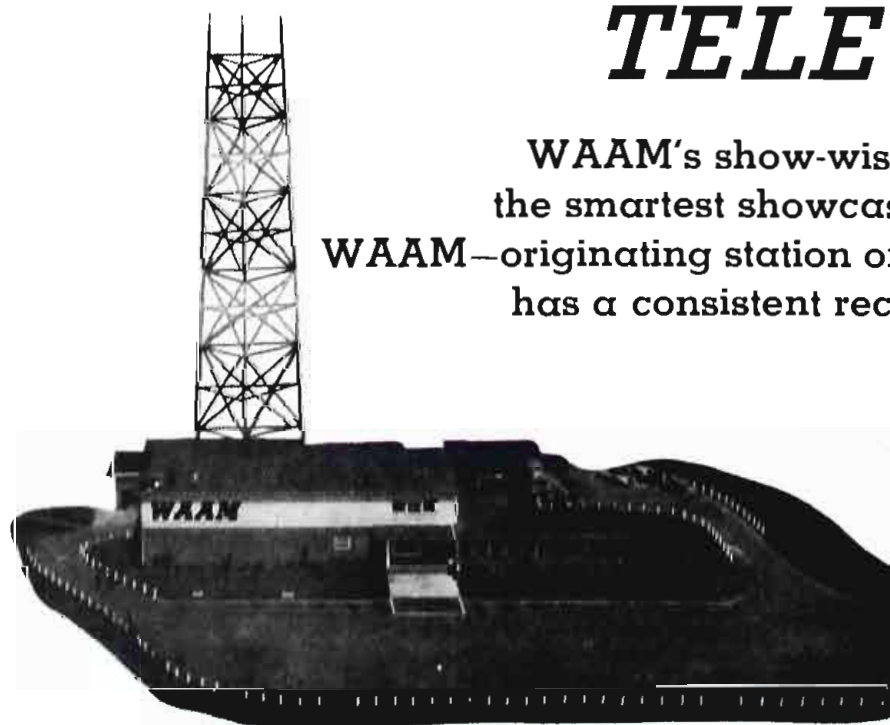
CHICAGO, Ill.

Population	7,500,300
Families	2,229,700
Retail Sales	\$9,219,355,000
Food Sales	\$1,901,506,000
Drug Sales	\$253,706,000
E.B.I.	\$13,695,542,000

Boone, Champaign, Cook, DeKalb, DuPage, Ford, Grundy, Iroquois, Kane, Kankakee, Kendall, Lake, LaSalle, Lee, Livingston, McHenry, McLean, Ogle, Vermilion, Will, Winnebago; Michigan: Berrien, Van Buren; Indiana: Benton, Carroll, Cass, Fulton, Jasper, Kosciusko, Lake, LaPorte, Marshall, Newton, Porter, Pulaski, St. Joseph, Starke, White; Wisconsin: Kenosha, Racine, Walworth

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**BALTIMORE, MD. 13
CHANNEL 13**

AFFILIATE DuMONT-ABC

Represented Nationally by HARRINGTON, BIGHTER & PARSONS, INC., New York-Chicago-San Francisco



Have you ever tried to sell a Pangolin?

● (Pangolin — scaly anteater from Southeast Asia)

Probably not, but Station WNBQ has—and quite successfully. Not only a pangolin but also other unusual creatures at the Chicago Natural History Museum.

When attendance at the Museum during January to August 1952 showed a decline from the previous year, officials turned to Station WNBQ for help. A schedule of live station breaks was started in September and attendance during the remainder of the year jumped 18.5 per cent over the same months in 1951.

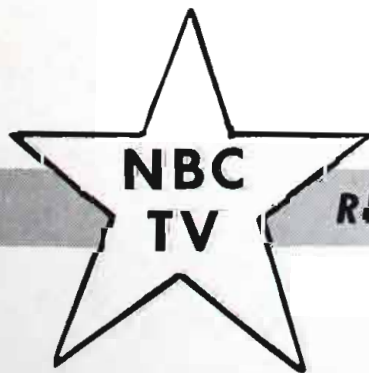
“The lion’s share (of the credit) goes to WNBQ,” reported Miss Christine Tardy, of the Public Relations Division of the Museum. And she also wrote, *“We find the live breaks an excellent method for stimulating interest.”*

Here is further proof that WNBQ sells and the live station break technique which WNBQ pioneered and perfected is just one of the many aids Chicago’s number one television station offers its advertisers.

Give your product or service the WNBQ sales stimulant in Chicago where

Some Spots are Better than Others

and those spots are on . . .



REPRESENTED BY NBC SPOT SALES



they came! they saw!
they BOUGHT!

DREWRY'S LIMITED U.S.A. INC.

SOUTH BEND, INDIANA

Mr. Mort Sherman
Station WBNS-TV
33 N. High Street
Columbus 15, Ohio

January 27, 1953

Dear Mr. Sherman:

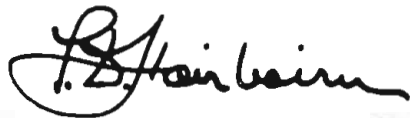
I just received your letter of January 20 relative to the merchandising activities of Station WBNS-TV on our "Telesports Digest" Program.

After reviewing the samples you enclosed, I'll say you've done an outstanding job on our behalf. This type of merchandising tie-in, plus the obvious interest and attention of the station and its personnel, is most impressive to me.

We at DREWRY'S certainly appreciate the excellent co-operation we are receiving from your station. We earnestly believe that our association with such a promotion merchandising-minded organization is bound to prove beneficial to us.

Again, many thanks for the samples and keep up the fine work.

Sincerely yours,
DREWRY'S LIMITED U.S.A. INC.



L. D. Fairbairn
Advertising Manager

WBNS-TV, the Nation's Number 1
Test Market Station.



wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street REPRESENTED BY BLAIR TV



Typical of the action packed Telesports Digest as seen weekly on WBNS-TV . . . thoroughly promoted and merchandised by a well-rounded, comprehensive program, indicative of the sales follow through accorded all sponsors on WBNS-TV.

CINCINNATI, Ohio

Population	2,086,700
Families	629,500
Retail Sales	\$2,000,464,000
Food Sales	\$507,668,000
Drug Sales	\$60,842,000
E.B.I.	\$3,285,646,000

Adams, Brown, Butler, Clermont, Clinton, Greene, Hamilton, Highland, Montgomery, Preble, Warren; Indiana: Dearborn, Decatur, Fayette, Franklin, Jefferson, Jennings, Ohio, Ripley, Switzerland, Union; Kentucky: Boone, Bourbon, Bracken, Campbell, Carroll, Gallatin, Grant, Harrison, Henry, Kenton, Mason, Nicholas, Owen, Pendleton, Robertson, Scott, Trimble

CLEVELAND-AKRON, Ohio

Population	3,408,900
Families	996,500
Retail Sales	\$3,159,596,000
Food Sales	\$962,653,000
Drug Sales	\$106,335,000
E.B.I.	\$5,907,543,000

Ashland, Ashtabula, Carroll, Cuyahoga, Erie, Geauga, Huron, Holmes, Lake, Larain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull, Tuscarawas, Wayne

COLORADO SPRINGS, Colo.

Population	216,500
Families	63,900
Retail Sales	\$219,185,000
Food Sales	\$48,688,000
Drug Sales	\$7,910,000
E.B.I.	\$304,154,000

Crowley, Douglas, Elbert, El Paso, Lincoln, Otero, Pueblo

COLUMBUS, Ohio

Population	1,453,200
Families	442,000
Retail Sales	\$1,398,299,000
Food Sales	\$311,485,000
Drug Sales	\$38,376,000
E.B.I.	\$2,086,073,000

Athens, Champaign, Clark, Clinton, Coshocton, Crawford, Delaware, Fairfield, Fayette, Franklin, Greene, Hardin, Hocking, Knox, Licking, Logan, Madison, Marion, Morgan, Morrow, Muskingum, Perry, Pike, Pickaway, Ross, Union

DALLAS-FORT WORTH, Tex.

Population	2,000,200
Families	613,900
Retail Sales	\$2,235,165,000
Food Sales	\$469,888,000
Drug Sales	\$71,679,000
E.B.I.	\$2,779,702,000

Anderson, Bosque, Collin, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath, Fannin, Freestone, Grayson, Henderson, Hill, Hood, Hopkins, Hunt, Jack, Johnson, Kaufman, Limestone, McLennan, Montague, Navarro, Palo Pinto, Parker, Rains, Rockwall, Smith, Tarrant, Van Zandt, Wise, Wood, Young

DAVENPORT, Ia.-ROCK ISLAND, Ill.

Population	1,862,900
Families	564,400
Retail Sales	\$2,000,534,000
Food Sales	\$141,475,000
Drug Sales	\$48,353,000
E.B.I.	\$2,849,900,000

Benton, Buchanan, Cedar, Clayton, Clinton, Delaware, Des Moines, Dubuque, Fayette, Henry, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Lee, Linn, Louisa, Muscatine, Scott, Washington; Illinois: Bureau, Carroll, Fulton, Hancock, Henderson, Henry, Jo Daviess, Knox, La Salle, Lee, Logan, Marshall, Mason, McDonough, Mercer, Ogle, Peoria, Rock Island, Schyler, Stark, Stephenson, Warren, Whiteside, Woodford; Wisconsin: Grant, Green, LaFayette; Missouri: Clark, Lewis, Scotland



THE SUIT WITH THE EXTRA PANTS

... a fitting analogy

Buy the Dallas suit... get the extra Fort Worth pants in the bargain! That's the way WFAA-TV sells the Dallas-plus-Fort Worth market, the biggest market in the biggest state. The fabric is woven of 1,270,700 Texans, the pockets lined with two billion dollars. It's worn in the homes of 389,600 families that average 31% more than the national average on purchases of retail, automotive, general merchandise, food, furniture-household-radio, and drug items. It's hand-tailored to fit your budget and cover your needs. We suggest that you buy the Dallas suit with the Fort Worth pants — our Mr. Petry (& Company) will be most willing to help you. Just ask for this distinguished label:

*... displayed
on 225,000
TV screens*

XX
channel 8
WFAA-TV
NBC • ABC • DUMONT
XX

RALPH NIMMONS, STATION MANAGER
TELEVISION SERVICE OF THE DALLAS MORNING NEWS

DAYTON, Ohio

Population 1,577,600
 Families 430,200
 Retail Sales \$1,447,020,000
 Food Sales \$340,644,000
 Drug Sales \$49,902,000
 E.B.I. \$2,174,260,000

Allen, Auglaize, Brown, Butler, Champaign, Clark, Clinton, Darke, Fayette, Greene, Highland, Logan, Madison, Mercer, Miami, Montgomery, Preble, Shelby, Van Wert, Warren; Indiana: Dearborn, Franklin, Randolph, Union, Wayne

DENVER, Colo.

Population 675,600
 Families 207,800
 Retail Sales \$834,360,000
 Food Sales \$183,962,000
 Drug Sales \$32,791,000
 E.B.I. \$1,044,910,000

Adams, Arapahoe, Boulder, Denver, Douglas, Elbert, Larimer, Morgan (50%), Weld (50%)

DETROIT, Mich.

Population 4,701,700
 Families 1,327,800
 Retail Sales \$5,625,574,000
 Food Sales \$1,312,673,000
 Drug Sales \$210,394,000
 E.B.I. \$8,203,174,000

Genesee, Huron, Ingham, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Sanilac, Schiawassee, Tuscola, Washtenaw, Wayne; Ohio: Lucas

EL PASO, Tex.

Population 234,800
 Families 57,700
 Retail Sales \$224,885,000
 Food Sales \$48,828,000
 Drug Sales \$8,011,000
 E.B.I. \$288,649,000

El Paso, Hudspeth (10%); New Mexico: Dona Ana (50%), Otero (25%)

ERIE, Pa.

Population 963,400
 Families 281,000

Retail Sales \$919,615,600
 Food Sales \$238,868,000
 Drug Sales \$20,429,100
 E.B.I. \$1,336,912,000

Clarion, Crawford, Elk, Erie, Forest, McKean, Mercer, Venango, Warren; Ohio: Ashtabula, Lake; New York: Chautauqua

FORT WORTH-DALLAS, Tex.

Population 2,000,200
 Families 613,900
 Retail Sales \$2,235,165,000
 Food Sales \$469,888,000
 Drug Sales \$71,679,000
 E.B.I. \$2,779,702,000

Anderson, Bosque, Collin, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath, Fannin, Freestone, Grayson, Henderson, Hill, Hood, Hopkins, Hunt, Jack, Johnson, Kaufman, Limestone, McLennan, Montague, Navarro, Palo Pinto, Parker, Rains, Rockwall, Smith, Tarrant, Van Zandt, Wise, Wood, Young

GRAND RAPIDS, Mich.

Population 1,143,000
 Families 327,900
 Retail Sales \$956,085,000
 Food Sales \$315,058,000
 Drug Sales \$44,664,000
 E.B.I. \$1,592,478,000

Allegan, Barry, Calhoun, Clinton, Eaton, Gratiot, Ionia, Isabella, Kalamazoo, Kent, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Ottawa, Van Buren

GREEN BAY, Wisc.

Population 368,500
 Families 102,400
 Retail Sales \$363,019,000
 Food Sales \$76,888,000
 Drug Sales \$7,574,000
 E.B.I. \$503,597,000

Brown, Calumet, Door, Kewaunee, Manitowoc, Oconto (50%), Outagamie, Shawano (33%), Waupaca (25%), Winnebago (25%)

GREENSBORO, N. C.

Population 1,562,500
 Families 391,600
 Retail Sales \$1,110,763,000
 Food Sales \$253,064,000
 Drug Sales \$34,326,000
 E.B.I. \$1,691,415,000

Alamance, Cabarrus, Caswell, Chatham, Davie, Davidson, Durham, Forsyth, Granville, Guilford, Harnett, Hoke, Lee, Montgomery, Moore, Orange, Person, Randolph, Rockingham, Rowan, Stokes, Surry, Wake, Yadkin; Virginia: Henry, Patrick, Pittsylvania

HONOLULU, Hawaii

Population 393,700
 Families 106,800
 Retail Sales \$386,780,000
 Food Sales \$126,785,000
 Drug Sales \$30,441,000
 E.B.I. \$573,619,000

Honolulu, Kauai, Maui

HOUSTON, Tex.

Population 1,728,700
 Families 510,500
 Retail Sales \$1,849,308,000
 Food Sales \$445,791,000
 Drug Sales \$56,968,000
 E.B.I. \$2,549,589,000

Angelina, Austin, Brazoria, Brazos, Burleson, Calhoun, Chambers, Colorado, Fort Bend, Galveston, Grimes, Hardin, Harris, Houston, Jackson, Jasper, Jefferson, Liberty, Madison, Matagorda, Montgomery, Newton, Orange, Polk, San Jacinto, Trinity, Tyler, Waller, Washington, Wharton

HUNTINGTON, W. Va.

Population 2,006,800
 Families 520,400
 Retail Sales \$1,243,363,000
 Food Sales \$305,935,000
 Drug Sales \$29,542,000
 E.B.I. \$1,941,868,000

West Virginia: Boone, Braxton, Cabel, Clay, Fayette, Greenbrier, Jackson, Kanawha, Lincoln, Logan, McDowell, Mason, Mercer, Mingo, Nicholas, Putnam, Raleigh, Roane, Wayne, Webster, Wood, Wyoming; Kentucky: Bath, Boyd, Carter,

1 OF A 100 WSAZ-TV

satisfied clients

HALL'S QUALITY SHOES
 324 NINTH STREET
 HUNTINGTON, W. VA.
 February 6, 1953

Mr. Bob White
 WSAZ-TV
 Huntington, W. Va.

Dear Bob:

I want to thank you at WSAZ-TV for making the five-cent sale, which we advertised last week, a terrific success. As you know this was our first experience with TV advertising and we used only five second spots. The results were wonderful. We had twenty customers inquiring about the sale. In a matter of days we had a steady flow of orders. We were making a profit on the sale. The first newspaper advertisement for the sale was the only one we needed.

As you know this was our first experience with TV advertising and we used only five ten-second spots. The results were wonderful.

Please stop in at 9:00 P.M. I would like to work something out for the future.

Sincerely,

Hall's Quality Shoes
Harold B. Hall, Jr.
 Harold B. Hall, Jr., Owner

MARKET DATA*

• POPULATION 1,299,300
 • FAMILIES 812,000
 • RETAIL SALES \$1,828,557,000
 • FOOD SALES \$479,404,000
 • DRUG SALES \$48,506,000
 • EFFECTIVE BUYING POWER \$2,873,118,000

* SOURCE: BUREAU OF ECONOMIC RESEARCH - 1952

City Club • Velvet Step • Weather-Bird • Diamond Brand
 ALL ARE NATIONALLY ADVERTISED

HUNTINGTON, WEST VIRGINIA

WSAZ-TV
 CHANNEL 3

NO HUNTING

... IT ISN'T NECESSARY!

WBAP Offers the BEST in Coverage, Market, Facilities, Programming!

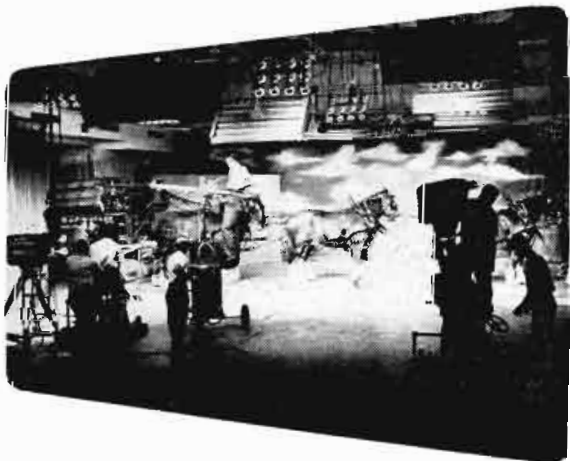
FACILITIES:—finest in the Southwest: 78,000 square feet of floor space nestled in an 87 acre area . . . three TV studios plus radio facilities . . . storage, maintenance and repair facilities . . . a 502 foot tower 1138 feet above sea level! A mobile unit, a TV station on wheels, to handle remote telecasts . . . an award-winning news service staff of 20 . . . a complete film laboratory and full facilities for making commercial films! These are just a few of the top-ranking facilities that make WBAP-TV best in the field!

COVERAGE:—Sixteen fabulous counties surrounding Fort Worth and Dallas—the WBAP-TV market—foremost in the South, ahead of Houston and Miami! In addition to the huge metropolitan area, WBAP-TV offers the advertiser a BONUS VALUE—dominance of the extensive non-metropolitan audience, as well! Top Hooper ratings prove: It's WBAP-TV for quick, certain sales results, in local and national television advertising.

MARKET:—WBAP-TV delivers a \$1½ billion Market . . . it's No. 1 in the South! In the WBAP-TV primary area of 16 counties, livestock, aircraft, grain, oil and other important industries boosted total buying income to \$1,950,527,870 during 1951. Over 500 000 viewers in this wealthy region have money to spend for merchandise of every kind. And note this—WBAP-TV's proven response area includes 30 wealthy Texas counties with a total population of 1,797,000 and total retail sales of \$2,059,150,000. No doubt about it—You'll find TOP facilities, TOP coverage, and the South's No. 1 Market . . . delivered by WBAP-TV!



NEWS ROOM



STUDIO



FILM LABORATORY

Remember— for coverage that counts, in a prosperous 16-county primary area PLUS outlying non-metropolitan areas, too — it's WBAP-TV. Write WBAP-TV, 3900 Barnett, Fort Worth, Texas, for additional details, or see your Free & Peters man.



WBAP-TV

Channel 5

STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC. Exclusive National Representatives

AFFILIATED with
ABC • NBC

AMON CARTER, Chairman

AMON CARTER JR., President

HAROLD HOUGH, Director

GEORGE CRANSTON, Manager

ROY BACUS, Commercial Manager

KALAMAZOO

IS
Bigger
THAN

**DALLAS—
FT. WORTH**

AS A TV MARKET!

**(241,832 Sets
Against 196,985!)**

**WKZO - TV (Official
Basic C.B.S. Television
Outlet for Kalamazoo-
Grand Rapids) reaches
28 rich counties in
Michigan and North-
ern Indiana—in which
Videodex reports that
WKZO-TV gets 106.1%
more afternoon view-
ers than Station "B"!
Get all the facts!**

WKZO-TV

**FETZER BROADCASTING
COMPANY**

KALAMAZOO

EVERY-KNODEL, INC., REPRESENTATIVES

Elliott, Fleming, Floyd, Greenup, Johnson, Lawrence, Lewis, Magoffin, Martin, Morgan, Pike, Rowan; Ohio: Adams, Athens, Gallia, Jackson, Lawrence, Pike, Meigs, Scioto, Ross, Vinton, Washington

INDIANAPOLIS, Ind.

Population	1,872,600
Families	569,700
Retail Sales	\$1,869,629,000
Food Sales	\$406,403,000
Drug Sales	\$65,578,000
E.B.I.	\$2,901,712,000

Bartholomew, Benton, Blackford, Boone, Carroll, Cass, Clay, Clinton, Decatur, Delaware, Fayette, Fountain, Franklin, Grant, Hamilton, Hancock, Hendricks, Henry, Howard, Huntington, Jackson, Jennings, Johnson, Madison, Marion, Miami, Monroe, Montgomery, Morgan, Owen, Parke, Putnam, Randolph, Rush, Shelby, Tipton, Tippecanoe, Wabash, Warren, Wayne, Welles, White

JACKSON, Miss.

Population	167,100
Families	42,700
Retail Sales	\$121,527,000
Food Sales	\$22,762,000
Drug Sales	\$3,521,000
E.B.I.	\$162,681,000

Copiah (10%), Hinds (80%),
Madison (50%), Rankin

JACKSONVILLE, Fla.

Population	1,609,700
Families	484,100
Retail Sales	\$1,538,107,000
Food Sales	\$375,635,000
Drug Sales	\$55,683,000
E.B.I.	\$1,892,490,000

Alachua, Baker, Bradford, Brevard, Citrus, Clay, Columbia, Duval, Flagler, Hamilton, Hillsborough, Lake, Marion, Nassau, Orange, Osceola, Pasco, Pinellas, Polk, Putnam, St. Johns, Seminole, Sumter, Suwanee, Volusia; Georgia: Brantley, Camden, Charlton, Clinch, Glynn, Lowndes, Pierce, Ware, Wayne

JOHNSTOWN, Pa.

Population	1,595,200
Families	439,900
Retail Sales	\$1,346,747,000
Food Sales	\$375,012,000
Drug Sales	\$28,272,000
E.B.I.	\$1,853,360,000

Bedford, Blair, Butler, Cambria, Cameron, Centre, Clarion, Clearfield, Clinton, Elk, Franklin, Fulton, Huntington, Indiana, Juniata, Jefferson, Mifflin, Somerset, Westmoreland; Maryland: Allegany, Garrett

KALAMAZOO, Mich.

Population	2,012,900
Families	597,900
Retail Sales	\$2,260,417,000
Food Sales	\$538,492,000
Drug Sales	\$76,290,000
E.B.I.	\$3,160,937,000

Allegan, Barry, Berrien, Branch, Calhoun, Cass, Eaton, Hillsdale, Ingham, Ionia, Jackson, Kalamazoo, Kent, Ottawa, St. Joseph, Van Buren; Indiana: Allen, De Kalb, Elkhart, Kosciusko, LaGrange, Marshall, Noble, St. Joseph, Steuben

KANSAS CITY, Mo.

Population	1,730,200
Families	550,400
Retail Sales	\$1,802,860,000
Food Sales	\$363,994,000
Drug Sales	\$82,563,000
E.B.I.	\$2,521,211,000

Andrew, Barton, Bates, Benton, Buchanan, Caldwell, Carroll, Cass, Cedar, Chariton, Clay, Clinton, Cooper, Daviess, De Kalb, Gentry, Henry, Holt, Jackson, Johnson, Lafayette, Livingston, Nodaway, Pettis, Platte, Ray, St. Clair, Saline, Vernon; Kansas: Atchison, Bourbon, Brown, Doniphan, Douglas, Franklin, Jackson, Jefferson, Johnson, Leavenworth, Linn, Miami, Osage, Shawnee, Wyandotte



**Yes-300,000 Set Owners
waiting for your**

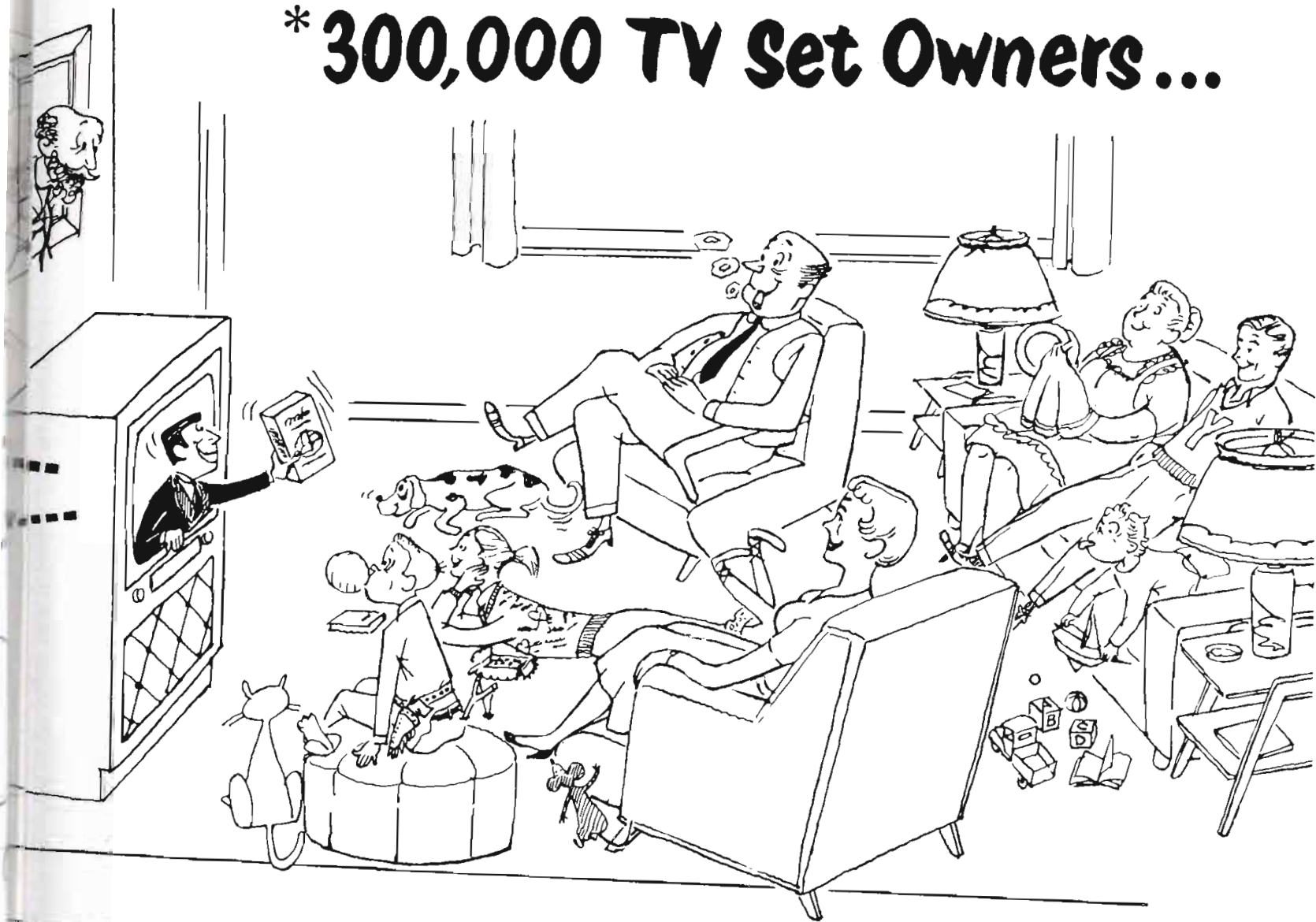
Sales Message on

WFBM-TV

INDIANAPOLIS

Home in Indiana-

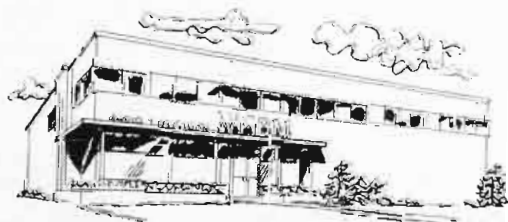
*300,000 TV Set Owners...



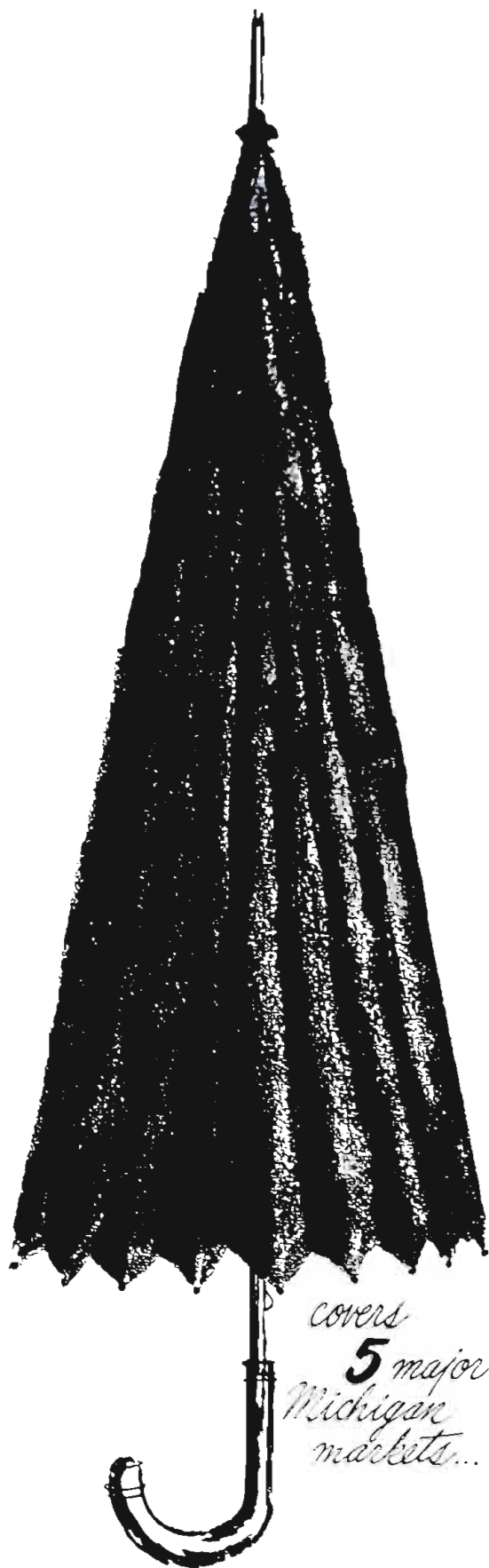
FEBRUARY 1953

Day and night you'll find Mr. and Mrs. John Q. Public "at home in Indiana" to WFBM-TV and its sponsors. This public acceptance of Indiana's PIONEER Station means that you have a friendly, receptive . . . and BIG . . . audience ready to listen to your sales story. Your first choice for ADVERTISING IMPACT should be WFBM-TV, Indianapolis, *Best in Indiana.*

W F B M - T V



1330 North Meridian Street • Indianapolis 2, Indiana
Represented Nationally by The Katz Agency
Affiliated with WEOA, Evansville; WFBM, Indianapolis;
WFDF, Ellettsville; WOOD and WOOD-TV, Grand Rapids



*covers
5 major
Michigan
markets...*

**JACKSON-FLINT
BATTLE CREEK
SAGINAW-LANSING
WJIM-TV
CHANNEL 6 • LANSING**

COMING SOON
1,000 FT. TOWER • 100,000 WATTS POWER

LANCASTER, Pa.

Population	1,363,000
Families	391,500
Retail Sales	\$1,327,232,000
Food Sales	\$314,052,000
Drug Sales	\$29,470,000
E.B.I.	\$2,048,508,000

Adams, Berks, Cumberland, Dauphin, Lancaster, Lebanon, Perry, Schuylkill, York.

LANSING, Mich.

Population	1,206,100
Families	346,800
Retail Sales	\$1,271,312,000
Food Sales	\$321,746,000
Drug Sales	\$40,702,000
E.B.I.	\$1,784,671,000

Barry, Branch, Clare, Clinton, Eaton, Genesee, Gladwin, Gratiot, Hillsdale, Ingham, Ionia, Isabella, Jackson, Livingston, Midland, Montcalm, Saginaw, Shiawassee, Tuscola

LAWTON, Okla.

Population	215,900
Families	63,300
Retail Sales	\$185,943,000
Food Sales	\$42,130,000
Drug Sales	\$6,481,000
E.B.I.	\$229,255,000

Caddo (50%), Comanche, Cotton, Grady (50%), Jackson (25%), Jefferson (75%), Kiowa, Stephens, Tillman; Texas: Clay (33%), Wichita (25%)

LINCOLN, Neb.

Population	232,100
Families	73,000
Retail Sales	\$239,809,000
Food Sales	\$42,121,000
Drug Sales	\$7,702,000
E.B.I.	\$359,378,000

Butler, Cass (75%), Fillmore (25%), Gage (75%), Jefferson (25%), Johnson, Lancaster, Otoe (75%), Polk (25%), Saunders, Seward, York (50%)

LOS ANGELES, Calif.

Population	5,788,100
Families	1,888,800
Retail Sales	\$6,424,163,000
Food Sales	\$1,539,302,000
Drug Sales	\$219,092,000
E.B.I.	\$9,976,909,000

Kern, Los Angeles, Orange, Riverside, San Bernardino, San Luis Obispo, Santa Barbara, Tulare, Ventura

LOUISVILLE, Kentucky

Population	1,577,400
Families	436,400
Retail Sales	\$1,259,608,000
Food Sales	\$289,337,000
Drug Sales	\$44,800,000
E.B.I.	\$1,895,430,000

Adair, Anderson, Barren, Boyle, Breckinridge, Bullitt, Carroll, Casey, Clark, Daviess, Fayette, Franklin, Gallatin, Garrard, Grayson, Green, Hardin, Hart, Henry, Jefferson, Jessamine, Larue, Madison, Marion, Meade, Mercer, Metcalfe, Montgomery, Muhlenberg, Nelson, Oldham, Owen, Pulaski, Scott, Shelby, Spencer, Taylor, Trimble, Warren, Washington, Woodford; Indiana: Clark, Crawford, Dubois, Floyd, Harrison, Jackson, Jennings, Jefferson, Orange, Perry, Scott, Switzerland, Washington

LUBBOCK, Tex.

Population	296,700
Families	84,700
Retail Sales	\$364,292,000
Food Sales	\$71,212,000
Drug Sales	\$12,802,000
E.B.I.	\$399,554,000

Bailey, Borden, Briscoe, Castro, Cochran, Crosby, Dawson, Dickens, Floyd, Hale, Hockley, Kent, Lamb, Lubbock, Lynn, Motley, Swisher, Terry, Yoakum

FLASH!

**WAVE-TV
OFFERS TOP
PARTICIPATING
PROGRAMS!**

"FLAVOR TO TASTE"—Louisville's best cooking program.

"DIAL FOR DISCS"—popular disc jockey show.

"OLD SHERIFF"—Western films, for kids of all ages.

"MAN ON THE STREET"—entertaining downtown street interviews.

"POP THE QUESTION"—studio-audience quiz show with prizes.

"MARKET BASKET"—informative food shopping-guide program.

"MASTERPIECE MOVIE TIME"—recent top-flight film classics, Tuesdays at 9:45 p.m.

"SPORTS SLANTS"—early-evening sports show.

"HEALTHY, WEALTHY & WISE"—children's audience-participation quiz.

"FARMS AND FOLKS"—Louisville's only agriculture program.

"MATINEE THEATER"—daytime show of popular, full-length movies.

For full details, see your Free & Peters Colonel or write direct.



**NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY**

FREE & PETERS, Inc.
Exclusive National Representatives



First

IN LINCOLN

NEBRASKA'S CAPITOL CITY



COVERING 450,000 PERSONS IN THE RICH SOUTHEAST NEBRASKA MARKET

First

IN PROGRAM AVAILABILITIES

- Time for Beany
- Boston Blackie
- Favorite Story
- China Smith
- Life with Riley
- Story Theatre
- Boxing
- Wrestling
- And many more

Represented Nationally by

WEED TELEVISION

LYNCHBURG, Va.

Population	872,100
Families	221,100
Retail Sales	\$610,390,000
Food Sales	\$134,402,000
Drug Sales	\$19,261,000
E.B.I.	\$906,471,000

Albemarle, Alleghany, Amelia, Amherst, Appomattax, Augusta, Bath, Bedford, Botetourt, Buckingham, Campbell, Charlotte, Craig, Cumberland, Fluvanna, Franklin, Goochland (50%), Greene, Halifax, Henry (50%), Highland, Louisa (33%), Lunenburg (75%), Mecklenburg (25%), Nelson, Nottoway (50%), Pittsylvania, Powhatan (50%), Prince Edward, Roanoke, Rockbridge, Rockingham; West Virginia: Greenbrier (33%), Pochahontas (50%)

MEMPHIS, Tenn.

Population	1,719,600
Families	460,900
Retail Sales	\$1,249,679,000
Food Sales	\$272,821,000
Drug Sales	\$34,216,000
E.B.I.	\$1,553,242,000

Chester, Crockett, Dyer, Fayette, Gibson, Hardeman, Haywood, Lake, Lauderdale, Madison, McNairy, Obion, Shelby, Tipton, Weakley; Arkansas: Crittenden, Cross, Lee, Mississippi, Phillips, Poinsett, St. Francis; Missouri: Alcorn, Bolivar, Coahoma, De Soto, Lafayette, Leflore, Marshall, Panola, Pontotoc, Quitman, Tate, Tippah, Tishomingo, Tunica, Yalobusha; Missouri: New Madrid, Peniscott

MIAMI, Fla.

Population	834,200
Families	263,700
Retail Sales	\$1,055,897,000
Food Sales	\$220,117,000
Drug Sales	\$48,207,000
E.B.I.	\$1,129,994,000

Broward, Dade, Lee, Monroe, Palm Beach, Saint Lucie

MINNEAPOLIS-ST. PAUL, Minn.

Population	2,774,400
Families	808,600
Retail Sales	\$2,894,764,000
Food Sales	\$643,543,000
Drug Sales	\$75,056,000
E.B.I.	\$3,808,855,000

Minnesota: Anoka, Benton, Blue Earth, Brown, Carlton, Carver, Chippewa, Chisago, Cottonwood, Crow Wing, Dakota, Dodge, Faribault, Fillmore, Freeborn, Goodhue, Hennepin, Isanti, Kanabec, Kandiyohi, Le Sueur, Lyon, McLeod, Martin, Meeker, Mille Lacs, Mower, Murray, Nicollet, Olmsted, Pine, Pope, Ramsey, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Swift, Todd, Wabasha, Waseca, Washington, Watonwan, Winona, Wright

Wisconsin: Barron, Buffalo, Burnett, Chippewa, Clark, Dunn, Eau Claire, Jackson, LaCrosse, Monroe, Pepin, Pierce, Polk, Rusk, St. Croix, Sawyer, Trempeleau, Washburn
Iowa: Howard, Kossuth, Mitchell, Winnebago, Winneshiek, Worth

MILWAUKEE, Wis.

Population	2,288,800
Families	661,100
Retail Sales	\$2,507,963,000
Food Sales	\$547,598,000
Drug Sales	\$64,504,000
E.B.I.	\$3,985,676,000

Brown, Calumet, Columbia, Dane, Fond du Lac, Green, Green Lake, Jefferson, Kenosha, Kewaunee, Manitowoc, Milwaukee, Outagamie, Ozaukee, Racine, Rock, Sheboygan, Walworth, Washington, Waukesha, Waupaca, Winnebago

WMCT

MEMPHIS OFFERS

D. A.!

(Delivered Audience)

that's

slightly phenomenal

• In a recent Hooper survey of 23 TV cities,

WMCT was the 2nd highest rated station

• The first 15 shows on WMCT have teleratings from

76.0 to 60.0!*

• The next 22 highest rated shows have teleratings from

60.0 to 50.0.*

and it doesn't take much figuring to compute the Delivered Audience from WMCT's 200,000 TV homes.

* TV area Hooperatings — Nov., 1952

WMCT

National Representatives:

THE BRANHAM COMPANY

Owned and operated by

THE COMMERCIAL APPEAL

CHANNEL 5 • MEMPHIS AFFILIATED WITH NBC

ALSO AFFILIATED WITH CBS, ABC AND DUMONT

MOBILE, Ala.

Population	564,300
Families	151,100
Retail Sales	\$385,667,000
Food Sales	\$98,888,000
Drug Sales	\$14,957,000
E.B.I.	\$565,938,000

Baldwin, Clarke, Escambia, Marengo, Mobile, Monroe, Washington; Mississippi: George, Jackson; Florida: Escambia

NASHVILLE, Tenn.

Population	1,402,900
Families	382,000
Retail Sales	\$898,746,000
Food Sales	\$207,856,000
Drug Sales	\$94,288,000
E.B.I.	\$1,227,138,000

Bedford, Cannon, Carroll, Cheatham, Coffee, Cumberland, Davidson, De Kalb, Dickson, Franklin, Giles, Henderson, Henry, Hickman, Houston, Humphreys, Lawrence, Lewis Lincoln, Macon, Marion, Marshall, Maury, Montgomery, Moore, Overton, Perry, Putnam, Robertson, Rutherford, Smith, Sumner, Trousdale, Warren, Wayne, Weakley, White, Williamson, Wilson; Kentucky: Allen, Barren, Calloway, Christian, Logan, Metcalfe, Monroe, Muhlenberg, Simpson, Todd, Warren

NEW BRITAIN-HARTFORD, Conn.

Population	1,791,800
Families	515,100
Retail Sales	\$1,997,956,000
Food Sales	\$527,164,000
Drug Sales	\$62,371,000
E.B.I.	\$3,132,164,000

Hartford, Litchfield (75%), Middlesex, New Haven, New London (50%),

Tolland; Mass.: Berkshire (25%), Hampden

NEW HAVEN, Conn.

Population	1,783,700
Families	512,900
Retail Sales	\$1,984,355,000
Food Sales	\$524,390,000
Drug Sales	\$62,300,000
E.B.I.	\$3,128,889,000

Hartford, Litchfield, Middlesex, New Haven, New London (50%), Tolland; Massachusetts: Hampden

NEW ORLEANS, Louisiana

Population	1,910,000
Families	521,800
Retail Sales	\$1,371,375,000
Food Sales	\$329,431,000
Drug Sales	\$48,357,000
E.B.I.	\$1,973,614,000

Acadia, Ascension, Assumption, Avoyelles, Concordia, East Baton Rouge, East Feliciana, Evangeline, Iberia, Iberville, Jefferson, Lafayette, La Fourche, Livingston, Orleans, Plaquemines, Pointe Coupee, Rapides, St. Bernard, St. Charles, St. James, St. John Baptist, St. Landry, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Vermilion, Washington, West Feliciana, Amite, Hancock, Marion, Pearl River, Pike, Walthall, Wilkinson

NEW YORK, N. Y.

Population	15,260,800
Families	4,509,700
Retail Sales	\$17,345,409,000
Food Sales	\$4,890,977,000
Drug Sales	\$437,397,600
E.B.I.	\$28,442,594,000

Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens,

Richmond, Rockland, Suffolk, Westchester; Connecticut: Fairfield, New Haven; New Jersey: Bergen, Essex, Hudson, Hunterton, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren

NORFOLK, Va.

Population	1,266,000
Families	324,000
Retail Sales	\$907,486,000
Food Sales	\$223,402,000
Drug Sales	\$26,925,000
E.B.I.	\$1,372,705,000

Elizabeth City, Gloucester, Greenville, Isle of Wight, James City, Lancaster, Mathews, Nansemond, New Kent, Norfolk, Northampton, Princess Anne, Southampton, Surrey, Sussex, Warwick, York; North Carolina: Beaufort, Bertie, Camden, Craven, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Martin, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington

OKLAHOMA CITY, Okla.

Population	1,176,800
Families	358,100
Retail Sales	\$1,027,399,000
Food Sales	\$215,303,000
Drug Sales	\$37,419,000
E.B.I.	\$1,313,188,000

Alfalfa, Blaine, Bryan,, Caddo, Canadian, Carter, Cleveland, Coal, Comanche, Cotton, Custer, Dewey, Garfield, Garvin, Grady, Grant, Hughes, Jackson, Kingfisher, Kiowa, Lincoln, Logan, Major, McClain, Murray, Noble, Okfuskee, Oklahoma, Payne, Pontotoc, Pottawatomie, Seminole, Stephens, Tillman, Washita

How to get a local Build Up in New York

High rated shows like these put WABD on top in New York television. If you want to build yourself up in this giant market, you will find it more economical, more possible to do it on WABD.

WILD BILL HICKOK

17.8*

BOSTON BLACKIE

14.7*

TERRY AND THE PIRATES

13.1*

DEATH VALLEY DAYS

13.1*

WABD
CHANNEL

5

Key Station of The

DU MONT

TELEVISION NETWORK

*Nielsen, New York
4-weeks ending Feb. 7, 1953

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

IT *Happened* **ONE NIGHT!**



- There's an old saying that *everything* happens at night . . . especially in New Orleans! We'll qualify that somewhat, and say that *anything* can happen at night . . . especially on WDSU-TV.
- Take, for instance, the Sunday night that a local department store featured \$1.29 children's pajamas in a one minute commercial. Nothing unusual, you say? Well, we beg to differ—because something certainly *did* happen *that* night!
- Next morning, the store was flooded with calls . . . and by evening the pajamas were completely sold out. Within three days—1200 of these pajamas had been purchased by economy-wise TV viewers.
- Remember . . . lots does happen at night (and in daytime, too) on WDSU-TV. So don't lose sleep—we can solve your sales problem *anytime* in the "Billion Dollar New Orleans Market"!

• Write, Wire or Phone BLAIR-TV!

WDSU-TV
CHANNEL 6
NEW ORLEANS

OMAHA, Neb.

Population	1,109,500
Families	337,100
Retail Sales	\$1,224,162,000
Food Sales	\$231,162,000
Drug Sales	\$34,416,000
E.B.I.	\$1,682,952,000

Nebraska: Burt, Butler, Cass, Cedar, Colfax, Cuming, Dodge, Douglas, Fillmore, Gage, Hamilton, Jefferson, Johnson, Lancaster, Madison, Merrick, Nemaha, Otoe, Pawnee, Pierce, Platte, Polk, Richardson, Soline, Sorpy, Saunders, Seward, Thayer, Thurston, Washington, Wayne, York
 Iowa: Adoms, Audubon, Corroll, Coss, Crawford, Fremont, Horrison, Mills, Monona, Montgomery, Page, Pottowattamie, Shelby, Taylor
 Missouri: Holt

PEORIA, Ill.

Population	269,100
Families	80,800
Retail Sales	\$270,471,000
Food Sales	\$64,423,000
Drug Sales	\$6,645,000
E.B.I.	\$473,662,000

Peorio, Tozewell, Woodford (50%)

PHILADELPHIA, Pa.

Population	6,195,400
Families	1,752,600
Retail Sales	\$6,503,332,000
Food Sales	\$1,368,279,000
Drug Sales	\$160,400,000
E.B.I.	\$10,339,279,000

Berks, Bucks, Chester, Delaware, Lancaster, Lehigh, Montgomery, Northampton, Philadelphia; Delaware: New Castle; New Jersey: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Middlesex, Monmouth, Ocean, Salem, Somerset; Maryland: Cecil

PHOENIX, Ariz.

Population	585,500
Families	170,400
Retail Sales	\$613,289,000
Food Sales	\$137,641,000
Drug Sales	\$23,216,000
E.B.I.	\$795,374,000

Arizona: Maricopa, Pima, Pinal, Yavapai

PITTSBURGH, Pa.

Population	3,950,100
Families	1,116,900
Retail Sales	\$3,908,181,000
Food Sales	\$1,081,406,000
Drug Sales	\$98,536,000
E.B.I.	\$5,978,633,000

Allegheny, Armstrong, Beaver, Butler, Clarion, Fayette, Greene, Indiana, Lawrence, Mercer, Somerset, Venango, Washington, Westmoreland; Ohio: Belmont, Carroll, Columbiana, Harrison, Jefferson, Mohoning; West Virginia: Brooke, Hancock, Marshall, Monongalia, Ohio, Preston, Wetzel

PORTLAND, Ore.

Population	455,000
Families	147,300
Retail Sales	\$530,058,000
Food Sales	\$119,825,000
Drug Sales	\$11,745,000
E.B.I.	\$766,732,000

Clackamas (25%), Columbia (25%), Marion (50%), Multnomah (50%), Washington, Yamhill (50%); Washington: Clark (50%)

PROVIDENCE, R. I.

Population	2,073,500
Families	597,800
Retail Sales	\$1,974,877,000
Food Sales	\$571,566,000
Drug Sales	\$65,627,000
E.B.I.	\$3,220,368,000

Bristol, Kent, Newport, Providence, Washington; Connecticut: New London,

Windham; Massachusetts: Barnstable, Bristol, Dukes, Norfolk, Plymouth

PUEBLO, Colo.

Population	164,100
Families	47,700
Retail Sales	\$157,986,000
Food Sales	\$35,932,000
Drug Sales	\$5,085,000
E.B.I.	\$224,025,000

Crowley, Custer (50%), El Paso (50%), Fremont (33%), Huerfano (33%), Las Animas (10%), Otero (50%), Pueblo, Teller (35%)

READING, Pa.

Population	1,262,400
Families	360,800
Retail Sales	\$1,253,096,000
Food Sales	\$304,922,000
Drug Sales	\$28,192,000
E.B.I.	\$1,858,665,000

Berks, Dauphin, Lebanon, Lehigh, Luzerne (50%), Northumberland, Schuylkill

RICHMOND, Va.

Population	1,059,000
Families	272,800
Retail Sales	\$1,060,532,000
Food Sales	\$181,903,000
Drug Sales	\$25,717,000
E.B.I.	\$1,243,468,000

Albemarle, Amelio, Appomattox, Brunswick, Buckingham, Caroline, Charlotte, Chesterfield, Cumberland, Dinwiddie, Essex, Fluvanna, Gloucester, Goochland, Greene, Greensville, Hanover, Henrico, Isle of Wight, James City, King George, King William, Lancaster, Louisa, Lunenburg, Mathews, Madison, Mecklenburg, Middlesex, Nelson, New Kent, Northumberland, Nottoway, Orange, Powhatan, Prince Edward, Prince George, Richmond, Southampton, Spotsylvania, Sussex, Warwick, Westmoreland, York

FRONT ROW CENTER, PITTSBURGH

A darkened room, a couch and chairs, a group of faces reflecting light from a magic lantern. This is a box seat in the new theatre of the home, the wonderful theatre of television.

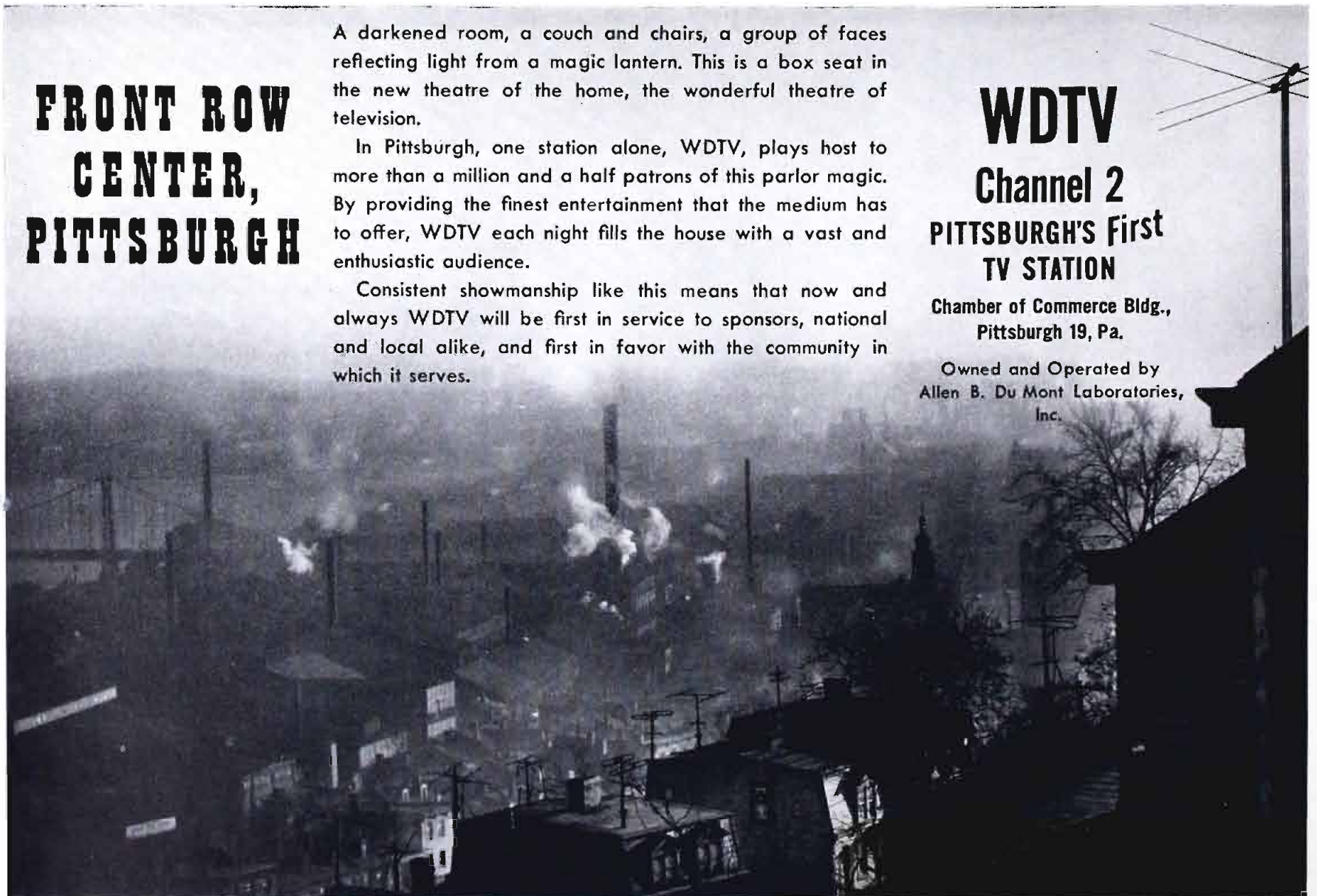
In Pittsburgh, one station alone, WDTV, plays host to more than a million and a half patrons of this parlor magic. By providing the finest entertainment that the medium has to offer, WDTV each night fills the house with a vast and enthusiastic audience.

Consistent showmanship like this means that now and always WDTV will be first in service to sponsors, national and local alike, and first in favor with the community in which it serves.

WDTV Channel 2 PITTSBURGH'S First TV STATION

Chamber of Commerce Bldg.,
Pittsburgh 19, Pa.

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



OPERATION TEST CITY

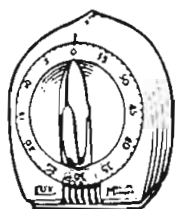


PROVIDENCE, R. I.



OPERATION ADVERTISER

WJAR-TV



WJAR-TV SELLS Providence, plus . . .

- All of Rhode Island
- Southeastern Massachusetts and the rich
- Southern New England market.

Total Population WJAR-TV

market: 5,204,300

Effective buying income: \$8,222,224,000

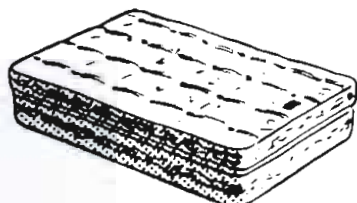
Total Retail Sales: \$5,379,281,000

SURPLUS E. B. I.: \$2,842,943,000

- WJAR-TV reaches this prize market with a more intense impact than any other medium!
- WJAR-TV awards you a bonus of **UNDUPLICATED COVERAGE** in 280,000 homes!



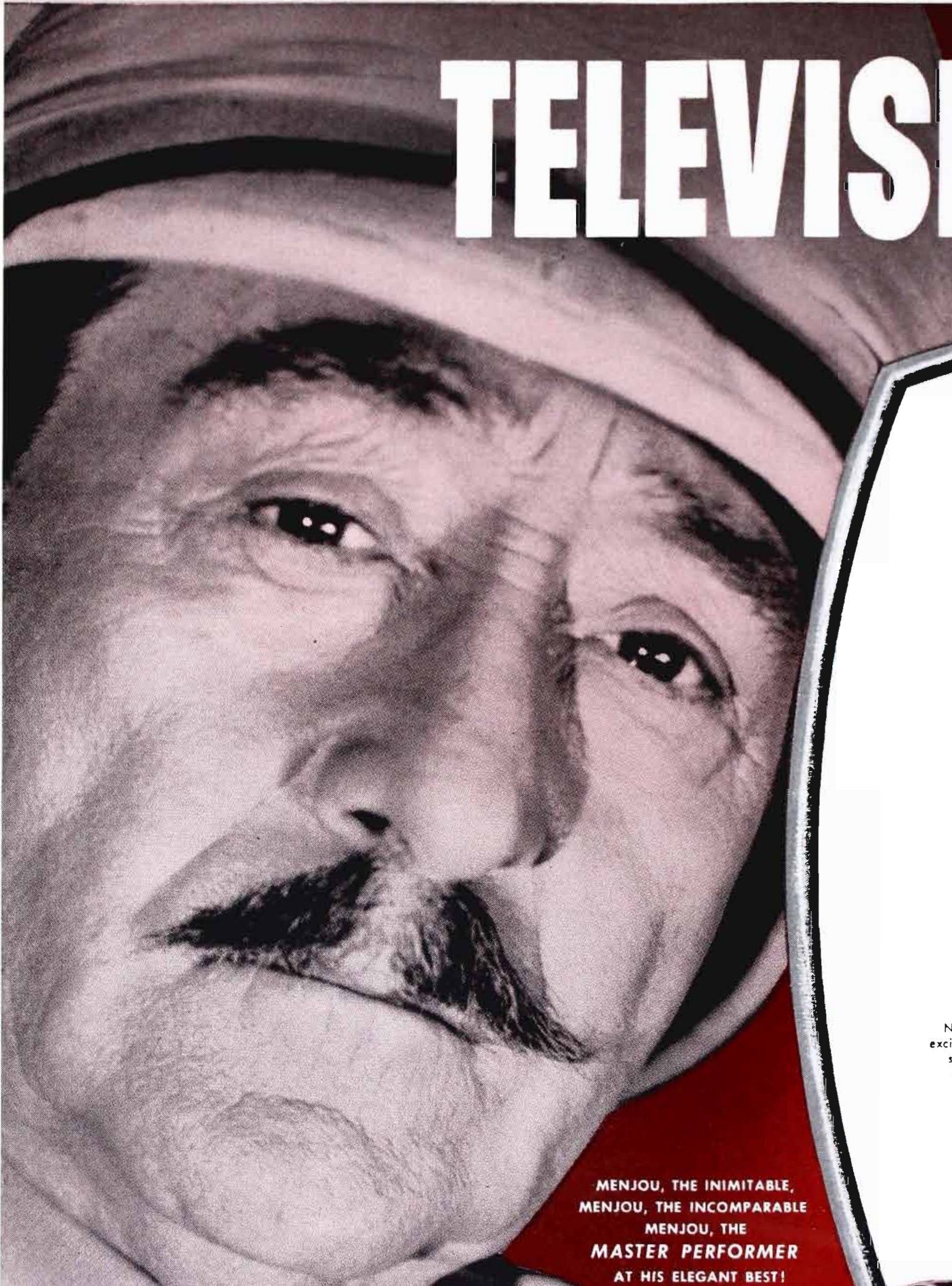
**For More Persistent Salesmanship . . .
More Certain Results test the Prosperous Providence Market with**



WJAR-TV CHANNEL 11 PROVIDENCE

Represented Nationally by WEED TELEVISION

TELEVISION'S



MENJOU, THE INIMITABLE,
MENJOU, THE INCOMPARABLE
MENJOU, THE
MASTER PERFORMER
AT HIS ELEGANT BEST!

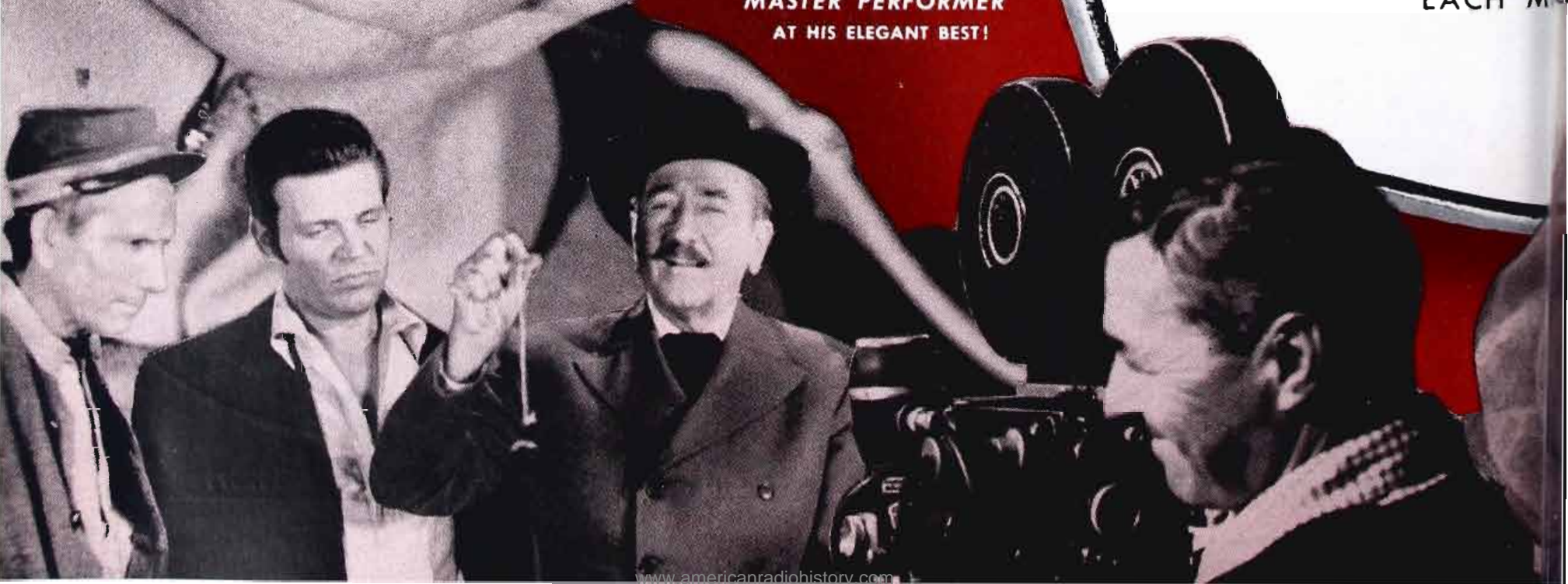
Never before such
exciting portrayals . . .
such a galaxy of
dramatic talent!

W
A
M

“**EA**

Television

EACH M



MASH HIT!

... week, brilliant beyond belief...

DOLPHIE ENJOU

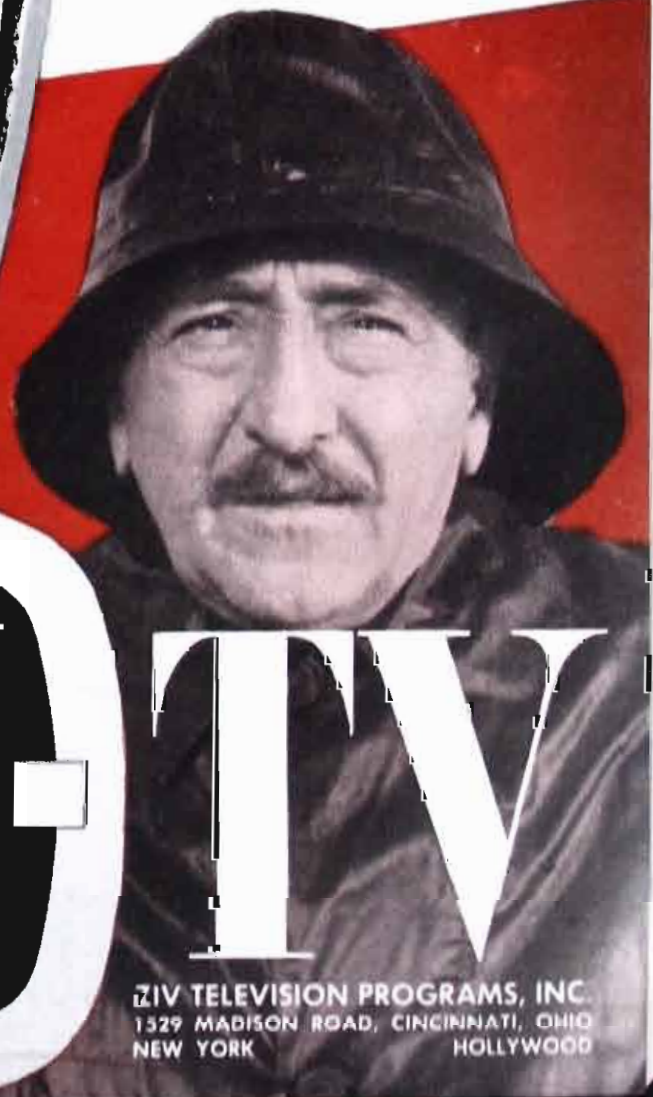
HOST AND STAR IN

"PRIORITY MEMORY"

Planned for 3 Full Length
Commercials Plus Opening
and Closing Sponsor
Identifications

... greatest dramatic achievement...

... STORY A COMPLETE AND CAPTIVATING
... HALF-HOUR DRAMA!



SOLD ...

- To SCHAEFER BEER for NEW YORK!
- To TUMS for CHICAGO and ST. LOUIS!
- To BLATZ BEER for MILWAUKEE!

SOLD ...

- To DREWRY'S BEER for 6 MARKETS!
- To OLYMPIA BREWING CO. for 6 MARKETS!
- To GENESEE BREWING CO. for 5 MARKETS!

SOLD ...

- To SMITHFIELD PACKING CO. for NORFOLK!
- To ZINSMASER BAKERY CO. for MINNEAPOLIS!
- To SUN DRUG COMPANY for PITTSBURGH!

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

ROANOKE, Va.

Population	711,000
Families	181,500
Retail Sales	\$488,238,000
Food Sales	\$109,583,000
Drug Sales	\$14,977,000
E.B.I.	\$715,277,000

Amherst (50%), Bath (25%), Bedford, Bland, Botetourt, Campbell (75%), Carroll, Craig, Floyd, Franklin, Giles, Henry, Montgomery, Patrick, Pittsylvania (75%), Roanoke, Rockbridge (75%), Wythe (75%); West Virginia: Greenbrier (75%), Mercer, Monroe, Summers

ROCHESTER, N. Y.

Population	1,181,600
Families	265,600
Retail Sales	\$922,209,000
Food Sales	\$213,846,000
Drug Sales	\$24,239,000
E.B.I.	\$1,357,235,000

New York: Cayuga, Genesee, Livingston, Monroe, Ontario, Orleans, Schuyler, Seneca, Wayne, Wyoming, Yates

ST. LOUIS, Mo.

Population	3,481,600
Families	1,049,800
Retail Sales	\$3,278,354,000
Food Sales	\$773,977,000
Drug Sales	\$95,491,000
E.B.I.	\$4,840,840,000

Audrain, Boone, Callaway, Cape Girardeau, Cole, Crawford, Dent, Franklin, Gasconade, Iron, Jefferson, Laclede, Lincoln, Madison, Miller, Montgomery, Phelps, Perry, Pike, Pulaski, St. Charles, St. Francois, St. Louis, St. Genevieve, Scott, Stoddard, Warren, Washington; Illinois: Adams, Alexander, Bond, Brown, Calhoun, Cass, Christian, Clay, Clinton, Cumberland, Effingham, Fayette, Franklin, Greene, Hamilton, Jackson, Jasper, Jefferson, Jersey, Logan, Macon, Macoupin, Madison, Marion, Menard, Monroe,

Montgomery, Morgan, Moultrie, Perry, Pike, Randolph, Richland, St. Clair, Saline, Sangamon, Scott, Shelby, Union, Washington, Wayne, Williamson

SALT LAKE CITY, Utah

Population	611,400
Families	170,800
Retail Sales	\$625,960,000
Food Sales	\$132,032,000
Drug Sales	\$19,512,000
E.B.I.	\$838,580,000

Box Elder, Cache, Davis, Juab, Millard, Salt Lake, Sanpete, Tooele, Utah, Wasatch, Weber; Wyoming: Uintah

SAN ANTONIO, Tex.

Population	1,294,800
Families	353,000
Retail Sales	\$1,245,963,000
Food Sales	\$329,624,000
Drug Sales	\$40,877,000
E.B.I.	\$1,753,810,000

Texas: Atascosa, Bandera, Bastrop, Bee, Bexar, Blanco, Caldwell, Comal, DeWitt, Duval, Fayette, Frio, Gillespie, Gonzales, Guadalupe, Hays, Jim Wells, Karnes, Kendall, Kerr, Lavaca, Live Oak, Medina, Nueces, Refugio, San Patricio, Travis, Uvalde, Wilson

SAN DIEGO, Calif.

Population	590,000
Families	187,000
Retail Sales	\$605,358,000
Food Sales	\$145,424,000
Drug Sales	\$19,606,000
E.B.I.	\$1,004,186,000

California: San Diego

SAN FRANCISCO, Calif.

Population	4,420,900
Families	1,377,500
Retail Sales	\$4,946,275,000
Food Sales	\$1,216,629,000
Drug Sales	\$140,532,000
E.B.I.	\$7,475,608,000

California: Alameda, Amador, Butte, Calaveras, Contra Costa, Eldorado,

Fresno, Glenn, Lake, Marin, Mendocino, Merced, Monterey, Napa, Nevada, Placer, Sacramento, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus, Tehama, Tuolumne, Yolo, Yuba

SCHENECTADY, N. Y.

Population	2,267,300
Families	665,200
Retail Sales	\$2,374,690,000
Food Sales	\$1,070,587,000
Drug Sales	\$57,090,000
E.B.I.	\$3,025,181,000

New York: Albany, Columbia, Delaware, Dutchess, Essex, Fulton, Greene, Hamilton, Herkimer, Montgomery, Otsego, Rensselaer, Saratoga, Schenectady, Schoharie, Ulster, Warren, Washington; Vermont: Addison, Bennington, Rutland; Massachusetts: Berkshire, Franklin, Hampden, Hampshire; Connecticut: Litchfield

SEATTLE, Wash.

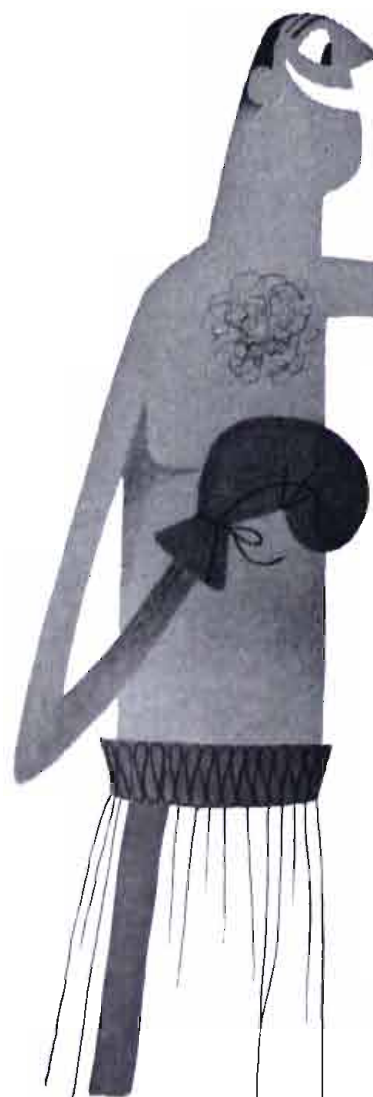
Population	1,639,900
Families	521,100
Retail Sales	\$1,653,547,000
Food Sales	\$397,310,000
Drug Sales	\$46,132,000
E.B.I.	\$2,830,875,000

Washington: Chelan, Clallam, Gray's Harbor, Island, Jefferson, King, Kitsap, Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Snohomish, Thurston, Whatcom

SPOKANE, Wash.

Population	447,500
Families	137,800
Retail Sales	\$445,046,000
Food Sales	\$94,196,000
Drug Sales	\$13,110,000
E.B.I.	\$645,562,000

Adams, Ferry, Franklin, Garfield, Grant, Lincoln; Idaho: Benewah, Bonner, Kootenai, Latah, Shoshone (50%)

**HEIGHT MEANS REACH IN TV, TOO!**

That's why the KSL-TV transmitter was moved to the top of a 9,425-foot mountain peak.

That's what it took to make the vast, booming Intermountain market a leading TV heavyweight contender.

Now beaming a signal from the highest video transmitter in the U. S., KSL-TV's primary area includes 15 counties in two states. Over 650 thousand people in this blue chip corner have an effective buying income of over 850 million dollars . . . and that doesn't count thousands in KSL-TV's secondary coverage area!

The KSL-TV fan club is sky-rocketing, too. According to ARB, KSL-TV is a knockout . . . weighing in on the rating scale with 10 out of the 15 top shows; 71 percent of the total afternoon audience and 52 percent of the total evening viewers.

Handled by CBS Television Spot Sales.

KSL-TV packs a wallop in the Intermountain West!

SALT LAKE CITY

*sources upon request



WASHINGTON

MONTANA

KXLY—Spokane

KXLK—Great Falls

KXLL—Missoula

KXLJ—Helena

KXLF—Butte

KXLQ—Bozeman

IDAHO

KXL—Portland

OREGON

The XL Stations

The Greatest Single Advertising Medium In The *Fast Growing-Wealthy* Pacific Northwest

THE **XL** STATIONS

KXL—Portland

KXLF—Butte

KXLL—Missoula

KXLQ—Bozeman

KXLY—Spokane

KXLK—Great Falls

KXLJ—Helena

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

PLUS

The highest Television Station in the Pacific Northwest

KXLY-TV

Atop Mt. Spokane

Elevation 6018 ft.

SOUTH BEND, Ind.

Population	434,900
Families	130,200
Retail Sales	\$498,085,000
Food Sales	\$111,330,000
Drug Sales	\$14,754,000
E.B.I.	\$615,872,000

Elkhart, Kosciusko (10%),
La Porte (50%), Marshall (50%),
St. Joseph, Starke (10%); Michigan:
Berrien (50%), Cass (50%)

SPRINGFIELD, Mass.

Population	1,071,100
Families	303,000
Retail Sales	\$1,186,145,000
Food Sales	\$303,404,000
Drug Sales	\$37,825,000
E.B.I.	\$1,859,121,000

Hampden, Hampshire; Connecticut:
Hartford, Tolland

SYRACUSE, N. Y.

Population	1,244,300
Families	355,400
Retail Sales	\$1,612,519,000
Food Sales	\$413,318,000
Drug Sales	\$37,573,000
E.B.I.	\$2,050,218,000

New York: Broome, Cayuga, Chenango,
Cortland, Jefferson, Lewis, Madison,
Oneida, Onondaga, Ontario, Oswego,
St. Lawrence, Schuyler, Seneca, Tioga,
Tompkins, Wayne, Yates

TACOMA, Wash.

Population	1,409,900
Families	446,000
Retail Sales	\$1,407,359,000
Food Sales	\$335,825,000
Drug Sales	\$40,142,000
E.B.I.	\$2,519,882,000

Clallam (25%), Grays Harbor (50%),
Island, Jefferson (50%), King, Kitsap,
Kittitas (25%), Lewis, Mason, Pierce,
Snohomish, Yakima (25%)

TOLEDO, Ohio

Population	1,688,100
Families	473,600
Retail Sales	\$1,671,600,000
Food Sales	\$398,991,000
Drug Sales	\$46,103,000
E.B.I.	\$2,558,406,000

Defiance, Erie, Fulton, Hancock, Hardin,
Henry, Huron, Lorain, Lucas, Ottawa,
Paulding, Putnam, Richland, Sandusky,
Seneca, Williams, Wood, Wyandot;
Michigan: Hillsdale, Lenawee, Monroe;
Indiana: Allen, DeKalb, Steuben

TUCSON, Ariz.

Population	117,000
Families	33,500
Retail Sales	\$110,534,000
Food Sales	\$27,345,000
Drug Sales	\$5,039,000
E.B.I.	\$162,114,000

Cochise (25%), Graham (10%),
Pima (50%), Pinal (50%),
Santo Cruz (75%)

TULSA, Okla.

Population	1,674,400
Families	506,900
Retail Sales	\$1,448,174,000
Food Sales	\$404,066,000
Drug Sales	\$64,974,000
E.B.I.	\$1,949,893,000

Adair, Craig, Creek, Delaware, Haskell,
Kay, LeFlore, Lincoln, McIntosh, Mayes,
Muskogee, Noble, Nowata, Okfuskee,
Okmulgee, Osage, Pawnee, Payne,
Pittsburgh, Rogers, Tulsa, Wagoner,
Washington; Kansas: Butler,
Chautauqua, Cherokee, Cowley,
Crawford, Elk, Greenwood, Labette,
Montgomery, Neosho, Sedgwick,
Sumner, Wilson; Missouri: Barry, Jasper,
Lawrence, McDonald, Newton; Arkansas:
Benton, Crawford, Washington

UTICA, N. Y.

Population	1,196,100
Families	329,500
Retail Sales	\$1,294,415,000
Food Sales	\$335,184,000
Drug Sales	\$29,635,000
E.B.I.	\$1,593,765,000

New York: Chenango, Cortland,
Delaware, Fulton, Hamilton, Herkimer,
Jefferson, Lewis, Madison, Montgomery,
Oneida, Onondaga, Oswego, Otsego,
Schoharie

WASHINGTON, D. C.

Population	2,166,900
Families	592,500
Retail Sales	\$2,279,428,000
Food Sales	\$525,259,000
Drug Sales	\$93,989,000
E.B.I.	\$3,501,594,000

Anne Arundel, Calvert, Charles,
Dorchester, Frederick, Howard,
Montgomery, Prince Georges, St. Marys,
Talbot; Virginia: Arlington, Caroline,
Clarke, Culpeper, Fairfax, Fauquier,
Frederick, King George, Loudoun,
Madison, Page, Prince William,
Shenandoah, Spotsylvania, Stafford,
Warren, Westmoreland; West Virginia:
Berkeley, Jefferson; District of Columbia

WICHITA FALLS, Tex.

Population	509,200
Families	150,700
Retail Sales	465,641,000
Food Sales	\$102,071,000
Drug Sales	\$15,418,000
E.B.I.	\$517,751,000

Archer, Baylor, Clay, Foard, Hardeman,
Haskell, Jack, Knox, Montague,
Shackelford, Stephens, Wichita,
Wilbarger, Wise; Oklahoma: Carter,
Comanche, Cotton, Garvin, Grady,
Jackson, Jefferson, Love, Murray,
Stephens, Tillman

FORGING AHEAD

To SALES Supremacy on the LOCAL TV Scene.

Offering Washington Advertisers

— New ENLARGED DOWNTOWN Studios

Only Center-Of-Town TV Location in the Capital

— Most EXPERIENCED Production Staff

Long-time Employees Of Washington's 1st Station

— Strong PROMOTION to Assist Clients

On the Air and Otherwise . . . Spelling Success Stories Plus!

— The BEST in Local PROGRAMMING

Shows Talent that Build, Hold, AND SELL Audiences

**YES, WTTG's "Plus-Offerings" Are Making It The
"HOMETOWN HERO" Among Washington Advertisers!**

CHANNEL

5

WTTG

Washington

D. C.

DUMONT
TELEVISION NETWORK

Newly Represented Nationally By BLAIR TV, Inc.

MARKETS continued

WILKES BARRE, Pa.

Population	669,000
Families	187,300
Retail Sales	\$591,362,000
Food Sales	\$163,453,000
Drug Sales	\$11,947,000
E.B.I.	\$924,906,000

Carbon (50%), Columbia (50%),
Lackawanna (75%), Luzerne,
Monroe (33%), Wyoming

WILMINGTON, Del.

Population	529,500
Families	147,200

Retail Sales	\$518,201,000
Food Sales	\$129,443,000
Drug Sales	\$13,918,000
E.B.I.	\$836,791,000

Kent (50%), New Castle; New Jersey:
Salem; Pennsylvania: Chester (33%),
Delaware (33%); Maryland: Cecil

YORK, Pa.

Population	542,500
Families	156,900
Retail Sales	\$535,844,000
Food Sales	\$124,176,000
Drug Sales	\$11,887,000
E.B.I.	\$859,775,000

Adams (50%), Cumberland (50%),
Dauphin (50%), Lancaster (50%),
Lebanon (50%), York

YOUNGSTOWN, Ohio

Population	674,100
Families	189,100
Retail Sales	\$628,775,000
Food Sales	\$168,356,000
Drug Sales	\$14,346,000
E.B.I.	\$780,748,000

Columbiana (50%), Mahoning, Portage,
Trumbull; Pennsylvania: Beaver (10%),
Lawrence (50%), Mercer (50%)

STATION ID STANDARDS

The stations listed have sent written acceptances of the standardized Station IDs to the Station Representatives Association. They have agreed to these specifications:

Trade name of ID segment—These spots will be identified by the agencies and stations as ten seconds even though the actual commercial-station ID portion totals only eight seconds.

Position of Station ID Audio—The audio portion of the station's identification will follow the audio portion of the commercial.

Position of Station ID Visual—Commercials will occupy three quarters of the screen area, leaving the upper right quarter of the screen for the station's use.

Timing—

- 1 1/2 seconds (36 frames)—open
- 6 seconds—commercial audio
- 2 seconds—station audio
- 1/2 second (12 frames)—close.



Albuquerque	KOB-TV	Detroit	WJBK-TV	Minneapolis-St. Paul	WCCO-TV	Rock Island	WHBF-TV
Ames	WOI-TV		WWJ-TV		KSTP-TV	Rockford	WTVO
Ann Arbor	WPAG-TV		WXYZ-TV	Mobile	WALA-TV		KFEQ-TV
Atlanta	WAGA-TV			Montgomery	WCOV-TV	St. Joseph	WKNX-TV
	WLTV	El Paso	KEPO-TV	Muncie	WLBC-TV	Saginaw	KDYL-TV
	WSB-TV		KTSM-TV			Salt Lake City	KSL-TV
Atlantic City	WFBG-TV	Erie	WICU	Nashville	WSM-TV		KEYL
				New Britain-Hartford	WKNB-TV	Santa Barbara	KFMB-TV
Baltimore	WBAL-TV	Grand Rapids	WOOD-TV	New Castle	WKST-TV	San Diego	KGO-TV
	WMAR-TV	Greensboro	WFMY-TV	New Haven	WNHC-TV	San Francisco	KPIX
Baton Rouge	WAFB-TV			New Orleans	WDSU-TV		KROW-TV
Binghamton	WNBF-TV			New York	WABD	Santa Barbara	KEYT
Birmingham	WAFM-TV	Holyoke	WHYN-TV		WCBS-TV	Schenectady	WRGB
	WBRC-TV	Huntington	WSAZ-TV		WJZ-TV	Seattle	KING-TV
Bloomington	WTTV				WNBT	Scranton	WTVU-TV
Boston	WBZ-TV	Indianapolis	WFBM-TV		WOR-TV	Sioux City	KVTV
	WNAC-TV	Ithaca	WHCU-TV		WPIX	Spokane	KHO-TV
Bridgeport	WICC-TV			Norfolk	WTAR-TV		KXLY-TV
		Jackson	WJTV			Springfield, Mo.	KTTT-TV
Charlotte, N. C.	WBTV	Jacksonville	WMBR-TV	Oklahoma City	WKY-TV		WWLP
Chicago	KBKB	Johnstown	WJAC-TV	Omaha	WOW-TV	Toledo	WSPD-TV
	WENR-TV			Oshkosh	KMTV	Tucson	KOPO-TV
Cincinnati	WNBO	Kalamazoo	WKZO-TV		WOSH-TV	Tulsa	KOTV
	WCPO-TV	Kansas City	WDAF-TV	Peoria		Utica-Rome	WKTV
	WLW-TV			Philadelphia	WEEK-TV	Washington, D. C.	WMAL-TV
Cleveland	WKRC-TV	Lansing	WJIM-TV		WFIL-TV		WNBW
	WBNK	Lima	WLOK-TV	Phoenix	WCAU-TV		WTOP-TV
	WEWS	Lincoln	KOLN-TV	Pittsburgh	WPTZ		WTTG
	WXEL	Los Angeles	KHJ-TV	Pueblo	KPHO-TV		
Colorado Springs	KKTU		KECA-TV		WDTV		
Columbia, S. C.	WCOS-TV		KLAC-TV		KCSJ-TV		
Columbus	WLW-C		KNBH		KDZA-TV		
	WBNS-TV		KNXT	Reading	WEEU-TV	Wilkes-Barre	WILK-TV
	WTVN		KTLA		WHUM-TV	Wilmington	WBRE-TV
Dallas	KRLD-TV		KTTV	Richmond	WTVR		WDEL-TV
	WFAA-TV	Louisville	WKLO-TV	Roanoke	WROV-TV	York	WNOW-TV
Davenport	WOC-TV	Lubbock	KDUB-TV		WSLS-TV		WSBA-TV
Dayton	WHIO-TV	Lynchburg	WLVA-TV	Rochester	WFTV	Youngstown	WFMJ-TV
	WLW-D	Memphis	WMCT		WHAM-TV		
Denver	KFEL-TV	Miami	WTVJ				
	WBTV						

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of
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WPTZ Philadelphia • WBZ-TV Boston • WNBK Cleveland • WNBW Washington • KPTV Portland, Ore. • WRGB Schenectady-Albany-Troy.

THE 100 LEADING NATIONAL ADVERTISERS

Expenditures in Magazines, Newspaper Sections, Network Radio and Television for 1952

Figures are for gross time and space
Compiled by Publishers Information Bureau

COMPANY	Total Expenditure	Magazines			Newspaper Sections	Network Radio	Network Television
		General	Farm	Total			
Procter & Gamble Co.	\$38,573,955	\$6,489,790	\$614,737	\$7,104,527	\$1,029,606	\$16,235,025	\$14,204,797
General Foods Corp.	22,028,540	5,865,815	774,340	6,640,155	1,809,655	6,199,430	7,379,300
Colgate-Palmolive-Peet Co.	21,855,606	4,940,916	144,027	5,084,943	4,382,560	4,135,687	8,252,416
General Motors Corp.	19,761,964	11,386,689	1,309,186	12,695,875	835,997	1,221,289	5,008,803
Lever Brothers Co.	17,549,986	1,681,138	59,890	1,741,028	3,441,593	5,759,817	6,607,548
General Mills, Inc.	14,564,970	2,584,881	160,907	2,745,788	1,711,275	6,151,026	3,956,881
R. J. Reynolds Tobacco Co.	14,211,211	2,612,594	343,042	2,955,636	356,828	3,374,806	7,523,941
American Tobacco Co.	13,093,881	3,588,168	25,800	3,613,968	1,229,870	2,332,334	5,917,709
Liggett & Myers Tobacco Co.	12,110,431	3,060,989		3,060,989		4,027,962	5,021,480
General Electric Co.	11,635,421	7,677,622	504,539	8,182,161	327,895	311,695	2,813,670
Gillette Co.	10,118,502	1,202,314	106,715	1,309,029	893,663	4,184,685	3,731,125
Ford Motor Co.	9,757,571	5,594,363	362,190	5,956,553	591,400	143,778	3,065,840
Sterling Drug, Inc.	9,509,411	1,185,425	177,753	1,363,178	1,271,533	6,370,822	503,878
Campbell Soup Co.	8,924,581	3,509,203		3,509,203	421,070	3,489,936	1,504,372
Miles Labs., Inc.	8,347,585	625,685	23,457	649,142	170,652	7,021,901	505,890
American Home Products Corp.	8,318,555	1,116,466	196,190	1,312,656	564,322	4,304,592	2,136,985
Chrysler Corp.	8,203,911	4,874,312	327,718	5,202,030	445,198	945,321	1,611,362
P. Lorillard Co.	7,931,699	1,469,620		1,469,620		2,692,058	3,770,021
Swift & Co.	7,695,200	2,886,851	92,822	2,979,673	1,213,305	3,147,860	354,362
National Dairy Products Corp.	7,657,949	2,545,169	114,056	2,659,225	621,891	1,432,544	2,944,289
Westinghouse Electric Corp.	7,539,383	2,981,513	96,352	3,077,865	129,600	849,479	3,482,439
Philip Morris & Co., Ltd., Inc.	7,170,652	893,941	13,970	907,911	318,250	3,095,001	2,849,490
Pillsbury Mills, Inc.	6,938,393	2,100,272	64,225	2,164,497	474,600	2,344,985	1,954,311
Goodyear Tire & Rubber Co.	6,734,140	4,208,192	444,402	4,652,594	134,050	525,036	1,422,460
Philco Corp.	6,470,956	1,278,453	4,650	1,283,103		2,518,698	2,669,155
Kellogg Co.	6,364,568	795,175	61,950	857,125	111,188	1,810,474	3,585,781
Distillers Corp.—Seagrams, Ltd.	6,280,484	6,230,451		6,230,451	35,716		14,317
Bristol-Myers Co.	6,013,562	2,200,340	159,089	2,359,429	271,039	1,794,510	1,588,584
Quaker Oats Co.	5,495,674	1,613,622	287,775	1,901,397	441,546	1,242,763	1,909,968
Texas Co.	4,665,920	2,529,613	210,285	2,739,898		317,072	1,608,950
Schenley Industries, Inc.	4,635,960	3,844,835		3,844,835	54,775		736,350
American Telephone & Telegraph Co.	4,485,128	3,404,911	295,245	3,700,156		784,972	
Armour & Co.	4,271,075	2,252,145	108,348	2,360,493	313,411	1,330,190	266,981
Radio Corp. of America	4,215,064	1,434,246	13,200	1,447,446	55,450	784,272	1,927,896
Firestone Tire & Rubber Co.	4,197,339	2,005,757	250,365	2,256,122		706,147	1,235,070
E. I. du Pont de Nemours & Co., Inc.	3,915,564	2,537,803	133,589	2,671,392	447,828	661,914	134,430
S. C. Johnson & Son, Inc.	3,897,190	585,935		585,935		2,035,414	1,275,841
National Distillers Products Corp.	3,454,243	3,425,068	29,175	3,454,243			
National Biscuit Co.	3,218,095	1,170,810	79,953	1,250,763	97,732	1,423,260	446,340
Joseph Schlitz Brewing Co.	3,139,467	1,355,602		1,355,602		399,355	1,384,510
Johnson & Johnson	3,090,471	2,192,391	205,909	2,398,300	177,956		514,215
Coca-Cola Co.	3,070,067	2,013,996		2,013,996	28,250	1,027,821	
Avco Manufacturing Corp.	2,940,613	1,347,920	210,850	1,558,770	27,500	190,206	1,164,137
Rexall Drug, Inc.	2,933,194	1,137,201	168,925	1,306,126	29,198	1,324,430	273,440
William Wrigley, Jr., Co.	2,911,941	362,640		362,640		2,044,941	504,360
Pabst Brewing Co.	2,882,502	629,459		629,459		648,983	1,604,060
American Chicle Co.	2,766,997	396,921		396,921	161,874	1,313,115	895,087
Standard Brands, Inc.	2,739,401	1,541,216	106,399	1,647,615	390,946		700,840
Andrew Jergens Co.	2,682,651	1,608,436	155,200	1,763,636	77,338	129,767	711,910
Gulf Oil Corp.	2,586,075	424,554	43,200	467,754		1,170,801	947,520
Admiral Corp.	2,569,388	863,481	14,700	878,181	312,520	703,097	675,590
Borden Co.	2,551,353	1,768,302	62,586	1,830,888			720,465
B. F. Goodrich Co.	2,533,008	1,453,988	215,143	1,669,131			863,877
Nash-Kelvinator Corp.	2,527,383	1,596,858	82,500	1,679,358			848,025
International Cellucotton Products Co.	2,516,697	1,732,991		1,732,991	783,706		
Scott Paper Co.	2,514,136	1,949,204		1,949,204	411,016		153,916
Armstrong Cork Co.	2,441,465	943,637		943,637		426,498	1,071,330
California Packing Corp.	2,427,769	1,915,847		1,915,847	235,800	15,645	260,477
Manhattan Soap Co.	2,406,226	405,975		405,975	303,115	1,442,346	254,790
Electric Auto-Lite Co.	2,334,109	612,032	116,300	728,332		687,132	918,645
Block Drug Co., Inc.	2,306,376	183,465	33,368	216,833	1,039,244	8,949	1,041,350
Hunt Foods, Inc.	2,305,926	1,562,771		1,562,771	530,435		212,720
U. S. Steel Corp.	2,285,858	1,125,252	229,298	1,354,550		931,308	541,425
U. S. Rubber Co.	2,244,693	1,513,108	166,649	1,679,757	15,131	8,380	1,025,565
Sylvania Electric Products, Inc.	2,229,001	596,348		596,348	507,772	99,316	527,325
Lambert Co.	2,227,424	1,499,455	48,218	1,547,673	25,033	127,393	943,760
Aluminum Co. of America	2,193,473	1,144,670	105,043	1,249,713			
H. J. Heinz Co.	2,123,367	1,470,188	14,700	1,484,888	189,203	454,276	227,824
Cannon Mills Co.	2,110,953	1,453,049	62,478	1,515,527		367,602	
Eastman Kodak Co.	2,085,266	2,079,558		2,079,558	5,708		1,296,520
Carter Products, Inc.	2,081,804	212	215	234	11,167	771,768	251,583
Cluett, Peabody & Co., Inc.	2,072,303	1,801,463		1,801,463	19,257		147,660
Prudential Insurance Co. of America	2,065,284	153,785	3,625	157,410	406,485	1,353,729	979,390
Reynolds Metals Co.	2,038,034	470,107	130,546	600,653		457,991	604,000
Chesebrough Manufacturing Co.	1,991,709	553,775		553,775		833,934	670,605
Carnation Co.	1,973,829	717,863	73,400	791,263	15,142	496,819	476,385
Stokely-Van Camp, Inc.	1,944,363	728,065		728,065		739,913	82,020
Pond's Extract Co.	1,932,233	1,429,650		1,429,650	420,563		1,326,795
Pearson Pharmacal Co., Inc.	1,922,170	145,630		145,630		449,745	1,095,140
Hall Brothers, Inc.	1,909,697	124,737		124,737	47,145	642,675	
Pet Milk Co.	1,901,616					1,117,306	784,310
American Cyanamid Co.	1,889,137	1,206,327	497,810	1,704,137	185,000		
Wildroot Co., Inc.	1,842,406	834,035	27,500	861,535	126,126	854,745	
Hiram Walker-Gooderham & Worts, Ltd.	1,814,511	1,804,361		1,804,361	10,150		1,327,815
U. S. Tobacco Co.	1,808,555	32,363	54,650	87,013		393,727	135,665
Corn Products Refining Co.	1,806,666	1,220,683	117,475	1,338,158	332,843		
Doubleday & Co., Inc.	1,778,162	803,564	3,625	807,189	967,979	2,994	1,112,982
Mars, Inc.	1,742,931	117,871		117,871	16,750	495,328	759,661
International Shoe Co.	1,732,062	839,232	67,986	907,218		65,183	406,000
Ralston Purina Co.	1,726,947	612,370	114,300	726,670	55,925	538,352	152,100
Borg-Warner Corp.	1,707,143	1,321,734	134,301	1,456,035		850,568	616,404
Longines-Wittnauer Watch Co., Inc.	1,687,167	215,434		215,434	4,761		
Studebaker Corp.	1,674,157	1,295,667	378,490	1,674,157			346,718
Canada Dry Ginger Ale, Inc.	1,662,074	1,219,190		1,219,190	96,166		
Brown-Forman Distillers Corp.	1,616,007	1,609,083	6,924	1,616,007			
International Latex Corp.	1,614,653	1,317,609		1,317,609	297,044		
Metropolitan Life Insurance Co.	1,598,780	1,179,359		1,179,359		413,421	
Socony-Vacuum Oil Co., Inc.	1,596,417	1,460,884	134,695	1,595,579		838	282,750
Johns-Manville Corp.	1,588,954	435,765	51,655	487,420		818,784	297,752
Mennen Co.	1,570,892	975,122		975,122	226,740	71,278	

STATION DIRECTORY

Network, ownership, starting date, representative, power,
antenna height, management of 150 operating stations

ALBUQUERQUE
KOB-TV Channel No. 4
234 Fifth St. N. W.
Ownership: 50% by Time Inc.; 50% by
Wayne Coy
SCO: Nov. 29, 1948
Representative: Branham
Temp. Power: 5.2-kw visual, 2.6-kw
aural
Antenna: 70-ft. above average terrain
Wayne Coy, president & general
manager
George S. Johnson, station manager &
chief engineer
Rolf S. Nielsen, sales manager
Dorothy Smith, program director

ALTOONA
WFBG-TV Channel No. 10
Altoona, Pa.
Network: ABC, DuMont, NBC
SCO: March 1, 1953
Representative: H-R Television
Power: 316-kw visual, 158-kw aural
Antenna: 990-ft. above average terrain
George P. Gable, president
Jack Snyder, managing director and
program director
George Burgoon, chief engineer

AMARILLO
KGNC-TV Channel No. 4
P.O. Box 751
Network: NBC, DuMont
Ownership: Globe News Pub. Co.
SCO: March 15, 1953
Representative: O. L. Taylor
Power: 100-kw visual, 50-kw aural
Antenna: 767-ft. above average terrain
Tom Kritser, general manager
Bob Watson, commercial manager
Kelly Maddox, program director &
film buyer
W. H. Torrey, chief engineer

KFDA-TV Channel No. 10
Box 1400
Network: ABC, CBS
SCO: April 1, 1953
Representative: Branham
Power: 56.6-kw visual, 30.4-kw aural
Antenna: 547-ft. above average terrain
Wendell Naves, president
John Hopkins, general manager

AMES (DES MOINES)
WOI-TV Channel No. 4
Iowa State College
Network: ABC, CBS, DuMont, NBC
SCO: Feb. 21, 1950
Representative: Weed Television
Temp. Power: 15.7-kw visual, 8-kw aural
Antenna: 560-ft. above average terrain
Richard B. Hull, general manager
Robert C. Mulhall, operations manager
Chris Donaldson, TV program coordi-
nator
Tad Williams, film director
Marguerite Theobald, promotion man-
ager
Keith Ketcham, chief engineer (acting)

ATLANTA
WAGA-TV Channel No. 5
1018 W. Peachtree St., N.W.
Network: CBS, DuMont
Ownership: Storer Broadcasting
SCO: March 8, 1949
Representative: Katz Agency
Temp. Power: 26.5-kw visual, 13.25-kw
aural
Glenn Jackson, managing director
Jack Collins, sales manager
Don Naylor, program director
Para Lee Brock, promotion manager
Hugo Bondy, chief engineer

Channel No. 8
WLTV
15 Forsyth St. S. W.
Network: ABC
Ownership: Sale to Avco Corp., owner of
Crosley Broadcasting Co.
SCO: Sept. 30, 1951
Representative: Harrington, Righter &
Parsons Inc. and Crosley Broadcasting
Co.
Power: 23.8-kw visual, 12.5-kw aural
Antenna: 545-ft. above average terrain
William T. Lane, v.p. and general
manager
Charles F. Grisham, sales manager
Roger Van Duzer, program and film
director
Harvey J. Aderhold, technical director

Channel No. 2
WSB-TV
Biltmore Hotel
Network: NBC
Ownership: Cox radio-newspapers
SCO: Sept. 29, 1948
Representative: Edward Petry & Co., Inc.
Temp. Power: 50-kw visual, 26.3-kw aural
Antenna: 932-ft. above average terrain
J. Leonard Reinsch, managing director
John M. Outler, Jr., general manager
Marcus Bartlett, sales manager
M. K. Toolson, production manager
Jean Hendrix, film director
C. F. Daugherty, chief engineer

ATLANTIC CITY
WFPG-TV Channel No. 46
Steel Pier
Network: NBC, CBS, ABC, DuMont
SCO: Dec. 21, 1952
Representative: John E. Pearson
Power: 19.5-kw visual, 9.75-kw aural
Antenna: 426-ft. above average terrain
Fred Weber, president
John Laux, vice president
Russell E. Truex, sales director
Blair K. Thron, director of operations
Edward Davis, program director
Edna Latimer, film buyer
Jessie Morris, promotion director

AUSTIN
KTBC-TV Channel No. 7
P. O. Box 717
Network: ABC, CBS, DuMont, NBC
SCO: Nov. 27, 1952
Temp. Power: 20.42-kw visual, 10.23-kw
aural

Antenna: 740-ft. above average terrain
Claudia T. Johnson, president
J. C. Kellam, v.p. & general manager
Richard Pryor, program director
Elmo Brown, film editor
Harry Voelker, merchandising &
promotion director
Ben Hearn, chief engineer

BALTIMORE
WAAM Channel No. 13
3725 Malden Ave.
Network: ABC, DuMont
SCO: Nov. 2, 1948
Representative: Harrington, Righter &
Parsons
Power: 26.1-kw visual, 13.8-kw aural
Antenna: 530-ft. above average terrain
Norman C. Kal, executive v.p.
Kenneth Carter, general manager
Armand Grant, asst. general manager
& sales manager
Herb Cahan, program manager
Joel Chaseman, director of public
service & publicity
Benjamin Wolfe, director of engineer-
ing

Channel No. 11
WBAL-TV
2610 N. Charles St.
Network: NBC
Ownership: Hearst Radio
SCO: March 11, 1948
Representative: Petry
Power: 27-kw visual, 13-kw aural
Antenna: 540-ft. above average terrain
Charles B. McCabe, v.p. & executive
director (pub. Daily Mirror)
D. L. Provost, v.p. & general manager
John T. Wilner, v.p., engineering
Leslie H. Peard Jr., station manager
Victor F. Campbell, program director
Willis K. Friert, sales manager
Jean Conwell, film editor
William C. Bareham, chief engineer

Channel No. 2
WMAR-TV
Old Sun Bldg.
Network: CBS
Ownership: Baltimore Sunpapers
SCO: Oct. 30, 1947
Representative: Katz
Power: 25-kw visual, 12.5-kw aural
Antenna: 405-ft. above average terrain
E. K. Jett, v.p. & director of television
Ernest A. Lang, sales manager
Robert Cochrane, program director
David V. Stickle, film manager
Ralph T. Braun, promotion manager
C. G. Nopper, chief engineer

BANGOR
WABI-TV Channel No. 5
57 State St.
SCO: Jan. 31, 1953
Representative: Hollingbery
Power: 1.9-kw visual, .95-kw aural
Antenna: 673-ft. above average terrain
Murray Carpenter, general manager
Lee Garman, Jr., general sales manager
Walter L. Dickson, chief engineer

BATON ROUGE
WAFB-TV Channel No. 28
 P. O. Box 1566
 Network: ABC, CBS, DuMont, NBC
 Affiliations: WDSU, New Orleans, owns approx. 10%
 SCO: April, 1953
 Representative: Adam Young Television
 Power: 22.5-kw visual, 11.5-kw aural
 Antenna: 479-ft. above average terrain
 T. E. Gibbens, v.p. & general manager
 Ron Litteral, commercial manager
 John Ferguson, program director
 Mervyn Rhys, publicity director
 Donald K. Allan, chief engineer

BETHLEHEM
WLEV-TV Channel No. 51
 801 Hamilton St., Allentown, Pa.
 Ownership: Steinman Stations
 SCO: April 1, 1953
 Representative: Meeker TV
 Power: 2.24-kw visual, 2.240-kw aural
 Antenna: 600-ft. above average terrain
 Clair R. McCullough, president of Steinman Stations
 Thomas R. Nunan, station manager
 J. Robert Gulick, national sales manager
 J. E. Mathiot, chief engineer

BINGHAMTON
WNBF-TV Channel No. 12
 Arlington Hotel
 Network: ABC, CBS, DuMont, NBC
 SCO: Dec. 1, 1949
 Representative: Bolling
 Temp. Power: 50-kw visual, 25-kw aural
 Antenna: 820-ft. above average terrain
 John C. Clark Sr., president
 Cecil D. Mastin, general manager
 S. N. Heslop, commercial manager
 E. M. Scala, production director
 L. H. Stantz, chief engineer

BIRMINGHAM
WAFM-TV Channel No. 13
 Protective Life Building
 Network: ABC, CBS, DuMont
 SCO: July 1, 1949
 Representative: CBS-TV Spot Sales
 Power: 26-kw visual, 13-kw aural
 Antenna: 875-ft. above average terrain
 Thad Holt, president
 C. P. Persons, Jr., station manager
 Owens Alexander, program manager
 Ernest H. Mitchell, Jr., business manager
 James L. Evans, chief engineer

WBRC-TV Channel No. 4
 1727½ Second Ave. N.
 Network: NBC
 SCO: July 1, 1949
 Representative: Paul H. Raymer Co. Inc.
 Temp. Power: 15-kw visual, 7.5-kw aural
 Antenna: 531-ft. above average terrain
 Mrs. Eloise S. Hanna, president
 G. P. Hamann, general manager
 LeRoy Reaves, commercial manager

BLOOMINGTON
WTTV Channel No. 10
 East Hillside Drive
 Network: ABC, CBS, DuMont, NBC
 SCO: Nov. 11, 1949
 Representative: Meeker TV
 Temp. Power: 26.9-kw visual, 13.45-kw aural
 Antenna: 715-ft. above average terrain
 Sarkes Tarzian, president
 Robert Lemon, manager
 Norman Cissna, sales manager

Robert Petranoff, program manager
 Jerry Danziger, film director
 Morton Weigel, chief engineer

BOSTON
WBZ-TV Channel No. 4
 1170 Soldiers Field Rd.
 Network: NBC, DuMont
 Ownership: Westinghouse Radio
 SCO: June 9, 1948
 Representative: NBC Spot Sales
 Temp. Power: 26.5-kw visual, 13.3-kw aural
 Antenna: 530-ft. above average terrain
 W. C. Swartley, station manager
 W. H. Hauser, assistant manager
 C. Herbert Masse, sales manager
 W. Gordon Swan, program manager
 John G. Stilli, Jr., advertising & sales promotion
 Robert G. Duffield, film manager
 Sidney V. Stadig, technical supervisor

WNAC-TV Channel No. 7
 21 Brookline Ave.
 Network: ABC, CBS, DuMont
 Ownership: Yankee Network-General Teleradio (General Tire)
 SCO: June 21, 1948
 Representative: H-R Television
 Power: 26.6-kw visual, 13.3-kw aural
 Antenna: 500-ft. above average terrain
 T. F. O'Neill, president & treasurer
 H. Linus Travers, executive v.p. & general manager
 George Steffy, v.p. in charge of TV
 Tom Bateson, sales
 James Pike, film buyer
 Harry Whittemore, chief engineer

BRIDGEPORT
WICC-TV Channel No. 43
 114 State St.
 Network: ABC, DuMont
 SCO: March 29, 1953
 Representative: Adam Young
 Power: 180-kw visual, 91-kw aural
 Antenna: 700-ft. above average terrain
 Philip Merryman, president and general manager
 Manning Slater, sales manager
 Wallace B. Dunlap, director of TV operations
 Julian Hoffer, promotion
 Elliot Weisman, film editor
 Rolph T. Winquist, chief engineer

BUFFALO
WBEN-TV Channel No. 4
 Hotel Statler
 Network: ABC, CBS, DuMont, NBC
 Ownership: Buffalo Evening News
 SCO: May 14, 1948
 Representative: Harrington, Righter & Parsons
 Temp. Power: 50-kw visual, 25-kw aural
 Antenna: 1206-ft. above average terrain
 Alfred H. Kirchhofer, vice president
 C. Robert Thompson, general manager
 George R. Torge, station manager
 N. J. Malter, sales manager
 Fred Keller, program director
 Joseph Haeffner, publicity & promotion director
 Ralph J. Kingsley, technical director

CHARLOTTE
WBTV Channel No. 3
 Wilder Bldg.
 Network: ABC, CBS, DuMont, NBC
 Ownership: Jefferson Standard Life Insurance Co., also owns 16.5% of Greensboro News Co. (WFMY-TV)

SCO: July 15, 1949
 Representative: CBS Television Spot Sales
 Power: 16.3-kw visual, 8.2-kw aural
 Antenna: 1111-ft. above average terrain
 Charles H. Crutchfield, executive v.p. & general manager
 Larry Walker, v.p. & asst. general manager
 J. Robert Covington, asst. v.p., sales & promotion
 Kenneth I. Tredwell Jr., asst. v.p., programs and public relations
 Wallace Jorgenson, national sales manager
 M. J. Minor, chief engineer

CHICAGO
WBKB Channel No. 7
 20 No. Wacker Dr.
 Network: ABC
 Ownership: ABC
 Representative: Blair TV
 Temp. Power: 28.3-kw visual, 14.15-kw aural
 Antenna: 660-ft. above average terrain
 John Mitchell, v.p. & general manager
 Sterling C. Quinlan, program director

WNBQ Channel No. 5
 Merchandise Mart
 Network: NBC
 Ownership: NBC
 SCO: Jan. 7, 1949
 Representative: NBC Spot Sales
 Temp. Power: 23.2-kw visual, 12.6-kw aural
 Antenna: 595-ft. above average terrain
 Harry C. Kopf, v.p. & general manager
 Jules Herbeux, asst. general manager
 John McPartlin, sales manager
 George Heinemann, program manager
 John M. Keys, advertising & promotion manager
 Howard Lutgens, engineer-in-charge

WBBM-TV Channel No. 4
 410 N. Michigan Blvd.
 Network: CBS
 Ownership: CBS
 SCO: Sept. 6, 1949
 Representative: CBS-TV Spot Sales
 Power: 25.4-kw visual, 12.7-kw aural
 Antenna: 689-ft. above average terrain
 H. Leslie Atlas, general manager
 George J. Arkedis, sales manager
 William L. Ryan, program director
 John Curry, promotion manager
 Joe Novy, chief engineer

WGN-TV Channel No. 9
 441 N. Michigan Ave.
 Network: DuMont
 Ownership: Chicago Tribune
 SCO: April 5, 1948
 Representative: WGN Sales-Hollingbery
 Temp. Power: 29-kw visual, 14.5-kw aural
 Antenna: 585-ft. above average terrain
 Frank P. Schreiber, general manager
 William McGuineas, commercial manager
 Theodore Weber, sales manager
 J. E. Faraghan, program director
 Elizabeth Bain, film director
 Charles A. Wilson, sales promotion manager
 Carl J. Meyers, director of engineering

CINCINNATI

WCPO-TV Channel No. 7
 2345 Symmes St.
 Network: ABC & DuMont
 Ownership: Scripps-Howard Radio
 SCO: July 26, 1949
 Representative: Branham
 Temp. Power: 24-kw visual, 12-kw aural
 Antenna: 695-ft. above average terrain
 M. C. Watters, v.p. & general manager
 John Patrick Smith, asst. general manager
 Harry LeBrun, station director
 Glenn C. Miller, national sales manager
 Edward Weston, program director & film editor
 Paul Adams, chief engineer

WKRC-TV Channel No. 12
 Times-Star Bldg.
 Network: CBS
 Ownership: Radio Cincinnati (Cincinnati Times-Star)
 SCO: April 4, 1949
 Representative: Katz
 Temp. Power: 24.5-kw visual, 12.3-kw aural
 Antenna: 610-ft. above average terrain
 Hulbert Taft Jr., executive v.p.
 Kenneth W. Church, v.p. & national sales manager
 U. A. Latham, general manager
 Paul Shumate, program manager
 Fred Thomas, director of promotion & publicity
 Barry Hersh, film buyer
 George Wilson, director of engineering

WLW-T Channel No. 4
 140 W. Ninth St.
 Network: NBC
 Ownership: Crosley Stations—subsidiary of Avco. Corp.
 SCO: Feb. 9, 1948
 Representative: WLW Sales
 Power: 23.5-kw visual, 13.9-kw aural
 Antenna: 670-ft. above average terrain
 General Management: Crosley Stations
 WLW-T, WLW-D, WLW-C
 J. D. Shouse, chairman of the board
 R. E. Dunville, president
 Gilbert W. Kingsbury, admin. asst. to president
 John T. Murphy, v.p. & director of TV operations
 H. M. Smith, v.p., national sales
 David E. Partridge, general sales manager
 Frederic Gregg, director, client service dept.
 James E. Allen, promotion director, client service dept. WLW-T
 John T. Murphy, general manager
 John H. Bone, sales manager
 Lin Mason, program director
 Arthur Nevins, director of film procurement

CLEVELAND

WEWS Channel No. 5
 1816 E. Thirteenth St.
 Network: CBS
 Ownership: Scripps-Howard Radio
 SCO: Dec. 17, 1947
 Representative: Branham
 Power: 16-kw visual, 8-kw aural
 Antenna: 640-ft. above average terrain

James C. Hanrahan, general manager
 J. Harrison Hortley, station director
 David M. Baylor, general executive
 Floyd E. Weidman, advertising manager
 J. B. Epperson, chief engineer

WNBK Channel No. 4
 815 Superior Ave.
 Network: NBC
 Ownership: NBC
 SCO: Oct. 31, 1948
 Representative: NBC Spot Sales
 Temp. Power: 17.9-kw visual, 10.8-kw aural
 Antenna: 620-ft. above average terrain
 Hamilton Shea, general manager
 Charles H. Philips, sales manager
 Norman L. Cloutier, program director
 S. E. Leonard, engineer in charge
 Charles Hutaff, dir. of adv. & merchandising

WXEL Channel No. 9
 1630 Euclid Ave.
 Network: ABC, DuMont
 Ownership: Empire Coil Co. (New Rochelle, N. Y.) owners of Portland station, CP's-Denver, Kansas City
 SCO: Dec. 17, 1949
 Representative: Katz
 Temp. Power: 25.6-kw visual, 13-kw aural
 Antenna: 725-ft. above average terrain
 Herbert Mayer, president
 Franklin Snyder, station manager
 R. C. Wright, commercial manager
 Harry Black, program director
 Barbara Snyder, publicity manager
 Sidney Nadler, film editor
 H. A. Brinkman, engineer-in-charge

COLORADO SPRINGS

KKTV Channel No. 11
 115 East Mill St.
 Network: ABC, CBS, DuMont
 SCO: Dec. 8, 1952
 Representative: Hollingbery
 Temp. Power: 45-kw visual, 22.5-kw aural
 Antenna: 2419-ft. above average terrain
 James D. Russell, president and general manager
 Robert D. Ellis, v.p., sales manager
 Cecil Seavey, program director
 Milton Norton, technical operations supervisor

COLUMBUS

WBNS-TV Channel No. 10
 33 N. High St.
 Network: CBS
 Ownership: Columbus Dispatch
 SCO: Oct. 5, 1949
 Representative: Blair TV
 Power: 24.3-kw visual, 12.15-kw aural
 Antenna: 485-ft. above average terrain
 R. A. Borel, director of TV
 R. D. Thomas, sales director
 Jerome Reeves, program director
 L. H. Nafzger, technical director

WLW-C Channel No. 3
 3165 Olentangy River Rd.
 Network: NBC
 Ownership: Crosley Broadcasting
 SCO: April 4, 1949
 Representative: WLW Sales
 Power: 15.2-kw visual, 8.1-kw aural
 Antenna: 455-ft. above average terrain
 James Leonard, general manager
 George Henderson, sales manager
 Charles Sloan, chief engineer
 Gene Ragle, program director

WTVN Channel No. 6
 735 Harmon Ave.
 Network: ABC, DuMont
 Ownership: Taft interests, WKRC-TV
 SCO: Sept. 30, 1949
 Representative: Headley-Reed
 Power: 19-kw visual, 10-kw aural
 Antenna: 545-ft. above average terrain
 J. W. McGough, general manager
 Joseph P. Gill, chief engineer

DALLAS

KRLD-TV Channel No. 4
 Herold Square
 Network: CBS
 Ownership: Dallas Times-Herald
 SCO: Dec. 3, 1949
 Representative: Branham
 Temp. Power: 27.3-kw visual, 13.6-kw aural
 Antenna: 465-ft. above average terrain
 Clyde W. Rembert, president & managing director
 Roy M. Flynn, station manager
 W. A. Roberts, asst. general mgr. in charge of sales
 Ves Box, program director
 Nick Mueller, mgr. film dept.
 William B. Honeycutt, technical supervisor

WFAA-TV Channel No. 8
 Harry Hines Blvd.
 Network: ABC, DuMont, NBC
 Ownership: Dallas Morning News
 SCO: Sept. 17, 1949
 Representative: Petry
 Power: 27-kw visual, 13.5-kw aural
 Antenna: 350-ft. above average terrain
 Martin B. Campbell, supervisor of TV-radio
 Ralph W. Nimmons, station manager
 Terry Lee, assistant manager (sales)
 Jay Watson, program manager
 Jack Saunders, promotion manager
 Howard Anderson, film director
 William C. Ellis, chief engineer

DAVENPORT

WOC-TV Channel No. 5
 805 Brady St.
 Network: NBC
 Ownership: Palmer interests
 SCO: Oct. 31, 1949
 Representative: Free & Peters
 Power: 22.9-kw visual, 12.5-kw aural
 Antenna: 340-ft. above average terrain
 Ralph Evans, executive vice president
 Ernest C. Sanders, resident manager
 Mark Wodlinger, sales manager
 Charles Freburg, program director
 Paul Arvidson, chief engineer

DAYTON

WHIO-TV Channel No. 13
 45 S. Ludlow St.
 Network: ABC, CBS, DuMont
 Ownership: Cox-Radio & TV interests
 SCO: Feb. 23, 1949
 Representative: Hollingbery
 Power: 24.6-kw visual, 12.6-kw aural
 Antenna: 570-ft. above average terrain
 James M. Cox Jr., president
 J. Leonard Reinsch, managing director
 Robert H. Moody, general manager
 Harvey R. Young Jr., commercial manager
 Don R. Lyons, program director
 Ernest L. Adams, chief engineer

WLW-D Channel No. 5
 4595 South Dixie Highway
 Network: NBC
 Affiliation: Crosley Broadcasting
 SCO: March 15, 1949
 Representative: WLW Sales
 Power: 16-kw visual, 8-kw aural
 Antenna: 490-ft. above average terrain
 H. P. Lasker, general manager
 William J. Williamson, sales manager
 Neal Van Ells, program director
 Dorothy Sanders, publicity-promotion manager
 Lester Sturgill, chief engineer

KBTW **DENVER** Channel No. 9
 1100 California St.
 Network: CBS, NBC
 SCO: Oct. 12, 1952
 Representative: Free & Peters
 Temp. Power: 24-kw visual, 12-kw aural
 Antenna: 946-ft. above average terrain
 Joseph Herold, station manager
 Jerry Lee, commercial manager
 Sam Worsham, program director
 W. L. Murray, film director

KFEL-TV Channel No. 2
 Albany Hotel
 Network: NBC, DuMont
 SCO: July 18, 1952
 Representative: Blair
 Temp. Power: 24-kw visual, 12-kw aural
 Antenna: 778-ft. above average terrain
 Gene O'Fallon, general manager
 Bill Conklin, sales manager
 Duncan Ross, program manager
 Bob Hart, film buyer
 Rhea Cunningham, acting chief engineer

WXYZ-TV **DETROIT** Channel No. 7
 1700 Stroh Bldg.
 Network: ABC
 Ownership: ABC
 SCO: Oct. 9, 1948
 Representative: Blair TV
 Power: 27.9-kw visual, 13.9-kw aural
 Antenna: 485-ft. above average terrain
 James G. Riddell, president & general manager
 John Pival, station manager & TV sales director
 John Lee, program manager
 Wm. Morgan, director of promotion
 Charles Kacher, chief engineer

WJBK-TV Channel No. 2
 500 Temple Ave.
 Network: CBS, DuMont
 Ownership: Storer Bcstg.
 Representative: Katz
 Power: 16.5-kw visual, 8.3-kw aural
 Antenna: 485-ft. above average terrain
 Gayle V. Grubb, v.p. & managing director
 Harry R. Lipson, general sales manager
 Richard Fischer, program director
 Peter Storer, sales promotion & merchandising manager
 Paul O. Frinke, chief engineer

WWJ-TV Channel No. 4
 622 Lafayette Blvd.
 Network: NBC
 Ownership: Detroit News
 SCO: June 3, 1947

Representative: Hollingbery
 Temp. Power: 20.5-kw visual, 10.25-kw aural
 Antenna: 600-ft. above average terrain
 Edwin K. Wheeler, general manager
 Wendell Parmelee, national sales manager
 Ralph Hunter, program production manager
 E. J. Love, general engineering manager

KROD-TV **EL PASO** Channel No. 4
 Wyoming at Walnut St.
 Network: CBS
 Ownership: El Paso Times
 SCO: Dec. 14, 1952
 Representative: Taylor
 Power: 56.3-kw visual, 28.2-kw aural
 Antenna: 1050-ft. above average terrain
 Val Lawrence, vice president & general manager
 Richard Watts, commercial manager
 Bernie Bracher, program director
 Edward P. Talbott, chief engineer

KTSM-TV Channel No. 9
 801 N. Oregon St.
 Network: NBC
 SCO: Jan. 4, 1953
 Representative: Hollingbery
 Power: 58.7-kw visual, 29.35-kw aural
 Antenna: 111-ft. above average terrain
 Karl O. Wyler, president & general manager
 Roy T. Chapman, v.p. & sales manager
 Jack B. Chapman, program director
 Kenneth Walton, chief engineer

WICU **ERIE** Channel No. 12
 3515 State St.
 Network: ABC, CBS, DuMont, NBC
 Ownership: Same as Erie Dispatch.
 (Edward Lamb)
 SCO: March 15, 1949
 Representative: Headley-Reed TV
 Temp. Power: 30-kw visual, 15-kw aural
 Antenna: 115-ft. above average terrain
 Edward Lamb, president
 Ben McLaughlin, general manager
 Don Boyce, commercial manager
 Donald Lick, program director
 Jack Schumacker, promotion director
 Michael Csop, chief engineer

WBAP-TV **FORT WORTH** Channel No. 5
 3900 Barnett St.
 Network: NBC, ABC
 Ownership: Ft. Worth Star Telegram
 SCO: Sept. 29, 1948
 Representative: Free & Peters
 Power: 16.4-kw visual, 8.2-kw aural
 Antenna: 490-ft. above average terrain
 Amon Carter Jr., president
 Harold Hough, v.p. & director
 George Cranston, general manager
 Roy Bacus, commercial manager
 Robert Gould, program director
 Lynn Trammell, film program manager
 R. C. Stinson, engineering director

KGUL-TV **GALVESTON** Channel No. 11
 801 Union Station Bldg.
 Network: ABC, CBS, DuMont

Ownership: Gulf Television Co.
 SCO: March 22, 1953
 Representative: CBS TV Spot Sales
 Power: 59-kw visual, 30-kw aural
 Antenna: 550-ft. above average terrain
 Paul E. Taft, president & general manager
 Raymond E. Jones, assistant to president

WOOD-TV **GRAND RAPIDS** Channel No. 7
 Grand Rapids National Bank Bldg.
 Network: ABC, CBS
 Ownership: Bitner Interests
 SCO: Aug. 15, 1949
 Representative: Katz
 Temp. Power: 28.5-kw visual, 14.5-kw aural
 Antenna: 490-ft. above average terrain
 Willard Schroeder, general manager
 Howard Silbar, asst. general manager in charge of sales
 Frank Sisson, program director
 David Hoyle, promotion director
 Louis Bergenroth, chief engineer

WBAY-TV **GREEN BAY** Channel No. 2
 115 South Jefferson
 Network: ABC, CBS, DuMont, NBC
 Ownership: Nobertine Fathers
 SCO: March 17, 1953
 Representative: Weed
 Power: 100-kw visual, 50-kw aural
 Antenna: 450-ft. above average terrain
 Haydn R. Evans, general manager
 Burke Farquhar, station manager
 Lee Stinson, sales manager

WFMY-TV **GREENSBORO** Channel No. 2
 212 N. Davie St.
 Network: ABC, CBS, DuMont, NBC
 Ownership: Greensboro Daily News.
 Jefferson Standard Life Insurance Co.
 16.5%
 SCO: Sept. 22, 1949
 Representative: Harrington, Righter & Parsons
 Temp. Power: 16.72-kw visual, 8.35-kw aural
 Antenna: 470-ft. above average terrain
 Gaines Kelley, general manager
 Virgil V. Evans, commercial manager
 Gomer R. Lesch, program director
 William E. Neill, chief engineer

KGMB-TV **HONOLULU** Channel No. 9
 1534 Kapiolani Blvd.
 Network: ABC, CBS, NBC
 Representative: Free & Peters
 SCO: Dec. 1, 1952
 Temp. Power: 500-watts visual, 250-watts aural
 Antenna: 1768-ft. above average terrain
 J. Howard Worrall, president
 C. Richard Evans, v.p. & general manager
 Wayne Kearl, commercial & promotion manager
 Robert Costa, program director

KONA (station closed down pending reorganization) Channel No. 11
 1071 Bishop St.
 Representative: Farjoe
 SCO: Dec. 15, 1952

Temp. Power: 5-kw visual, 2.7-kw aural
Antenna: 325-ft. above average terrain
Walter H. Dillingham, president
Herbert M. Richards, executive v.p.
George H. Bowles, general manager
William Roy, program director
R. W. Clark, chief engineer
Craig Maudsley, director of sales
Vic Rowland, director of public relations

KPRC-TV **HOUSTON** Channel No. 2
Lamar Hotel
Network: ABC, CBS, DuMont, NBC
Ownership: Houston Post
SCO: Jan. 1, 1949
Representative: Petry
Power: 15.1-kw visual, 7.54-kw aural
Antenna: 500-ft. above average terrain
Jack Harris, v.p. & general manager
Jack McGrew, commercial manager
Bert Mitchell, program director
Marsh Calloway, promotion manager
Paul Huhndorff, chief engineer

WSAZ-TV **HUNTINGTON** Channel No. 5
West Virginia Bldg.
Network: ABC, CBS, DuMont, NBC
Ownership: 89% by Huntington Publishing Co., 11% by Katz Agency
Representative: Katz
SCO: Nov. 15, 1949
Temp. Power: 84-kw visual, 42-kw aural
Antenna: 590-ft. above average terrain
Lawrence H. Rogers, v.p. & general manager
James H. Ferguson, sales director
Ted. A. Eiland, program director
Ned R. Brooke, film director
Charles Dinkins, promotion director
Leroy E. Kilpatrick, v.p. & technical director

WFBM-TV **INDIANAPOLIS** Channel No. 6
1330 N. Meridian St.
Network: ABC, CBS, DuMont, NBC
Ownership: Bitner Interests own Wood & Wood TV, Grand Rapids
SCO: May 30, 1949
Representative: Katz Agency
Temp. Power: 30.8-kw visual, 18.1-kw aural
Antenna: 400-ft. above average terrain
Harry M. Bitner Jr., president & general manager
William F. Kiley, commercial manager
Hugh L. Kibbey, program director
David F. Milligan, promotion manager
Harold S. Holland, chief engineer

WJTV **JACKSON** Channel No. 25
P. O. Box 40
Network: ABC, CBS, DuMont, NBC
Ownership: Jackson Clarion Ledger
SCO: Jan. 15, 1953
Representative: Katz
Power: 180-kw visual, 98-kw aural
Antenna: 720-ft. above average terrain
John Rossiter, general manager
J. R. Whitworth, chief engineer

WMBR-TV **JACKSONVILLE** Channel No. 4
605 S. Main St.
Network: ABC, CBS, DuMont, NBC
Ownership: Controlling interest purchased by WTOP-Washington Post

SCO: Oct. 16, 1949
Representative: CBS-TV Spot Sales
Power: 14.8-kw visual, 7.4-kw aural
Antenna: 440-ft. above average terrain
Glenn Marshall Jr., general manager
Charles Stone, sales manager
William Allyn, program director
Bernie Adams, film buyer and promotion
Ernest Vordermark, chief engineer

WJAC-TV **JOHNSTOWN** Channel No. 6
329 Main St.
Network: ABC, CBS, DuMont, NBC
Ownership: Johnstown Tribune
SCO: Sept. 15, 1949
Representative: Katz
Temp. Power: 70-kw visual, 35-kw aural
Antenna: 1120-ft. above average terrain
Walter W. Krebs, president
Alvin D. Schrott, manager
John H. Hepburn, commercial manager
Frank P. Cummins, program director
Nevin L. Straub, director of technical operations

WKZO-TV **KALAMAZOO** Channel No. 3
124 W. Michigan Ave.
Network: ABC, CBS, DuMont, NBC
SCO: June 1, 1950
Representative: Avery-Knodel
Temp. Power: 15.7-kw visual, 7.8-kw aural
Antenna: 500-ft. above average terrain
John E. Fetzer, president & general manager
Carl E. Lee, administrative assistant
Donald DeSmit, sales director
Harry E. Travis, program director

WDAF-TV **KANSAS CITY** Channel No. 4
1729 Grand Ave.
Network: ABC, CBS, DuMont, NBC
Ownership: Kansas City Star
SCO: Oct. 16, 1949
Representative: Harrington, Righter & Parsons
Power: 22-kw visual, 11-kw aural
Antenna: 755-ft. above average terrain
Dean Fitzner, managing director
Bill Bates, station manager
E. Manne Russo, commercial manager
Al Christy, program director
Joseph Flaherty, chief engineer

WGAL-TV **LANCASTER** Channel No. 8
24 South Queen St.
Network: ABC, CBS, DuMont, NBC
Ownership: Steinman Stations
SCO: June 1, 1949
Representative: Meeker TV
Power: 7.2-kw visual, 3.6-kw aural
Antenna: 270-ft. above average terrain
Clair R. McCollough, president
Harold E. Miller, station manager
J. Robert Gulick, national sales manager
J. E. Mathiot, chief engineer

WJIM-TV **LANSING** Channel No. 6
Bank of Lansing Bldg.
Network: ABC, CBS, DuMont, NBC
SCO: April 23, 1948
Representative: H-R
Power: 18.7-kw visual, 9.3-kw aural

Antenna: 310-ft. above average terrain
Harold F. Gross, president
Willard Walbridge, executive v.p. & station manager
Howard K. Finch, v.p., production & program
Roger Underhill, sales director
Phil Sherck, film director
Charles Wallace, technical director

KSWO-TV **LAWTON** Channel No. 7
P. O. Box 699
SCO: March 8, 1953
Representative: Everett-McKinney
Power: 9.6-kw visual, 4.8-kw aural
Antenna: 540-ft. above average terrain
R. H. Drewry, president
Poul N. Goode, general manager & film buyer
L. W. Ozier, commercial manager
Henry Mattison, program director
William Buford, chief engineer

KOLN-TV **LINCOLN** Channel No. 12
Federal Securities Bldg.
SCO: Feb. 17, 1953
Representative: Weed Television
Power: 26.9-kw visual, 13.5-kw aural
Antenna: 362-ft. above average terrain
Edward M. O'Shea, president
Harold E. Anderson, v.p. & general manager
Otis H. Segler, v.p. & sales director
William E. Lucas, general program director & film buyer
Paul A. Jensen, production director
Emory Williamson, sales promotion & service
Marvin J. Korinek, engineering supervisor

KECA-TV **LOS ANGELES** Channel No. 7
Prospect & Talmadge Aves.
Network: ABC
Ownership: ABC
Representative: Petry
SCO: Sept. 16, 1949
Power: 29.4-kw visual, 14.7-kw aural
Antenna: 3040-ft. above average terrain
Philip G. Hoffman, manager
Frank King, sales manager
Cecil Barker, TV program director, Western Div.
A. G. Flanagan, TV program manager
James C. Pollack, program director
Russ Landers, film director
Cameron G. Pierce, chief television engineer

KHJ-TV **Channel No. 9**
1313 No. Vine St.
Ownership: General Teleradio (General Tire)
SCO: Aug. 25, 1948
Representative: WOR-TV Sales (New York and Chicago) and H-R
Power: 30.2-kw visual, 15.7-kw aural
Antenna: 3100-ft. above average terrain
Willet H. Brown, president, Don Lee Div.
Ward D. Ingram, executive vice president
George Whitney, sales vice president
John Reynolds, sales manager
A. J. LaFrano, director of operations
James H. Love, film editor
Robert Arne, chief engineer

...the Biggest Buy In Television!

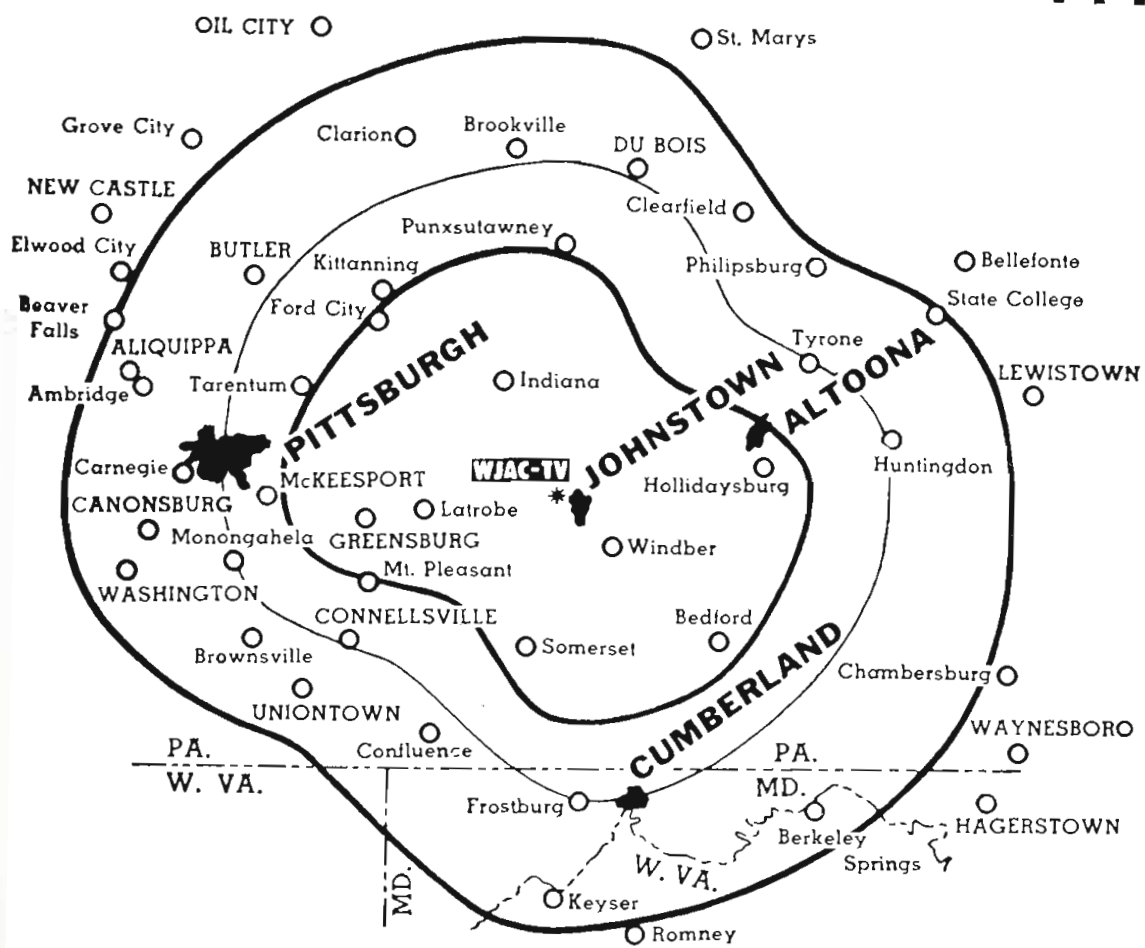
4 Big Markets Covered by One Station!

... 8th Largest TV

Market In The

United States *

*Taken from set count figures in BROADCASTING Sept. 29, 1952.



← Field Contour Map Estimated In Accord With FCC Regulations

★ **POPULATION**

3,503,200

★ **1951 RETAIL SALES**

\$3,377,035,000

Metropolitan Coverage . . . but not metropolitan rates. Here's a big chance for covering all of South Western Pennsylvania with one television station. Study this map . . . make inquiries in the market . . . in the end you'll turn for best coverage to—

CHANNEL 6

70 KW VISUAL • 35 KW AURAL

WJAC-TV

Represented by THE KATZ AGENCY, Inc.

Serving Millions From Atop the Alleghenies

KLAC-TV Channel No. 13

1000 N. Cahuenga Blvd.
 Representative: Katz
 Ownership: New York Post
 SCO: Sept. 17, 1948
 Power: 31.4-kw visual, 15.75-kw aural
 Antenna: 2955-ft. above average terrain
 M. W. Hall, president
 Don J. Fedderson, executive vice president
 David E. Lundy, general sales manager
 Fred Henry, program director
 Robert W. Conner, director of engineering
 Warren Earl, director of promotion

KNBH Channel No. 4

Sunset and Vine
 Network: NBC
 Ownership: NBC
 SCO: Jan. 16, 1949
 Representative: NBC Spot Sales
 Temp. Power: 25.2-kw visual, 13.32-kw aural
 Antenna: 3013-ft. above average terrain
 Donald A. Norman, general manager
 William Doty Edouarde, sales manager
 Harmon O. Nelson, program manager
 John C. Kenaston, promotion manager
 George Burke, film
 Robert W. Clark, chief engineer

KNXT Channel No. 2

1313 N. Vine St.
 Network: CBS
 Ownership: CBS
 SCO: May 6, 1948
 Representative: CBS-TV Spot Sales
 Temp. Power: 25-kw visual, 12.5-kw aural
 Antenna: 2838-ft. above average terrain
 James T. Aubrey Jr., general manager
 Edmund C. Bunker, sales manager
 Don Hine, program director
 Dean Linger, promotion manager
 Lester H. Bowman, chief engineer

KTLA Channel No. 5

5451 Marathon St.
 Network: Paramount Television
 Ownership: Paramount Pictures
 SCO: Jan. 22, 1947
 Representative: Raymer
 Power: 30-kw visual, 15-kw aural
 Antenna: 2921-ft. above average terrain
 Paul Raibourn, president (New York)
 Klaus Landsberg, v.p. and general manager, KTLA
 Harry Y. Maynard, sales manager
 J. Gordon Wright, production coordinator
 Leland G. Muller, film director
 Raymond Moore, engineering

KTTV Channel No. 11

5746 Sunset Boulevard
 Network: DuMont
 Ownership: Los Angeles Times
 SCO: Jan. 1, 1949
 Representative: Blair TV
 Power: 30.9-kw visual, 16.6-kw aural
 Antenna: 2345-ft. above average terrain
 Richard A. Moore, v.p. & general manager
 John R. Vrba, sales manager
 Robert A. Breckner, program manager
 Robert R. Heistand Jr., director of production
 Jack O'Mara, promotion & merchandising
 Dobe Sheets, film director
 Edward Benham, chief engineer

LOUISVILLE Channel No. 5

WAVE-TV
 334 E. Broadway
 Network: NBC, ABC, DuMont
 SCO: Nov. 24, 1948
 Representative: Free & Peters
 Temp. Power: 24.1-kw visual, 12-kw aural
 Antenna: 510-ft. above average terrain
 George W. Norton, president
 Nathan Lord, general manager
 Ralph Jackson, commercial manager
 George Patterson, program & production director
 Charles Hill, publicity & promotion director
 Wilbur Hudson, chief engineer

WHAS-TV Channel No. 9

Courier-Journal Bldg.
 Network: CBS
 Ownership: Louisville Courier-Journal & Times
 SCO: March 27, 1950
 Representative: Harrington, Righter & Parsons
 Temp. Power: 50-kw visual, 25-kw aural
 Antenna: 495-ft. above average terrain
 Victor A. Sholis, v.p. & station director
 Neil D. Cline, asst. station director
 Albert John Gillen, sales director
 Ralph Hansen, program director
 Edward Driscoll, film director
 William F. Loader, promotion manager
 O. W. Towner, director of engineering

LUBBOCK Channel No. 13

KDUB-TV
 Lubbock National Bank Bldg.
 Network: CBS, DuMont
 SCO: Nov. 13, 1952
 Representative: Avery-Knodel
 Power: 31-kw visual, 15.5-kw aural
 Antenna: 820-ft. above average terrain
 W. D. Rogers, president
 Mike Shapiro, commercial manager
 John S. Hicks, program manager
 Terrell W. Kirksey, chief engineer

LYNCHBURG Channel No. 13

WLVA-TV
 925 Church St.
 Network: CBS
 SCO: Feb. 8, 1953
 Representative: Hollingbery
 Power: 28.2-kw visual, 14.1-kw aural
 Antenna: 2090-ft. above average terrain
 Edward A. Allen, president
 Philip P. Allen, general manager
 Joseph F. Wright Jr., sales manager
 Warren Uttal, program director
 John T. Orth, chief engineer

MATAMOROS-BROWNSVILLE Channel No. 7

XELD-TV
 1014 E. Washington St., Brownsville, Texas
 Representative: Adam Young Television
 Network: ABC, CBS, DuMont, NBC
 SCO: Sept. 4, 1951
 Power: 3-kw visual, 1.4-kw aural
 Antenna: 700-ft. above average terrain
 Monte Kleban, general manager
 L. W. Smith, commercial manager
 Miss Terry Frizell, traffic manager
 Juan Suarez, chief engineer

MEMPHIS Channel No. 5

WMCT
 495 Union Ave.
 Network: ABC, CBS, DuMont, NBC

Ownership: Memphis Commercial Appeal and Press-Scimitar (Scripps-Howard)
 SCO: Dec. 11, 1948
 Representative: Branham
 Power: 60-kw visual, 30-kw aural
 Antenna: 650-ft. above average terrain
 H. W. Slavick, general manager
 Earl Moreland, commercial manager
 Wilson Mount, program director
 E. C. Frase Jr., chief engineer

MIAMI Channel No. 4

WTVJ
 17 N. W. Third St.
 Network: ABC, CBS, DuMont, NBC
 Ownership: Wometco Theatres
 SCO: March 21, 1949
 Representative: Free & Peters
 Temp. Power: 16.5-kw visual, 8.25-kw aural
 Antenna: 291-ft. above average terrain
 Mitchell Wolfson, president
 Lee Ruwitch, v.p. & general manager
 John S. Allen, business & sales manager
 Arthur L. Gray, national sales manager
 Lynn Morrow, merchandising director
 Burt Toppan, promotion & publicity
 Earl Lewis, chief engineer
 Lee Phillips, program manager
 Labe Mell, film director

MILWAUKEE Channel No. 3

WTMJ-TV
 333 W. State St.
 Network: ABC, CBS, DuMont, NBC
 Ownership: Milwaukee Journal
 Representative: Harrington, Righter & Parsons
 SCO: Dec. 3, 1947
 Power: 16-kw visual, 10-kw aural
 Antenna: 320-ft. above average terrain
 Walter J. Damm, v.p. & general manager
 R. G. Winnie, asst. general manager
 George Comte, station manager
 Neale V. Bakke, sales manager
 James Robertson, program manager
 Jim Fitzgerald, film editor
 Bruce Wallace, mgr., public service & promotion
 Phillip B. Laeser, engineering manager

MINNEAPOLIS-ST. PAUL Channel No. 5

KSTP-TV
 3415 University Ave.
 Network: NBC
 SCO: April 23, 1948
 Representative: Petry
 Power: 24.7-kw visual, 17.3-kw aural
 Antenna: 560-ft. above average terrain
 Stanley E. Hubbard, president & general manager
 Kenneth M. Hance, executive v.p. & treasurer
 Karl Plain, national TV-radio sales manager

WCCO-TV Channel No. 4

Radio City
 Network: ABC, CBS, DuMont
 Ownership: CBS 45%-55% Ridder Radio & Newspapers
 SCO: July 1, 1949
 Representative: Free & Peters
 Power: 28.4-kw visual, 14.2-kw aural
 Antenna: 565-ft. above average terrain

Robert B. Ridder, president
 F. Van Konynenburg, executive v.p. &
 general manager
 Sherman Headley, asst. manager for
 TV
 R. N. Ekstrum, sales manager
 Gwen Harvey, program director
 Harry Jones, film director
 Florence Z. Cook, publicity & promo-
 tion director
 John M. Sherman, technical director

MOBILE

WKAB-TV Channel No. 48

525 Donald St.
 Network: DuMont, CBS
 SCO: Dec. 29, 1952
 Representative: Forjoe
 Power: 265-kw visual, 159-kw aural
 Antenna: 255-ft. above average terrain
 Robert H. Moore, general manager
 Herbert Johnson, commercial manager
 Carl Junker, program director
 H. E. Miller, chief engineer

WALA-TV Channel No. 10

210 Government St.
 SCO: Feb. 14, 1953
 Representative: Headley-Reed TV
 Temp. Power: 1.65-kw visual, .82-kw
 aural
 Antenna: 460-ft. above average terrain
 W. O. Pape, president
 H. K. Martin, v.p.
 W. B. Pape, general manager
 Al Holman, production
 R. B. Hurley, chief engineer

NASHVILLE

WSM-TV Channel No. 4

National Bldg.
 Network: ABC, CBS, DuMont, NBC
 SCO: Sept. 30, 1950
 Representative: Petry
 Temp. Power: 23.8-kw visual, 11.09-kw
 aural
 Antenna: 680-ft. above average terrain
 J. H. DeWitt Jr., president
 Irving Waugh, commercial manager
 Jack Stapp, program director
 William R. McDaniel, director of pub-
 lic relations, promotion
 Aaron Shelton, chief engineer

NEW BRITAIN-HARTFORD

WKNB-TV Channel No. 30

213 Main St.
 Network: CBS, DuMont
 SCO: Feb. 13, 1953
 Representative: Bolling
 Temp. Power: 20-kw visual, 10-kw aural
 Antenna: 970-ft. above average terrain
 Julian Gross, president
 Peter B. Kenney, general manager
 David Scatt, nat'l sales manager
 John Shipley, chief engineer

NEW CASTLE

WKST-TV Channel No. 45

Cathedral Bldg.
 SCO: April 1, 1953
 Representative: Meeker
 Power: 25-kw visual, 14-kw aural
 Antenna: 670-ft. above average terrain
 S. W. Townsend, president
 A. W. Graham, manager

NEW HAVEN

WNHC-TV Channel No. 6

1110 Chapel St.
 Network: ABC, CBS, DuMont, NBC

SCO: June, 1948
 Representative: Katz
 Temp. Power: 15.1-kw visual, 7.5-kw
 aural
 Antenna: 510-ft. above average terrain
 Patrick J. Goode, president
 Aldo Do Dominicis, general manager
 Edward Obrist, program director
 Vincent Callanan, sales manager &
 film buyer
 James W. Evans, promotion & pub-
 licity
 Vincent De Laurentis, chief engineer

NEW ORLEANS

WDSU-TV Channel No. 6

520 Royal St.
 Network: ABC, CBS, DuMont, NBC
 SCO: Dec. 18, 1948
 Representative: Blair TV
 Power: 38.8-kw visual, 15.4-kw aural
 Antenna: 390-ft. above average terrain
 Edgar B. Stern Jr., president
 Robert D. Swezey, executive v.p. &
 general manager
 Louis Read, v.p. & commercial man-
 ager
 Tom Hicks, program manager
 Marion Annenberg, publicity director
 Lindsay Riddle, chief engineer

NEW YORK

WABD Channel No. 5

515 Madison Ave.
 Network: DuMont
 Ownership: Allen B. DuMont Laboratories
 SCO: May 2, 1944
 Representative: Avery-Knodel;
 Richard Railton (San Francisco)
 Temp. Power: 16.7-kw visual, 8.35-kw
 aural
 Antenna: 1340-ft. above average terrain
 Richard E. Jones, general manager
 Lawrence L. Wynn, sales manager
 James L. Caddigan, director of pro-
 gramming
 Rodney D. Chipp, director of engineer-
 ing

WABC-TV Channel No. 7

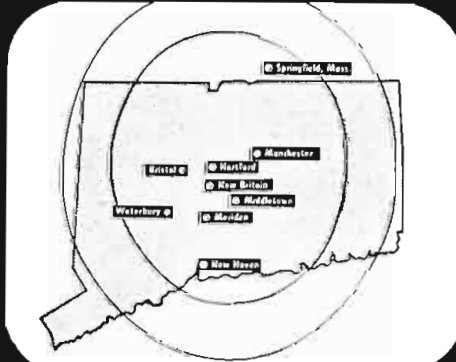
7 W. 66 St.
 Network: ABC
 Ownership: ABC
 Representative: WJZ-TV Sales (in N.Y.)
 Petry (outside N.Y.)
 Temp. Power: 16.3-kw visual, 8.15-kw
 aural
 Antenna: 1378-ft. above average terrain
 Slocum Chapin, v.p. o & o TV stations
 Paul Mowrey, station manager
 Trevor Adams, sales manager
 Bertha Kurtzman, acting program
 manager
 Freelon Fowler, film director
 W. P. Sedgwick, sales promotion
 manager
 Merle Worster, mgr. TV operations,
 engineering dept.

WATV Channel No. 13

Television Center
 SCO: May 15, 1948
 Representative: Weed Television
 Power: 30.5-kw visual, 15.3-kw aural
 Antenna: 595-ft. above average terrain
 Irving R. Rosenhaus, president & gen-
 eral manager
 Edmund S. Lennon, v.p., sales

(Continued on page 68)

NOW You can
COVER
HARTFORD
COUNTY
 and
Central CONN.
 A CBS Television Affiliate
 with
WKNB-TV
CHANNEL 30



Pop. served - 2,368,342
 Families - 676,095
 Cities in Grade A Service Area:

- Hartford
- Middletown
- New Britain
- New Haven
- Manchester
- Springfield, Mass.
- Bristol
- Waterbury
- Meriden

Call for full details today
WKNB-TV
 213 Main Street 11 Asylum Street
 New Britain, Conn. Hartford, Conn.

Represented by:
THE BOLLING CO., INC.

George Green, program director
 Robert Paskow, film director
 Herb Green, promotion director
 Frank V. Bremer, v.p., engineering

WCBS-TV Channel No. 2

485 Madison Ave.
 Network: CBS
 Ownership: CBS
 SCO: July 1, 1941
 Representative: CBS Television Spot Sales
 Temp. Power: 18.3-kw visual, 9.2-kw aural
 Antenna: 1290-ft. above average terrain
 Craig Lawrence, general manager
 George R. Dunham, general sales manager
 Hal Hough, program director
 Robert G. Patt, promotion manager

WNBT Channel No. 4

30 Rockefeller Plaza
 Network: NBC
 Ownership: NBC
 SCO: July 1, 1941
 Representative: NBC Spot Sales
 Temp. Power: 18.3-kw visual, 9.15-kw aural
 Antenna: 1445-ft. above average terrain
 Ted Cott, v.p. & general manager
 Jay J. Heitin, sales manager
 Richard Pack, program director
 Max E. Buck, director of promotion, adv. & merchandising
 Thomas Wankle, chief engineer

WOR-TV Channel No. 9

1440 Broadway
 Ownership: General Teleradio (General Tire)
 SCO: Oct. 5, 1949
 Representative: WOR Sales; H-R (West Coast)
 Temp. Power: 22.5-kw visual, 11.25-kw aural
 Antenna: 975-ft. above average terrain
 James Gaines, vice president
 Warren Wade, manager
 Ivan Reiner, production manager
 Robert C. Mayo, director sales
 Eugene Moss, promotion manager
 Charles H. Singer, chief engineer

WPIX Channel No. 11

220 E. 42nd St.
 Ownership: New York News
 SCO: June 15, 1948
 Representative: Free & Peters
 Temp. Power: 21.7-kw visual, 10.3-kw aural
 Antenna: 1405-ft. above average terrain
 G. Bennet Larson, v.p. and general manager
 Leavitt J. Pope, asst. general manager
 John Patterson, sales director
 A. B. Rodner, commercial manager
 Louis B. Ames, program manager
 Anthony Azzato, director of film programs
 Thomas Howard, chief engineer

WTAR-TV Channel No. 4

720 Boush St.
 Network: ABC, CBS, DuMont, NBC
 Ownership: Norfolk Virginian-Pilot & Ledger Dispatch

TELEVISION MAGAZINE

Designed to give a quick approximation of the cost of a spot campaign, the Estimator presents the highest one time rate in each category for each market. Frequency discounts or special participation and news scales are not included.

The 62 pre-thaw markets are listed first in order of receiver circulation, starting with New York. Post-thaw markets which have published rate cards are reported next, in alphabetical order.

Using the Estimator, the buyer finds, for example, that a half hour show in the ten top circulation markets comes to \$9,000; for the twenty top areas, the bill would be \$14,152.

What will \$3,000 buy? At the one time rate, it covers a 20 second spot in the 15 biggest markets, or a 15 minute program in the top three cities. For the advertiser going into smaller markets, such as those with

MARKETS	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
New York	\$500	\$975	\$975	\$1,350	\$1,800	\$2,700	\$4,500
Los Angeles	150	300	300	375	600	900	1,500
Chicago	175	350	350	465	720	1,080	1,800
Philadelphia	150	300	300	375	600	900	1,500
Boston	150	300	300	375	600	900	1,500
Detroit	126	252	252	350	560	840	1,400
Cleveland	88	175	200	225	360	540	900
San Francisco	95	190	180	225	360	540	900
Pittsburgh	75	125	150	250	400	600	1,000
St. Louis	88	175	175	252	380	570	950
Baltimore	75	150	150	200	320	480	800
Washington	75	160	140	181	290	435	725
Cincinnati	50	140	150	255	340	510	850
Milwaukee	60	150	150	240	384	576	960
New Haven	66	132	132	165	264	396	660
Minn.-St. Paul	90	180	180	242	360	540	900
Buffalo	115	115	115	175	280	420	700
Indianapolis	60	120	120	150	240	360	600
Columbus	50	125	125	195	270	405	700
Dayton	30	125	125	175	270	450	750
Kansas City	78	157	157	196	314	471	785
Providence	67	135	135	255	340	510	850
Schenectady	62	125	125	156	250	375	625
Kalamazoo	55	110	110	160	240	360	600
Taledo	70	140	140	175	280	420	700
Grand Rapids	55	110	110	150	240	360	600
Houston	60	96	120	180	240	360	600
Seattle	60	135	—	160	250	375	625
Atlanta	52	104	104	162	260	390	650
Bloomington	45	90	90	125	200	300	500
Dal.-Ft. Worth	65	130	130	195	260	390	650
Syracuse	40	110	110	137	220	330	550
Johnstown	40	90	90	140	220	330	550
Louisville	60	120	120	150	240	360	600
Lancaster	70	140	140	175	280	420	700
Memphis	57	115	130	162	260	390	650
Charlotte	62	125	135	187	250	375	625
Rochester	120	120	120	150	240	360	600
Omaha	55	110	110	137	220	330	550
Davenport-Rock Island	40	80	90	120	160	240	400
Richmond	45	90	100	210	270	360	600
San Diego	50	100	100	125	200	300	500
Erie	60	90	90	150	250	300	500
Norfolk	115	115	115	150	240	360	600
New Orleans	45	90	110	150	200	300	500
Birmingham	40	80	80	120	160	240	400
Miami	65	130	—	130	184	420	700
Lansing	60	100	100	131	210	315	525
Wilmington	40	80	80	119	190	285	475
Oklahoma City	55	110	110	—	220	330	550

SPOT RATE ESTIMATOR

circulation in the 100,000 to 225,000 range, the same \$3,000 would buy one 20-second spot in 29 markets or 15 minute programs in 19 of these markets.

For all markets, especially the post-thaw areas, spot rates are, as every buyer of time realizes, constantly in flux. Some of the new stations have already issued new rate cards. The Spot Rate Estimator can be of help for a quick view of time costs; for latest individual station rates, check reps and Standard Rate.

Note: NBC's five owned and operated stations have a special time classification of AA for announcement rates, covering most of the hours generally considered Class A. To provide uniform figures we have reported the highest rate obtaining between 6:00-11:00 pm weekdays and 1:00-11:00 pm Saturday and Sunday as Class A for all markets.

MARKETS	8-10 Sec.	20 Sec.	1 Min.	5 Min.	15 Min.	30 Min.	60 Min.
Ames	50	100	100	125	200	300	500
San Antonio	45	90	90	150	200	300	500
Huntington	42	84	84	110	160	240	400
Greensboro	50	100	100	150	200	300	500
Tulsa	55	110	110	—	220	330	550
Binghamton	50	100	100	125	200	300	500
Nashville	30	60	60	87	140	210	350
Jacksonville	25	50	60	120	160	240	400
Salt Lake City	50	100	100	75	120	180	300
Utica	25	75	75	106	170	255	425
Phoenix	45	90	90	113	180	270	450
Albuquerque	18	28	—	67	100	150	200
NEW MARKETS							
Ann Arbor	15	30	30	45	60	90	150
Atlantic City	15	20	20	30	60	90	150
Austin	25	50	50	60	100	150	250
Bangor	20	40	40	50	80	120	200
Baton Rouge	19	40	40	50	80	120	200
Battle Creek	20	40	40	62	100	150	250
Bethlehem	15	30	30	50	80	120	200
Colorado Springs	15	30	30	45	60	90	150
Columbia, S. C.	25	40	40	60	80	120	200
Denver	35	70	70	105	140	210	350
El Paso	25	50	50	60	100	150	250
Green Bay, Wis.	20	40	40	80	120	160	200
Honolulu	15	30	30	37	60	90	150
Lubbock	10	20	20	40	80	120	200
Lynchburg	25	50	50	62	100	150	250
Mobile	10	20	30	45	80	120	200
Montgomery	15	30	30	48	80	120	200
New Britain	25	55	50	75	100	150	250
New Castle	15	30	30	40	80	120	200
Oshkosh	15	30	30	37	60	90	150
Peoria, Ill.	30	60	60	75	120	180	300
Portland	37	75	75	88	140	210	350
Pueblo	16	32	32	40	64	96	160
Reading	20	40	40	63	100	150	250
Roanoke	20	30	40	50	80	120	200
Rockford, Ill.	15	30	30	38	60	90	150
St. Joseph, Mo.	25	50	50	60	100	150	250
Scranton	15	40	40	50	80	120	200
Sioux City	20	40	40	50	80	120	200
South Bend	20	40	40	60	80	120	200
Spokane	20	40	40	50	80	120	200
Tucson	20	40	40	50	80	120	200
Wilkes-Barre	20	40	40	62	100	150	250
York	16	24	30	44	72	100	160
Youngstown	30	60	60	75	120	180	300
Zanesville	15	30	30	37	60	90	150

SCO: April 2, 1950

Representative: Petry

Power: 24-kw visual, 12-kw aural

Antenna: 365-ft. above average terrain
Campbell Arnoux, president & general manager

Robert Lambe, general sales manager

Fred Lowe, promotion manager

Winston Hope, film buyer

Richard Lindell, chief engineer

OKLAHOMA CITY

WKY-TV

Channel No. 4

500 E. Britton Ave.

Network: ABC, CBS, DuMont, NBC

Ownership: Daily Oklahoman

Representative: Katz

Temp. Power: 16.9-kw visual, 9.05-kw aural

Antenna: 935-ft. above average terrain

E. K. Gaylord, president

P. A. Sugg, manager

Hoyt Andres, asst. manager

R. E. Chapman, sales manager

Robert Olson, program manager

Keith Mathers, film director

H. J. Lovell, chief engineer

OMAHA

KMTV

Channel No. 3

2615 Farnam St.

Network: ABC, CBS, DuMont

Ownership: Palmer Interests

SCO: Sept. 1, 1949

Representative: Petry

Temp. Power: 16.7-kw visual, 8.35-kw aural

Antenna: 590-ft. above average terrain

Owen Saddler, executive v.p. & general manager

Howard O. Peterson, v.p., sales

Glenn E. Harris, program manager

Joe H. Baker, promotion manager

R. J. Schroeder, chief engineer

WOW-TV

Channel No. 6

Insurance Bldg.

Network: DuMont, NBC

Ownership: Meredith Publishing Co.

SCO: July 9, 1949

Representative: Blair TV

Temp. Power: 100-kw visual, 50-kw aural

Antenna: 580-ft. above average terrain

Payson Hall, director of TV-radio

(Meredith-Des Moines)

Frank P. Fogarty, general manager

Lyle DeMoss, asst. general manager

Robert Seitzer, promotion manager

Soren Munkhaf, program director

Fred Ebener, sales manager

William Kotera, chief engineer

PEORIA

WEEK-TV

Channel No. 43

Network: NBC, ABC, DuMont, CBS

SCO: Feb. 1, 1953

Representative: Headley-Reed TV

Temp. Power: 1.75-kw visual, 8.75-kw aural

Antenna: 546-ft. above average terrain

Fred C. Mueller, general manager

Wm. J. Flynn, sales manager

Robert C. Fransen, production & film manager

F. R. Oakley, publicity & promotion manager

Wayne Lovely, chief engineer

WCAU-TV **PHILADELPHIA** Channel No. 10
 City & Monument Aves.
 Network: CBS
 Ownership: Philadelphia Bulletin
 SCO: March 15, 1948
 Representative: CBS-TV Spot Sales
 Temp. Power: 27.3-kw visual, 14-kw aural
 Antenna: 670-ft. above average terrain
 Donald W. Thornburgh, president & general manager
 Joseph L. Tinney, v.p. & asst. general manager
 Charles Vanda, v.p. in charge of television
 John G. Leitch, v.p. in charge of engineering
 Robert N. Pryor, v.p. in charge of promotion & publicity
 Robert M. McGredy, sales manager
 Robert A. Forrest, program manager
 Lee Varker, film librarian

WFIL-TV Channel No. 6
 46th & Market Sts.
 Network: ABC & DuMont
 SCO: Sept. 13, 1947
 Representative: Katz Agency
 Power: 27-kw visual, 13.5-kw aural
 Antenna: 650-ft. above average terrain
 Roger W. Clipp, general manager
 John D. Scheuer Jr., executive asst.
 George A. Koehler, executive asst.
 Kenneth W. Stowman, television sales manager
 Jack Steck, executive program director
 Joe Zimmerman, advertising & promotion manager
 Henry Rhea, chief engineer

WPTZ Channel No. 3
 Architects Bldg.
 Network: NBC
 Ownership: Westinghouse—purchased from Philco. Subject to FCC approval
 SCO: September 1941
 Representative: NBC Spot Sales
 Power: 16-kw visual, 8-kw aural
 Antenna: 720-ft. above average terrain
 Ernest B. Loveman, v.p. & general manager
 R. V. Tooke, asst. general manager
 Alexander W. Dannenbaum Jr., commercial manager
 Edward G. Murray, film buyer
 John J. Kelly, promotion manager
 R. J. Bowley, chief engineer

KPHO-TV **PHOENIX** Channel No. 5
 231 N. First Ave.
 Network: DuMont, NBC, ABC, CBS
 Ownership: Meredith Publishing
 SCO: Dec. 4, 1949
 Representative: Katz
 Power: 17.5-kw visual, 8.7-kw aural
 Antenna: 400-ft. above average terrain
 Payson Hall, director of TV-radio for Meredith
 Richard B. Rawls, station manager
 Julian M. Kaufman, sales manager
 Roy Gallagher, film director
 George L. McClanathan, chief engineer

WDTV **PITTSBURGH** Channel No. 2
 Chamber of Commerce Bldg.
 Network: ABC, CBS, DuMont, NBC
 Ownership: Allen B. DuMont Laboratories
 SCO: Jan. 11, 1949

Representative: DuMont Television Spot Sales; Richard Railton (San Francisco)
 Power: 16.6-kw visual, 8.3-kw aural
 Antenna: 818-ft. above average terrain
 Harold C. Lund, general manager
 George Baren Bregge, sales manager
 Byron Dowty, program director
 Richard C. Dreyfuss, film director
 Raymond W. Rogers, chief engineer

KPTV **PORTLAND** Channel No. 27
 735 S. W. 20th Pl.
 Network: NBC, CBS, DuMont
 Ownership: Empire Coil Co.
 SCO: Sept. 20, 1952
 Representative: NBC Spot Sales
 Temp. Power: 17.8-kw visual, 8.9-kw aural
 Antenna: 1020-ft. above average terrain
 Herbert Mayer, president
 Charles White, commercial manager
 Eugene Ragle, program manager
 Janet Webster, promotion manager
 Frank Opra, film director
 Russel K. Olsen, chief engineer

WJAR-TV **PROVIDENCE** Channel No. 11
 176 Weybossey St.
 Network: ABC, CBS, DuMont, NBC
 Ownership: The Outlet Co.
 SCO: July 10, 1949
 Representative: Weed Television
 Power: 30-kw visual, 15-kw aural
 Antenna: 615-ft. above average terrain
 George O. Griffith, v.p. & treasurer
 Norman Gittleston, manager of TV
 Seymour Horowitz, program manager
 Frank J. Howard, manager, promotion
 Thomas C. J. Prior, chief engineer

KDZA-TV **PUEBLO** Channel No. 3
 211 W. 5th St.
 Network:
 SCO: March 15, 1953
 Representative: McGillvra
 Power: 16.652-kw visual, 8.327-kw aural
 Antenna: 310-ft. above average terrain
 Dee B. Crouch, president & station manager
 Borry Tucker, sales manager
 Jack Lundquist, chief engineer

WHUM-TV **READING** Channel No. 61
 Reading, Pa.
 Network: CBS
 SCO: Feb. 22, 1953
 Representative: H-R Television
 Power: 260-kw visual, 135-kw aural
 Antenna: 1784-ft. above average terrain
 Humboldt J. Greig, president & general manager
 Richard G. Fichtorn, v.p.
 Blayne Butcher, general executive
 Robert M. Reuschle, national sales manager
 Jack Schuler, operations manager
 Arthur W. Heim, promotion director

WTVR **RICHMOND** Channel No. 6
 3301 W. Broad St.
 Network: ABC, CBS, DuMont, NBC
 SCO: April 15, 1948

Representative: Blair TV
 Temp. Power: 17.2-kw visual, 8.06-kw aural
 Antenna: 430-ft. above average terrain
 Wilbur M. Havens, general manager
 W. A. Bowry Jr., asst. manager
 Conrad Rianhard, director of TV operations
 James W. Kyle, chief engineer

WROV-TV **ROANOKE** Channel No. 27
 Mountain Trust Bank Bldg., P. O. Box 1110
 Network: ABC
 SCO: Feb. 23, 1953
 Representative: Burn-Smith
 Power: 104.7-kw visual, 62.6-kw aural
 Antenna: 674-ft. above average terrain
 Frank E. Koehler, general & commercial manager
 John Clement, production director
 James Robertson, chief engineer

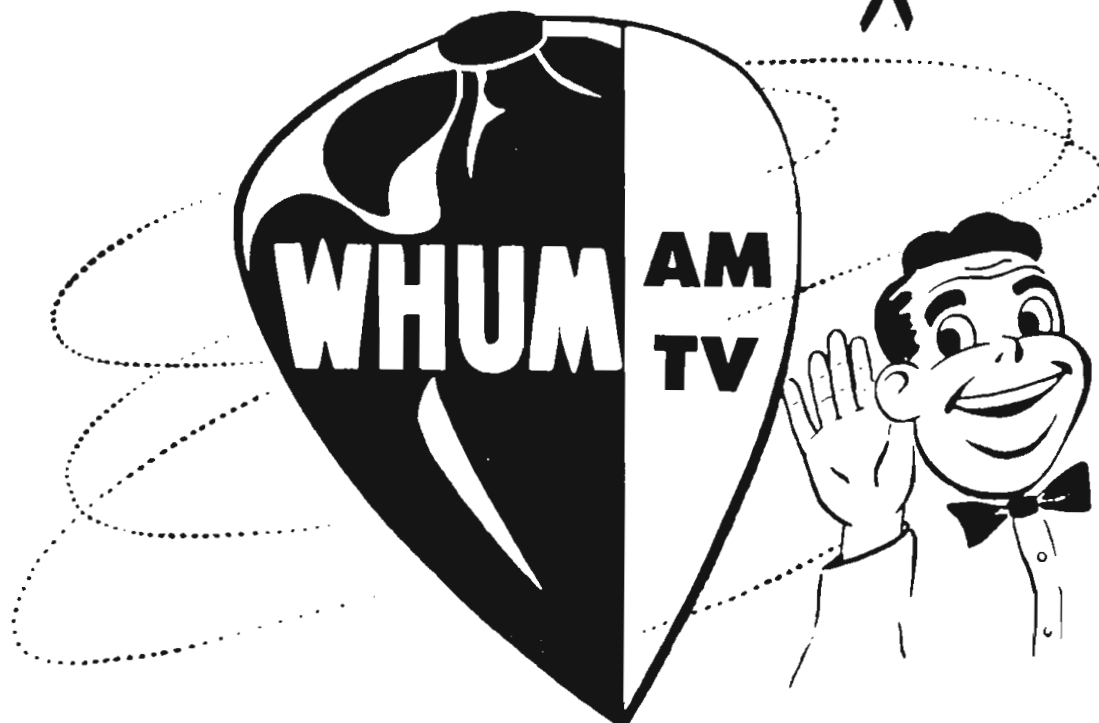
WLSL-TV Channel No. 10
 P. O. Box 1329
 Network: NBC
 SCO: Dec. 11, 1952
 Representative: Avery-Knodel
 Power: 252-kw visual, 126-kw aural
 Antenna: 1973-ft. above average terrain
 James H. Moore, executive v.p.
 Horace Fitzpatrick, commercial manager
 J. P. Briggs, chief engineer

WHAM-TV **ROCHESTER** Channel No. 6
 100 Carlson Rd.
 Network: ABC, CBS, DuMont, NBC
 SCO: June 11, 1949
 Representative: Hollingbery
 Temp. Power: 23.4-kw visual, 11.7-kw aural
 Antenna: 500-ft. above average terrain
 William Fay, v.p. & general manager
 John W. Kennedy, Jr., general sales manager
 Truman Brizee, sales manager for TV
 Charles W. Siverson, general program director
 David D. Manning, film director
 Armin Bender, publicity & promotion director
 Kenneth J. Gardner, director of engineering

WHBF-TV **ROCK ISLAND** Channel No. 4
 Telco Bldg.
 Network: ABC, CBS, DuMont
 Ownership: The Rock Island Argus
 SCO: July 1, 1950
 Representative: Avery-Knodel
 Temp. Power: 23.5-kw visual, 11.7-kw aural
 Antenna: 370-ft. above average terrain
 Leslie C. Johnson, v.p. & general manager
 Maurice Corken, commercial manager
 Forest W. Cooke, program & production manager
 Fern Hawks, publicity & promotion
 Robert J. Sinnett, chief engineer

KSD-TV **ST. LOUIS** Channel No. 5
 1111 Olive St.
 Network: ABC, CBS, DuMont, NBC
 Ownership: St. Louis Post-Dispatch
 SCO: Feb. 8, 1947

We've Got Reading **WHUM**ming!



In One of the Nation's Top Markets

WHUM-AM

- Serving the Pennsylvania Dutch Country.
- WHUM is the most listened to station in the Reading Metropolitan Area.
- The WHUM audience exceeds the other two Reading stations combined . . . Pulse.
- WHUM is the only CBS station in Berks, Schuylkill, Lebanon, Lancaster, Chester and Montgomery Counties (4243 square miles).
- The WHUM Market is a Billion Dollar Market.

WHUM-TV CHANNEL 61

- Serving one of the nation's top 10 television markets with 2.7 million population in the Reading-Allentown - Harrisburg - York - Lancaster - Wilkes-Barre area.
- World's most powerful television station with 260,000 watts.
- Antenna height of 2680 feet above sea level (actual antenna height: 1050 feet), nearly twice the height of the antenna on the Empire State Building.
- Only General Electric Klystron transmitting equipment in the nation.
- On the air February 22, 1953.

READING, PA.

CBS Radio and Television Networks Affiliate • Represented Nationally by H-R Representatives

Representative: Free & Peters
 Power: 16-kw visual, 8-kw aural
 Antenna: 530-ft. above average terrain
 George M. Burbach, general manager
 Guy E. Yeldell, sales manager
 Harold Grams, program director
 David Pasternak, promotion director
 Ed Risk, chief engineer

SALT LAKE CITY
KDYL-TV Channel No. 4

Tribune-Telegram Bldg.
 Network: NBC
 SCO: July 1, 1948
 Representative: Blair TV
 Temp. Power: 30-kw visual, 15-kw aural
 Antenna: 3080-ft. above average terrain
 S. S. Fox, president & general manager
 Easton C. Woolley, executive v.p.
 John M. Baldwin, v.p. & technical director
 George Provol, commercial manager
 Del Leeson, promotion manager
 Dan Rainger, program director
 C. F. Eckhardt, film supervisor

KSL-TV Channel No. 5

10 S. Main St.
 Network: CBS, ABC, DuMont
 Ownership: Mormon Church
 SCO: June 1, 1949
 Representative: CBS-TV Spot Sales
 Power: 18.4-kw visual, 9.2-kw aural
 Antenna: 3840-ft. above average terrain
 Ivor Sharp, executive v.p.
 Lennox Murdoch, manager
 Ted Kimball, sales manager
 Wayne Richards, program director
 Dick Robertson, promotion manager
 Richard Thiriot, film editor
 Vincent Clayton, chief engineer

SAN ANTONIO
KEYL-TV Channel No. 5

Transit Tower Bldg.
 Network: CBS, DuMont, ABC
 Ownership: Storer Bdcstg.
 SCO: Feb. 15, 1950
 Representative: Katz
 Temp. Power: 35.2-kw visual, 17.6-kw aural
 Antenna: 450-ft. above average terrain
 George B. Storer, Jr., v.p. & managing director
 William E. Kelley, national sales manager
 William B. Robb, Jr., program manager
 Betty Patton, film director
 Ardyce Pfanstiel, promotion manager
 W. J. Jackson, chief engineer

WOAI-TV Channel No. 4

1031 Navarro St.
 Network: NBC
 SCO: Dec. 11, 1949
 Representative: Petry
 Power: 21.6-kw visual, 10.8-kw aural
 Antenna: 480-ft. above average terrain
 Hugh A. L. Halff, president
 Arden X. Pungborn, general manager
 Edward V. Cheviot, commercial manager
 Dallas Wyant, sales promotion manager
 W. Perry Dickey, program manager
 Charles L. Jeffers, director of engineering

SAN DIEGO
KFMB-TV Channel No. 8

P. O. Box 1071
 Network: ABC, CBS, DuMont, NBC
 SCO: May 15, 1949
 Representative: Branham
 Ownership: purchased by Wraithers-Alvarez, owners of KOTV, subject to FCC
 Temp. Power: 27.4-kw visual, 13.7-kw aural
 Antenna: 710-ft. above average terrain
 Howard Chernoff, general manager
 W. O. Edholm, general sales manager
 Bill Fox, program director
 Lisle Shoemaker, promotion manager
 Thornton Chew, chief engineer

SAN FRANCISCO
KGO-TV Channel No. 7

420 Taylor St.
 Network: ABC
 Ownership: ABC
 SCO: May 5, 1949
 Representative: Petry
 Power: 25.4-kw visual, 12.6-kw aural
 Antenna: 1261-ft. above average terrain
 James H. Connolly, v.p.
 Vincent Francis, general manager
 David Sacks, sales manager
 Bloyce Wright, program director
 Ruth Shepard, film manager
 Gordon Grannis, promotion
 A. E. Evans, chief engineer

KPIX Channel No. 5

2655 Van Ness Ave.
 Network: CBS, DuMont
 SCO: Dec. 25, 1948
 Representative: Katz
 Temp. Power: 17-kw visual, 8.5-kw aural
 Antenna: 1140-ft. above average terrain
 Wesley I. Dumm, president
 Philip G. Lasky, v.p. and general manager
 Louis Simon, commercial manager
 Sanford Spillman, program director
 Herbert Bachman, promotion
 A. E. Towne, director of engineering

KRON-TV Channel No. 4

901 Mission St.
 Network: NBC
 Ownership: San Francisco Chronicle
 SCO: Nov. 15, 1949
 Representative: Free & Peters
 Power: 14.5-kw visual, 7.7-kw aural
 Antenna: 1325-ft. above average terrain
 Charles Thieriot, general manager
 Harold P. See, station manager
 Norman Louvau, sales manager
 Douglas Elleson, program manager
 Roland D. Irving, promotion manager
 Lee Berryhill, chief engineer

SCHENECTADY
WRGB Channel No. 4

1 River Rd.
 Network: ABC, CBS, DuMont, NBC
 Ownership: General Electric
 SCO: Dec. 1, 1947
 Representative: NBC Spot Sales
 Power: 18.25-kw visual, 9.125-kw aural
 Antenna: 832-ft. above average terrain
 R. B. Hanna Jr., mgr., GE broadcasting stations dept.
 R. W. Welpott, manager, station operations
 Robert F. Reid, manager, sales
 A. G. Zink, manager, programs

George L. Peck, manager, promotion & publicity
 W. J. Purcell, manager, engineering

SEATTLE
KING-TV Channel No. 5

2111 Smith Tower
 Network: ABC, DuMont, NBC
 Ownership: Hearst (Seattle Post-Intelligencer) 25%
 SCO: Nov. 25, 1948
 Representative: Blair TV
 Power: 19-kw visual, 10-kw aural
 Antenna: 410-ft. above average terrain
 Mrs. A. Scott Bullitt, president
 Otto P. Brandt, v.p. & general manager
 Al P. Hunter, commercial manager
 Lee Schulman, program director
 James L. Middlebrooks, engineering director

SOUTH BEND
WSBT-TV Channel No. 34

Tribune Bldg.
 Network: CBS, NBC
 Ownership: South Bend Tribune
 SCO: Dec. 22, 1952
 Representative: Raymer
 Power: 170-kw visual, 88-kw aural
 Antenna: 540-ft. above average terrain
 Neal B. Welch, general manager
 Robert H. Swintz, business manager
 Robert J. Drain, program manager
 Walter A. Sweitzer, film manager
 Arthur R. O'Neil, chief engineer

SPOKANE
KHQ-TV Channel No. 6

700 Radio Central Bldg.
 Network: NBC
 Representative: Katz
 Power: 100-kw visual, 50-kw aural
 Antenna: 941-ft. above average terrain
 R. O. Dunning, president & general manager
 Robert H. Wesson, commercial manager
 William A. Neilson, program director
 Al Sparling, engineering director

KXLY-TV Channel No. 4

315 W. Sprague
 Ownership: 47.6% by Bing Crosby
 SCO: Jan. 20, 1953
 Representative: Walker (east) & Pacific Northwest Broadcasters (west)
 Power: 47.9-kw visual, 28.5-kw aural
 Antenna: 3068-ft. above average terrain
 E. B. Craney, general manager, operating partner
 Norman Hawkins, manager
 Lyle Butters, commercial manager
 Adrian DeVries, program manager
 Jack Provis, engineering director

SPRINGFIELD-HOLYOKE
WWLP Channel No. 61

63 Chestnut St.
 Network: ABC, NBC
 SCO: March 17, 1953
 Representative: Hollingbery; Bertha Bannan
 Power: 150-kw visual, 75-kw aural
 Antenna: 704-ft. above average terrain
 Alan C. Tindal, v.p. & general manager
 Lewis I. Shwartz, program director
 Howard S. Keefe, promotion manager
 George R. Townsend, chief engineer

SPRINGFIELD-HOLYOKE

WHYN-TV Channel No. 55
 180 High St.
 SCO: April 1, 1953
 Representative: Branham & Bertha Bannan
 Power: 115.5-kw visual, 77.7-kw aural
 Antenna: 989-ft. above average terrain
 William Dwight, president
 Charles N. DeRose, general manager
 Patrick J. Montague, commercial manager
 Harold Schumacher, chief engineer

SYRACUSE

WHEN Channel No. 8
 101 Court St.
 Network: ABC, CBS, DuMont
 Ownership: Meredith Publishing Co.
 SCO: Dec. 1, 1948
 Representative: Katz
 Temp. Power: 48.125-kw visual, 24.062-kw aural
 Antenna: 958-ft. above average terrain
 Payson Hall, director of TV-radio
 Paul Adanti, v.p. & general manager
 W. H. Bell, sales manager
 Gordon J. Alderman, program manager
 Robert G. Pell, promotion & publicity
 H. E. Crow, chief engineer

WSYR-TV Channel No. 5

224 Harrison St.
 Ownership: Newhouse newspapers
 SCO: Feb. 15, 1950
 Representative: Headley-Reed TV; Kettel-Carter (Boston)
 Temp. Power: 26-kw visual, 12.8-kw aural
 Antenna: 640-ft. above average terrain
 E. R. Vadeboncoeur, president
 William R. Alford, Jr., director of sales
 William V. Rothrum, v.p. & program manager
 Caley E. Augustine, promotion manager
 Rod Swift, film editor
 Armand G. Belle Isle, v.p. & chief engineer

TACOMA

KTNT-TV Channel No. 11
 1701 South 11th St.
 Network: CBS
 Ownership: Tribune Publishing Co.
 SCO: March 1, 1953
 Representative: Weed
 Power: 29.5-kw visual, 14.7-kw aural
 Antenna: 450-ft. above average terrain
 Frank S. Baker, president
 Len Higgins, manager
 Larry Carino, commercial manager
 Burke W. Ormsby, production director & film buyer
 Max H. Bice, chief engineer

TOLEDO

WSPD-TV Channel No. 13
 136 Huron St.
 Network: ABC, CBS, DuMont, NBC
 Affiliation: Storer Broadcasting
 SCO: July 10, 1948
 Representative: Katz Agency
 Power: 24.5-kw visual, 12.3-kw aural
 Antenna: 524-ft. above average terrain
 Allen L. Haid, v.p. & general manager
 Westford Shannon, commercial manager
 Lester A. Dana, program director
 Elaine Phillips, film director

William Ashworth, merchandise and promotion manager
 W. M. Stringfellow, chief engineer

TUCSON

KOPO-TV Channel No. 13
 115 W. Drachman St.
 Ownership: Controlled by Gene Autry
 SCO: Feb. 1, 1953
 Representative: Forjoe
 Temp. Power: 33-kw visual, 16.5-kw aural
 Antenna: 480-ft. above average terrain
 E. S. Mittendorf, general manager
 Buster Williams, program director
 Walter J. Stiles, director of engineering

TULSA

KOTV Channel No. 6
 Third & Frankfort Sts.
 Network: CBS, NBC
 Ownership: Wrather-Alvarez, also have purchased KFMB-AM & TV, San Diego, subject to FCC approval
 SCO: Oct. 22, 1949
 Representative: Petry
 Power: 16.6-kw visual, 8.5-kw aural
 Antenna: 490-ft. above average terrain
 Maria Helen Alvarez, manager
 John B. Hill, commercial manager
 Don Thompson, program manager
 Craig Ramsey, film director

UTICA

WKTV Channel No. 13
 Smith Hill Road
 Network: ABC, CBS, DuMont, NBC
 Ownership: Kallet Theatres
 SCO: Dec. 1, 1949
 Representative: Donald Cooke
 Temp. Power: 25-kw visual, 12.5-kw aural
 Antenna: 830-ft. above average terrain
 Myron J. Kallet, president
 Michael C. Fusco, general manager
 J. J. MacDavitt, commercial manager
 Edwin Whittaker, program manager
 DeForest T. Layton Jr., chief engineer

WASHINGTON

WMAL-TV Channel No. 7
 4461 Connecticut Ave.
 Network: ABC
 Ownership: Washington Evening Star
 SCO: Oct. 3, 1947
 Representative: Katz
 Power: 22-kw visual, 12-kw aural
 Antenna: 515-ft. above average terrain
 Kenneth H. Berkeley, v.p. & general manager
 Charles L. Kelly, asst. general manager
 Mahlon A. Glascock, director of sales
 Frank Harvey, chief engineer
 Charles Bishop, TV production manager
 H. Meeks, promotion & publicity

WNBW

Channel No. 4
 Wardman Park Hotel
 Network: NBC
 Ownership: NBC
 SCO: May 27, 1947
 Representative: NBC Spot Sales
 Power: 20.5-kw visual, 10-kw aural
 Antenna: 330-ft. above average terrain
 Frank M. Russell, v.p., Washington office
 Carleton D. Smith, v.p. and general manager
 Joseph Goodfellow, director of sales

Charles deLozier, TV commercial manager
 Ralph Burgin, program director
 John Rogers, chief engineer
 George Dorsey, film buyer
 Robert Adams, press and promotion manager

WTOP-TV

Channel No. 9
 Warner Bldg.
 Network: CBS
 Ownership: 55% by Washington Post, 45% by CBS
 SCO: Jan. 16, 1949
 Representative: CBS Television Spot Sales
 Power: 27.3-kw visual, 14.4-kw aural
 Antenna: 460-ft. above average terrain
 John S. Hayes, president and general manager
 Larry Richardson, asst. to president
 George Hartford, v.p., sales
 Lloyd Dennis, v.p., program
 Warren Boorum, sales promotion
 Clyde Hunt, v.p. engineering

WTTG

Channel No. 5
 Raleigh Hotel
 Network: DuMont
 Ownership: DuMont
 SCO: January, 1947
 Representative: Blair TV
 Power: 17.5-kw visual, 10.5-kw aural
 Antenna: 587-ft. above average terrain
 Walter Compton, general manager
 Neal J. Edwards, sales manager
 Roger M. Coelos, program manager
 George Flax, publicity and promotion
 Jules Huber, film manager
 Malcolm M. Bursleson, chief engineer

WICHITA FALLS

KWFT-TV Channel No. 6
 Wichita Falls
 Network: CBS
 SCO: March 1, 1953
 Representative: Blair TV
 Power: 22.3-kw visual, 13.5-kw aural
 Antenna: 495-ft. above average terrain
 Kenyon Brown, president & general manager
 F. L. Pierce, commercial manager

WILKES-BARRE

WBRE-TV Channel No. 28
 62 S. Franklin St.
 Network: NBC
 SCO: Jan. 1, 1953
 Representative: Headley-Reed TV
 Temp. Power: 18.5-kw visual, 11.1-kw aural
 Antenna: 1220-ft. above average terrain
 Louis G. Baltimore, owner, general manager
 David M. Baltimore, station manager
 Franklin D. Coslett, program director
 Charles Sakoski, Sr., chief engineer

WILMINGTON

WDEL-TV Channel No. 7
 Tenth and King Sts.
 Network: DuMont, NBC
 Ownership: Steinman Stations
 SCO: June 30, 1949
 Representative: Meeker
 Temp. Power: 1-kw visual, .5-kw aural
 Antenna: 480-ft. above average terrain
 Clair R. McCollough, president, Steinman Stations
 J. Gorman Walsh, station manager
 J. Robert Gulick, national sales manager
 J. E. Mathiot, chief engineer

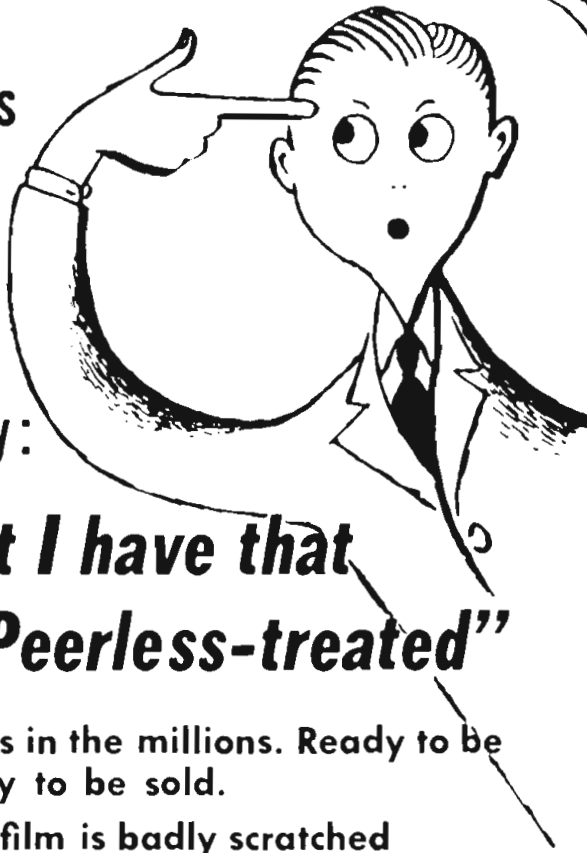
(Continued on page 74)

WSBA-TV **YORK** Channel No. 43
 York, Pa.
 Network: ABC
 SCO: Dec. 22, 1952
 Representative: Radio Representatives
 Temp. Power: 20-kw visual, 10-kw aural
 Antenna: 550-ft. above average terrain
 Louis J. Appell Jr., president
 Walter J. Rothensies, exec. v.p. & general manager
 Philip K. Eberly, commercial manager
 William M. Lilling, program director
 Llewellyn Jones, chief engineer

WFMJ-TV **YOUNGSTOWN** Channel No. 73
 101 W. Boardman St.
 Network: NBC
 Ownership: Youngstown Vindicator
 SCO: Feb. 18, 1953
 Representative: Headley-Reed TV
 Temp. Power: 19.6-kw visual, 10-kw aural
 Antenna: 960-ft. above average terrain
 William F. Maag, Jr., president & general manager
 Len Nasman, sales manager
 Ronald Richards, program director
 Frank Dieringer, chief engineer

WKBN-TV Channel No. 27
 3930 Sunset Blvd.
 Network: CBS, DuMont, ABC
 Ownership: 40.6% of stock owned by Plain Dealer
 SCO: Jan. 11, 1953
 Representative: Raymer
 Power: 160-kw visual, 95-kw aural
 Antenna: 533-ft. above average terrain
 W. P. Williamson, Jr., president & general manager
 J. L. Bowden, station director
 Don Brice, program manager
 B. T. Wilkens, chief engineer

Famous
 last words
 we hope you,
Mr. Distributor,
 never have to say:



**“Why didn't I have that
 TV Film Peerless-treated”**

The TV audience is in the millions. Ready to be entertained, ready to be sold.

BUT — if your TV film is badly scratched “rainy” or dirty — millions of viewers may throw the switch on the program.

The remedy is simple:

PEERLESS-treated prints are:
*moisture-stabilized—not “green” or brittle
 toughened—to resist scratches and wear
 lubricated—to ease projection.*

PEERLESS-treated prints start off right and maintain their good condition longer for more bookings.

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 959 SEWARD STREET, HOLLYWOOD 38, CALIF.

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 45 West 47th St., New York 36, N. Y.
 Plaza 7-7660
 Angus Duncan, executive secretary
 Branch of AAAA (AFL)

American Federation Of Musicians (AFM-AFL)
 570 Lexington Ave., New York 22, N. Y.
 Plaza 8-0600
 James C. Petrillo, president
 Clair Meeder, N. Y.

American Federation Of Television And Radio Artists (AFTRA)
 17 W. 44th St., New York 18, N. Y.
 VAnDerbilt 6-1810
 George Heller
 Branch of AAAA (AFL)

Associated Actors & Artistes Of America
 45 W. 47th St., New York 36, N. Y.
 PLaza 7-7660
 Branch of AAAA (AFL)

International Alliance Of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE-AFL)
 1270 Sixth Ave., New York 20, N. Y.
 Circle 5-4370
 Louis Yeager

International Brotherhood of Electrical Workers (IBEW-AFL)
 1200 15th St. NW, Washington 5, D. C.
 COlumbia 5-8040
 Charles A. Celame

Motion Picture Screen Cartoonists Local 841 (IATSE)
 800 Riverside Drive, New York 32, N. Y.
 TOmpkins 7-0124
 Pepe Ruiz, business agent

National Association Of Broadcast Engineers & Technicians (NABET-CIO)
 80 E. Jackson Blvd., Chicago 4, Ill.
 WAbash 2-2462
 George Maher, executive secretary

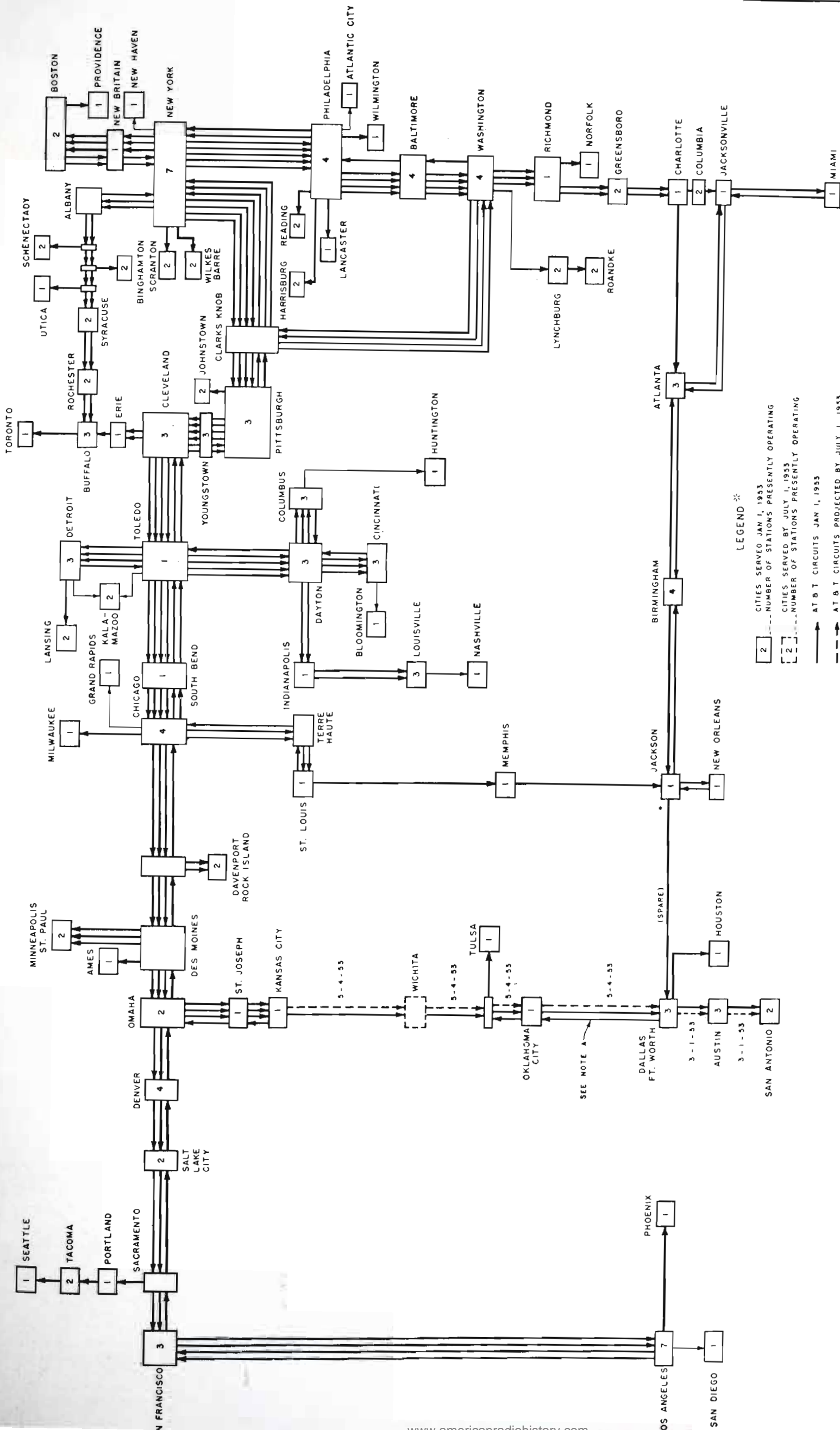
Screen Actors Guild (SAG)
 7046 Hollywood Blvd., Hollywood 28, Cal.
 HOllywood 9-7311
 John Dales, Jr., executive secretary
 Branch of AAAA (AFL)

Screen Writers' Guild (SWG)
 8782 Sunset Blvd., Hollywood 46, Cal.
 CRestview 5-1162
 Morgan Cox, chairman, TV committee

United Scenic Artists, Local 829
 234 W. 56th St., New York 19, N. Y.
 Circle 6-8023
 Arne S. Lundborg

TV NETWORK ROUTES

Prepared by CBS



TV NETWORK ROUTES

LEGEND *

- 2 CITIES SERVED JAN 1, 1953
- NUMBER OF STATIONS PRESENTLY OPERATING
- 2 CITIES SERVED BY JULY 1, 1953
- NUMBER OF STATIONS PRESENTLY OPERATING
- AT & T CIRCUITS JAN 1, 1953
- AT & T CIRCUITS PROJECTED BY JULY 1, 1953
- PRIVATELY OPERATED CIRCUITS
- ARROW INDICATES DIRECTION OF TRANSMISSION

* THIS CHART IS SUBJECT TO CHANGE, BUT ON DATE ISSUED WAS BELIEVED TO REPRESENT FACILITIES IN EXISTENCE AND PROJECTED. ADDITIONAL CIRCUITS ARE OCCASIONALLY MADE AVAILABLE TO TELEVISION BY DIVERSION OF TELEPHONE OR EMERGENCY CIRCUITS.

NOTE A:
DALLAS TO OKLAHOMA CITY CIRCUIT WILL BE REMOVED WHEN SECOND KANSAS CITY TO DALLAS CIRCUIT IS INSTALLED.

Fifty-two half-hour films
of the early American frontier
starring movie heroes
Jack Mahoney and Dick Jones.

THE RANGE
RIDER

See how they run

(and re-run, too!)

Thirty-nine half-hour mysteries,
packed with action and
featuring Don Haggerty as Jeff,
sports-minded private eye.

FILES
OF JEFFREY
JONES

Fifty-two fifteen-minute
dramas of mystery and suspense,
adaptable also to twenty-six
half-hour programs.

STRANGE
ADVENTURE

Fifty-two half-hour action
dramas starring the greatest
Western hero of them all, with
Pal Buttram and Champion.

THE
GENE AUTRY
SHOW

Thirteen half-hour musical
variety programs produced
in Paris especially for TV,
starring Dolores Gray.

HOLIDAY
IN PARIS

Twenty-six half-hour dramas,
with Gloria Swanson
introducing Hollywood stars and
occasionally starring herself.

CROWN
THEATER

Thirteen half-hour mystery
programs. Don Haggerty
is rough-and-ready Eddie and
Patricia Morison, his girl.

CASES
OF EDDIE
DRAKE

Seven popular operas
carefully edited as half-hours,
with famous voices and
commentary by Olin Downes.

WORLD'S
IMMORTAL
OPERAS

Twenty-six quarter-hour
simulated telephone interviews
using the big box-office
appeal of twenty-six big stars.

HOLLYWOOD
ON THE
LINE

Half-hour Westerns built
around one of the West's
legendary women, with character
and story-lines for all women.

ANNIE
OAKLEY

All ten of these TV film shows give you the best possible run for your money—high ratings and high-quality production *at low cost*.

Three are already in Telepulse's first twelve syndicated shows, nation-wide.* *All rate high*, wherever they go. Second or third run, they're doing as good as or better than on the first. Sample: one show almost *doubled* its rating, third run over second, in San Francisco.

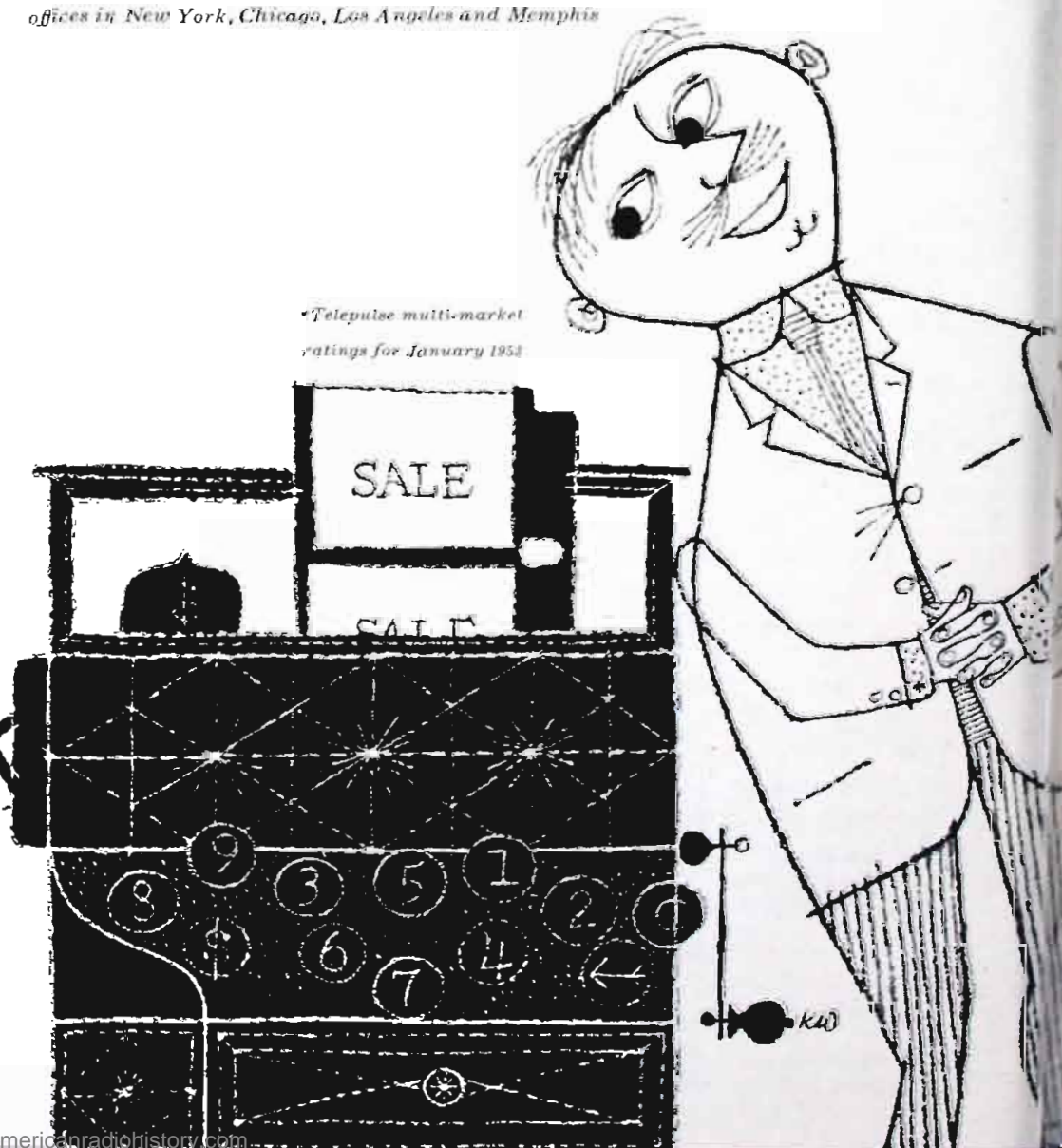
You're 'way out front with the showmanship and technical craftsmanship of such producers as Bing Crosby Enterprises and Flying A Pictures ... not to mention our sales-building merchandising kits and on-the-spot counsel.

See how they run yourself. *Today*. Ask your CBS Television Film Sales representative for a private showing and the whole story. You've never seen such buys in your life.

CBS Television Film Sales

offices in New York, Chicago, Los Angeles and Memphis

*Telepulse multi-market ratings for January 1952



REPORT ON LOCAL TV ADVERTISING

A Television Magazine survey of advertiser use on the local level reveals breweries are TV's top local customer in markets of all sizes. Detailed summary of largest advertisers in 10 markets giving cost and program choice

A NATION-WIDE survey of local TV advertising conducted by TELEVISION Magazine reveals that the largest investors in program time are breweries, followed by food stores-food products and auto dealers.

Largest users of spot announcements are breweries, with food companies second and appliance dealers third.

The same types of business are major advertisers in markets of all sizes, although retailers are a bigger factor in smaller city areas than in larger ones.

Jewelry stores, banks, soft drink bottlers, dairies, furniture stores and department stores are leading local advertisers on at least ten per cent of the stations surveyed, as buyers of announcements as well as programs.

Utilities topped program use on about eight per cent of the stations but were not substantial buyers of announcements on any of the outlets covered.

Department stores were more prominent in their use of programs but in some cases were heavy investors in announcements. The opposite was true of stores selling appliances which were top program users on 20 per cent of the stations but leading announcement buyers on almost thirty per cent.

What makes an advertiser a "largest" user of program time ranges from \$10,000 for time and production on feature films company in Detroit to \$68 for a supermarket sponsoring a kid's show in a small post-freeze market.

But the size of an individual advertiser's budget doesn't vary directly with the size of the city. A car dealer in Salt Lake City puts \$800 weekly into a wrestling show; a dairy products firm there spends \$440 for time weekly and \$275 program costs on feature films.

By and large, production charges on local shows come to a much smaller percentage of time expenditures than they do on network entries. There are wide variations, but the program bill is usually about one third of the time cost.

The following rundown of specific advertisers is a guide to the type of TV used by various categories of local business and the amount of money involved.

ALBUQUERQUE: An auto sales and repair firm spends \$235 weekly for a half hour wrestling film and \$75 for five announcements a week. A local restaurant takes four 20-second spots weekly, totalling \$45 and a sewing machine dealer buys three 20-second announcements for \$50. All use film commercials.

CHARLOTTE: Appliance dealer using weather reports spends \$562.50 for time and \$213.75 on program costs weekly on WBTV. A dairy is another major account, putting \$525 a week into a children's show, \$150 of which is for production.

A department store and a food canner each spends \$142.50 for production and \$250 for time weekly on WBTV folk music programs.

Largest users of announcements are an airline which buys five spots weekly—\$507 worth—and a dairy taking seven ID's each week. Its time bill is \$407.

HOW TO SELL ON TV

Cars . . . real estate . . . a department store . . . dairy . . . bakery . . . supermarket . . . jewelry store

For reprints, write:
TELEVISION Magazine's
Reader Service
600 Madison Avenue,
N. Y. 22, N. Y.

DENVER: One of the bigger local sponsors on KFEL-TV is a grocery firm spending \$720 for a cooking show. A TV distributor uses a sports format bearing \$185 production pricetag and a time tab of \$220. A real estate firm sponsors a "news about homes" stanza for an expenditure of \$245 weekly for time and \$50 for production.

Leading single user of announcements on KFEL-TV is a bank, using \$560 worth of ID's 20 second and minute announcements. An auto dealer invests \$530 in spots and a bakery products firm, \$440. All three use slides and film.

EL PASO: On KTSM-TV, a car dealer is the leading single sponsor, putting \$100 into time and \$85 into program costs for feature films. A food store is next with a quiz program coming to \$70 time and \$30 production. A ten-minute newscast is sponsored by a department store for \$50 time and \$20 production.

LOS ANGELES: An auto dealer on KTTV uses feature films to the tune of \$1,200 for time and \$600 production. Wrestling is the vehicle for a drug company which puts \$2,400 into time.

Another auto dealer is the leading local program user on KTLA spending \$1,825 for a weekly half hour musical-variety package. A clothing concern pays a total of \$1,250 weekly for feature films and wrestling.

KTLA's top announcement clients are a savings and loan association using \$2,000 worth of ten and 20-second spots weekly, a food firm putting \$1,100 into 20-second spots, and an appliance dealer paying \$800 weekly into 20-second breaks. All use film commercials.

(Continued on page 78)

Local Advertising cont'd

MOBILE: Post-freeze WKAB-TV's top program customer is a furniture store spending \$400 for time and \$50 for program.

Other leading accounts are an auto dealer and appliance company whose time bills come to \$300. Spending \$250 or over for announcements are an appliance dealer and a brewery using 14 and 12 announcements a week respectively and an auto dealer using slides on 12 spots weekly.

NEW YORK: WATV reports auto dealers using news, features and sports make up its top advertiser category. At peak season, the dealers spend as much as \$12,000 a week, with the top spender putting \$3,000 into a weekly show.

Appliance advertisers invest as much as \$2,000 weekly in sports and westerns. Biggest general retail account pays out \$1,500 per week.

On spots men and women's clothiers head WATV's account list, with service organizations (principally banks and insurance companies), beverages, and food distributors also near the top.

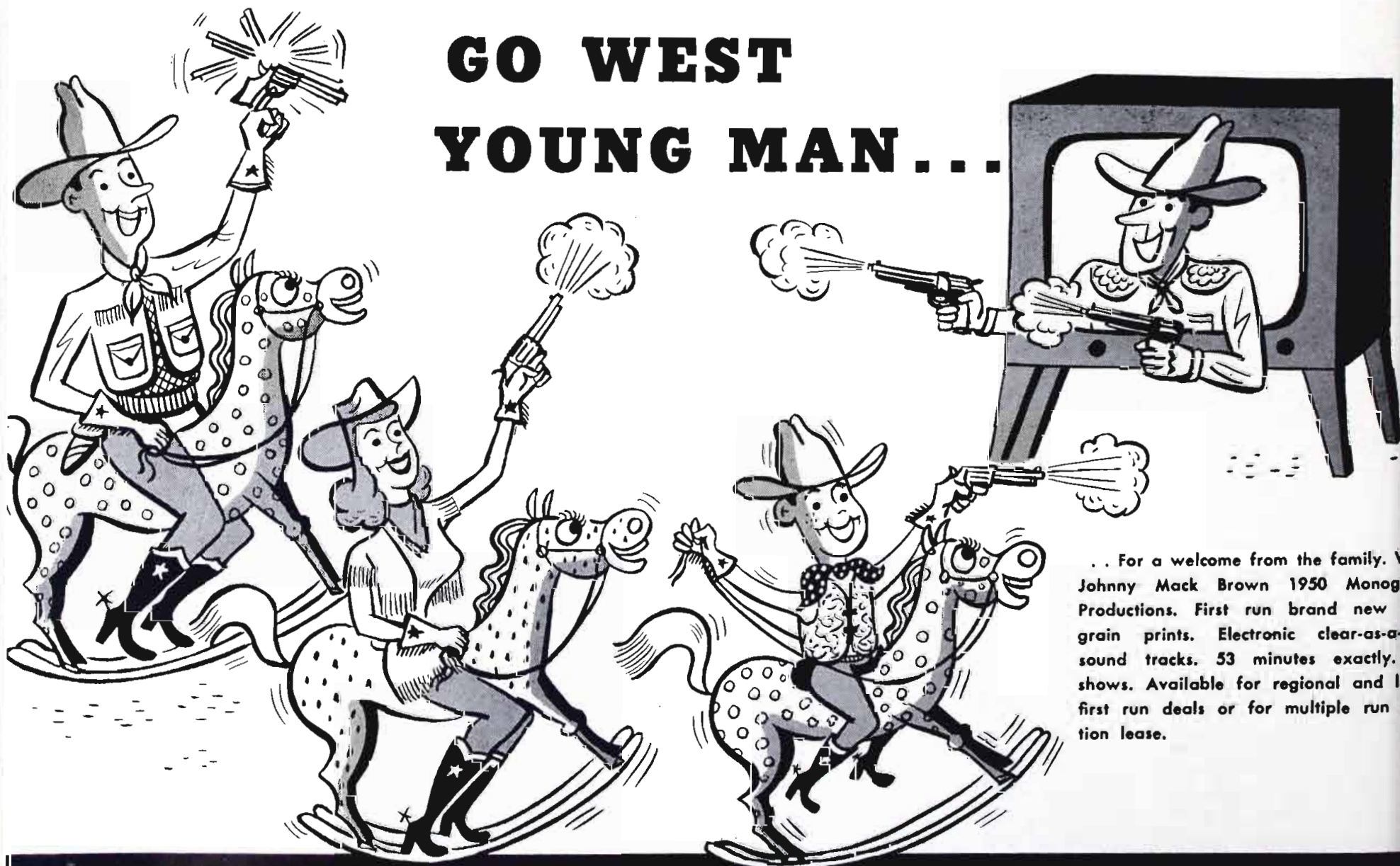
Biggest local program account on WABD is a food company spending \$2,500 for time and \$1,000 for the production of a woman's variety show each week. Top user of announcements is a household appliance outfit putting \$5,000 into live commercials and a food account paying \$1,500 for spot time.

PHILADELPHIA: On WCAU-TV, a brewery uses news and mystery shows, paying \$3,525 for time. Spot side, a dairy leads with 12 still-plus-animation 20-second announcements for a time cost of \$3,000 weekly. Following are a soft drink maker and meat products firm using 12 and 24 ID's respectively each week. Each spends about \$440 for time, uses stills for its commercials.

ROCK ISLAND: A live music show sponsored by a furniture store comes to \$200 weekly for production and \$216 for time. A bakery shells out \$160 for dramatic film series plus \$228 for the time. An appliance dealer uses another dramatic film, paying \$150 per program, plus \$216 for the time. Biggest users of announcements are a bakery, a jeweler and an appliance dealer, all on film.

SALT LAKE CITY: Biggest local spenders on KSL-TV are car dealers. For a wrestling program one auto firm spends \$800. Local power company uses feature films and a kitchen show totaling \$472 for time and \$272 production. Dairy products company spends a similar amount on feature films.

Two car dealers are top accounts in the announcement division, one pitching with live commercials, the other film. A dairy products firm is in third place with two ID's and two 20-second spots weekly. Its time bill is \$198.



... For a welcome from the family. With Johnny Mack Brown 1950 Monogram Productions. First run brand new film grain prints. Electronic clear-as-a-bell sound tracks. 53 minutes exactly. Available for regional and local first run deals or for multiple run station lease.

VITAPIX CORPORATION

509 MADISON AVENUE
NEW YORK 22, N.Y. PL. 8-30



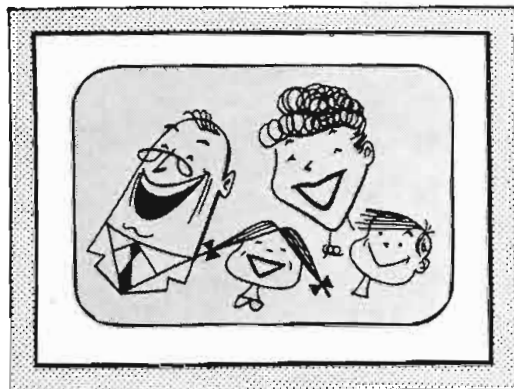
ROYAL PLAYHOUSE (Fireside Theatre)—Highest rated dramatic film program in its first run as "Fireside Theatre." 52 outstanding half-hours.



HEART OF THE CITY (Big Town) — 52 half-hours that scored smashing successes for Lever Brothers as "Big Town."



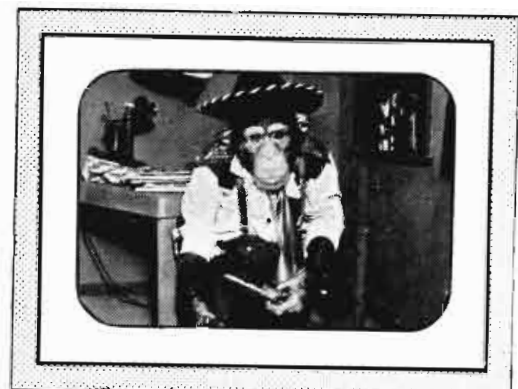
DOUBLE PLAY (With Durocher and Day)—Baseball's "Royal Family" presents guests from the Sports World's "Who's Who". 39 quarter-hours.



NEW HANK McCUNE SHOW—TV's first half-hour situation comedy show for syndication. A riot of fun and laughs.



OLD AMERICAN BARN DANCE — Twenty-six half-hours starring famous National Dance entertainers . . . Pee Wee King, Tennessee Ernie, others.



THE CHIMPS—A unique quarter-hour series starring "Bonzo". Each film a mystery satire played by chimps. Produced by Bing Crosby Enterprises.

LOOK TO UTP...FOR TV THAT COMBINES Showmanship and Salesmanship



DICK TRACY—39 exciting half-hours featuring America's No. 1 detective. Big ratings and big results everywhere it's shown!



COUNTERPOINT (Rebound) — Bing Crosby Enterprises' series of 26 dramatic half-hour suspense shows. A national award winner.



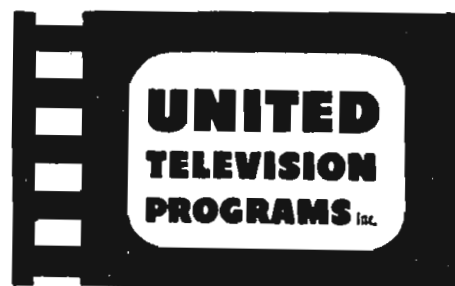
HOLLYWOOD OFF-BEAT — Action-packed half-hour series starring Melvyn Douglas as a sophisticated sleuth.



ENCHANTED MUSIC — 13 brilliant half-hours featuring ballet, symphony and opera. Ideal for prestige advertiser.



STUDIO TELESCRIPTION LIBRARY—Featuring Peggy Lee, June Valli, King Cole trio, Mel Torme and 150 other stars in a library of all-time favorites.



New York
444 Madison Avenue — PL 3-4620

Chicago
360 North Michigan — CE 6-0041

Hollywood
650 North Bronson Avenue

NEW FACES
for the NEW YEAR

UNITY *presents*
18 NEW FEATURES
The "Major Hollywood Package"
produced by SOL M. WURTZEL



STRANGE JOURNEY

Paul Kelly and Osa Massen
"Search for hidden uranium"

* * *

RENDEZVOUS 24

William Gargan and Maria Palmer
"World domination with atom bomb"

* * *

ROSES ARE RED

Jeff Chandler and Peggy Knudsen
"A strange impersonation"

* * *

CRIMSON KEY

Kent Taylor and Doris Dowling
"One beautiful woman knew answer"

* * *

DEADLINE FOR MURDER

Paul Kelly and Sheila Ryan
"A fast suspense thriller"

* * *

DANGEROUS MILLIONS

Kent Taylor and Dona Drake
"Shanghai, mysterious, dangerous"

* * *

TROUBLE PREFERRED

Peggy Knudsen and Lynne Roberts
"Fast-paced love comedy"

* * *

ARTHUR TAKES OVER

Lois Collier and Jerome Cowan
"A gay comedy"

* * *

FIGHTING BACK

Paul Langton and Joe Sawyer
"Fate and circumstance"



DANGEROUS YEARS

Marilyn Monroe and Jerome Cowan
"Dramatic story of teen-agers"

* * *

HALF-PAST MIDNIGHT

Kent Taylor and Peggy Knudsen
"Action-packed mystery"

* * *

NIGHT WIND

Charles Russell and Virginia Christine
"Spys and rocket research"

* * *

MISS MINK

Jimmy Lydon and Lois Collier
"Comedy of young love"

* * *

TUCSON

Jimmy Lydon and Penny Edwards
"Fast horses and action"

* * *

INVISIBLE WALL

Jeff Chandler and Virginia Christine
"Road to luxury . . . death"

* * *

SECOND CHANCE

Kent Taylor and Betty Compson
"Exciting love drama"

* * *

JEWELS OF BRANDENBURG

Richard Travis and Carol Thurston
"Fabulous treasure mystery"

* * *

BACKLASH

Jean Rogers and John Eldredge
"Jealousy, suspicion, terror"

★ UNITY'S Catalogue Is Growing Bigger and Better . . . Here Is One of the Greatest Packages Ever Offered to Stimulate Markets for Highest Ratings . . . Produced in Hollywood as recently as 1949 . . . now booked by CBS, New York, Washington; ABC, Los Angeles, San Francisco, Detroit; WPTZ, Phila.; WSB, Atlanta; and many other stations, sponsors and agencies.

EXCLUSIVELY DISTRIBUTED FOR TELEVISION BY

UNITY TELEVISION CORPORATION

1501 BROADWAY, NEW YORK 36, N. Y. • Longacre 4-8234

SYNDICATED FILM

A directory of current film programs now available for local or regional sponsorship . . . number completed in series . . . length of program . . . distributor

CHILDREN'S

- Crusader Rabbit**
195, 5 min., Consolidated
- Coco the Clown Cartoons**
40, 5-8 min., Station Distributors
- Fun With Felix**
13, 15 min., United Artists TV
- Junior Crossroads**
104, 15 min., Sterling

- Strange Adventure**
26, 30 min.; 52, 15 min., CBS-TV
- Terry and the Pirates**
26, 30 min., Official
- The Ruggles**
52, 26 min., Station Distributors
- The Visitor (The Doctor)**
39, 30 min., NBC
- Your Television Theatre**
54, 30 min., Ziv

- Foreign Intrigue**
60, 30 min., J. Walter Thompson
- Front Page Detective**
39, 30 min., Consolidated
- Heart of the City (Big Town)**
52, 30 min., UTP
- Hollywood Off-Beat**
13, 15 min., UTP
- I Am the Law**
26, 30 min., MCA-TV

DRAMA, COMEDY

- Abbott & Costello**
52, 30 min., MCA-TV
- Counterpoint (Rebound)**
26, 30 min., UTP
- Douglas Fairbanks Jr. Presents**
39, 30 min., NBC
- Famous Playhouse**
91, 30 min., MCA-TV
- Favorite Story**
39, 30 min., Ziv
- Ford Theatre**
39, 30 min., Screen Gems
- Holiday of Dreams**
13, 3 1/2 min., DuMont
- Hollywood Half Hour**
26, 30 min., Consolidated
- Invitation Playhouse**
26, 30 min., Guild
- Jackson and Jill**
13, 30 min., Consolidated
- Jonathan Story**
52, 15 min., Sterling
- Life of Riley**
26, 30 min., NBC
- Paul Killiam Series**
26, 15 min., Sterling
- Pulse of the City**
26, 15 min., Telescene
- Royal Playhouse (Fireside)**
52, 30 min., UTP
- Story Theatre**
26, 30 min., Ziv

MUSICALS

- Ballets de France**
26, 15 min., March of Time
- Holiday in Paris**
13, 30 min., CBS-TV Film Sales
- Liberace**
117, 30 min., Guild Films
- Old American Barn Dance**
26, 30 min., UTP
- Paradise Island**
26, 15 min., Consolidated
- Musical Shorts**
1120, 3 min., UTP
- Tele Discs**
100, 3 min., Vitapix
- Disk Jockey Films**
60, 3 1/2 min., Screen Gems

- Into the Night**
26, 30 min., Sterling
- Meet the Victim**
26, 15 min., Sterling
- Public Prosecutor**
26, 15 min., Consolidated
- Ramar of the Jungle**
26, 30 min., Arrow
- Scotland Yard**
13, 26 1/2 min., DuMont
- Superman**
26, 30 min., MP-TV
- Unexpected**
39, 30 min., Ziv

MYSTERY, ADVENTURE

- Boston Blackie**
78, 30 min., Ziv
- Cases of Eddie Drake**
13, 30 min., CBS-TV
- City Detective**
26, 30 min., MCA-TV
- Dangerous Assignment**
39, 30 min., NBC
- Dick Tracy**
38, 15 min., UTP
- Files of Jeffrey Jones**
38, 30 min., CBS-TV

NEWS, DOCUMENTARY

- American Wit and Humor**
13, 30 min., March of Time
- Building for Peace**
26, 15 min., Sterling
- Clete Robert's World Report**
220, 15 min., United Artists TV
- Close-Up**
13, 15 min., Guild Films
- Crusade in Europe**
26, 20 min., 20th Cent. Fox
- Daily News Report**
Current, 15 min., NBC
- Headlines on Parade**
26, 15 min., United World
- INS-Telenews**
Daily, 15 min., INS
- INS-Telenews**
Weekly, 15 min., INS

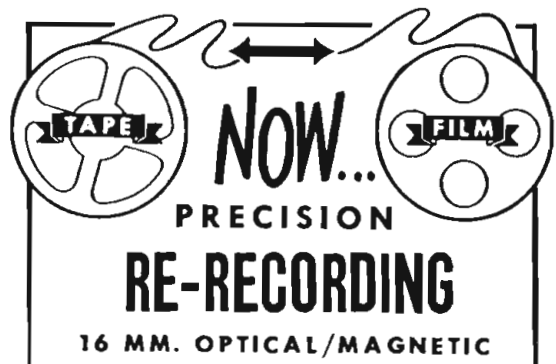
WANT A DIFFERENT TV SHOW?

The Sportsman's Club

Nothing else like it. 15 minutes of hunting, fishing, and outdoors with Dave Newell and a panel of experts. Popular, well rated, entertaining, and reasonable in cost. 52 units now ready. Write for audition prints.

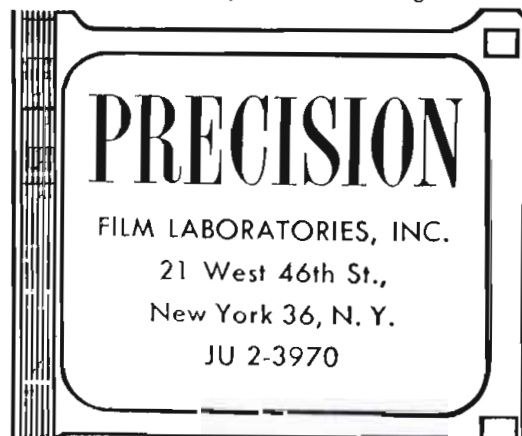
SYNDICATED FILMS

1022 Forbes St.
Pittsburgh 19, Pa.
Phone: EXpress 1-1355



Now — get top-notch service on all types of sound transfer! Magnetic tape to film optical track or reverse, sync or non-sync. Any type of re-recording now can be done to *Precision standards*.

All the skill of MAURER sound and professional 16mm. motion picture equipment and engineering, *combined with* the finest in film laboratory processing for which **PRECISION** is famous! Take advantage of this unbeatable combination! Let Precision fill **your** re-recording needs!



March of Time
26, 30 min., March of Time

March of Time Through the Years
26, 30 min., March of Time

Problem Spots
13, 26 min., British Information Services

Stranger Than Fiction
65, 15 min., United World

The Feminine Angle
13, 15 min., United Artists TV

Washington Spotlight
Weekly Current, 15 min., UTP

Weekly News Review
Weekly, 15 min., NBC

Yesterday's Newsreel
156, 15 min., Ziv

RELIGIOUS

Living Book
13, 30 min., Ziv

Reading the Bible
13, 30 min., DuMont

WESTERNS

Cisco Kid
104, 30 min., Ziv

Cowboy G-Men
13, 30 min., United Artists TV

Gene Autry Show
52, 30 min., CBS-TV

Hopalong Cassidy
52, 1 hr.; 29, 30 min., NBC

Johnny Mack Brown
26, 56 min., Vitapix

Kit Carson
26, 30 min., MCA-TV

Range Rider
52, 26:30 min., United Artists TV

INTERVIEWS, QUIZ, TRAVEL, WOMEN'S INTEREST

Armchair Adventure
104, 15 min., Sterling

Brokenshire
52, 15 min., United Artists TV

Family Quiz
13, 30 min., DuMont

For the Ladies
26, 30 min., Sterling

Going Places
39, 15 min., United World

Going Places with Uncle George
26, 10 min., Consolidated

Hollywood on the Line
26, 15 min., CBS-TV

Hollywood Reel
52, 15 min., Paramount

John Kiernan's Kaleidoscope
104, 15 min., United Artists TV

King's Crossroads
104, 30 min., Sterling

Lilli Palmer
26, 15 min., NBC

Pathe Hy-lights
26, 12 1/2 min., DuMont

The Feminine Angle
13, 15 min., United Artists TV

Three Guesses
13, 12 1/2 min., 20th Cent. Fox

TV Closeups
26, 5 min., United Artists TV

View the Clue
13, 15 min., United Artists TV

SPORTS

Adventure in Sports
52, 15 min., Sterling

Adventures Out of Doors
13, 15 min., Official Films

Call the Play
78, 15 min., Guild Films

Daily Sports Film
Daily, 3 1/2 min., INS

Double Play
39, 15 min., UTP

Famous Fights from Madison Square Garden
26, 15 min., Winik

Gadabout Gaddis
26, 15 min., Sterling

Madison Square Garden
Current Weekly, 12 1/2 min.,
65, 26 1/2 min., DuMont

Madison Square Garden
26, 15 min.; 26, 30 min., Winik

Ringside with Rasslers
52, 1 hr., Consolidated

Roller Derby
52, 26 min.,
52, 12 1/2 min., Station Distributors

Sports Album
105, 5 min., Ziv

Sportscholar
52, 15 min., United World

Sportsmen's Club
52, 15 min., Syndicated Films

Telesports Digest
Weekly, 30 min., United Artists TV

This Week in Sports
Weekly, 15 min., INS

What's The Record
52, Sterling

Wrestling from Hollywood
Current Weekly, 1 hr., Paramount

Television Magazine • March 1953

COWBOY G-MEN

starring **Russell Hayden** and **Jackie Coogan**

... Although currently sponsored in a large number of markets by several national advertisers, this outstanding program is still available for local or regional sponsorship in many key markets.

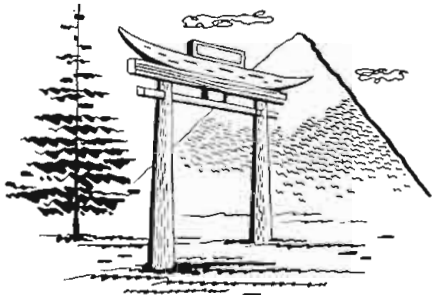
NEW—BUT COWBOY G-MEN
IS ALREADY OUTRATING
MANY ESTABLISHED
TELEVISION PROGRAMS

GET THE FACTS FROM
UNITED ARTISTS TELEVISION
729 SEVENTH AVE., NEW YORK 19, N. Y.
Circle 5-6000

Produced by Telemount Pictures in Association
with Mutual TV Productions.



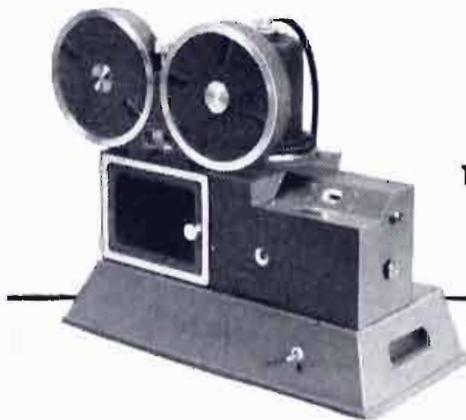
MAURER 16mm AT WORK FOR THE JAPANESE GOVERNMENT!



Ian Mutsu, president of the International Motion Picture Company, Tokyo, makes films for the Japanese Government... and for United Press-Movietone TV Newsreel. What camera? The Maurer "16," of course. "Thoroughly satisfied," says Mr. Mutsu... as all the world's top professionals say of the Maurer "16"... because it meets so many varied needs, gives top performance under all conditions of light, temperature and humidity.



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.



THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.



THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER. A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

maurer means *finer motion pictures!*

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

**16mm
maurer**

CABLE ADDRESS:
JAMAURER

CIRCULATION AND RATES

An analysis of the relationship between circulation and station rates, giving the advertiser and the station a basis for projecting future rate increases by set growth

SET circulation is still the basic peg or rate structure, although the number and strength of stations within a market, and the character of the market are also influencing factors.

TELEVISION Magazine compared the set circulation as of January 1953 in each of the original pre-

thaw markets with the highest Class A hour rate then listed for each market.

There is no direct correlation between individual station rates and circulation. There is however enough relation between groups of stations with similar levels of circulation to give advertisers and

stations some idea of what might be expected in the future.

One exception (and there will probably be more in the making) is the group of markets where circulation is between 200-250,000. The average rate for a Class A hour is \$589, a good bit lower than the average for the 175-200,000 category.

Market	January '53 Circulation	Highest Class A Hour Rate	Market	January '53 Circulation	Highest Class A Hour Rate
50,000-100,000			Average—\$368		
Utica	85,000	425	Bloomington	213,600	500
Salt Lake City	87,300	300	Atlanta	220,400	650
Jacksonville	92,900	400	Seattle	223,600	625
Nashville	96,168	350	Houston	224,500	600
100,000-125,000			225,000-250,000		
Average—\$507			Average—\$631		
Binghamton	101,450	500	Grand Rapids	229,734	600
Tulsa	102,250	550	Toledo	238,785	700
Greensboro	108,825	550	Kalamazoo	249,000	600
Huntington	118,000	400	Schenectady	250,450	625
San Antonio	118,744	500	250,000-300,000		
Ames	120,324	500	Average—\$712		
Oklahoma City	123,996	550	Providence	254,000	800
125,000-150,000			Kansas City	263,538	600
Average—\$525			Dayton	268,000	750
Wilmington	128,418	475	Columbus	276,700	700
Lansing	130,500	525	300,000-400,000		
Miami	135,973	700	Average—\$764		
Birmingham	140,000	400	Indianapolis	300,000	600
New Orleans	143,738	500	Buffalo	321,738	700
Norfolk	144,182	600	Minneapolis	350,300	900
Erie	147,876	500	New Haven	365,140	660
San Diego	148,864	500	Milwaukee	397,853	960
150,000-175,000			400,000-500,000		
Average—\$537			Average—\$884		
Richmond	157,452	600	Cincinnati	400,000	850
Davenport-Rock Island	160,100	400	Washington	418,147	787
Omaha	163,884	550	Baltimore	453,074	1,000
Rochester	174,500	600	St. Louis	472,200	900
175,000-200,000			500,000-1,000,000		
Average—\$644			Average—\$1,244		
Charlotte	178,309	625	Pittsburgh	527,661	1,950
Memphis	180,190	650	San Francisco	549,100	725
Lancaster	183,020	700	Cleveland	711,245	900
Louisville	187,428	600	Detroit	817,000	1,400
200,000-225,000			1,000,000-1,500,000		
Average—\$589			Average—\$1,575		
Johnstown	202,995	550	Boston	1,002,032	1,500
Syracuse	206,135	550	Philadelphia	1,181,349	1,500
Dallas-Ft. Worth	209,934	650	Chicago	1,314,899	1,800
			Los Angeles	1,457,058	1,500

EVERYTHING FOR

1. RCA Film Camera
Type TK-20C

2. RCA 16mm Television Film
Projector Type TP-16D

3. RCA 35mm Television
Projector Type TP-35

4. RCA Film Multiplexer
Type TP-9B

Film Projection Room, complete with new RCA film camera, two new film projectors, and multiplexer. Can be remote-controlled from your audio/video console.

CO-ORDINATED

FILM SYSTEMS

New Film Camera Type TK-20C produces clear pictures approaching the quality of studio pick-ups. Low noise level. No image "chattering." No constant shading needed. It works equally well with the 16mm projectors, and 3" x 4" opaque slide projectors.

The 16mm TV Film Projector Type TP-16D makes film programming practical, economical. It's entirely self-contained. It's designed and built only by RCA.

The 35mm TV Film Projector TP-35C is a highly efficient pulsed light source. The projector operates without a shutter mechanism, is completely self-enclosed (including film mechanism) . . . and it's designed and built by RCA!

Type TP-9B Film Multiplexer enables you to use two projectors with one film camera for maximum program flexibility.

TK-3A Flying Spot Camera produces high-quality video signals from 2" x 2" transparencies. Dual channel increases flexibility, provides for lap dissolve and switching between channels. Ideal for titles, spots, commercial inserts (spots), test patterns. Special Effects Amplifier TA-15A is an ideal accessory.

RCA is your headquarters for a complete line of television film equipment. If you need 16mm or 35mm television projection equipment, RCA has the finest. If you want a revolutionary film camera, RCA has it. Kinescope recording equipment, automatic slide projectors, flying spot cameras, automatic processors, and miscellaneous accessories such as rewinders, reels, slide viewers, and film cleaning equipment, also are available.

RCA equipment can be used in many different combinations to fit your

planning and budget. For example, you can start with a complete film projection setup as illustrated here. Or you can start simply with a film projector, and add facilities as your program service grows. Note this fact, too: *RCA Service Company engineers are available on a nationwide basis to keep your RCA film equipment in top condition!*

Film systems planning is another RCA television service available to you through your RCA Broadcast Sales Representative. Take advantage of his broad experience.



5. RCA Flying Spot Camera Type TK-3A



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

PROFIT AND LOSS

**FCC reports industry revenue up 43 per cent from 1952
with 74 per cent of stations operating for full
year increasing their income and 16
stations earning revenues over \$3,000,000**

TOTAL broadcast revenues of the TV industry were estimated at \$336.3 million for the calendar year 1952, according to preliminary financial reports submitted by all TV networks and stations to the FCC. The 1952 revenues were approximately 43 per cent above the 1951 volume of \$235.7 million. Total broadcast revenues comprise the sale of time, talent, and program material to advertisers.

Broadcast income for the TV industry was preliminarily reported at \$54.5 million, or 31 per cent above 1951. All references to broadcast income are before Federal income tax.

Networks (including their 15 owned and operated stations) reported TV revenues of \$191.9 million, expenses of \$182.9 million and income of \$9 million. The 1952 network TV revenues were almost 50 per cent above 1951. However, as a result of a proportionately greater increase in expenses (56 per cent), network TV income was reported at \$2 million below the 1951 figure of \$11 million.

A slight decline in network AM revenues (including 18 owned and operated stations) in 1952 was more than offset by a larger increase in network AM operating expenses producing an estimated \$11.2 million in network AM income, or about 18 per cent above 1951. As a result, network AM income in 1952 was greater than network TV income. This is in contrast to 1951 when for the first time income from TV operations exceeded that of AM operations.

Ninety-three TV stations (excluding 15 network owned and operated stations) estimated total

revenues of \$143.7 million, or about 33 per cent above 1951. With station expenses increasing at a slower rate (28 per cent), the income of 93 TV stations rose to \$45.6 million or 51 per cent above 1951. (By comparison, 2175 AM stations reported aggregate income of \$49.2 million in 1951, the latest year for which data is available.)

Ninety-four of the nation's 108 TV stations in operation during the full year of 1952 reported profitable operations. Average income per profitable station rose from \$330,000 in 1951 to \$453,000 in

of the 14 TV stations reporting 1952 losses were located in the two seven-station markets—New York and Los Angeles. Seven of the 14 losing stations estimated their total revenues at \$2 million or more. None of the 40 TV stations located in one-station markets reported a loss in 1952.

Of the 14 TV stations located in the nation's two seven-station markets, five profitable stations in these markets had average total revenues of \$5.0 million, expenses of \$3.3 million and income of \$1.7 million; the remaining nine losing stations had average total revenues of \$2.3 million, expenses of \$2.6 million and a loss of \$300,000.

Forty TV stations located in one station markets (all reporting profitable operations) had average total revenues of \$1,400,000, expenses of \$768,000 and income of \$632,000.

Thirteen TV stations located in metropolitan areas of less than 250,000 population had average total revenues of \$745,000, expenses of \$429,000 and income of \$316,000.

New York with seven stations had the largest total station revenue, or \$28.2 million. Los Angeles also with seven stations had the second largest revenue of almost \$18 million. Total station revenues in other markets having at least three stations ranged from \$16.2 million in Chicago to \$2.4 in Atlanta.

The largest gain in TV station revenues for three TV stations was registered in San Francisco where the total revenues for three TV stations was estimated at \$5.7 million or an increase of 57.6 per cent over 1951.

Changes in Income of 105 TV Stations in Operation for Full Year

Stations Reporting	Number of Stations
Increased loss in 1952	2
Decreased income in 1952	9
Income in 1951 and loss in 1952	5
Decreased loss in 1952	5
Loss in 1951 and income in 1952	6
Increased income in 1952	78
Total	105

1952. Sixteen TV stations estimated their incomes in 1952 to be \$1 million or more.

Fourteen TV stations reported losses from 1952 operations, the same number as in 1951. Losses, however, were smaller in 1952 with seven of the stations estimating losses of less than \$100,000. Maximum losses of between \$400,000-\$800,000 were reported by two stations.

As in 1951, the majority (nine)

TV STATION REVENUES IN SPECIFIED MARKETS

1951 - 1952

TV Markets	No. of TV Stations	Total TV Revenues ¹		Percent Increase
		1952 (Estimated) (\$ Thousands)	1951	
New York	7	\$28,158	\$22,978	22.5
Los Angeles	7	17,966	13,487	33.2
Chicago	4	16,171	12,946	24.9
Philadelphia	3	9,868	8,791	12.3
Detroit	3	8,888	6,765	31.4
Cleveland	3	6,064	4,816	25.9
San Francisco	3	5,700	3,616	57.6
Baltimore	3	5,089	3,945	29.0
Cincinnati	3	4,965	3,809	30.3
Washington, D. C.	4	4,672	3,756	24.4
Columbus, Ohio	3	3,042	2,387	27.4
Atlanta	3	2,359	1,653	42.7
Total 12 TV Markets	46	\$112,942	\$88,949	27.0
51 Other TV Markets	62	81,638	56,531	44.4
Total 63 TV Markets	108	\$194,580	\$145,480	33.8

¹ Revenues comprise the sale of time, talent and program material to advertisers.

PROFIT AND LOSS BY REVENUE BRACKET

Broadcast Revenues	Total	1952 Number of Stations		Average Per Station		
		Reporting Income	Reporting Loss	Broadcast Revenues	Broadcast Expenses	Broadcast Income ¹
Less than - \$500,000	3	2	1	\$ 365	\$ 308	\$ 57
500,000 - 750,000	13	11	2	577	460	117
750,000 - 1,000,000	17	15	2	878	653	225
1,000,000 - 1,250,000	12	11	1	1,091	654	437
1,250,000 - 1,500,000	11	10	1	1,384	1,018	366
1,500,000 - 2,000,000	18	18	—	1,732	1,147	585
2,000,000 - 2,500,000	9	7	2	2,231	1,671	560
2,500,000 - 3,000,000	9	5	4	2,688	2,376	312
3,000,000 and over	16	15	1	4,205	2,471	1,734
Total	108	94	14	\$1,802	\$1,238	\$ 564

¹ Before Federal Income Tax.

PROFIT AND LOSS BY MARKET SIZE

1952

Population ² of Metropolitan Area	Total	Number of Stations		Average Per Station		
		Reporting Income	Reporting Loss	Broadcast Revenues	Broadcast Expenses	Broadcast Income ¹
Under 250,000	13	13	—	\$ 745	\$ 429	\$ 316
250,000 - 500,000	25	24	1	1,099	716	383
500,000 - 1,000,000	26	24	2	1,342	891	451
1,000,000 - 2,000,000	14	12	2	1,817	1,155	662
2,000,000 and over	30	21	9	3,236	2,362	874
Total	108	94	14	1,802	1,238	564

¹ Before Federal income tax.

² 1950 Census of Population.

ENGINEERING DIRECTORY

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Consulting Radio Engineer

Munsey Bldg. Sterling 0111
WASHINGTON, D. C.

PAUL GODLEY CO.

Consulting Radio Engineers

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Labs: Great Notch, N. J.

Phones: Montclair 3-3000
Founded 1926

JOHN CREUTZ

Consulting Radio Engineer

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A. EARL CULLUM, JR.

Consulting Radio Engineer

HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

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Radio and Television Engineers

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WASHINGTON 5, D. C.

THE RATING SERVICES

AMERICAN RESEARCH BUREAU, INC., publishes national ARB Rating Service monthly, at National Press Bldg., Washington 4, NAtional 8-0822, James W. Seiler, director.

SAMPLE SIZE: 2200 for National; 500 each city; all markets covered, using systematic probability sample including every county within 150 miles of TV signal. Results projectable to entire U.S. television viewing audience.

TECHNIQUE: diary measurement; covers entire telecast day, with surveys conducted during the first seven days of each month (second week of month used when holiday falls in first). Service published in last week of month surveyed. Supplementary Service issued for second week of month, covering alternate week shows. Separate, single-performance ratings supplied for multi-weekly shows. Audience composition reported by individual program monthly.

Costs: (1) networks, \$900 monthly; (2) agencies, \$175 monthly for those with fewer than three network shows; \$250, for those with three to seven net shows; \$400, for those with seven or more.

West Coast office located at Post Office Box 9634, Los Angeles 22, Calif., and New York office at 516 5th Ave. ARB also issues separate monthly reports for 13 major TV markets and handles various special assignments.

C. E. HOOPER, INC., publishes monthly Broadcast Audience Measurement at 10 E. 40th St., New York 16, LExington 2-3000, C. E. Hooper, president.

SAMPLE SIZE: varies with program, from 16,080 to 47,520 coincidental telephone calls applied to 300-500 diaries, time period and market size and is published in each report. Publishes 12 yearly reports in 12 cities, 6 times yearly in 16 cities, and 3 times yearly in 12 cities.

TECHNIQUE: produce coincidental-based diary ratings derived from sampling conducted during first seven days of the month, for programs by quarter hours day

and night, from sign-in to sign-off. Results published from 21 days to 6 weeks after survey.

Audience composition on individual markets reported separately for subscribing stations and regionally by time zones for agency-advertiser subscribers. In addition to ratings, reports contain projections expressed in terms of number of homes watching.

Cost: (1) flat rate to stations, (2) study scales to agencies, based on number of network programs.

A. C. NIELSEN CO., publishes Nielsen Television Index bi-weekly, and Nielsen Coverage Service Reports, at 2101 Howard St., Chicago 45, Illinois, HOLlycourt 5-4400, A. C. Nielsen, president.

SAMPLE SIZE: 675 (grows with set ownership); all markets covered, using area sampling technique, with no prescribed geographic limits. Results projectable to entire U.S. television viewing audience.

TECHNIQUE: automatic, electronic "Audimeter" measurement; covers entire telecast day, with all 4 weeks of each month surveyed. Two separate reports, covering first and second two week periods, respectively, issued for each month. First report published 2½ weeks after last day of individual month surveyed. Two or more performances of same show within two week period are averaged to get show's rating. Audience characteristics reported, by individual program, every two months. Cost of service varies.

Additional services include audience analysis data: separate week ratings; simultaneous ratings; cost-per-thousands; cumulative audiences; market divisions; minute-by-minute audiences; average audiences; number of telecasts received; frequency and duration of viewing; 9-city "Popularity" ratings, etc.

Coverage Service reports on daily, weekly, and monthly day and night circulations of stations, by individual markets, counties and states; set ownership, market characteristics, and out-of-home viewing.

THE PULSE, INC., publishes City TelePulses monthly, at 15 West 46th St., New York 36, JUDson 6-3316, Dr. Sydney Roslow, director.

SAMPLE SIZE: (1) in one station markets, 100 per ¼ hour daily; (2) in multi-station markets, 250 per ¼ hour daily; (3) in New York City area, varies from 300 to 1,000 by days and hour of the week.

Monthly coverage of 23 markets, using modified area sample technique, based on U.S. census metropolitan county areas. Twenty-four additional markets survey 2-10 times annually. Results projectable to all TV homes in cities surveyed.

TECHNIQUE: personal interview, roster recall measurement; covers all TV broadcast hours to 12 midnight. Survey conducted during first seven days of each month, except weeks with holidays when second week of month is used.

City TelePulses, issued during first week of month following survey, rate single performances of multi-week shows. Report shows audience composition by hourly periods; also, radios-in-use in TV homes by ¼ hours.

Cost of service varies with number of markets bought. Additional services include monthly Multi-Market TelePulse, which is a weighted average report for network shows in the same 23 markets, as well as the Network Popularity TelePulse, which measures the popularity of shows in 10 markets with three or more stations.

TRENDEX, INC., publishes Trendex TV Program Popularity Report monthly, at 347 Madison Ave., New York 17, MURray Hill 4-4328, E. G. Hynes, Jr., president, R. B. Rogers, executive vice-president.

SAMPLE SIZE: approximately 600 homes per ½ hour program. Ten cities, with 3 or more stations are covered in this popularity report, using random telephone homes within non-toll areas of each city. Results are projectable to all TV telephone homes in the 10 cities.

TECHNIQUE: telephone coincidental measurement covers telecasts

from 8 a.m. to 11 p.m. and survey is conducted during the first seven days of each month. Second week of each month is surveyed for alternate week shows. Reports issued on 15th of month surveyed, giving separate data for each performance of multi-weekly shows. Audience composition, by program, reported every February, June and October. Sponsor identification, by programs, every April, September and December.

Cost of Report is \$75 a month per show telecast by agency or advertiser, with a maximum of \$450. \$30 a month for advertisers or agencies without TV shows.

Additional services include special projects on broad, flexible basis, permitting studies of individual programs with reports available within 24 hours of show-time.

VIDEODEX, INC., publishes Network Videodex monthly, at 342 Madison Ave., New York 17, Murray Hill 7-8837, Allan Jay, president.

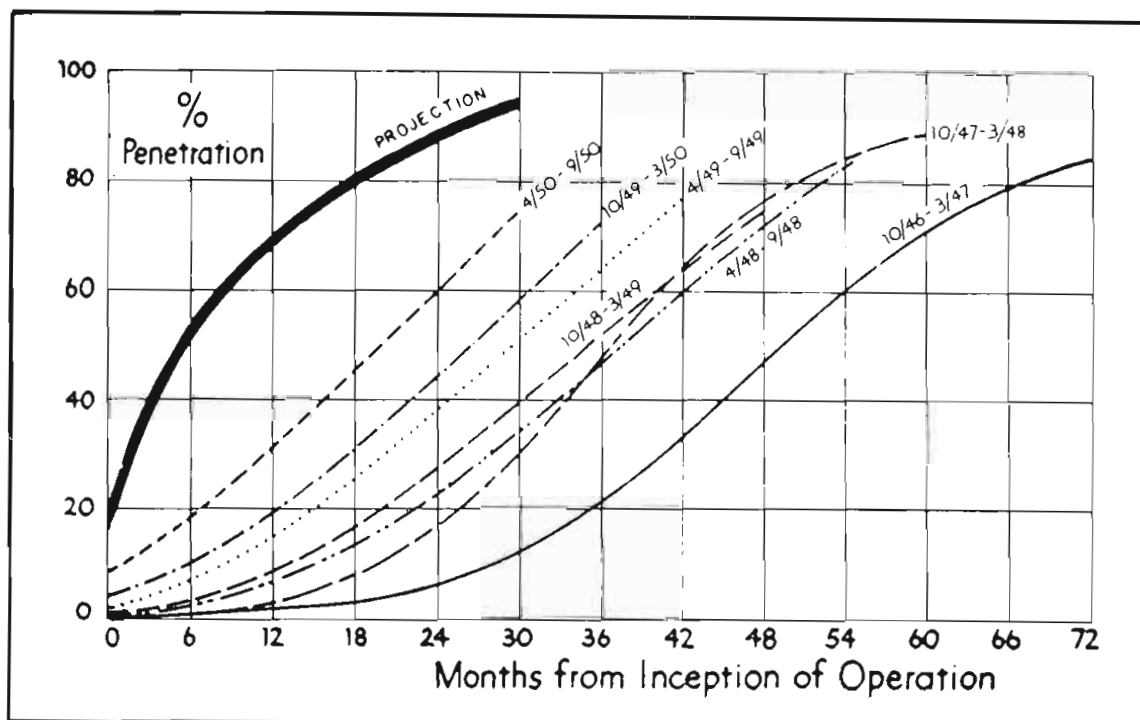
SAMPLE SIZE: 9,200; all markets covered, using probability sample based on television receiver warranty cards supplied by manufacturers and/or distributors. Covers full telecasting area of each market and is projectable to entire U.S. television viewing audience.

TECHNIQUE: diary measurement; covers entire telecasting day, with first seven days of each month surveyed. Earliest first seven days of month not subject to holiday bias used when necessary. Videodex published at the end of the third week of month surveyed and gives separate single-performance ratings for multi-weekly shows. Audience composition reported by individual program monthly. Cost of service varies.

Additional services include: Individual City Videodex, 25 cities published monthly, and monthly Multi-City Videodex, covering individual network programs in 25 cities. Also, quarterly reports on audience composition, opinion of commercial and opinion of program as whole, plus special tabulations including cumulative audience characteristic data from IBM cards.

Produce a time period audience composition, a time zone sets-in-use and audience composition and a station line-up report, reflecting the confirmed clearances from corrected program logs, market by market.

Rate of Receiver Penetration



McCann-Erickson projection of set saturation

A STATION which began operations at the end of 1946 could expect a 20% set penetration after three years. A station which debuted in pre-freeze 1950 could reach that figure after six months. With this kind of progress, what kind of circulation growth can be expected in the new markets?

There are many factors which influence the rate of television set penetration growth, some of which cannot be measured quantitatively. For example, quality of programming, availability of sets, skepticism of consumers, among others, are all qualitative by nature and cannot be measured precisely.

The record of what happened in the original TV areas shows that in individual markets, rate of penetration hinged largely on two factors—when the first station signed on and the socio-economic characteristics of the area.

When McCann-Erickson, at the end of 1952, estimated what could be expected of the post-thaw TV cities, it figured that those which were among the country's 125 largest markets could achieve 60 to 80 per cent penetration within the first year of service.

The curve of the extreme left is McCann's projection for the

post-thaw markets which suggests that stations will now sign on with almost 20 per cent set saturation, and hit close to 55 per cent within the first six months.

The only markets within the largest 125 to have post-thaw stations going for six months or more are Denver and Portland.

By February 1, Denver penetration hit 53 per cent; Portland (UHF only) scored 43 per cent in its fifth month of operation.

The McCann projection was based on the top 125 markets only. The smaller markets can be expected to progress more slowly. A 25 per cent reduction of the curve might represent a safer estimate for these areas.

The chart on this page divides the pre-freeze markets into groups by starting date of first TV service, then traces the growth of penetration for each group.

The lowest curve on the extreme right (10/46-3/47) is the oldest group of cities. The curve second from left shows the last group of pre-freeze markets to get service—4/50-9/50. Penetration increased so rapidly for this youngest group, that its cities hit 20 per cent in six months. It took the first group three years to make that figure.

FILM COMMERCIAL COSTS

Showing the elements of cost making up the producer's end price on a typical one minute film commercial based on the current market rate in New York

Presented here are the elements making up the producer's price on a single middle-bracket commercial.

The talent costs, based on the new SAG agreement, assume that the advertiser is planning for unlimited use in the B market category (from six to 20 cities) for one 13-week cycle. A narrator and actor, both on camera, are used. Other plans for re-use would of

course alter the talent fees greatly.

All costs are based on an actual commercial done for a top agency by a well-known New York producer. It in no way represents what a film "should" cost, but what one advertiser found to be the going market rate.

Shooting two similar films in one day, it was pointed out would add less than \$800 to the bill.

The cost of the commercial comes

to \$2,145.37, about two thirds of which represents payment to talent and personnel. To this has been added 35 per cent for producer's overhead and ten per cent to allow for his profit margin. The end price is then \$3,110.79.

Had animation been used, its cost might have been anywhere from \$40 to \$90 a foot. A full animation job runs from \$4,000 to \$10,000.

PERSONNEL

Item	Total
1. Writer	—
a. Salary	
b. Travel	
c. Subsistence	
2. Production Manager	—
a. Salary	
b. Travel	
c. Subsistence	
d. Miscellaneous	
3. Director	300.00
a. Salary (3)	
b. Travel	
c. Subsistence	
d. Miscellaneous	
4. Assistant Director	70.00
a. Salary (2)	
b. Travel	
c. Subsistence	
d. Miscellaneous	
5. Cameraman	100.00
a. Salary (1)	
b. Travel	
c. Subsistence	
6. Assistant Cameraman	30.00
a. Salary (1)	
b. Travel	
c. Subsistence	
7. Scene Design	50.00
a. Salary	
b. Travel	
c. Subsistence	
8. Electricians	48.00
a. Salary (2-1)	
b. Travel (1)	25.00
c. Subsistence	
9. Property Men	48.00
a. Salary (2-1)	
b. Travel (1)	25.00
c. Subsistence	
10. Grips	50.00
a. Salary (2)	
b. Travel	
c. Subsistence	
11. Scenic Artist	67.50
a. Salary (2-1)	
b. Travel	
c. Subsistence	
12. Script Girl	
a. Salary	
b. Travel	
c. Subsistence	

13. Sound Crew Recordist, Boom, Mix	105.00
a. Salary	
b. Travel	
c. Subsistence	
14. Technical Advisor	
a. Salary	
b. Travel	
c. Subsistence	
15. Make-Up, Hairdressers, Costumers	37.50
a. Salary	
16. Still Men	
a. Salary	
b. Travel	
c. Subsistence	
17. Actors	140.00
a. Salary (1)	
b. Travel	
c. Subsistence	
17a. Extras	—
a. Salary	
18. Musical Director	—
a. Salary	
19. Musicians	
a. Salary	
20. Editor	50.00
a. Salary (1)	
21. Narrator	140.00
a. Salary (1)	
22. Taxes—7%	86.87
Soc. Sec.-U.I.-NYSDT	

NON-PERSONNEL

Item	Total
1. Automobile Rentals	
2. Station Wagon Rentals	
3. Truck Rentals	
4. Camera Equipment	
a. Camera, lenses, finders, filters	
b. Still camera, tripod, holders	
c. Tripod, head, baby, hi-hat, triangle	
d. Dolly	
e. Motors	
f. Battery boxes and batteries	
g. Blimp	
h. Magazine	
5. Lighting Equipment	
a. Fives, deuces, babies, broods, clips	
b. Barn doors, cels, booms	
c. Gobos, reflectors	

d. Cable, boxes, siamese connectors	
e. Lamp bulbs, still flashbulbs	
f. Generators	
6. Sound Truck	
7. Stage Rental—1 Day Const., 1 Day Shooting, Props 25-- Materials (Including Lights)	375.00
8. Set Costs and Properties	50.00
9. Animation and Title Costs	45.00
10. Express and Freight Charges	
11. Rerecording Costs	75.00
12. Musical Royalties	
13. Recording on Tape	50.00
14. Opticals, Montages	7.50
15. Stock Footage	
16. Raw Stock	
a. Picture negative 1,000 ft.	40.00
b. Stills, cut films	
c. Sound negative 500 ft.	10.00
d. Fine grains (inc. processing)	
e. Work print (inc. processing)	
f. Sound work print (inc. processing)	
g. Effects fine grains (inc. processing)	
h. Effects dupe negative (inc. processing)	
i. Combined dupe negative (inc. processing)	
j. Combined answer print	10.00
17. Processing	
a. Develop picture	
b. Develop sound	
c. Develop stills	
d. Print stills	
18. Release Print	
a. 35mm	
b. 16mm	
19. Projection	10.00

Personnel Total	\$1372.87
Non-Personnel Total	772.50
Direct Cost Total	2145.37
Overhead (35%)	750.88
Profit (10%)	214.54
Grand Total	\$3110.79

Note: Last or only figure in parentheses is no. of days worked; first figure is number of workers.



WBAP-TV Camera crew in action

You're set for split-second action with DuPont High Speed Rapid Reversal Pan

Provides better, faster film coverage at WBAP-TV, Fort Worth

Film lab chiefs of TV stations throughout the country will welcome Du Pont's New Rapid Reversal Pan 16 mm. Film—Type 930 for daytime action, and Type 931 for shooting at night. Many have already reported optimum pictorial and single-system sound results in addition to faster picture coverage of news and sports events.

For example, M. C. Hartung, Lab Chief at WBAP-TV, Fort Worth, Texas, wrote: "We're more than pleased with Du Pont's new 931 film emulsion. It has wonderful contrast for television and minimum grain. It has proved to be a good stop and a half faster than any other film we have used in our operation."

Speaking of both Types 930 and 931, James A. Byron, the station's news director, states in part: "We have

found the principal attributes of this film to be its fine grain, wide latitude and fast processing. May we congratulate you for having filled an outstanding need in the 16-mm. field."


Day or night, Du Pont High Speed Rapid Reversal Pan Films quickly and easily provide quality images for TV presentation. They offer fine grain and improved linearity . . . longer tonal range and better gradation. You can obtain complete information about these superior products by contacting your Du Pont technical representative . . . or writing the nearest District Sales Office. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware. In Canada: Canadian Industries, Ltd., Montreal.

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 BOSTON 10, MASS. 140 Federal Street
 CHICAGO 18, ILL. 3289 N. Calif. Avenue
 CLEVELAND 14, OHIO 1033 Union Commerce Bldg.
 DALLAS 1, TEXAS 506 Tower Petroleum Bldg.
 LOS ANGELES 38, CAL. 6656 Santa Monica Blvd.
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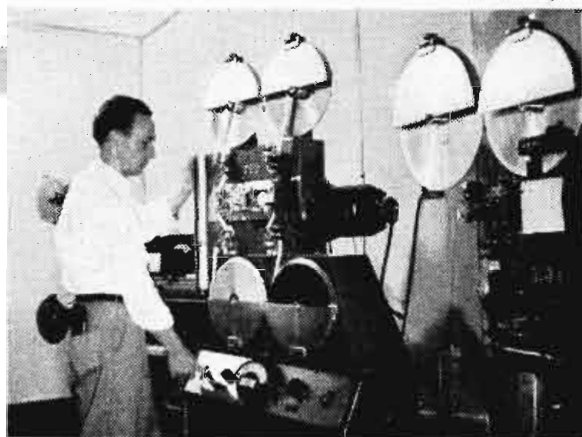
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ELEMENTS OF COST OF A HALF HOUR FILM SHOW

This chart shows the actual budget for a single 30-minute syndicated film, one of a series of 39 dramas shot by an established Hollywood producer. All items for this \$19,126 film are based on two days of production, using four featured actors, plus bit actors and extras. Producer's profit is not included.

ITEM	COST
Story (script, mimeographing)	\$800
Supervisors	700
Cast	3,000
Direction (minimum union scale)	500
Total Above-the-line Costs	5,000
Director's Staff (includes 1st, 2nd director, script supervisor)	464
Camera	1,080
Set Operation (includes preparation time on grips, prop men)	750
Set Construction Cost (includes 1 standby painter, carpenter)	770
Set Design	75
Set Dressings (includes pay of swing gang, prop & green men)	680
Special Effects	185
Process	285
Draperies	145
Props	190
Locations (includes meals, special policemen, location rentals)	210
Transportation	373
Lighting	880
Wardrobe	270
Make-up and Hairdressing	165
Film and Laboratory	1,800
Sound Recording	645
Sound Royalties	26
Sound Dubbing and Scoring	430
Film Editing	660
Titles and Inserts	275
Music	300
Studio Rentals	1,000
Studio General (includes social security, compensation insurance)	730
Total Below-the-line Costs	12,388
Total Direct Cost	17,388
General Studio Overhead	1,738
TOTAL COST	\$19,126

THE NETWORKS

AMERICAN BROADCASTING COMPANY, INC.

7 West 66th Street, New York 23, N. Y., SO 7-5000

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 Robert H. Hinckley, Vice President, Washington
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 Charles Holden, Assistant Director Program Department
 Philip Hoffman, Manager, KECA-TV
 Robert Holland, Manager of Film Services
 Malcolm Laing, Business Manager of Network Sales
 John Madigan, Director of News & Special Events
 Paul Mowry, Station Manager, WABC-TV
 John Pacey, Director of Public Affairs
 John Pival, Manager, WXYZ-TV
 William Phillipson, Director of Western Division
 Don Tatum, Director of TV, Western Division
 Oliver Treyz, Director of Research & Sales Development
 Charles Underhill, Director, Program Department

STATIONS: WABC-TV, New York; WBKB-TV, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KECA-TV, Los Angeles

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 Clarke A. Snyder, Director, Station Relations
 Louis Stone, Business Program Budget Manager
 E. Carlton Winckler, Production Manager, Program Department

STATIONS: WCBS-TV, New York; KNXT, Los Angeles; WBBM-TV, Chicago; WTOP-TV, Washington (owns 45%); WCCO-TV, Minneapolis (owns 47%)

DuMONT TELEVISION NETWORK

515 Madison Avenue, New York 22, New York MU 8-2600

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 Ted Bergmann, Director of Network Sales
 James L. Caddigan, Director of Programming and Production
 Elmore B. Lyford, Director of Station Relations
 Robert L. Coe, Manager, Station Relations Department
 Rodney D. Chipp, Director of Engineering
 Gerald Lyons, Director of Public Relations and Publicity
 Thomas J. McMahon, Director of Sports
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 Norman W. Drescher, Manager, Closed Circuit, Merchandising, Licensing
 Joseph Hess, Controller
 Richard E. Jones, Manager, Owned and Operated Stations
 Walter Compton, Manager of WTTG, Washington, D. C.
 Harold C. Lund, Manager of WDTV, Pittsburgh, Pennsylvania
 Milton Morel, Manager of New York Operations

STATIONS: WABD, New York; WDTV, Pittsburgh; WTTG, Washington

NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y. — Circle 7-8300

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 Dr. Thomas E. Coffin, Manager of Research
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 Thomas E. Knode, Manager of Station Relations
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 Thomas McCray, Director Network Programs (Hollywood)
 George McElrath, Director of Technical Operations
 Thomas B. McFadden, Director of National Spot Sales
 Robert W. McFadyen, Director of Development
 James H. Nelson, Advertising Manager
 Ernest de la Ossa, Director of Personnel
 John Rayel, Television Network Program Manager
 John H. Reber, National Manager for Television Spot Sales
 Hamilton Shea, General Manager, WNBK
 Harold Shepard, Sales Development Advertising & Promotion Manager,
 Spot Sales
 Edward Stanley, Manager of Public Service Programs
 Carl Stanton, Director of Film Division
 Davidson Taylor, Director of Public Affairs
 Frank Young, Director of Press

STATIONS: WNBK, Cleveland; KNBH, Los Angeles; WNBQ, Chicago;
 WNBT, New York; WNBW, Washington

STATION REPRESENTATIVES

EVERY-KNODEL INC.

President: Lewis H. Avery
 TV Sales Manager: Arthur H. Sherin Jr.
 New York (20): 608 Fifth Ave. Judson 6-5536
 Chicago (1): 75 E. Wacker Dr. Anderson 3-4710. J. W. Knodel
 San Francisco (4): 235 Montgomery St. Yukon 2-3877. Mgr.: David
 H. Sandberg.
 Los Angeles (15): 315 W. Ninth St. Tucker 2435. Mgr.: Edwin
 Cahn
 Atlanta (3): 41 Marietta St. N. W. Cypress 7545. Mgr.: Charles
 C. Coleman
 Dallas (1): 1915 Elm St. Sterling 1558. Mgr.: Clyde B. Melville
 Stations: KCSJ-TV Pueblo, KDUB-TV Lubbock, KEPO-TV El Paso,
 KTYL-TV Phoenix, WABD New York (represented by Avery Knodel
 outside of New York & New Jersey) WNAO-TV Raleigh-Durham,
 WHBF-TV Rock Island, WHYU-TV Newport News, WILK-TV
 Wilkes-Barre, WKZO-TV Kalamazoo, WSLS-TV Roanoke

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Boston: Little Bldg. Hubbard 4370. Mgr.: Bertha Bannan
 Station: WJAR-TV Providence (in New England only)

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 Detroit (26): 524 Book Bldg. Woodward 5-3230. Mgr.: Charles Fritz
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 Chris Hetherington
 San Francisco (4): 3012 Russ Bldg. Yukon 2-7068. Mgr.: Lindsey H.
 Spright
 Los Angeles (28): 6341 Hollywood Blvd. Granite 6103. Mgr.: Carleton
 Grayson
 Dallas: Rio Grande Nat'l Bldg. Randolph 7555. Mgr.: Clarke R.
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 Jacksonville: 106 Barnett Bank Bldg. Tel.: 6-5770. Mgr. Harry E.
 Cummings
 Stations: KTTV-TV Los Angeles, WTVR-TV Richmond, KDYL-TV Salt Lake
 City, WDSU-TV New Orleans, WOW-TV Omaha, KING-TV Seattle,
 WBNS-TV Columbus, KFEL-TV Denver, WXYZ-TV Detroit,

WBKB Chicago, WTTG Washington, *WGBI-TV Scranton, KWFT-
 TV Wichita Falls, Tex., *KIDO-TV Boise

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President: George W. Bolling
 V. P. in charge of TV: Richard Swift
 New York (17): 480 Lexington Ave. Plaza 9-8150
 Chicago (1): 360 N. Michigan Ave. Dearborn 2-5277. Mgr.: John D.
 Stebbins
 Boston: (16): 80 Boylston St. Hubbard 2-0346. Mgr.: James McCann
 Los Angeles (5): 2978 Wilshire Blvd. Dunkirk 8-8158. Mgr.: V. E.
 Atkinson
 San Francisco (3): 5 Third St. Garfield 1-6470. Mgr.: George D.
 Close
 Stations: WNBK-TV Binghamton, WKNB-TV Hartford-New Britain,
 *WHP-TV Harrisburg, Pa., *WBES-TV Buffalo, *WTVU Scranton,
 *WAYS-TV Charlotte, *WISE-TV Asheville, *WCOG-TV Greens-
 boro, *WMTV Madison, *KICU Salinas-Monterey, *WJMR-TV
 New Orleans

THE BRANHAM CO.

President: Eugene F. Corcoran
 Exec. V. P. in charge of TV: Joseph F. Timlin
 Chicago: 360 N. Michigan Ave. Central 6-5726. Mgr.: C. B. Peter-
 son
 New York: 230 Park Ave. Murray Hill 6-1860. Mgr.: Joseph F.
 Timlin
 Atlanta: Rhoads-Haverly Bldg. Walnut 3025. Mgr.: H. L. Rollis
 St. Louis: 706 Chestnut St. Chestnut 6192. Mgr.: J. E. Nicholson
 Dallas: 1005 Fidelity Union Life Bldg. Riverside 4884. Mgr.: George
 Hardwig
 Detroit (7): 236 General Motors Bldg. Trinity 1-0440. Mgr.: Fred
 Weber
 Charlotte: 612 Commercial Nat'l Bank Bldg. Tel.: 8839. Mgr.: B. C.
 Finch
 San Francisco (3): 703 Market St. Yukon 2-1582. Mgr.: Walter F.
 Patzloff
 Los Angeles (18): 99 Wilshire Blvd. Webster 1-1551. Mgr.: Norman
 E. Noyes
 Stations: WEWS Cleveland, WCPD-TV Cincinnati, WMCT Memphis,
 KRLL-TV Dallas, KOB-TV Albuquerque, KFMB-TV San Diego,
 *KFDA-TV Amarillo, *WHYN-TV Springfield-Holyoke, Mass.,
 *KMO-TV Tacoma, *KITT-TV Yonkers

BURN-SMITH CO. INC.

President: John A. Toothill

Chicago (1): 307 N. Michigan Ave. Central 6-4437. Western Mgr.: John A. Toothill**New York** (18): 19 W. 44th St. Murray Hill 2-3124. V.P. & Eastern Mgr.: C. Stanley Bailey**San Francisco** (4): 26 O'Farrell St. Yukon 6-5936. Mgr.: Jack Murphy**Los Angeles** (5): 672 S. Lafayette Park Place. Dunkirk 2-3200. Pacific Coast Mgr.: Harlan G. Oakes**Stations:** WROV-TV Roanoke, *WBOC-TV Salisbury, Maryland**CBS TELEVISION SPOT SALES**

Gen. Sales Mgr.: Sam Cook Digges

New York (22): 485 Madison Ave. Plaza 1-2345. Eastern Sales Mgr.: Clark B. George**Chicago** (11): 410 N. Michigan Ave. Whitehall 4-6000. Mid-western Sales Mgr.: MacLean Chandler**Los Angeles** (28): 1313 N. Vine St. Hollywood 9-1212. Mgr.: Edward A. Larkin**San Francisco** (5): Palace Hotel. Yukon 2-7000. Mgr.: Lamont L. Thompson**Memphis** (3): 63 S. Main St. Tel.: 5-3122. Mgr.: H. H. Holtshouser**Detroit** (2): 902 Fisher Bldg. Trinity 2-5500. Mgr.: Warren Abrams**Stations:** WCBS-TV New York, KNXT Los Angeles, WCAU-TV Philadelphia, WBTW Charlotte, WTOP-TV Washington, KSL-TV Salt Lake City, WAFM-TV Birmingham, WMBR-TV Jacksonville, KGUL-TV Galveston-Houston, WBBM-TV Chicago, CBS Television Pacific Network**DONALD COOKE INC.**

President: Donald Cooke

New York (17): 551 Fifth Ave. Murray Hill 2-7270**Chicago** (1): 228 N. LaSalle St. State 2-5096. Mgr.: Fred R. Jones**Los Angeles** (36): 111 N. La Cienega Blvd. Crestview 5-2022. Mgr.: Lee O'Connell**Detroit** (26): Penobscot Bldg. Woodward 2-3080. Mgr.: Charles J. Sheppard**San Francisco** (4): 233 Sansome St. Yukon 6-2396. Mgr.: William A. Ayres**Stations:** WKTV Utica, *KJRL-TV Pocatello, *WCMB-TV West Palm Beach, Fla., *WINK-TV Ft. Myers, Fla.**CROSLY BROADCASTING CORP.****Chicago** (1): 360 N. Michigan Ave. State 2-6693. Mgr.: Harry F. Albrecht**New York** (20): 630 Fifth Ave. Circle 6-1616. Mgr.: Bernard Musnik**Stations:** WLW-T Cincinnati, WLW-C Columbus, WLW-D Dayton, WLW-A Atlanta**DuMONT TV SPOT SALES**

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President: Max M. Everett

New York: 40 East 49th St. Plaza 9-3747. Mgr.: Powell Ensign**Chicago:** 400 N. Michigan Ave. Superior 7-9052. Mgr.: Charles Whipple**Beverly Hills:** 111 N. La Cienega Blvd. Crestview 5-2022. Mgr.: Lee F. O'Connell**San Francisco:** 233 Sansome St. Yukon 6-2981. Mgr.: William Ayres**Stations:** KSWO-TV Lawton, Okla., *WPMT-TV Portland, Maine, *WDAN-TV Danville, Illinois, *WRAK-TV Williamsport, Pa.**FORJOE-TV INC.**

President: Joseph Bloom

V.P. in Charge of Sales: Zangwill Golde

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V.P. & Director of TV: Lloyd Griffin

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Exec. V.P.: John J. Perna Jr.

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V.P. in charge of TV: W. B. Faber

New York (17): 420 Lexington Ave. Murray Hill 5-8701**Chicago** (11): 230 N. Michigan Ave. Franklin 2-4686. V.P. & Mgr.: John H. Wrath**Hollywood** (28): Taft Bldg. Hillside 7738. Mgr.: Clark Barnes**Atlanta** (13): Palmer Bldg. Cypress 4311. Mgr.: L. E. W. Sweatman Jr.**San Francisco:** 300 Montgomery St. Yukon 6-1265. Mgr.: Ralph W. Mitchell**Philadelphia:** 1216 Lincoln Liberty Bldg. Locust 4-0678. Mgr.: Robert S. Dome**Stations:** WSyr-TV Syracuse, WTVN-TV Columbus, WICU-TV Erie, WALA-TV Mobile, WEEK-TV Peoria, WFMJ-TV Youngstown, WBRE-TV Wilkes-Barre, *KFAZ-TV Monroe, La., *WBCK-TV Battle Creek, *KFEQ-TV St. Joseph, Mo., *WIFE-TV Dayton, *WGLV-TV Easton, Pa., *WTVQ-TV Pittsburgh, *WEEV-TV Reading, *WCOS-TV Columbia, S. C., *WKOW-TV Madison, *WOSH-TV Oshkosh

GEORGE P. HOLLINGBERY CO.

President: George P. Hollingbery

Exec. V.P.: F. E. Spencer, Jr.

V.P. in chg. TV: Eugene S. Thomas

New York (18): 500 Fifth Ave. Bryant 9-3960**Chicago** (1): 307 N. Michigan Ave. Andover 3-2636. Mgr.: Frank McCarthy**Atlanta** (3): 233 Peachtree St. Lamar 5710. Mgr.: Richard N. Hunter**San Francisco** (4): 400 Montgomery St. Douglas 2-7192. Mgr.: George Lindman**Los Angeles** (13): 411 W. Fifth St. Madison 6-3633. Mgr.: Harry H. Wise Jr.**Stations:** WWJ-TV Detroit, WHAM-TV Rochester, WHIO-TV Dayton, WGN-TV Chicago (not represented by Hollingbery in N.Y., Boston, Philadelphia, Chicago, Minneapolis, Milwaukee, Detroit, and Cincinnati), KK-TV Colorado Springs-Pueblo, KTSM-TV El Paso, WABI-TV Bangor, Maine, WLVA-TV Lynchburg-Roanoke, WWLP Springfield, Mass.,-Hartford, Conn. *KEYT Santa Barbara, *WNOW-TV York, Pa., *KITO-TV San Bernardino, *WBTM-TV Danville, Va., *KCNA-TV Tucson, KTVU Stockton, Calif., *WARM-TV Scranton, *KOPR-TV Butte, *WEAU-TV Eau Claire, *KTVI Boise, *KWIK-TV Pocatello, *KIFI-TV Idaho Falls**H-R REPRESENTATIVES INC.**

Pres.-Treas. & Nat'l TV Sales Mgr.: Frank M. Headley

New York (17): 405 Lexington Ave. Muroy Hill 9-2606. V.P.: Paul R. Weeks**Chicago** (3): 35 E. Wacker Dr. Randolph 6-6431. Exec. V.P.: Dwight S. Reed; V.P.: Carlin S. French**San Francisco**: 110 Sutter St. Exbrook 2-3407. Mgr.: James M. Alspaugh**Hollywood**: 710 Equitable Bldg. Granite 1480. V.P.: Harold Lindley**Stations:** WJIM-TV Lansing, WNAC-TV Boston, WOR-TV New York (West Coast only), WHUM-TV Reading, WFBG-TV Altoona, *WLOK-TV Lima, Ohio, *WBUF-TV Buffalo**INTER-AMERICAN PUBLICATIONS INC.**

President: Angel Ramos

New York (17); 60 E. 42nd St. Murray Hill 2-0886. V.P. & Mgr.: Jose Oviedo**Station:** *WKAQ-TV San Juan, P.R.**THE KATZ AGENCY**

President: Eugene Katz

New York (22): 488 Madison Ave. Plaza 9-4460. Nat'l TV Sales Mgr.: Scott Donahue, Jr.; Dir. of TV Station Relations; Edward Cadel**Chicago** (1): 307 N. Michigan Ave. Central 6-7343. V.P. & Mgr.: Gerald H. Gunst**Detroit** (2): General Motors Bldg. Trinity 2-7685. Mgr.: Ralph Bateman**Kansas City** (6): Bryant Bldg. Victor 7095. Mgr.: Thomas J. Flanagan Jr.**Atlanta** (3): 22 Marietta St. Alpine 1637. Mgr.: Keith Byerly**Dallas** (1): 505 Ervay St. Randolph 7936. Mgr.: David Rutledge**San Francisco** (4): Russ Bldg. Sutter 1-7434. Mgr.: Stanley Reulman**Los Angeles** (14): 530 W. 6th St. Tucker 3219. Mgr.: Richard Hasbrook**Stations:** WOOD-TV Grand Rapids, WJAC-TV Johnstown, KLAC-TV Los Angeles, WHHC-TV New Haven, WAGA-TV Atlanta, WFBM-TV Indianapolis, WJBK-TV Detroit, WHEN Syracuse, KEYL-TV San Antonio, WKRC-TV Cincinnati, WXEL Cleveland, WSPD-TV Toledo, WKY-TV Oklahoma City, WFIL-TV Philadelphia, KPIX San Francisco, WSAZ-TV Huntington, SMAL-TV Washington, KPHO-TV Phoenix, WMAR-TV Baltimore, WJTV Jackson, Miss., KHO-TV Spokane, *KVTV Sioux City**KETTELL-CARTER****Boston:** John Hancock Bldg. Liberty 2-5799. Partners: Elmer Kettell and Marjorie Carter**Station:** WSYR-TV Syracuse (in New England only)**JOSEPH HERSHEY MCGILLVRA INC.**

President: Joseph H. McGillvra

New York: 366 Madison Ave. Murray Hill 2-8755. Mgr.: Joseph H. McGillvra**Chicago:** 185 N. Wabash. State 2-5282. V.P. & Mgr.: Hub Jackson**San Francisco:** 233 Sansome St. Yukon 6-2981. Mgr.: William Ayres**Los Angeles:** 111 N. La Cienega Blvd. Bradshaw 2-4727. Mgr.: Lee O'Connell**Stations:** WPAG-TV Ann Arbor, KDZA-TV Pueblo, *KFBC-TV Cheyenne, *KRDO-TV Colorado Springs, *KSWs-TV Roswell, New Mexico**MEEKER-TV INC.**

President: Robert D. C. Meeker

New York (17): 521 Fifth Ave. Muroy Hill 2-2170. Eastern Sales Mgr.: Louis J. F. Moore**Chicago** (1): 333 N. Michigan Ave. Central 6-1742. Mgr.: Carlton F. J. Jewett**San Francisco** (4): Russ Bldg. Yukon 6-4940. Mgr.: Don Pontius**Los Angeles:** 6381 Hollywood Blvd. Hollywood 9-5408. Mgr.: Tracy Moore**Stations:** WDEL-TV Wilmington, WTTV Bloomington, WGAL-TV Lancaster, WLEV-TV Bethlehem, WKST-TV New Castle, *KROC-TV Rochester, Minn., *WSWS-TV Roswell, N. Mex.**NBC SPOT SALES—TV DIVISION**

Director: Thomas B. McFadden

New York (20): 30 Rockefeller Plaza. Circle 7-8300. Nat'l Spot TV Sales Mgr.: John H. Reber; Eastern Sales Mgr.: Luellen L. Stearns**Chicago** (54): Merchandise Mart. Superior 7-8300. Central TV Sales Mgr.: Charles V. Dresser**Cleveland** (14): 815 Superior Ave. N. E. Cherry 1-0942. TV Sales Rep.: John C. Treacy**Hollywood** (28): Sunset & Vine. Hollywood 9-6161. TV Sales Rep.: Walter B. Davison**San Francisco** (2): Taylor & O'Farrell Sts. Graystone 4-8700. Mgr.: George W. Feurst**Charlotte:** (Bomar Lowrance & Assoc.) 513 S. Tryon St. Charlotte 6-6581. Mgr.: Bomar Lowrance**Atlanta:** (Bowmar Lowrance & Assoc.) 774 Spring St. N. W. Elgin 5891. Mgr.: Freeman Jones**Stations:** WNBT New York, WNBQ Chicago, KNBH Hollywood, WNBK Cleveland, WPTZ Philadelphia, WNBW Washington, WBZ-TV Boston, WRGV Schenectady, KPTV Portland, Oregon**JOHN E. PEARSON TELEVISION**

President: John E. Pearson

New York (17): 250 Park Ave. Plaza 1-3366. Mgr.: Russ Walker**Chicago:** 333 N. Michigan Ave. State 2-7494. Mgr.: Frank Reed**Dallas:** 1312½ Commerce St. Prospect 3723. Mgr.: Robert Baird**Minneapolis:** Northwestern Bank Bldg. Lincoln 5689. Mgr.: James Bowden**Los Angeles:** 2330 West Third St. Dunkirk 7-4388. Mgr.: Robert W. Walker**San Francisco:** 57 Post St. Sutter 1-5568. Mgr.: Rogers Parratt**Stations:** WFPG-TV Atlantic City, *KFSA-TV Fort Smith, *KRTV Little Rock, *KOTV Fort Dodge, *KOAM-TV Pittsburg, Kansas, *WTLV Muskegon-Grand Rapids, **KHMO-TV Hannibal-Quincy, *WNCT Greenville, North Carolina, *WHIZ-TV Zanesville, *WOUC Chattanooga, *WJHL-TV Johnson City, Tennessee, *KCBD-TV Lubbock, *KGHL-TV San Angelo, Texas**EDWARD PETRY & CO. INC.**

(Television Division)

President: Edward Petry

V.P. TV: Henry Ringgold

New York (22): 488 Madison Ave. Murray Hill 8-0200. Mgr.: Henry Ringgold**Chicago** (11): 400 N. Michigan Ave. Whitehall 4-0011. Mgr.: Louis Smith**Detroit** (2): General Motors Bldg. Trinity 5-1035. Mgr.: Franklin Walker**San Francisco** (4): Russ Bldg. Yukon 2-3631. Mgr.: Ned Smith**Los Angeles** (14): 523 W. Sixth St. Michigan 8729. Mgr.: William Larimer

St. Louis (3): Shell Bldg. Chestnut 7191. Mgr.: Richard W. Hughes
Dallas (2): Life of America Bldg. Wood & Akard Sts. Prospect 3593.
 Mgr.: Richard Drunny
Stations: WSB-TV Atlanta, WBAL-TV Baltimore, WTAR-TV Norfolk,
 KSTP-TV Minneapolis-St. Paul, WFAA-TV Dallas, WOAI-TV San
 Antonio, WSM-TV Nashville, KPRC-TV Houston, KOTV-TV Tulsa,
 KECA-TV Los Angeles, WABC-TV New York, KNTV-TV Omaha, KGO-
 TV San Francisco, *WENS-TV Pittsburgh

RADIO-TV REPRESENTATIVES, INC.

President: Harry S. Goodman
New York: 480 Lexington Ave. Murray Hill 8-4340. V.P. & Mgr.:
 Peggy Stone
Chicago (1): 75 E. Wacker Drive. Financial 6-0982. Mgr.: Ed Nicky
Los Angeles (28): 6381 Hollywood Blvd. Crestview 5-2022. Mgr.: Lee
 F. O'Connell
San Francisco (5): 79 Post St. Exbrook 2-8033. Mgr.: Tracy Moore
Stations: WABA-TV York

PAUL H. RAYMER CO. INC.

President: Paul H. Raymer
 V.P.: Fred Brokaw
New York (22): 444 Madison Ave. Plaza 9-5570. TV Sales Mgr.:
 Ralph E. McKinnie
Chicago (11): 435 N. Michigan Ave. Superior 7-4473. V.P. in Chg.
 of Chicago Office: Gar Parkard
Boston (16): Statler Office Bldg. Hubbard 2-3225. Mgr.: Paul
 Tiemer
Detroit (26): 2949 Penobscot Bldg. Woodward 3-0764. Mgr.: Robert
 E. Rains
San Francisco (4): Russ Bldg. Douglas 2-8909. Mgr.: Ray Rhodes
Hollywood (28): 1680 Vine St. Hudson 2-3726. Mgr.: Jack Gale
Stations: WBRC-TV Birmingham, KTLA-TV Los Angeles, WSBT-TV South
 Bend, WKBN-TV Youngstown, *KFOR-TV Lincoln, *KMJ-TV
 Fresno, *WNOK-TV Columbia, S. C., *WTAC-TV Flint, *KVOA-TV
 Tucson

O. L. TAYLOR CO.

President: Lloyd George Venard
New York (22): 488 Madison Ave. Murray Hill 8-1088. Mgr.: Lloyd
 George Venard
Chicago (1): 360 N. Michigan Ave. State 2-5260. Western Mgr.:
 Howard Myers
Dallas: 1024 Life of America Bldg. Riverside 5663. Mgr.: Robert
 Stuart
Los Angeles (5): 638 S. Von Ness. Dunkirk 2-8458. Mgr.: Ralph
 Whitaker
San Francisco (4): 235 Montgomery St. Douglas 2-1323. Mgr.: Max
 Hunter
Atlanta: 77 West Paces Ferry, N. W. Exchange 6132. Mgr.: James
 Ayer
Boston: 419 Baylston. Commonwealth 6-0718. Mgr.: Lou Borgatti

Stations: KROD-TV El Paso, KTBC-TV Austin, KELO-TV Sioux Falls,
 KFBX-TV Wichita Falls, Texas, KGNC-TV Amarillo, WCOV-TV Mont-
 gomery, Alabama

THE WALKER COMPANY

President: J. Wythe Walker
New York (17): 347 Madison Ave. Murray Hill 3-5830. V.P. & Mgr.:
 C. Otis Rawalt
Kansas City: 1012 Baltimore St. Victory 0021. Mgr.: William Temple
Los Angeles (5): 672 S. Lafayette Park Place. Dunkirk 2-3200. Mgr.:
 Harlan Oakes
San Francisco (4): 26 O'Farrell St. Yukon 6-5936. Mgr.: E. H.
 Townsend
Minneapolis: 935 N. W. Bank Bldg. Geneva 9631. Mgr.: Orville
 Lawson
Atlanta: 1223-A Mortgage Guarantee Bldg. Alpine 5084. Mgr.: Tom
 Atkinson
Stations: KXLY-TV Spokane, WLBC-TV Muncie, *WNBH-TV New
 Bedford, *WMGT-TV North Adams, *WCHV-TV Charlottesville, Va.,
 *WWOD-TV Lynchburg, *KXLF-TV Butte

WEED TELEVISION

President: Joseph J. Weed
 Mgr. TV: Peter James
New York (17): 501 Madison Ave. Plaza 3-4617
Chicago (11): 203 N. Wabash Ave. Randolph 6-7730. Mgr.: C. C.
 Weed
Detroit (26): Book Bldg. Woodward 2685. Mgr.: Bernard Pearse
San Francisco (4): 68 Post St. Yukon 6-1889. Mgr.: Donald Straley
Boston (16): Statler Bldg. Hubbard 2-5677. Mgr.: Robert Reardon
Hollywood (28): 6331 Hollywood Blvd. Hillside 8511. Mgr.: Lincoln
 Simonds
Atlanta (13): Palmer Bldg. Cypress 4081. Mgr.: George Sweringen Jr.
Stations: WATV-TV Newark, WJAR-TV Providence, WOI-TV Ames,
 WTVO-TV Rockford, Ill., KTTS-TV Springfield, Mo., KOLN-TV Lin-
 coln, KTNT-TV Tacoma, WBAY-TV Green Bay, Wis., *WFTL-TV
 Fort Lauderdale, *WSUN-TV St. Petersburg, *WTVI-TV St. Louis,
 *WIMA-TV Lima, Ohio, *WAKR-TV Akron, *WARD-TV Johnstown,
 *KIMA-TV Yakima, *WIRK-TV West Palm Beach, Fla., *KJCB-
 TV Minot, *KGGM-TV Albuquerque, *WKNA-TV Charleston, S. C.

ADAM YOUNG TELEVISION INC.

President: Adam Young Jr.
New York (16): 22 E. 40th St. Murray Hill 9-0006. Mgr.: Stephen
 Machajski Jr.
Chicago (2): 55 W. Washington St. Andover 3-5448. Mgr.: William
 Reilly
Hollywood (28): 6337 Hollywood Blvd. Hollywood 9-0965. Mgr.: Wil-
 liam Wallace
St. Louis: 6 N. Seventh St. Mairie 5020. Mgr.: George Dietzinger
Stations: XELD-TV Brownsville, Texas; XHTV-TV Mexico City, *WICC-
 TV Bridgeport, Conn., *WAFB-TV Baton Rouge, *WFTV-TV Duluth

**A SURVEY AMONG ADVERTISERS AND AGENCIES PLACING
 OVER 75% OF THE TOTAL SPOT AND NETWORK BUSINESS**

Advertisers and agencies were asked to select (1) the trade publications they depend on most for TV news; (2) the trade publications they depend on most for more comprehensive and basic TV information and (3) the trade publications they find most helpful in their work.

TELEVISION MAGAZINE RECEIVED MORE VOTES IN THIS SURVEY FROM ADVERTISERS THAN ANY OTHER MAGAZINE. AMONG AGENCIES, TELEVISION MAGAZINE RECEIVED THE SECOND HIGHEST TOTAL.

Advertisers	Rank	Agencies	Rank
TELEVISION	1	Broadcasting	1
Advertising Age	2	TELEVISION	2
Variety	3	Sponsor	3
Broadcasting } (tie)	3	Variety	4
Sponsor	4	Advertising Age	5

THE TELEVISION AUDIENCE

Two profiles of the television audience from the National Consumers Panel of the Market Research Corporation of America, showing changes during 1952

Profile of U. S. population showing % in each classification owning TV receivers. Chart should be read . . . Of all families living on farms, 18 per cent owned sets, in January, 1953. In January, 1952, nine per cent of all farm families owned sets. In January, 1953, 65 per cent of all families in the northeast area owned sets . . .

Profile of TV set owners as compared to non-set owners. Chart should be read . . . Of all people owning sets in January, 1953, five per cent lived on farms, eight per cent in towns of under 2,500 population . . . Of all families not owning sets in January, 1953, 20 per cent lived on farms . . .

	1953		1952		January 1953		January 1952	
	% of Total Fam. In Ea. Div.	% of Total Fam. In Ea. Div.	Total TV Families	Total Non-TV Families	Total TV Families	Total Non-TV Families		
CITY SIZE (METRO.)								
Farm	18	9	5%	20%	4%	18%		
Under 2,500	22	11	8	23	5	20		
2,500 to 50,000	26	13	9	20	6	19		
50,000 to 500,000	47	31	24	22	24	24		
500,000 & Over	75	59	54	15	61	19		
MRCA AREAS								
Northeast	65	50	41	18	46	20		
South	24	14	11	28	10	26		
North Central	46	31	32	30	31	30		
Mtn. & Southwest	27	11	6	13	3	13		
Pacific	43	30	10	11	10	11		
ECONOMIC CLASS								
A (High)	55	38	31	21	31	22		
B	50	35	28	23	28	24		
C	45	33	25	24	26	24		
D (Low)	29	20	16	32	15	30		
EDUCATION								
Grammar School	38	26	42	54	39	49		
High School	53	38	45	33	44	33		
College	45	30	13	13	17	18		
OCCUPATION								
Prof. & Exec.	53	36	23	15	22	17		
Clerical, Sales & Serv.	49	34	19	14	23	20		
Crafts, Skilled Labor	56	41	20	12	26	17		
Laborer & Operator	47	35	23	20	20	16		
Farmer	16	9	4	16	3	14		
Unclassified	26	15	11	23	6	16		
FAMILY SIZE								
1 & 2 Members	34	22	27	42	26	41		
3 Members	47	35	25	23	23	19		
4 & 5 Members	54	38	36	24	40	30		
6 Members & Over	47	32	12	11	11	10		
AGE OF HOUSEWIFE								
Under 35 Years	51	37	37	30	24	18		
35 Thru 44 Years	54	40	29	20	36	24		
45 Years & Over	37	23	34	50	40	58		
PRESENCE OF CHILDREN								
5 Years & Under	54	41	26	18	29	19		
6 Thru 12 Years	55	40	42	28	39	27		
13 Thru 20 Years	47	33	27	24	27	24		
No Children	35	23	36	53	35	52		
TOTAL FAMILIES	19,660,000	13,655,000						