

Televi^oser MONTHLY

JOURNAL OF TELEVISION

Announcing 1948's
Television Institute

Sponsored Annually by The Televiser

... in Pittsburgh
plan to attend the regional
TELEVISION INSTITUTE
March 22, 1948
Hotel William Penn



... in New York
3rd Annual
TELEVISION INSTITUTE
April 19 - 20 • Hotel New Yorker
Two Days of Panels, Luncheons,
Exhibits, Station Tours and Seminars

"First with the Finest" in film telecasting...

DU MONT Model TA-512-A

DUAL ICONOSCOPE FILM PICKUP SYSTEM



Here's Why...

- ✓ Control console built in sections. Each section controls one camera. Extra section for mixing. Cameras may be added without altering installation.
- ✓ Accessibility—all units slide forward for servicing.
- ✓ Fatigue-proof operating controls. Fast. Efficient.
- ✓ Each camera monitored in one 5" monitor showing horizontal waveform; one 5" monitor showing vertical waveform; one 12" monitor showing complete picture.
- ✓ Improved preamplifier design reduces microphonics. Provides good signal-to-noise ratio, with easily adjustable high-frequency compensation. Permits projection of either negative or positive motion-picture film (negative saves film processing time and expense).
- ✓ Line-to-line clamping circuits improve overall low-frequency response, eliminate hum pickup, reduce need for vertical picture-shading correction.
- ✓ Film pickup units either floor-mounted or on track attached to wall and movable from one projector to another.
- ✓ Overall frequency response characteristic flat up to 6 mc., permitting excellent horizontal picture resolution.

Yes indeed, a brand new standard of quality for film telecasting. Make your own comparisons!

➔ *Further details on request.*

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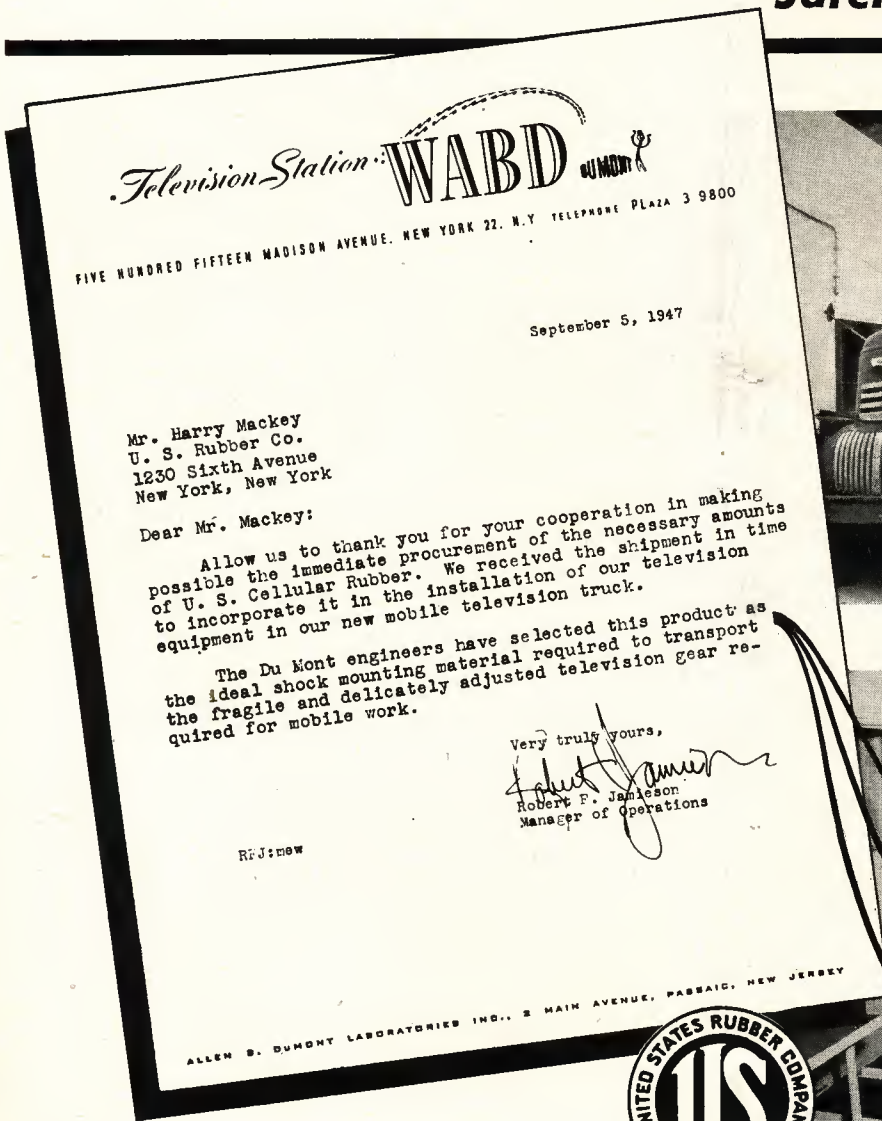
DU MONT

First with the Finest in Television

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

"U.S." ENGINEERED RUBBER SERVES TELEVISION

Safely protects mobile gear



Mobile unit in Yankee Stadium for World Series



Interior of truck showing rubber mountings

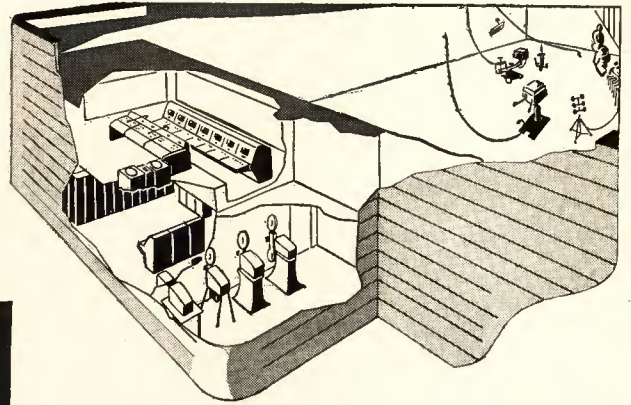


UNITED STATES RUBBER COMPANY

Serving Through Science
Rockefeller Center, New York

Television Equipment

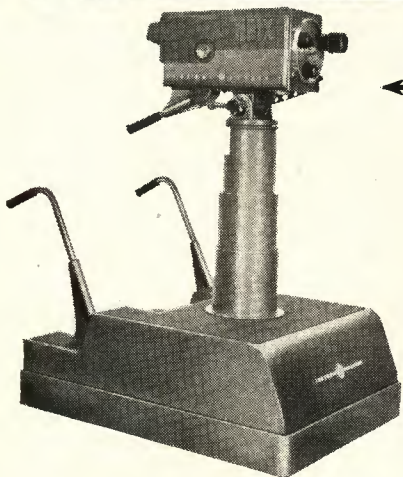
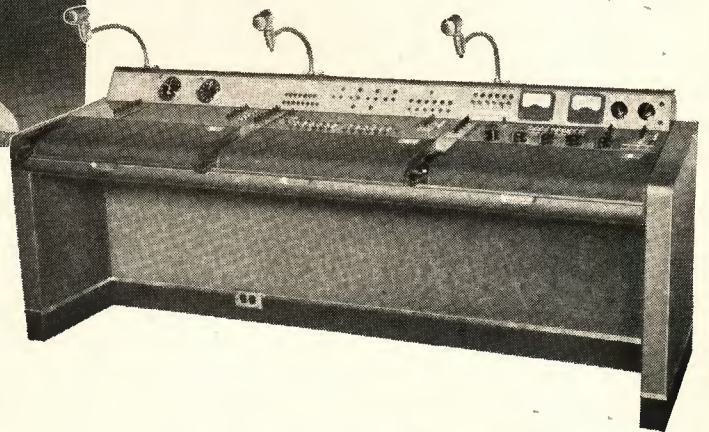
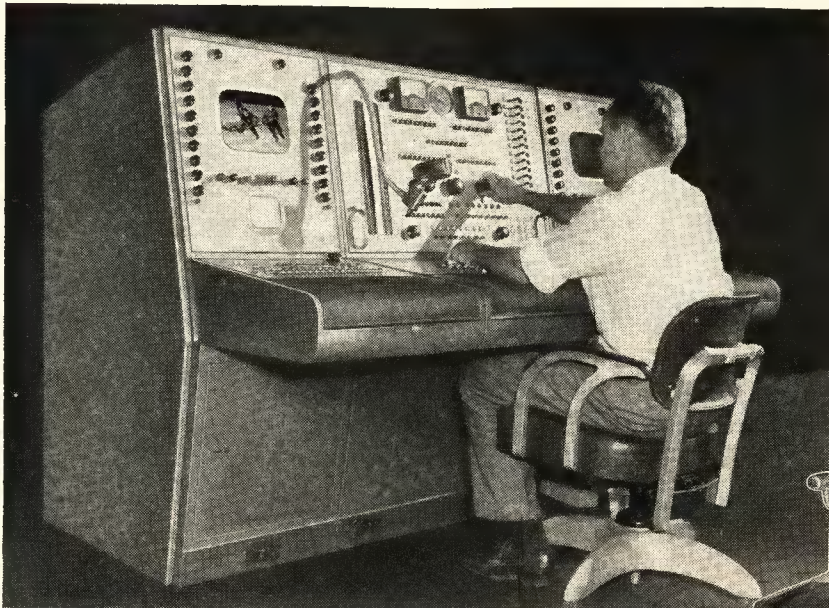
Master Control Desk—an exclusive G-E development. This equipment enables a single operator to select from various program sources—inside or outside the studio—the material he wants to air. The switching operation, which includes both video and audio, is done smoothly, continuously—by one man.



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

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

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



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

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

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL  **ELECTRIC.**

156-G3-6912

NEW YORK DAILY NEWS

selects



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

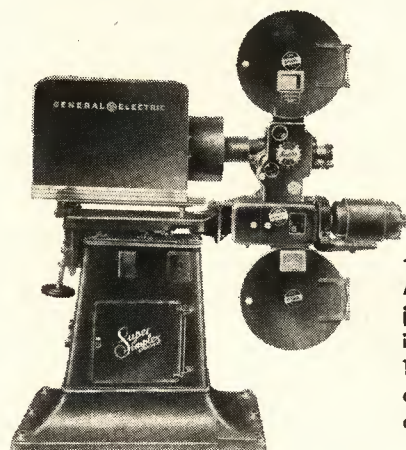
G-E Equipment Service-Proved

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

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

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

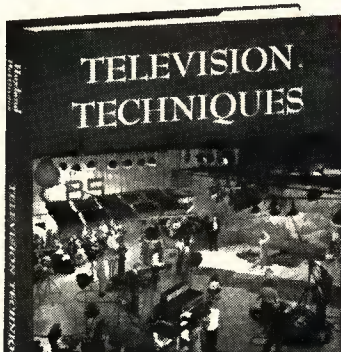
General Electric television engineers and representatives are located in principal cities—coast to coast. They have valuable information for you. Call them, or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.*



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

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





GET OFF TO AN *Expert* START
ON YOUR WORK IN
TELEVISION PRODUCTION

TELEVISION TECHNIQUES

By HOYLAND BETTINGER

NOW you can have the *first complete* guide to effective dramatic production and good showmanship in television.

No matter what position you hold, from the control-room technician to the sponsor, you will find in TELEVISION TECHNIQUES a *storehouse of valuable ideas*.

All Important Phases of Television Covered

Step-by-step, in simple, clear-cut phrases, TELEVISION TECHNIQUES takes you through the entire field—from beginning to end:

- How television works
- Visual continuity and composition
- The basic video techniques: eye-strain, audience orientation, use of effective lighting, use of the motion picture, etc.
- Relation of sound to pictures
- A comprehensive study of the microphone
- Recordings, creative use of sound
- Television writing, producing and directing, and the many other fundamental factors of successful televising.

Application of Fundamentals

Here, most important of all, you are shown how to use considerable *freedom* in your application of every phase of television.

TELEVISION TECHNIQUES provides an analysis of fundamentals, backgrounds, and reasons for use in *your own solutions* of daily problems. As the author says:

"... the only effective answer to these problems is adequate preparation. Preparation on the part of each person for his job. Certainly if the individuals dealing with them have had a thorough groundwork of study and experience, they will come up with a better solution than those who attempt to meet them on a catch-as-catch-can basis."

ABOUT THE AUTHOR

Hoyland Bettinger, nationally known expert on television programing and production, was formerly program manager of the General Electric television station WRGB. He has been a writer and director of commercially sponsored films, and has had long association with Little Theater groups as an actor and director. Mr. Bettinger is now an independent television consultant.

Mail
this
coupon
today

10 How-to-do-it CHAPTERS

- | | |
|-----------------------------------------|----------------------------------------|
| 1. TOOLS OF THE TRADE | 6. TELEVISION WRITING |
| 2. THE MEDIUM | 7. DIRECTING AND PRODUCING |
| 3. PICTORIAL COMPOSITION AND CONTINUITY | 8. PRODUCING THE PLAY |
| 4. VIDEO TECHNIQUES | 9. MOTION PICTURE AND FILM INTEGRATION |
| 5. AUDIO TECHNIQUES | 10. TELEVISION LIGHTING |

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Read these enthusiastic comments:

"TELEVISION TECHNIQUES certainly lives up to the publisher's blurb which states that it is a complete guide to good showmanship in this field. It is comprehensive, understandable and readable . . . Frankly I think you'd enjoy it even if you had never heard of television before."
—N. Y. TELEGRAPH

"This 237-page book should prove a helpful and absorbing manual for all those in need of enlightenment on the subject of television broadcast production."
—MOTION PICTURE HERALD

"The first comprehensive technical discussion of all the facts of television production . . . will undoubtedly prove interesting to everyone in any way involved in television."
—ADVERTISING AGE

Let It Help You NOW!

Send for your copy today. Examine it, and use the information in your own daily work.

You are working in a new medium with unlimited possibilities. The man (or woman) with that extra knowledge is the one who reaches the top quickly. TELEVISION TECHNIQUES gives you that knowledge, and you can have it simply by mailing the attached coupon. **DO IT NOW!**

TELEVISER MAGAZINE, 11 W. 42nd St., N. Y. 18

Enclosed you will find \$5.00, for which I would like you to send me a copy of TELEVISION TECHNIQUES.

Name _____

Address _____

City _____

State _____

A HARPER & BROTHERS PUBLICATION

THE TELEVISER

Feb. 15,
1948

Televiser

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*Coming
Soon!*
A NEW
**TELEVISION
STATION**

**CHANNEL
13**

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

New Jersey's 1st Station
WATV
CHANNEL 13
NEWARK • NEW JERSEY



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

"Step up beside the surgeon—and watch"

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

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

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

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

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

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

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

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

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

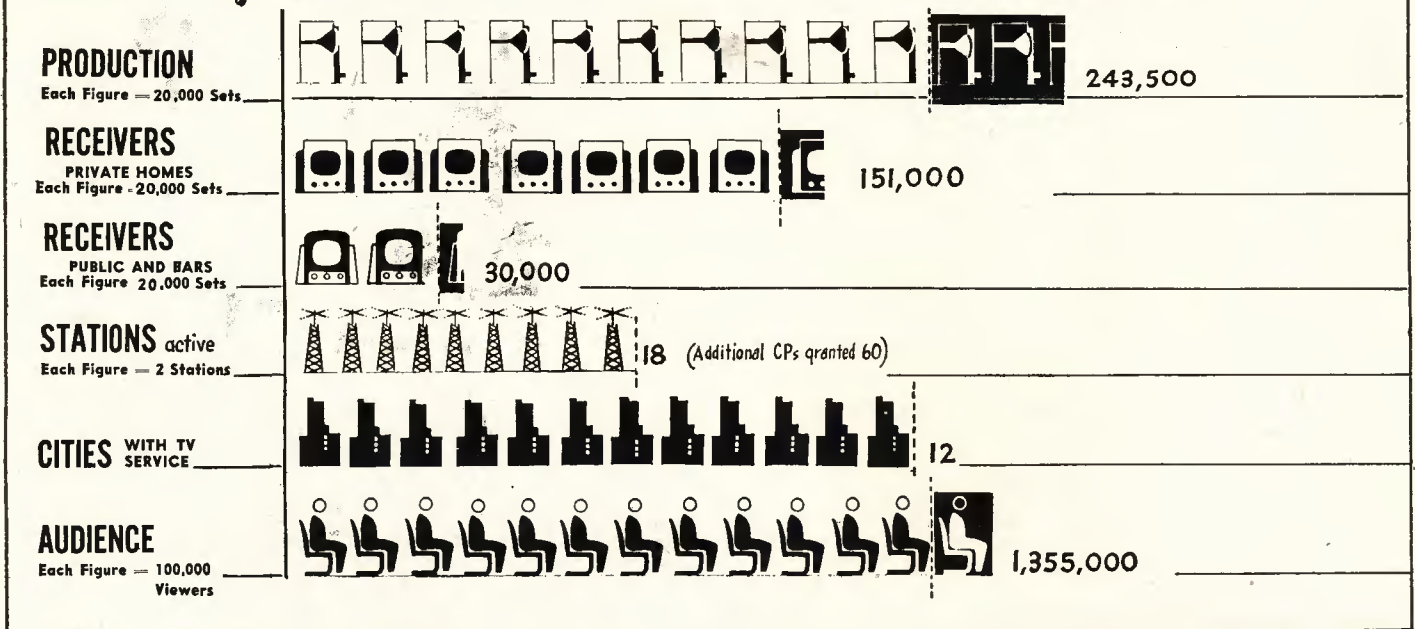


RADIO CORPORATION of AMERICA

THE TELEVISER

TELEVISION *at a Glance*

➔ 1947 - 48 (TO FEB. 1) (Light units indicate '47; dark units show increase for '48)



STOCK SHOTS become big business with entry of Frederic W. Ziv Company, independent distributor of transcribed radio programs, into tele field. Ziv, through its new subsidiary, Ziv Television Programs, Inc., has purchased the assets and library of General Film Library, Inc., of New York for about \$240,000. Library consists of approximately 10,000,000 feet of clips, both 35mm and 16mm, from one to several thousand feet per item.

INS—INP viewer rating at Schenectady showed that audiences like picture news. Viewers rated programs via postal card survey:

- INS spot news pictures.....2.22
- INP documentary pictures....2.21
- INS news printer.....2.18

Ratings indicate "better than good," placing news among top half-dozen programs on WRGB. Station has been using three INS—INP news programs weekly since Dec. 1, 1947.

NBC'S NEW TRANSMITTER, first post-war type for New York area, is being installed and will be in operation as soon as FCC gives authorization. There will be no interruption in WNBT service. Transmitter is of new TT-5A design. Both sound and video are radiated from a single antenna, the video signal up to 5 kilowatts; the sound at 2½ kw.

SALT LAKE CITY to West Coast telecasts will be started in February by KDYL's experimental tele station, W6XIS, according to S. S. Fox, president of the Intermountain Broadcasting Corp. Station operating on Channel 2 will be powered at 400 watts visual and 200 watts aural. KDYL holds a commercial CP for Channel 2 and is scheduled to be on the air commercially, later this year.

SAN DIEGO, 115 miles from Los Angeles, picks up KTLA programs regularly "when the weather is right." City has several hundred set owners.

G.E.'s MERCURY-CADMIUM lights are hailed as "brighter and cooler" than lights currently used in tele studios. They can be used as spots or floods.

OLYMPIC GAMES at St. Moritz Switzerland were seen from one to three days later via newsreels, flown to the U. S. Films; shown on practically all operating TV stations, were sponsored by Chevrolet on 13 tele stations and by U. S. Rubber on WCBS-TV.

PETRILLO'S scheduled meeting with the networks in March is expected to be devoted to television. Possible settlement of musicians working in television is expected.

BASEBALL GAMES of the Milwaukee Brewers will be televised by WTMJ-TV. CBS, New York TV stations, is

rumored to be inking a sponsor for the Brooklyn Dodgers. Last year, Ford and General Foods split sponsorship.

RADIO NEWS commentators are being drafted into television by NBC, under the direction of William F. Brooks, v.p. in charge of News and International Relations. Commentators are learning to adjust their world news roundups for video. Cameras cover their newsroom activities.

CHURCH SERVICES with dramatized playlets are proving popular in Cincinnati. W8XCT is telecasting program in cooperation with the Council of Churches which furnishes church members to act in playlets, as well as ministers and music. Thursday evening quarter-hour, **Build These More Stately Mansions**, is finding rapt video audiences, and proprietors of local bars have reported that tavern patrons listen quietly and interestedly.

Televiser's Editor

Joel Peterson, newly appointed Editor of Televiser, takes over active duty with the March issue. Peterson is currently winding up his chores at Tele-Tech where he was Associate Editor.

Judy Dupuy, Executive Editor, will continue in an advisory capacity.

TELEVISION *at a Glance*

(Cont'd from Page 7)

FCC COMMISSIONER Wayne Coy faced with the staggering job of 14 area hearings to assign multiple applicant filings for limited area channels.

LOW-COST television receivers with large direct-view screens is now possible with RCA's new 16-inch metal picture tube. It's the first metal kinescope ever developed. Engineering models gives satisfactory pictures.

TV GETS GOING at CBS and ABC. American Broadcasting Company is out to build its television network, currently readying its Chicago station for a Fall opening with New York outlet scheduled for late December. CBS, now all out for black and white, is filing for its fifth station and already has an affiliated network in operation. The pace NBC has set has perked other nets into activity.

POLITICAL conventions set for July will give television the much-needed public shot-in-the-arm that will make video as much a part of daily life as radio has been.

TELEVISION'S FILM PROBLEMS, were outlined at the Allied NonTheatrical Film Assoc. by representatives of New York's three TV stations at the Feb. 4th meeting in N.Y.C. Film clearance rights, quality of prints, new and better pictures were the foremost needs requiring attention, according to speakers Edward Evans, CBS-TV, Edwin T. Woodruff, WABD-DuMont, and Robert M. Fraser, NBC television. Harold Baumstone of Post Pictures spoke for the 16mm industry.

STATION PERSONNEL

Leslie G. Arries is now DuMont Television's National Director of Sports, with offices in New York and Washington. . . . **Walter Compton** takes over as General Manager of WTTG, Washington.

Carleton D. Smith is now Manager of NBC Television in charge of WNBT.

Donald H. Cooper appointed chief engineer of video station WNBW, Washington.

At CBS: **Jerry A. Danzig** went from radio to senior producer at WCBS-TV. He will head up the development of entertainment shows. . . . **Thomas J. Mahoney** has moved over from trade news editor to assistant TV producer. . . . **William P. Mullen** is now on the sales staff, moving over from CBS Radio Sales.

At NBC: **F. A. Wankel** is now assistant director of Television Engineering Operations, reporting to Robert E. Shelby. **Lance C. Ballou, Jr.**, is now assistant to William E. Webb, sales promotion manager, NBC Television.

At WFIL-TV: **Richard J. Goggin** heads up program department as director. . . . **Albert Johnson**, Broadway set designer, is Technical Program Consultant. He will supervise set designs. **Harvin G. Garrison** is new assistant in production dep't.

At WPIX: **Harvey Marlowe** is now Program Director. . . . **Rudy Bretz**, formerly of WCBS-TV, has joined the news and special events department, reporting to Carl Warren.



currently serving:

WNBT WPTZ
WCBS WMAR
WABD WTMJ
WMAL WLWT
WBKB WWJ
WEWS KTLA
WFIL KSD

with:

- Features
- Westerns
- Serials
- Travelogues
- Sports
- Cartoons
- Musicals

From our library of almost
1000 films for video

FILM EQUITIES CORP
 Jay Williams, Television Director
1600 BROADWAY
 N. Y. 19, N. Y. CI 7-5850

TELEVISION CARTOONS, INC.

PRODUCERS OF

TELETOONS
 Trade Mark

ANIMATED CARTOONS

SCHEMATICS • TITLES • SLIDES

Films "Tailored for Television"

TELEVISION CARTOONS, INC.

BEekman 3-7176

361 WEST BROADWAY

FEBRUARY, 1948

*Wrote for Catalog
on 3/17/48*

"America's Television Training Center"

Announces Its New 10-Week Term

Feb. 16 - Apr. 23

N. Y. STATE
APPROVED



APPROVED FOR
VETERANS

EVENING COURSES — Each One Night per Week

1. **Introduction to Television**
An introductory course to acquaint beginners with this medium, giving them an overall view of video.
Mondays: 6—8 pm. Joel Peterson. \$25.
2. **Basic Production**
Basic Elements of program production: script, casting, gray-scale, staging, make-up, effects, etc.
Mondays: 8—10 pm. Peter Strand. \$25.
3. **Program Workshop — Advanced Production**
Discussion and laboratory work covering each type of program: drama, variety, dance, remotes, etc.
Tuesdays: 6—8 pm. Peter Strand. \$25.
4. **Films for Television**
Use and production of film as television program material and commercials discussed, demonstrated.
Tuesdays: 8—10 pm. John Flory. \$25.
5. **Writing for Television**
Preparation of original material; adapting material for video. **REQUIRED:** Courses Nos. 1 & 2.
Wednesdays: 6—8 pm. Ed Stasheff. \$25.
6. **Television Directing**
Problems and techniques in directing television programs. Special emphasis given to laboratory work.
Wednesdays: 8—10 pm. Ed Stasheff. \$25.
7. **Script-Writing Seminar**
A seminar course for writers. **REQUIRED:** "Writing for Television" (Course No. 5)—or equivalent experience.
Thursdays: 6—8 pm. Ed Stasheff. \$30.
(Lab. fee covering cost of scripts, \$5)
8. **Studio Aspects of Production**
Production from the studio standpoint: cameras, lenses, lights, control equipment, film, and remotes.
Thursdays: 8—10 pm. Rudy Bretz. \$25.
9. **Advertising and Commercials**
The commercial aspects of television: the preparation and production of commercials for television.
Fridays: 6—8 pm. Tom Wright & Chet Kulesza. \$25.
10. **Production Forum**
Television's foremost writers, producers, directors, film men, advertising executives speak before each class.
Fridays: 8—10 pm. Peter Strand, Chrmn. \$25.

DAY CLASSES

Each term a small, highly select group of "apprentices" is admitted for intensive training and experience. Classes: 1-3 pm. daily; Rehearsals, 3-5 pm. daily. Opportunity to assist in Workshop's nation-wide, inter-station repertory groups. To place trainees, the Workshop maintains a free placement service, which conducts quarterly job surveys. Trainees receive instructions as follows:

Instruction to Television.....	Feb. 16—Feb. 28
Basic Production.....	March 1—March 13
Advanced Production.....	March 15—March 25
Acting for Television.....	March 29—April 9
Television Directing.....	April 12—April 23

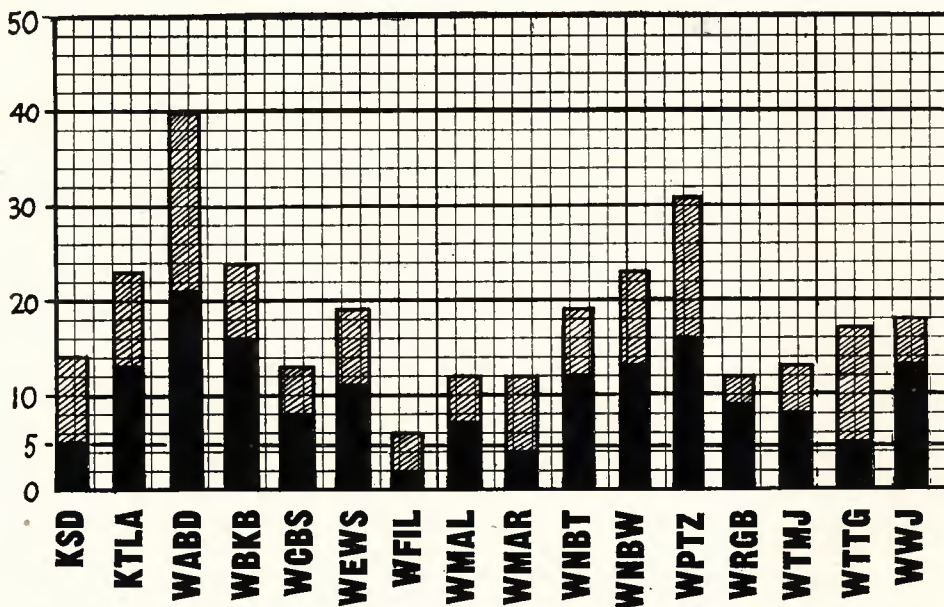
Register Now for New Term Just Starting

TELEVISION WORKSHOP of NEW YORK

(TBA Educational Member—Est. 1943)

**ELEVEN WEST FORTY-SECOND STREET
NEW YORK 18, N. Y.**

JANUARY'S SPONSORS (Shaded = Spot Advs.)



THIS MONTH'S BOX-SCORE

(As of February 1, 1948)

Sponsors	197
Stations-on-Air	18
<i>Experimental, 1</i>	
Licensed	7
Construction Permits	70
<i>On-Air, 10</i>	
Applications	103
<i>in Hearing, 44</i>	

Advertisers Climb on Video Bandwagon

WITH Camel's Chesterfield, Kaiser-Fraser, Oldsmobile, General Electric and Ballantine signing for top-budget shows, the list of television advertisers is becoming impressive and contracts bid fair to topple the predicted \$10,000,000 program-budget expenditure for 1948.

Most precedent-shattering contract was R. J. Reynolds Tobacco Company's signing, for Camels Cigarettes, for a daily motion picture newsreel to be produced by Twentieth Century-Fox Movietone News. It marks the entrance of a top motion picture company in television.

It is reported that Camels is paying \$10,000 a week for the daily newsreel, which started on NBC February 16th, and is telecast over the NBC eastern TV network, including stations in New York, Philadelphia, Schenectady and Baltimore. Interesting sidelight to the above contract is the possible effect video newsreel will have on motion picture houses and if such managements will cancel Movietone News.

Chesterfields, entering video sports is underwriting the N. Y. Giants at a reported \$100,000 for the 1948 baseball

season. Part of its NBC contract calls for all competitors' billboard ads at the Polo Grounds to be blocked out. Chesterfield has no intention to give free poster-coverage to other brands.

P. Ballantine & Sons has signed a long-term contract with DuMont Television and the New York Yankees for all home baseball games. According to trade sources, Ballantine beer is paying \$300,000 for the first year. Sum covers both television rights and time.

Television Amateur Hour

Another DuMont plum is the Kaiser-Fraser sponsorship of the *Original* (Major Bowes) *Amateur Hour*, with its touring units. Show, if run properly, can be a top DuMont-Kaiser-Fraser promotion.

Oldsmobile and General Electric are making their New York television debut, sponsoring the NBC Newsreel. Kool cigarettes (Brown and Williamson Tobacco Corp.) is also making its New York debut with a five-minute weekly film sports report (WNBT).

The January list of sponsors included 197 advertisers both local and national using time on the 16 operating commer-

cial stations. More than half of these advertisers sponsored programs news, film, studio shows and sports. Only 75 use spot announcements.

Participating Sponsorship Rises

Here is the month of January breakdown of advertisers by programs sponsored.

Type Show	Sponsors
Programs	103
Participating shows	19
Spot announcements	75

Total sponsors 197

DuMont's WABD encourages participating sponsorship and is currently presenting *Holiday in Spring*, a fashion series, sponsored by manufacturers and designers of women's wear, with different sponsors appearing on various programs. As many as 14 sponsors participated in the opening half-hour show (January 30). Program was well-handled, interesting, and never appeared cluttered. However, a more lingering camera might let the ladies see fashions and modes to better advantage.

Milwaukee Survey Reports 100% Identity for Sponsor of Wrestling

WITH as high as 100% sponsor identification of a beer advertiser and 87.8% for a department store, and showing an average of 6.9 viewers per home receiver, the advertising effectiveness of television is again revealed in a Milwaukee audience study made by the Cramer-Krasselt Company, advertising agency. The survey results should prove interesting to department stores.

Results of the survey, which indicated the public's acceptance of television, are based on personal interviews of a 6% sample of Milwaukee's estimated 950 television set owners, (650 in homes and 300 in taverns) during an eight day period from January 6th through the 13th—just six weeks after the opening of WTMJ-TV.

Sponsor Identification

The two programs which showed staggering sponsor recognition according to the survey are: Wrestling (Gettelman's beer, 100% sponsor identification); and *Open House*, a civic-interview type show (Schuster's Department Store, 87.8% sponsor identification).

The survey was made by the E. W. Baader Company, researchers, for the Cramer-Krasselt Company, advertising agency for Schuster's.

Here is how viewers identified sponsors:

Sponsor Identification by Home Owners		
Sponsor	Correct	Incorrect
Gettelman's (beer)	100.0%	0%
Schuster (dep't store)	87.5%	12.5%
Wadham's (Socony oil)	83.3%	16.7%
Boston Store (dep't)	79.2%	21.8%
Broadway House of Music (receivers)	54.2%	45.8%
Philco	50.0%	50.0%
Gimbel's (dep't store)	50.0%	50.0%

Sponsor Identification by Taverns		
Sponsor	Correct	Incorrect
Gettelman's (beer)	100%	0%
Schuster (dep't store)	88%	12%
Wadham's (Socony oil)	68%	32%
Philco	64%	36%
Broadway House of Music (receivers)	44%	56%
Boston Store	36%	64%
Gimbel's (dep't store)	32%	68%

Program Popularity

The audience ranked in popularity the three regular sports telecasts and the three programs sponsored by the depart-

ment stores. Here is the tabulation by choice:

Taverns & Home Audience Preference		
	1st Choice	2d Choice
Wrestling (Gettelman)	58.4%	20.8%
College Basketball (Wadham)	41.6%	33.4%
H. S. Basketball (Broadway House of Music)		45.8%
Home Audience Preference		
	1st Choice	2d Choice
Tele Newsreel (Gimbel's)	54.2%	16.7%
"How-to" Series (Boston Store)	29.2%	41.6%
Open House (Schuster's)	25.0%	37.5%

The survey also shows how set owners feel about all WTMJ-TV programs.

Reactions of Home Set Owners	
33.4%	—Programs better than expected
54.2%	—Programs about as expected
12.4%	—Programs not as good as expected
Tavern Set Owners	
15%	—Programs better than expected
56%	—Programs about as expected
28%	—Programs not as good as expected

Viewers Per Set

The station telecasts five nights a week, Wednesday through Sunday, and the sur-

103 Applications Filed For TV Stations

INTEREST in television is growing by leaps and bounds since the first of the year when NBC announced in its full-page advertisements that appeared throughout the country that "1948 Is Television's Year."

There were 103 applications on file with the FCC for construction permits or commercial tele stations in various cities as TELEVISER went to press. Some of these applications are multiple requests by companies desiring to secure at least one or more TV stations and consequently have filed for various cities.

Hearings are scheduled for Hartford, Conn., where five applicants are making bids for the two available channels. Hearings also are scheduled for Waterbury and Boston.

Timetable for '48

The timetable of stations going on the air indicates that 19 stations are making efforts to be telecasting by July 1948, with 10 additional stations planning to

(Continued on Page 40)

vey covered each night. The number of viewers per set, both home and in taverns, is much higher than national averages.

Home Viewers Per Set	
	Average Audience (night)
Wednesday	6
Thursday	7.9
Friday	6.4
Saturday	7.3
Sunday	6.8

Tavern Viewers Per Set	
	Average Audience (night)
Wednesday	31.1
Thursday	41.2
Friday	37.8
Saturday	54.2
Sunday	38.4

The tavern viewers per set were so far ahead of national averages that the Cramer-Krasselt Company had 12 locations checked by a staff member who verified their accuracy.

On the basis of the above study, number of sets installed and viewers per set, the estimated audience during January was:

Home viewers	4,472
Tavern audience	12,161

In spite of the small bases of television set installations for this study a 6% sample normally would exceed a Hooper sample.

**RICHARD W. HUBBELL
AND
ASSOCIATES**

*Television
Consultants*

**The Only Complete
Management Consultant Service
for the Broadcaster, Licensee,
or Applicant**

- Economic Research
- Analysis of operating costs and potential revenue
- Engineering Consultation
- Design and Construction
- Programming
- Sales Development
- Promotion

Richard W. Hubbell and Associates
2101 International Building
ROCKEFELLER CENTER
New York 20, N. Y.

254,000 TV Receivers in U.S.A. Reported

PRODUCTION figures as of February 1 show a total of 254,000 television receivers in the U.S.A., of which 214,000 have been reported by members of Radio Manufacturers Association and 40,000 by non-RMA companies. According to best available records, 181,000 receivers are installed in television areas.

The bottleneck retarding installation of sets at this time is a lack of experienced service men, according to industry spokesmen. This bottleneck has created a backlog of receiver orders with customers waiting for delivery and installation of sets. Even with new men constantly under training, it may be some time before installation catches up with orders.

A further condition which has effected "set installations" figures has been the inclement weather delaying the completion of tele stations, particularly in new TV areas—Boston, Buffalo and Richmond, Va. Sets earmarked for these areas are being held for the inauguration of the stations now scheduled for late February or March.

Receiver Distribution

A plan to secure monthly retail statistics of television sets from dealers, was proposed by Hugh M. Beville, Research Director of the National Broadcasting Company, to the RMA at its recent Chicago conference. The plan was not approved because of the large expense involved. However, some set manufacturers are considering plans to secure the data separately. In the mean time, estimates and data secured by TELEVISER through the cooperation of stations, distributors and utility companies will be compiled and published monthly, showing television sets installed in the various video areas.

An estimated audience of 1,355,000 regularly watch television nightly. This audience is based on 5 viewers per home receiver and an average of 20 per receiver in public places. In some communities, such as Milwaukee (*See survey, page 12*) and Chicago, the number of viewers per set is higher. According to recent figures reported by WBKB, viewers per home set are 5.6; per receiver in public places, 17.5.

FEBRUARY, 1948

TELEVISION RECEIVER DISTRIBUTION

(cities without TV service shown in *light face*)

As of February 1, 1948

Area	Total Receivers	—Distribution of Tele Receivers—			Dealer Stores
		Installed	Homes	Public Pls. ¹	
Baltimore	5,300	3,800	2,300	1,500	1,500
Boston	600	100	—	100	500
Buffalo	200	—	—	—	200
Chicago	15,300	13,300	9,000	4,300	2,000
Cincinnati	2,300	1,300	800	500	1,000
Cleveland	1,800	800	400	400	1,000
Detroit	6,500	5,500	4,000	1,500	1,000
Los Angeles	16,000	13,500	10,300	3,200	2,500
Milwaukee	1,700	1,000	700	300	700
New York (N. J.-Conn.)	124,000	110,000	96,600	13,400	14,000
Philadelphia	22,500	19,500	17,000	2,500	3,000
Richmond	300	—	—	—	300
Salt Lake City	300	100	50	50	200
Schencky-Albany-Troy	2,400	1,700	1,400	300	700
St. Louis	3,800	2,800	2,000	800	1,000
St. Paul	300	100	50	50	200
Toledo	400	200	100	100	200
Washington, D. C.	9,300	7,300	6,300	1,000	2,000
	213,000	181,000	151,000	30,000	32,000
Unreported	41,000²				
Total Receivers	254,000				

TOTAL TELEVISION RECEIVER PRODUCTION

As of February 1, 1948

Radio Manufacturers Assoc. (RMA) set production, Jan. thru Nov. 1947..	149,226
RMA December report of television receiver production.....	29,345
RMA report of 1947 television receiver production	178,571
RMA report of 1946 television receiver production	6,476
Estimated RMA January 1948 tele set production	24,953
Total television receivers reported by RMA	210,000
Prewar sets in use (estimated)	4,000
Total RMA tele receivers including prewar sets.....	214,000
Non-RMA mfrs. production, including kits, as of Dec. 1, 1947.....	21,295
Non-RMA mfrs. Dec. report of tele sets and kits.....	10,705
Estimated non-RMA tele set production for Jan. 1948.....	8,000
Total non-RMA tele set production reported to TELEVISER.....	40,000³
Total tele receivers in U. S. A.	254,000

¹ Public Places include offices, etc., as well as bars and grills.

² The problem of installation, requiring experienced service men has created a backlog of unfilled orders. These orders for tele receivers and unassigned receivers are included in the unreported figure.

³ The production of 40,000 television receivers and kits reported by non-RMA manufacturers should not be ignored. These sets are a substantial percentage of "sets installed" in the U.S.A. today.—EDITORS.

David Gudebrod, N. W. Ayer's film head, stressed the strong need for reduced production costs for video film commercials and suggested possible ways and means to achieve satisfactory results.

Citing how his company has made repeated non-video use of films originally shot for television, Charles J. Durban, Ass't Advertising Mgr., U. S. Rubber Co., suggested that other advertisers find additional uses for their video commercial films and thereby help justify heavy expenditures for filmed spots.

Luncheon Speakers

Luncheon speakers: Judy Dupuy, President of Radio Events, Inc., and Executive Editor of TELEVISER, reported on existing rental film practices among television stations. She cited complaints of stations in areas with few television receivers whose film rental charges were disproportionate to those charged stations in larger cities. A rate structure based on sets in area is not the full answer to the problem, Miss Dupuy stated.

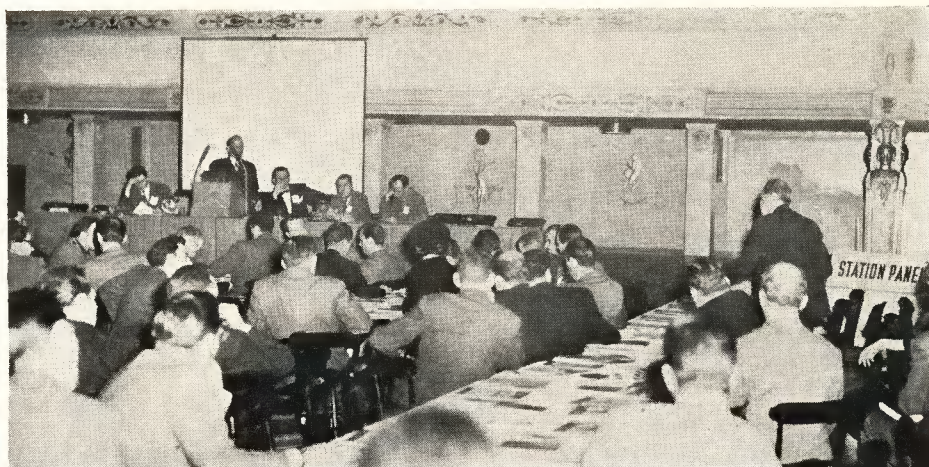
Some words of caution against renting 16mm films indiscriminately for television use, without being sure that the film has been cleared for that purpose, was issued by John Bader, editor of *16mm Reporter*.

Leading off the afternoon panel, Paul Alley, one of television's outstanding film men, briefly described the role newsreels are destined to play in television, and followed his talk with a 20-minute newsreel, *Highlights of 1947*, which he compiled for NBC Television, where he is director of film programs.

Following upon his heels, C. D. Ford, of the Photo Products Division of the du Pont Company, described his company's work in developing the right kinds of raw stock for television use, and illustrated his talk with film.

The afternoon sessions were concluded with talks by Al Zink, Program Manager of WRGB, Schenectady, N. Y., and Albert Mann, Film Supervisor of WPTZ, Philadelphia.

A committee of 15 was selected to carry on the work of the Conference, and the remaining time was devoted to screening films submitted by Unitel, Inc., of Hollywood, Calif., and Video Associates, Inc., New York City.



Station Panel, chairmanned by Chester W. Kulesza of BBD&O, brought questions from the floor. Here J. LeRoy Gibson of Sound Masters, Inc., makes comments.

"1948, Television's Year" Is Also Video Film's Year!

By IRWIN A. SHANE
Publisher, *The Televiser*

AS publisher of TELEVISER, I have the great pleasure of welcoming all of you to this First National Television Film Conference. We're glad you came. There are 400 representatives present from film companies, advertising agencies and television stations.

The need for this conference has long been felt by all in the television industry—especially so in recent months when more and more TV stations went on the air or announced imminent opening dates. They all need film—good films of all kinds—and they need them badly.

The National Broadcasting Company dramatically stated in its recent advertisements: "1948 is Television's Year." Television's year is also film's year. The corner has been turned.

1948, Television's Year

Over 200,000 television receivers, according to Televiser's best estimates, are already in the hands of set owners in 12 cities, where a total of 18 television stations are operating.

But that's not all. More stations are coming on the air. By the end of 1948 there may be a total of 32 or more operating stations; in a few years over 100.

Sponsors too are interested in television. According to Televiser's month-by-month tabulations, 287 advertisers used television in one form or another during the past year. This number should more than double during 1948 as the

number of receiving sets manufactured, or in homes, approaches 1,000,000 by the year's end.

With a potential of 500 advertisers and 32 television stations on the air this year, film people have a *real* market to cultivate. All of these 32 stations and each of these 500 advertisers are *good* prospects for film. Can *you* supply their needs? Can you reorient your high-budget thinking and plans to compete for this business? Do you have something fresh to contribute to video programming and film commercials? If you do, there's a real place for you in the rising television sun.

Goal of Conference

The immediate goals of this first National Film Conference are as follows:

1. To acquaint film men, gathered from all parts of the United States, with the real facts-of-life regarding television . . . so that you won't underestimate or overestimate its possibilities and financial returns.
2. To better acquaint you with the rental and booking practices of television stations, and possible legal questions pertaining thereto.
3. To better acquaint you with the technical standards recommended for all concerned!

In short, to help you do business—the sooner the better!

For Complete List of Registrants
See Pages 36-39.

THE TELEVISER

MONTHLY REVIEW of TELE RECEIVERS



CROSELY'S "SWING-A-VIEW" CONSOLE

Features of the swivel chair were combined by Crosley in this new "Swing-A-View" console model. The 60 degree flexibility of the viewing screen makes televiewing simple from any part of the room. The combination radio-photograph-television set sells for \$795.

From its experience, a Crosley spokesman said, television receivers must be sold by home or club demonstration, as high as 75 per cent of all sales are made by "sets in use" demonstrations, installing receivers in homes or family use, overnight. Installation is made with a temporary antenna which "works very satisfactory." Upon sale, a permanent antenna installation is made. "People just don't walk into a dealer's store today and buy a television set," the official said.

Under \$100

The Regal Electronic Corporation of New York is promising a 7-inch viewing tube table model for \$99.

Mail Order

Allied Radio Corporation of Chicago has released its new 1948 catalog, listing radio, electric parts, and television sets. Catalog includes Hallicrafters' 7-inch tube table model and a 12-inch tube TV kit.

Philips Plans

North American Philips Company of New York plans to introduce in the Spring a "completely new system" of projection television known as Protelgram. System, featuring a 2½" tube, a special optical box and a high tension power supply, will produce a 12" x 16" picture. The small cathode ray tube will be a factor in lowering the cost of a projection set and, company says, several manufacturers plan to incorporate the "Protelgram" system in their sets.

Original research and development of the new projection system was started over ten years ago at the Philips Laboratories in Eindhoven, Holland. For the past two years, it has been further developed and tested by American engineers for the domestic market.

New York Offices

Farnsworth Television & Radio Corporation is also opening a branch headquarters in New York City for the distribution of its tele receivers, phonograph-radios and radios in the New York-Northern New Jersey area. Office at 108 West 57th Street, is under the supervision of W. R. (Bill) McAllister, regional manager.

New Receiver Models Continue to Come Off Assembly Lines

THE new Crosley console which features a 10-inch Swing-A-View picture tube, is being introduced in Cincinnati, Ohio, Crosley's home town. Company plans to watch set performance.

Swing-A-View picture tube designed for comfortable viewing can be turned from side to side over a 60 degree angle, so that the picture can be enjoyed from practically any chair arrangement in a room without the necessity of "jockeying" furniture.

When not in use the tube and housing swivel into the cabinet and are concealed by a panel which blends into the mahogany cabinet. The console combination, radio-phone-television, priced at \$795, is 44 inches high, 37½ inches wide and 18 inches deep. This depth is no greater than that of some radio-phonograph consoles.

Another outstanding feature of the console, called the Deluxe Spectator, is the "Picture Pilot" designed to eliminate complicated manual tuning of tele stations. The only control used is a simple channel selector. Specially designed plug-in units, "Picture Pilots" tuned and hermetically sealed will be installed in the

set as additional stations go on the air within range of the receiver, according to Stanley Glaser, Crosley's manager of radio and television. A simplified 4-position switch controls the selection of FM, AM, short-wave or television. The automatic phonograph accommodates 10 and 12-inch records or any combination. In addition there is an album storage compartment.

The cabinet was designed by the Carrollton Furniture Manufacturing Co. of Kentucky, a Crosley subsidiary.

Philco's New Sets

Philco, going after the mass market, has brought out two new low-cost table models: a 7-inch picture tube receiver for \$199.50 and a 10-inch picture tube model for \$339.50 plus tax and installation charges. The installation charge on both sets is \$55.

Forty per cent of Philco's advertising budget is used for television. Company is backing distributors and dealers with advertising and displays is teaching selling technique and encourages separate rooms in dealers' stores for demonstration of tele sets.

LAST-MINUTE REVISED TV TIMETABLE

TV STATIONS ON THE AIR

Baltimore, Md. (Pop: 1,306,404*)

WMAR—Sunpapers; Channel 2 (54-60 mc)
(On the air: Oct. 30, 1947)
Sun Bldg., Baltimore & Charles Sts., Balto.
Dir. of Tele-Radio: Donald Withycomb

Chicago, Ill. (Pop: 4,644,640*)

WBKB—Balaban & Katz; Ch. 4 (66-72 mc)
190 N. State St., Chicago 1, Illinois
Station Director: Capt. William C. Eddy

Cincinnati, Ohio (Pop: 885,400**)

WLWT—Crosley; Channel 4 (66-72 mc)
(On the air commercially: Feb. 9, 1948)
(On the air: W8XCT, since Sept. 1947)
Crosley Sq., Cincinnati 2, Ohio
President: James D. Shouse
V.P. & Gen. Mgr.: R. E. Dunville
Acting Dir. of Tele: J. R. Duncan
Tele Sales & Promotion: Milton F. Allison

Cleveland, Ohio (Pop: 1,332,600**)

WEWS—Scripps-Howard; Ch. 5 (76-82 mc)
(On the air: Dec. 17, 1947)
1816 East 13th St., Cleveland, Ohio
General Mgr: James C. Hanrahan
Station Mgr: J. Harrison Hartley

Detroit, Mich. (Pop: 2,702,398*)

WWJ-TV—Evening News; Ch. 4 (66-72 mc)
Stroh Building, Detroit 26, Mich.
General Manager: Harry Bannister

Los Angeles, Calif. (Pop: 3,916,875*)

KTLA—Paramount; Channel 5 (76-82 mc)
5451 Marathon St., Hollywood 38, Calif.
West Coast Director: Klaus Landsberg
Pres: Paul Raibourn, 1501 B'way, N. Y.

W6XAO—Don Lee; Channel 2 (54-60 mc)
Exp. station; comm. app'l pending (KTSL)
3800 Mount Lee Dr., Hollywood 28, Calif.
V.P. & Gen. Mgr: Lewis Allen Weiss
Dir. of Television: Harry Lubcke

Milwaukee, Wisc. (Pop: 883,000**)

WTMS-TV—Journal; Channel 3 (60-66 mc)
(On the air: Dec. 3, 1947)
720 East Capital Drive, Milwaukee, Wisc.
V.P. & General Mgr: Walter J. Damm

New York, N. Y. (Pop: 12,684,411*)

WABD—DuMont; Channel 5 (76-82 mc)
Studios: Wanamaker's, 9th & B'way
H.Q.: 515 Madison Ave., N. Y. 22
Dir. DuMont Television: Lawrence Phillips
Production Dir.: James Caddigan

WCBS-TV—CBS; Channel 2 (54-60 mc)
Studio: 15 Vanderbilt Ave., N. Y. 17, N. Y.
V.P. Television: Lawrence W. Lowman
Dir. of Television: Worthington C. Miner

WNBT—NBC; Channel 4 (66-72 mc)
30 Rockefeller Plaza, New York 20, N. Y.
Exec. V.P. Tele: Frank Mullen
Dir., NBC Television: Noran E. Kersta
Station Mgr: Carleton D. Smith

Philadelphia, Pa. (Pop: 3,372,690*)

WFIL-TV—Phila. Inquirer; Ch. 6 (82-88 mc)
(On the air: Sept. 13, 1947)
Temp. studios: Widener Bldg., Phila. 7, Pa.
Studios: Philadelphia Arena, 46th & Market
General Manager: Roger Clipp
Director of Tele: Kenneth W. Stowman
WPTZ—Philco; Channel 3 (60-66 mc)
Architects Bldg., 17th & Sansom, Phila. 3
V.P. & General Manager: E. B. Loveman
Station Manager: Roland J. Tooke

Schenectady, N. Y. (Pop: 427,400*)

WRGB—GE; Channel 4 (66-72 mc)
60 Washington Ave., Schenectady 5, N. Y.
Station Manager: G. Emerson Markham
Station Supervisor: Al Zink

St. Louis, Mo. (Pop: 1,584,044*)

KSD-TV—Post Dispatch; Ch. 5 (76-82 mc)
(On the air: Feb. 1947)
1111 Olive St., St. Louis 1, Mo.
General Manager: George M. Burbach

Washington, D. C. (Pop: 1,205,220*)

WMAL-TV—Evening Star; Ch. 7 (174-180 mc)
(On the air: October 3, 1947)
H.Q.: 724 14th St., N.W., Washington 5
Studio: Commonwealth Building
General Manager: Kenneth H. Berkeley
Director of Television: Burke Crotty
WNBW—NBC; Channel 4 (66-72 mc)
H.Q.: 724 14th St., N.W., Washington 5
Studios: Wardman Park Hotel, Wash., D.C.
Program Director: John Gaunt
WTTG—DuMont; Channel 5 (76-82 mc)
Harrington Hotel, Washington, D. C.
General Manager: Walter E. Compton

STATIONS GOING ON THE AIR

Time Table as of Feb. 1, 1948

February 1948

Baltimore, Md. (Pop: 1,306,040*)

WBAL-TV—Hearst Radio; Ch. 11 (198-204)
2610 North Charles St., Baltimore, Md.
Manager (WBAL): Harold C. Burke
Dir. of Tele: Harold See
H.Q.: Hearst Radio, 959 8th Ave., N.Y.C.

Chicago, Ill. (Pop: 4,644,640*)

WGNA—Chicago Trib.; Ch. 9 (186-192 mc)
Tribune Towers, Tribune Sq., Chicago, Ill.
H.Q.: 441 N. Michigan, Chicago 11, Ill.
Gen. Mgr. (WGN, Inc.): F. P. Schreiber
Dir. of Tele: Vernon Brooks

Philadelphia, Pa. (Pop: 3,372,690*)

WCAU-TV—Bulletin; Ch. 10 (192-198 mc)
Corporate name: WCAU, Inc.
Studios: Philadelphia Fund Society
H.Q.: 1622 Chestnut St., Philadelphia 3, Pa.
On-the-Air: Feb. 16, 1948
Chairman: Robert McLean
President & General Manager: Leon Levy
Asst. Gen. Mgr: Joseph L. Tinney
Director of Television: G. Bennett Larson
Television Engr: Robin Compton

Richmond, Va. (Pop: 330,200**)

WTVR—Havens & Martin; Ch. 3 (60-66 mc)
3301 W. Broad St., Richmond 20, Va.
General Manager: Wilbur H. Havens

March 1948

Boston, Mass. (Pop: 2,549,700*)

WBZ-TV—West'gh; Channel 4 (66-72 mc)
Studio: Soldiers Field Rd., Allston, Mass.
H.Q.: Hotel Bradford, Boston 16
Gen. Mgr. (WBZ): W. C. Swartley
Chief Engineer: W. H. Hauser
Tele Tech. Supervisor: Sidney V. Stadig
V.P. West'gh Bcstg. Div.: Walter E. Benoit
(Grant Bldg., Pittsburgh 19, Pa.)

Buffalo, N. Y. (Pop: 905,600**)

WBEN-TV; Channel 4 (66-72 mc)
(On air: tests, Feb.; programs April 1)
Hotel Statler, Buffalo, N. Y.
Vice Pres.: A. H. Kirckhofer
Asst. Prog. Dir: Richard W. Morgan
Television Director: J. Woodrow Magnuson
Remotes: Edwin W. Reimers
Film & Studio: Edward J. Wegman
Copy Editor: William T. McBurnie

Los Angeles, Calif. (Pop: 3,916,875*)

KFI-TV—Earle C. Anthony; Ch. 9 (186-192)
141 North Vermont Ave., Los Angeles 4
Program Director: Charles B. Brown

Newark, N. J. (Pop: 3,433,536*)

WATV—Bremer Bcstg; Ch. 13 (210-216)
Studio: Hotel Sheraton, Newark
H.Q.: 11 Hill St., Newark, N. J.
Pres. & Gen. Mgr.: I. R. Rosenhaus

New Haven, Conn. (Pop: 352,036*)

WNHC-TV—Elm City Bcstg; Ch. 6 (82-88)
1110 Chapel St., New Haven, Conn.
President: Patrick J. Goode
Gen. Mgr. & Sta. Mgr: James T. Milne

April 1948

Minneapolis, Minn. (Pop: 1,006,278*)

KSTP-TV; Channel 5 (76-82 mc)
9th & La Salle Sts., Minneapolis, Minn.
General Manager: Stanley E. Hubbard

May 1948

Bloomington, Ind.

WTTV—Tarzian; Channel 10 (192-198 mc)
Permitees: Sarkes & Mary Tarzian
537 So. Walnut St., Bloomington

Fort Worth, Texas (Pop: 314,000**)

WBAP-TV—Star Telegram; Ch. 4 (76-82 mc)
Studio: Meadow Brook Drive East
H.Q.: 400 W. 7th St., Fort Worth, Tex.
Pres.: Carter Publications: Amon Carter
Dir.: H. B. Hough; Sta. Mgr.: G. Cranston

FEBRUARY, 1948

29

New York, N. Y. (Pop: 9,250,875*)

WOR-TV—Bamberger; Channel 9 (186-192)
Temp. Studio: 1440 Broadway
H.Q.: 1440 Broadway, New York 18, N. Y.
President: Theodore C. Streibert
V.P. & Sec'y: J. R. Poppele

Toledo, Ohio (Pop: 352,600**)

WTVT—Fort Industry; Ch. 13 (210-216 mc)
Broadcast Bldg., 136 Huron St., Toledo
Gen. Mgr.: Lee B. Wailer
Television Mgr.: John Koepf
Managing Dir. (WSPD): E. Y. Flannigan

Washington, D. C. (Pop: 1,205,220*)

WOIC—Bamberger; Channel 9 (186-192 mc)
Studio Site:
H.Q.: 1440 Broadway, New York 18, N. Y.
President: Theodore C. Streibert

June 1948

Boston, Mass. (Pop: 2,549,700*)

WNAC-TV—Yankee; Ch. 7 (174-180 mc)
21 Brookline Ave., Boston 15, Mass.
President: William O'Neil
Station Mgr. (WNAC): Linus Travers

Indianapolis, Ind. (Pop: 516,000**)

WWHB—Wm. H. Block; Channel 3 (60-66)
50 N. Illinois St., Indianapolis, Ind.
President: Wm. H. Block
Television Director: Merrill Lindley

Los Angeles, Calif. (Pop: 3,916,875*)

KTTV—Times-Mirror; Channel 5 (76-82 mc)
202 West First St., Los Angeles 53
Chief Engineer: R. A. Monfort
Program Director: David Crandell

New York, N. Y. (Pop: 9,250,875*)

WPIX—Daily News; Ch. 11 (198-204 mc)
220 East 42nd St., New York 17, N. Y.
Gen. Mgr. News Syndicate: F. M. Flynn
Station Mgr.: Robert L. Coe

July 1948

Albuquerque, N. M. (Pop: 50,000**)

KOB-TV; Channel 4 (66-72 mc)
903 Buena Vista Blvd., Albuquerque
H.Q.: 418 W. Gold Ave. (Box 1319)
General Manager: Frank Quinn

Baltimore, Md. (Pop: 1,306,040*)

WAAM—Radio-Tele of Balto; Ch 4 (210-216)
O'Sullivan Bldg., Baltimore & Light Sts.
Owners: Ben and Herman Cohen

Columbus, Ohio (Pop: 432,304*)

WLWC—Crosley; Channel 3 (60-66 mc)
Studio: AIU Tower, Columbus, Ohio
H.Q.: Crosley Square, Cincinnati 2, Ohio
Act'g Dir. of Tele: J. R. Duncan

Dayton, Ohio (Pop: 349,300**)

WLWD—Crosley; Channel 5 (76-82 mc)
H.Q.: Crosley Square, Cincinnati 2, Ohio
Act'g Dir. of Tele: J. R. Duncan

Los Angeles, Calif. (Pop: 3,916,875*)

KNBH-NBC; Channel 4 (66-72 mc)
Sunset Blvd. & Vine St., Hollywood, Calif.
Mgr. of Tele Dept.: Harold J. Bock
Exec. V.P., NBC: Frank Mullen
(30 Rockefeller Plaza, New York 20)

New Orleans, La. (Pop: 601,608*)

WRTV—Maison Blanche; Channel 4 (66-72)
901 Canal St., New Orleans, La.
General Manager: Herman J. Schwartz

Providence, R. I. (Pop: 593,300**)

WJAR-TV—Outlet Co.; Ch. 11 (198-204)
178 Waybosset St., Providence, R. I.
President: Mortimer L. Burbank

Salt Lake City, Utah (Pop: 245,175*)

KDYL-TV; Channel 2 (54-60 mc)
Tribune Bldg., Salt Lake City, Utah
Pres. & Gen. Mgr.: S. S. Fox
V.P., Engineering: John M. Baldwin

August 1948

Minneapolis, Minn. (Pop: 1,006,278*)

WTCN-TV—St. Paul Dispatch; Ch. 4 (66-72)
Westley Temple Bldg., Minneapolis, Minn.
General Manager: F. Van Konyenburg

Riverside, Calif. (Pop: 132,800**)

KARO—Bdctg Corp. of Amer., Ch. 1 (44-50)
3401 Russel St., Riverside, Calif.
General Manager: W. L. Gleeson

September 1948

Ames, Iowa (Pop: 34,500**)

WOI-TV—Iowa State College; Ch. r (66-72)
(Educational lower band CP)
Service Bldg., Iowa State College, Ames
General Manager: W. J. Griffith

Chicago, Ill. (Pop: 4,644,640*)

WNBY-NBC; Channel 5 (76-82 mc)
Manager (WMAQ): I. E. Showerman
Merchandising Mart, Chicago 54, Ill.
Exec. V.P., NBC Tele: Frank Mullen
(30 Rockefeller Plaza, New York 20)

Chicago, Ill. (Pop: 4,644,640*)

WENR-TV—ABC; Channel 7 (174-180)
Civic Opera Bldg., Chicago, Ill.
H.Q.: 30 Rockefeller Plaza, N. Y. 20, N. Y.
Gen. Mgr. (WENR): Roy McLaughlin
V.P., ABC Tele: Charles C. Barry

October 1948

Dallas, Texas (Pop: 470,052*)

KBTW—Lacy-Potter TV Bdcstg; Ch 8
(180-186)
Studio: In new 47-story hotel
H.Q.: 1105 Continental Bldg., Dallas, Tex.
Owners: Rogers Lacy and Tom Potter

Dallas, Texas (Pop: 470,052*)

KRLD-TV—Times-Herald; Channel 4 (66-72)
Adolphus Hotel, Dallas, Texas
Pres. KRLD: John W. Runyon
Tech. Supervisor: R. M. Flynn

Louisville, Ky. (Pop: 558,300**)

WHAS-TV—Courier-Journal; Ch. 9 (186-192)
Studio: 6th & Broadway
H.Q.: 300 W. Liberty St., Louisville, Ky.
Exec. Mgr.: W. Lee Coulson

San Francisco, Calif. (Pop: 1,989,891*)

KCPR—Chronicle; Channel 4 (66-72 mc)
Fifth & Mission Sts., San Francisco 19
President: George T. Cameron
Charge of Tele: Charles Thieriot

November 1948

Atlanta, Ga. (Pop: 442,294)

WAGA-TV—Fort Industry; Ch. 5 (76-82 mc)
Operated by: Liberty Bcstg Co.
Western Union Bldg., Atlanta

Cleveland, Ohio (Pop: 1,332,600**)

WNBK—NBC; Channel 4 (60-72 mc)
815 N. Superior Ave., N.E., Cleveland, O.
Gen. Mgr. (WTAM): Vernon H. Pribble
H.Q.: 30 Rockefeller Plaza, N. Y. 20, N. Y.
Exec. V.P., NBC: Frank Mullen

Detroit, Mich. (Pop: 2,702,398*)

WDLT—ABC; Channel 7 (174-180 mc)
Stroh Bldg., Detroit 26, Mich.
Gen. Mgr. (WXYZ): H. Allen Campbell
H.Q.: 30 Rockefeller Plaza, N. Y. 20, N. Y.
V.P., ABC Tele: Charles C. Barry

Johnstown, Pa. (Pop: 198,700**)

WJAC-TV—WJAC Inc.; Ch. 13 (210-216)
Tribune Annex, Johnstown, Pa.
Pres. & Sta. Mgr.: J. C. Tully

Miami, Fla. (Pop: 351,500**)

WTJV—Southern Radio-Tele; Ch. 4 (66-72)
Studio: 306 N. Miami Ave., Miami, Fla.
P.O. 2440, Miami 31, Fla.
General Manager: Robert G. Venn

Wilmington, Del. (Pop: 251,600**)

WDEL-TV—WDEL Inc., Ch. 7 (174-180)
10th & King Sts., Wilmington, Del.
President: J. Hale Steinman
Station Mgr.: J. Gorman Walsh

December 1948

Cleveland, Ohio (Pop: 1,332,600**)

Empire Coil Co., Channel 9 (186-192 mc)
Transmitter at Parma (Cleveland suburb)
Pres. & Gen. Mgr.: Herbert Mayer
(23 Huguenot St., New Rochelle, N. Y.)
CP Granted: October 31, 1947

Los Angeles, Calif. (Pop: 3,916,875*)

KECA-TV—ABC; Channel 7 (174-180 mc)
V.P. ABC Tele: Charles Barry
(30 Rockefeller Plaza, New York 20)

New York, N. Y. (Pop: 12,684,401*)

WJZ-TV—ABC; Channel 7 (174-180 mc)
H.Q.: 30 Rockefeller Plaza, New York 20
V.P. Television: Charles C. Barry
National Dir. of Tele: Paul Mowrey

Pittsburgh, Pa. (Pop: 2,100,092*)

WDTV—DuMont; Channel 3 (60-66 mc)
H.Q.: 2 Main Ave., Passaic, N. J. &
515 Madison Ave., New York 22, N. Y.
Dir. DuMont Tele: Lawrence Phillips

San Francisco, Calif. (Pop: 1,989,891*)

KGO-TV—ABC; Channel 7 (174-180 mc)
155 Montgomery St., San Francisco, Calif.
Station Mgr.: Gayle W. Grubb
V.P., ABC Television: Charles C. Barry
(30 Rockefeller Plaza, New York 20, N. Y.)

San Francisco, Calif. (Pop: 1,989,891*)

KSFO-TV—Associated Bdcstg; Ch. 5 (76-82)
Mark Hopkins Hotel, San Francisco 6, Cal.
President: W. J. Dumm
V.P. & Gen. Mgr.: Philip Lasky

January 1949

Memphis, Tenn. (Pop: 402,752*)

WMC-TV—Memphis Pub. Co.; Ch. 4 (66-72)
(P.O.) Box 311, Memphis
President: John M. Sorrells
Power: vis. 13.6 kw; aur. 7.12 kw, unl.
CP granted: Jan. 16, 1948

Portland, Ore. (Pop: 534,422*)

KGWG—The Oregonian; Ch. 4 (82-88 mc)
H.Q.: 1011 S.W. Sixth Ave., Portland 5
General Manager: H. Quentin Cox

Seattle, Wash. (Pop: 602,910*)

KRSC-TV—Radio Sales Corp.; Ch. r (76-82)
2939 Fourth Street, Seattle, Wash.
General Manager: Robert E. Priebe

Stockton, Calif. (Pop: 602,910*)

KGDM-TV—Radio Pepper; Ch. 8 (180-186)

517 East Market St., Stockton, Calif.
Owner: E. F. Pepper

Indefinite—by/or in 1949

Cincinnati, Ohio (Pop: 885,900*)

WKRC-TV—Times Star; Ch. 11 (198-204)
Hubert Taft Jr. Hotel Alma
Power: Vis. 23 kw; aur. 12 kw
CP granted: Jan. 19, 1948

Detroit, Mich. (Pop: 2,702,398)

WTVD—Fort Industry; Channel 2 (54-60)
(Has filed for Channel 5)
Studio: Woodward & Kirley; to be built
H.Q.: 506 New Center Bldg., Detroit 2
Gen. Mgr.: Lee B. Wailer
Tele Mgr.: J. Koepf, 136 Huron, Toledo

Los Angeles, Calif. (Pop: 3,916,875*)

KLAC-TV—N. Y. Post; Ch. 13 (210-216 mc)
1000 Cahuenga Blvd., Los Angeles, Calif.

Gen. Mgr.: Don J. Feddersen
Owner: Dorothy S. Thackery
New York Post, 75 West St., N. Y. C.

San Diego, Calif. (Pop: 256,268*)

KFMB-TV—Jack Gross; Ch. 8 (180-186)
1375 Pacific Blvd., San Diego
Power: Vis. 20 kw, aur. 20.2 kw
CP granted: Jan. 19, 1948

Waltham, Mass. (Pop: 43,600**)

WRTB—Raytheon; Channel 2 (54-60 mc)
Pres.: Raytheon Mfg. Co.; C. F. Adams, Jr.
(55 Chapel St., Newton 58, Mass.)

New Orleans, La. (Pop: 540,030)

WDSU-TV—Stephens Bcstg; Ch. 6 (82-88)
Mgn'g Partner: Fred Weber, Hotel Monte-
leone
Power: vis. 21 kw; aur. 10.5 kw
CP granted: Jan. 19, 1948

FILED FOR TV STATIONS (COMMERCIAL APPLICANTS)

Akron, Ohio

APPLICANT: Allen T. Simmons (WADC)
Box 830, Akron, Ohio
Filed for: Channel 11
APPLICANT: Summit Radio Corp. (WAKR)
S. B. Berk, First Central Tower, Akron
Filed for: Channel 11

Allentown, Pa. (Pop:)

APPLICANT: Lehigh Valley Bcstg. Co.
J. C. Shumberger, 39 N. Tenth St.
Filed for: Channel 8 (180-186 mc)

Atlanta, Ga. (Pop:)

APPLICANT: Eurith Dickinson Rivers, Jr.
(WEAS, Decatur, Ga.)
1384 W. Peachtree St., N.E.
Filed for: Channel 8 (180-186 mc)
Power: Vis. 27.25 kw; aur. 14.35 kw

Atlantic City, N. J.

APPLICANT: Neptune Bcstg. Corp. (WFPG)
Gen. Mgr.: John J. Laux, Steel Pier
Filed for: Channel 8 (180-186 mc)
Power: Vis. 1 kw; aur. 500 watts

Bakersfield, Calif.

APPLICANT: Pearl Lemert
Filed for: Channel 10 (192-198 mc)

Binghamton, N. Y.

APPLICANT: Clark Associates, Inc. (WNBK)
John C. Clark, Sr., Arlington Hotel
Filed for: Channel 12 (204-210 mc)
Power: Vis. 16 kw; aur. 8.5 kw

Boston, Mass. (Pop: 2,549,700*)

APPLICANT: Boston Metropolitan Television
Pres.: A. Sonnenbend, Hotel Somerset
Exec. V.P.: Ira Hirschman, New York City
Filed for: Channel 9 (186-192 mc)
APPLICANT: Empire Coil Co.
H. Mayer, 23 Huguenot, New Rochelle,
N. Y.
Filed for: Sharon, Mass. (Suburb of Bos-
ton); Channel 9 (186-192 mc)
APPLICANT: Massachusetts Bcstg. Corp.
Pres.: Gardner Cowles, Jr.
Gen. Mgr.: Craig Lawrence, 485 Boylston
Filed for: Channel 9 (182-192 mc)

APPLICANTS New England Theatres, Inc.
(Paramount Pictures Affiliate)
Pres.: Sam Pianski, 60 Scollay Sq., Boston
Filed for: Channel 13 (210-216 mc)

APPLICANT: New England Television Co.
Gen. Mgr.: Lewis Tarnapol
368 Belmont St., Fall River, Mass.
Filed for: Channel

Buffalo, N. Y. (Pop:)

APPLICANT: Buffalo Courier Express (WEBR)
Pres.: P. E. Fitzpatrick, 23 North St.
Filed for: Channel 7 (174-180 mc)

APPLICANT: New England Television Co.
Pres.: Alfred DeMaris, Providence, R. I.
Filed for: Channel 9 (186-192 mc)
Power: Vis. 20 kw; aur. 10 kw

APPLICANTS Broadcasting Foundations, Inc.
Filed for: Channel 9 (186-192 mc)
Power: Vis. 30.8 kw; aur. 16.2 kw.

Canton, Ohio (Pop:)

APPLICANT: Brush-Moore Newspapers, Inc.
WHBC, Opr. by Ohio Bcstg. Co.
Ray D. Moore, 550 Market Ave., S.
Filed for: Channel 7 (174-180 mc)

Chicago, Ill. (Pop: 4,644,640*)

APPLICANT: Sun-Times Co. (Field Enterprises)
Marshall Field, Chicago Sun, Chicago
Filed for: Channel 13 (210-216 mc)
Power: Vis. 5 kw; aur. 4 kw; and unl.

APPLICANT: Columbia Broadcasting System
(Radio Station WBBM, Chicago)
CBS President: Frank Stanton
485 Madison Ave., New York 22, N. Y.
Filed for: Channel 11 (198-204 mc)

APPLICANT: Johnson-Kennedy Radio Corp.
President: Ralph L. Atlass (Station WIND)
400 N. Michigan Ave., Chicago, Ill.
Filed for: Channel 2 (54-60 mc)

Cincinnati, Ohio (Pop: 885,900*)

APPLICANT: Allen B. DuMont Labs, Inc.
Dir., DuMont Tele: Lawrence Phillips
515 Madison Ave., New York 22, N. Y.
Filed for: Channel 2 (54-60 mc)

APPLICANT: Scripps-Howard Radio Co.
WCPO, 3800 Carew Tower Bldg.
President: Jack Howard
Filed for: Channel 7 (174-180 mc)

Cleveland, Ohio (Pop: 1,332,600*)

APPLICANT: Cleveland Bcstg., Inc.
Filed for: Channel 2 (50-54 mc)
Power: Vis. 15.28 kw; aud. 7.79 kw

APPLICANT: Allen B. DuMont Labs, Inc.
Dir., DuMont Tele: Lawrence Phillips
515 Madison Ave., New York 22, N. Y.
Filed for: Channel 2 (54-60 mc)

APPLICANT: United Bcstg. Co. (WHK)
Sterling E. Graham, 1311 Terminal Tower
Filed for: Channel 7 (174-180 mc)

APPLICANT: WBAR Bcstg. Co.
G. A. Richards, Hotel Statler
Filed for: Channel 7 (174-180 mc)

Columbus, Ohio (Pop:)

APPLICANT: Picture Waves, Inc.
Edward & Prudence Lamb, Unity Corp.
(WTOP)
515 Madison Ave., Toledo
Filed for: Channel 6 (82-88 mc)

APPLICANT: TV Inc.
Filed for: Channel 6 (82-88 mc)
Power: Vis. 16 kw; aur. 8 kw

Dallas, Texas (Pop: 470,052*)

APPLICANT: Interstate Circuit, Inc.
(Paramount Pictures affiliate)
Karl Hoblitzelle, Majestic Thea. Bldg.
Filed for: Channel 2 (60-66 mc)

APPLICANT: Variety Bcstg. Co. (KIXI)
Pres.: Lee Segall, 1401 S. Akard St.
Filed for: Channel 2 (54-60 mc)
Power: Vis. 16.53 kw; aur. 8.27 kw

Detroit, Mich. (Pop: 2,702,398*)

APPLICANT: United Detroit Theatres Corp.
Pres.: Earl Hudson, Stroh Bldg.
Filed for: Channel 4 (78-84 mc)

APPLICANT: WJR, Goodwill Stations, Inc.
Pres.: G. A. Richards, Fisher Bldg.
Filed for: Channel 5 (76-82 mc)

Easton, Pa. (Pop:)

APPLICANT: Easton Publishing Co.
Filed for: Channel 8 (180-186 mc)

APPLICANT: Philco Television Bcstg. Corp.
E. B. Loveman, Architects Bldg., Phila.
Filed for: Channel 8 (180-186 mc)

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APPLICANTS

Fall River, Mass. (Pop:

APPLICANT: New England Television Co., Inc.
Pres.: Alfred DeMaris, Providence, R. I.
Filed for: Channel 8 (180-186 mc)

Harrisburg, Pa. (Pop: 173,367***)

APPLICANT: Harold O. Bishop (WABX)
Filed for: Channel 8 (180-186 mc)
Power: Vis. 500-watts; aur. 250-watts

APPLICANT: WHP, Inc. (Daily Telegraph)
A. K. Redmond, 216 Locust St.
Filed for: Channel 8 (180-186 mc)
Power: Vis. 5 kw to 43.7 kw; aur. 5 kw to unknown

Hartford, Conn. (Pop: 555,900*)

APPLICANT: The Connecticut Bcstg. Co.
Franklin M. Doolittle (WDRG), 75 Main
Filed for: Channel 10 (192-198 mc)
Power: Vis. 5 kw; aur. 215 kw and un'l.

APPLICANT: Hartford Times, Inc. (WHTT)
Filed for: Channel 10 (192-198 mc)

APPLICANT: New Britain Bcstg. Co. (WKNB)
Julian Gross, 213 Main; New Britain
Filed for: Channel 8 (180-186 mc)

APPLICANT: Travelers Bcstg. Serv. Corp.
Paul W. Morency (Sta. WTIC), 26 Grove
Filed for: Channel 10 (192-198 mc); 9-16-47
Power: Vis. 3.8 kw; aur. 5 kw; and un'l.

APPLICANT: The Yankee Network
President: William O'Neil
(P.O.) 21 Brookline Ave., Boston, Mass.
Filed for: Channel 8 (180-186 mc)
Power: Vis. 5 kw; aur. 2.97 kw; and un'l

Houston, Texas (Pop:

APPLICANT: The Houston Post (KPRC)
W. P. Hobby, 2318 Polk Ave.
Filed for: Channel 4 (66-72 mc)

APPLICANT: Roy Hofheinz d/b as Texas
Television Co. (KTHT), 4000 S. Main St.
Filed for: Channel 7 (174-180 mc)
Power: Vis. 19.2 kw; aur. 19.2 kw.

APPLICANT: W. Albert Lee
Filed for: Channel 2 (54-60 mc)

Indianapolis, Ind. (Pop:

APPLICANT: Indianapolis Bcstg. Co. (WIRE)
Eugene C. Pulliam, Claypool Hotel
Filed for: Channel 8 (180-186 mc)

APPLICANT: WFBM, Inc.
Henry M. Bitner, Jr., 48 Monument
Filed for: Channel 6 (82-88 mc)

Kansas City, Mo. (Pop:

APPLICANT: New England Television Co., Inc.
Pres.: Alfred De Maris, Providence, R. I.
Filed for: Channel 5 (76-82 mc)
Power: Vis. 20 kw; aur. 10 kw

APPLICANT: KCMO Bcstg. Co.
General Manager: E. K. Hartenbower
115 Commerce Bldg.
Filed for: Channel 5 (76-82 mc)

Los Angeles, Calif. (Pop: 3,916,875*)

APPLICANT: Don Lee Broadcasting System
V.P. and Gen. Mgr.: Lewis Allen Weiss
3800 Mount Lee Drive, Hollywood 28
W6XAO (Channel 2) on air experimentally
Filed for: Commercial CP

Louisville, Ky. (Pop:

APPLICANT: WAVE, Incorporated
G. W. Norton, Jr., 334 E. Broadway
Filed for: Channel 5 (76-82 mc)

Memphis, Tenn. (Pop: 402,752*)

APPLICANT: Bluff City Bcstg. Co. (WDIA)
Owners: J. R. Pepper, Bert Ferguson
2074 Union Ave., Memphis 4, Tenn.
Filed for: Channel 5 (76-82 mc)
Power: Vis. 1440 watts; aur. 720 w; un'l.

Miami, Fla. (Pop:

APPLICANT: Miami Bcstg. Co. (WQAM)
Fred W. Borton, 327 N.E. 1st Ave.
Filed for: Channel 5 (60-66 mc)

Miami Beach, Fla. (Pop: 351,500**)

APPLICANT: A. Frank Katzentine
Stations WKAT, 1759 Bay Road
Filed for: Channel 2 (60-66 mc)

New Bedford, Mass. (Pop:

APPLICANT: E. Anthony & Sons
Filed for: Channel 1 (44-50 mc)

New Orleans, La. (Pop:

APPLICANT: Times-Picayune Publishing Co.
Filed for: Channel 7 (174-180 mc)

Niagara Falls, N. Y. (Pop:

APPLICANT: Empire Coil Co.
H. Mayer, 23 Huguenot, New Rochelle,
N. Y.
Filed for: Channel 13 (210-216 mc)

Omaha, Nebr. (Pop:

APPLICANT: WOW Inc.
John J. Gillin, Jr., Insurance Bldg.
Filed for: Channel 6 (82-88 mc)

Philadelphia, Penn. (Pop: 3,372,690*)

APPLICANT: Daily News Television Co.
Station WIBG, 1211 Chestnut St.
President: Paul F. Harron, WIBG
Filed for: Channel 12 (204-210 mc)

APPLICANT: Pennsylvania Broadcasting Co.
Station WIP, 35 South 9th St.
President: Benedict Gimbel, Jr., WIP
Filed for: Channel 12 (204-210 mc)
Power: Vis. 5 kw; aur. 5 kw; and un'l.

Pittsburgh, Pa. (Pop:

APPLICANT: Alleghany Bcstg. Corp. (KQV)
G. S. Wasser, 196 Union Trust Bldg.
Filed for: Channel 8 (180-186 mc)

APPLICANT: Empire Coil Co.
H. Mayer, 23 Huguenot, New Rochelle,
N. Y.
Filed for: Channel 10 (192-198 mc)

APPLICANT: Neptune Bcstg. Corp. (WFPG)
John J. Laux, Steel Pier,
Atlantic City, N. J.
Filed for: Channel

APPLICANT: United Bcstg. Corp.
Filed for: Channel 10 (192-198 mc)
Power: Vis. 31 kw; aur. 16.3 kw

APPLICANT: WCAE, Inc.
Leonard Kapner, Wm. Penn Hotel
Filed for: Channel 10 (192-198 mc)

APPLICANT: Westinghouse Radio Stations, Inc.
Gwilym A. Price, Grant Bldg.
Filed for: Channel 6 (82-88 mc)

APPLICANT: WWSW, Inc.
Frank R. Smith, Hotel Keystone
Filed for: Channel 10 (82-88 mc)

Providence, R. I. (Pop:

APPLICANT: Cherry & Webb Bcstg. Co.
(WPRO)
W. S. Cherry, Jr., 15 Chestnut St.
Filed for: Channel 13 (210-216 mc)

Reading, Pa. (Pop:

APPLICANT: Eastern Radio Corp. (WHOM)
Robert G. Magee, Berkshire Hotel
Filed for: Channel 5 (76-82 mc)

APPLICANT: Hawley Bcstg. Co.
Filed for: Channel 5 (76-82 mc)

Rochester, N. Y. (Pop:

APPLICANT: Stromberg-Carlson Co. (WHAM)
William A. Fay, 111 East Ave.
Filed for: Channel 6 (82-88 mc)

San Diego, Calif. (Pop. 256,268*)

APPLICANT: Balboa Radio Corp. (KLIK)
Emil Klicka, 625 Broadway
Filed for: Channel 3 (60-66 mc)
Power: Vis. 5 kw; aur. 2.5 kw

San Francisco, Calif. (Pop: 1,989,891*)

APPLICANT: Don Lee Broadcasting System
V.P. and Gen. Mgr.: Lewis Allen Weiss
100 Van Ness Ave., San Francisco, Calif.
Filed for: Channel 2 (54-60 mc)

APPLICANT: Golden Gate Bcstg. Co. (KSAN)
S. H. Patterson, 1355 Market St.
Filed for: Channel 9 (186-192 mc)

APPLICANT: Television Productions, Inc.
(Paramount) Paul Raibourn, Pres.
5451 Marathon St., Los Angeles
Filed for: Channel 9 (186-192 mc)
Power: Vis. 29.2 kw; aur. 15.7

Springfield, Mass. (Pop:

APPLICANT: New England Television Co.
Gen. Mgr.: Lewis Tarnapol
368 Belmont St., Fall River, Mass.
Filed for: Channel 3 (60-66 mc)
Power: Vis. 18 kw; aur. 9 kw.

St. Louis, Mo. (Pop:

APPLICANT: New England Television Co.
Gen. Mgr.: Lewis Tarnapol
368 Belmont St., Fall River, Mass.
Filed for: Channel 4 (66-72 mc)
Power: Vis. 20 kw; aur. 10 kw

APPLICANT: St. Louis University
Filed for: Channel 7 (174-180 mc)

Trenton, N. J. (Pop: 200,128*)

APPLICANT: Trent Broadcasting Corp.
Elmer H. Wene, 35 State St., Trenton, N. J.
Filed for: Channel 1 (44-50 mc)
Power: Vis. 1.83 kw; aur. 940 watts, & un'l.

Toledo, Ohio

APPLICANT: The Toledo Blade Co.
Filed for: Channel 10 (192-198 mc)
Power: Vis. 31.8 kw; aur. 17 kw & un'l.

Waterbury, Conn. (Pop: 144,822*)

APPLICANT: American-Republican, Inc.
W. J. Pape, 61 Leavenworth St.
Filed for: Channel 12 (204-210 mc)
Power: Vis. 25.3; aur. 13.3 kw

APPLICANT: Empire Coil Co.

H. Mayer, 23 Huguenot, New Rochelle, N. Y.

Filed for: Channel 12 (204-210 mc)
Power: Vis. 5 kw; aur. 2.5 kw; unl.

APPLICANT: The Fairfield Broadcasting Co.

Frank Lee (Lee Hats), Danbury, Conn.

Station Manager: Charles E. Kibling
Filed for: Channel 12 (204-210 mc)
Power: Vis. and aur. 5 kw, unl.

APPLICANT: WTAR, Inc.

Filed for: Channel 12 (204-210 mc)

Wilkes-Barre, Pa. (Pop:

APPLICANT: Louis G. Baltimore

WBRE, 62 S. Franklin St.

Filed for: Channel 11 (198-204 mc)

Worcester, Mass. (Pop:

APPLICANT: New England Television Co.

Pres.: Alfred De Maris, R. I. Bus. Co.
Providence, R. I.

Filed for: Channel 5 (76-82 mc)

Youngstown, Ohio (Pop:

APPLICANT: WKBN Bcstg. Co.

Filed for: Channel 13 (210-216 mc)
Power: Vis. 21.6 kw; aur. 11.4 kw

APPLICANT: Vindicator Printing Co.

Filed for: Channel 13 (210-216 mc)
Power: Vis. 23.6 kw; aur. 2612 kw

TOTAL TELE STATION GRANTS AND APPLICANTS

Licensee (*); Construction Permit (CP); Operating (O); Applicant (A);
in Hearing (H)

CALIFORNIA

Bakersfield (Channel 10)

Pearl Lemert

Los Angeles (Channels 2, 4, 5, 7, 9, 11, 13)

KTLA, Television Productions, Inc. (CP-O)

KECA-TV, American Ccstg Co. (CP)

KFI-TV, Earle C. Anthony, Inc. (CP)

KNBH, National Bcstg Co. (CP)

KLAC-TV, KMTR Radio Corp. (CP)

KTTV, Times-Mirror Co. (CP)

W6XAO, Don Lee Ccstg System (A-H-O)

Riverside (Channel 1)

KARO, The Bcstg Corp. (CP)

San Diego (Channels 3, 6, 8, 10)

Balboa Bcstg Corp. (A)

Jack Gross Broadcasting System (CP)

San Francisco (Channels 2, 4, 5, 7, 9, 11)

K CPR, Chronical Publishing Co. (CP)

KGO-TV, American Bcstg Co. (CP)

KWIS, Assoc. Broadcasters, Inc. (CP)

Don Lee Ccstg System (A-H)

Golden Gate Bcstg Co. (A)

Television Productions Inc. (A)

Stockton (Channel 8)

KGDM-TV, E. F. Peffer (CP)

CONNECTICUT

Hartford (with New Britain, Ch 8, 10)

Connecticut Bcstg Co. (A-H)

Hartford Times Inc. (A-H)

New Britain Bcstg Co. (A-H)

Travelers Bcstg Co. (A-H)

Yankee Network, (A-H)

New Haven (Channel 6)

WNHC-TV, Elm City Bcstg Corp. (CP)

Waterbury (Channel 12)

American-Republic Inc. (A)

Empire Coil Co. (A-H)

Fairfield Bcstg Co. (A-H)

WTAR Inc. (A-H)

DELAWARE

Wilmington (Channel 7)

WDEL-TV, WDEL, Inc. (CP)

DISTRICT OF COLUMBIA

Washington (Channels 4, 5, 7, 9)

WOIC, Bamberger Bcstg Service (CP)

WTTG, A. B. Du Mont Labs, Inc. (CP-O)

WMAL-TV, Evening Star Bcstg Co. (CP-O)

WNBW, National Bcstg Co. (*)

FLORIDA

Miami (with M. Beach, Ch 2, 4, 5, 7)

Miami Broadcasting Co. (A)

WTBJ, Southern Radio & Tele Eqpt. (CP)

Miami Beach (see Miami)

A. Frank Katzentine (A)

GEORGIA

Atlanta (Channels 2, 5, 8, 11)

The Atlanta Journal (CP)

The Constitution Publ. Co. (CP)

Eurith Dickinson Rivers, Jr. (A)

Liberty Bcstg Corp. (CP)

ILLINOIS

Chicago (Channels 2, 4, 5, 7, 9, 11)

WBKB, Balaban & Katz Corp. (*)

WENR-TV, American Bcstg Co. (CP)

WGNA, WGN Inc. (CP)

WNBY, National Bcstg Co. (CP)

Columbia Bcstg System (A)

Johnson-Kennedy Radio Corp. (A)

Sun & Times Co. (A)

INDIANA

Bloomington (See Indianapolis)

WTTV, Sarkes & Mary Tarazian (CP)

Indianapolis (Channels 3, 6, 8, 10, 12)

WWHB, Wm. H. Block Co. (CP)

Indianapolis Bcstk. Co. (A)

WFBM, Inc. (A)

IOWA

Ames (Channel 4, chares Des Moines)

WOI-TV, Iowa State College of Agr. &
Mech. Arts (CP)

KENTUCKY

Louisville (Channels 5, 9)

WHAS-TV, Courier-Journal & Louisville
Times Co. (CP)

Wave, Inc. (A)

LOUISIANA

New Orleans (Channels 2, 4, 6, 7, 10)

WRTV, Maison Blanche Co. (CP)

WDSU-TV, Stephens Bcstg. Co. (CP)

Times-Picayune Publishing Co. (A)

MARYLAND

Baltimore (Channels 2, 11, 13)

WAAM, Radio-Tele of Balto, Inc. (CP)

WBAL-TV, Hearst Radio, Inc. (CP)

WMAR, A. S. Abell Co. (CP-O)

MASSACHUSETTS

Boston (Channels 2, 4, 7, 9, 13)

WBZ-TV, Westinghouse Radio Sta (CP)

WNAC-TV, Yankee Network (CP)

Boston Metro. Tele Co. (A-H)

Empire Coil Co., Inc. (A-H)

Massachusetts Bcstg Corp. (A-H)

New England Tele Co. Inc. (A-H)

New England Theatres, Inc. (A-H)

Fall River (with New Bedford, Ch. 1)

New England Tele Co., Inc. (A)

New Bedford (with Fall River, Ch 1)

E. Anthony & Sons, Inc. (A)

Springfield (Channels 3, 1)

New England Television Co. (A)

Waltham (see Boston)

WRTB, Raytheon Mfg. Co. (CP)

Worcester (Channel 5)

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Detroit (Channels 2, 4, 5, 7)
 WDLT, American Bcstg Co. (CP)
 WTVO, The Fort Industry Co. (CP)
 WWJ-TV, Evening News Assn. (CP-O)
 United Detroit Theaters (A-H)
 WJR, The Goodwill Station (A-H)

MINNESOTA

Minneapolis-St. Paul (Channels 2, 4, 5, 7, 9)
 KSTP-TV, KSTP Inc. (CP)
 WTCN-TV, Minn. Bcstg Corp. (CP)

MISSOURI

Kansas City (Channels 2, 4, 5, 9)
 New England Television Co. (A)
 KCMO Broadcasting Co. (A)

St. Louis (Channels 4, 5, 7, 9, 13)
 KSD-TV, Pulitzer Pub. Co. (CP-O)
 New England Television Co. (A)
 St. Louis University (A)

NEBRASKA

Omaha (Channels 3, 6, 7)
 WOW Inc., (A)

NEW JERSEY

Atlantic City (Channel 8)
 Neptune Broadcasting Corp. (A)

Newark (with N.Y.C.)
 WATV, Bremer Bcstg Corp. (CP)

Trenton (Channel 1)
 Trent Bcstg Corp. (A)

NEW MEXICO

Albuquerque (Channel 4)
 KOB-TV, Albuquerque Bcstg Co. (CP)

NEW YORK

Binghamton (Channel 12)
 Clark Associates, Inc. (A)

Buffalo (Channels 4, 7, 9, 13)
 Buffalo Currier Express (A)
 Broadcasting Foundations, Inc. (A)
 WBEN-TV, WBEN Inc. (CP)
 New England Television Co. (A)

New York (Channels 2, 4, 5, 7, 9, 11, 13)
 WABD, Allen B. DuMont Labs (*)
 WCBS-TV, Columbia Bcstg System (*)
 WJZ-TV, American Bcstg Co. (*)
 WNBT, National Bcstg Co. (*)
 WOR-TV, Bamberger Bcstg Service (CP)
 WPIX, News Syndicate Co. (CP)

Niagara Falls (Incl. with Buffalo)
 Empire Coil Co. (A)

Rochester (Channels 2, 6, 11)
 Stromberg-Carlson Co. (A)

Schenectady (Channels 2, 4, 7, 9, 11)
 WRGB, General Electric Co. (*)

OHIO

Akron (Channel 11)
 Allen T. Simmons (A-H)
 Summit Radio Corp. (A-H)

Canton (Channel 1)
 Brush-Moore Newspapers, Inc. (A)

Cincinnati (Channels 2, 4, 7, 11)

WLTV Crosely Bcstg Corp. (CP-O)
 Allen B. DuMont Labs (A-H)
 Scripps-Howard Radio Inc. (A)
 WKRC-TV, Cinn. Times-Star (CP)

Cleveland (Channels 2, 4, 5, 7, 9)

WEWS, Scripps-Howard Radio (CP-O)
 WNBK, National Bcstg Co. (CP)
 WXEL Empire Coil Co. (CP)
 Allen B. DuMont Labs (A-H)
 Cleveland Broadcasting Co. (A-H)
 The WGAR Bcstg Co. (A-H)
 United Bcstg Co. (A-H)

Columbus (Channels 3, 6, 8, 10)

WLWC, Crosely Bcstg Corp. (CP)
 Picture Waves Inc. (A)
 TV Inc. (A)

Dayton (Channels 5, 13)

WLWD, Crosely Bcstg Corp. (CP)

Toledo (Channel 13)

Toledo Blade Co. (A)
 WTVT, The Fort Industry Co. (CP)

Youngstown (Channel 13)

WKBN Broadcasting Co. (A)
 The Vindicator Printing Co. (A)

OREGON

Portland (Channels 3, 6, 8, 10, 12)
 KGWG, Oregonian Publ. Co. (CP)

PENNSYLVANIA

Allentown (with Bethlehem-Easton, Ch 8)
 Lehigh Valley Bcstg Co. (A-H)

Easton (with Allentown-Bethlehem, Ch 8)
 Easton Publishing Co. (A-H)
 Philco Television Bcstg. Corp. (A-H)

Erie (Channel 12)
 Dispatch, Inc. (A)

Harrisburg (Channel 8)
 Harold O. Bishop (A-H)
 WHP, Inc. (A-H)

Johnstown (Channel 13)
 WJAC-TV WJAC, Inc. (CP)

Lancaster (Channel 4)
 WGAL, Inc. (CP)

Philadelphia (Channels 3, 6, 10, 12)
 WCAU-TV, WCAU, Inc. (CP)
 WFIL-TV, The Phila. Inquirer (CP)
 WPTZ, Philco Tele. Bcstg. Corp (*)
 Daily News Tele Co. (A-H)
 Pennsylvania Bcstg. Co. (A-H)

Pittsburgh (Channels 3, 6, 8, 10)
 WDTV, Allen B. DuMont Labs. (CP)
 Allegheny Bcstg. Corp. (A-H)
 Empire Coil Co. (A-H)
 Neptune Broadcasting Corp. (A-H)
 United Broadcasting Corp. (A-H)
 WCAE, Inc. (A)
 WWSW, Inc. (A-H)
 Westinghouse Radio Stations (A-H)

Reading (Channel 5)
 Eastern Radio Corp. (A)
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 WJAR-TV, The Outlet Co. (CP)
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 Bluff City Bcstg. Co. (A)
 Memphis Publishing Co. (CP)

TEXAS

Dallas (Channels 4, 8, 12)
 KBTV-Lacy Potter Tele Bcstg. Co. (CP)
 KRLD-TV, KRLD Radio Corp. (CP)
 Interstate Circuit, Inc. (A-H)
 Variety Broadcasting Co. (A)

Fort Worth (Channels 2, 5, 10)
 WBAP-TV Carter Publications (CP)

Houston (Channels 2, 4, 5, 7)
 W. Albert Lee (A)
 The Houston Post. Co. (A)
 Texas Television Co. (A)

UTAH

Salt Lake City (Channels 2, 4, 5, 7, 9)
 KDYL-TV, Intermountain Bcstg. Corp. (CP)

VIRGINIA

Richmond (Channels 3, 6, 8, 10)
 WTVR, Havens & Martin, Inc. (CP)

WASHINGTON

Seattle (Channels 2, 5, 7, 11)
 KRSC-TV Radio Sales Corp. (CP)

WISCONSIN

Milwaukee (Channels 3, 6, 8, 10)
 WTMJ-TV The Journal Co. (CP-O)

THE TELEVISER

REVIEWS of TELE-SHOWS

By Judy Dupuy

"Original Amateur Hour"

Style: The original Major Bowes' amateur hour; hour-long show.

Master of Ceremonies: Ted Mack, stand-in for the late Major Bowes.

Producers: Late Major Bowes' staff

Director: James Caddigan

Settings: Rudy Lucek

Sponsor: Kaiser-Frazer

Technical Director: Frank Bunetta

Agency: Swaney, Drake and Bement

Station: WABD-DuMont & network (WTTG, WFIL, WMAR) 7 to 8 p.m.

Reviewed: Sunday, Feb. 1

The television-version of the successful Major Bowes' *Original Amateur Hour* is obviously a camera reporting job of the radio show, and adding sight to sound is not the answer for a television production. The group now owning the show brought into the production all the trappings used by the late showman—spinning wheel of fortune, salute to cities, phone-in votes, the gong, and worse—the touring units.

The one part of Major Bowes' *Amateur Hour* most suspected as exploitation of amateurs for the personal fame and fortune of the good Major, was the touring unit. The odor carries over.

So concerned does the group seem to honor their late benefactor, and at the same time gather unto themselves some share of glory, that the backdrop of the studio setting depicts a wheel of fortune and marquee scenes of the Capital Theater, property of the late Major. This background, always present in the video picture, was so distracting that the performers were never given a real chance to be seen. In all fairness to amateurs, they should be given a better setting.

The major fault of the production is a lack of planning for over-all entertainment. For instance, the producers gave more time to an amateur student barber singing *Figaro* than to other more interesting acts. The singer had a fairly good voice. Without costume, however, the aria became deadly and drawn-out. His facial grimacing was distracting—a fault most singers must learn to overcome.

Lighting also was bad in some cases, particularly on the feet of dancers. Feet seemed to be enveloped in fog.

It would seem that a method could be devised so that a "natural" could do a second number—like the stylish stout lady on this show who "Sophie Tuckered" *Some of These Days*.

Major Bowes used a gong in the beginning of his radio career but later dropped it. The use of a gong is so obviously faked since all talent is screened before going on. To put someone on to give her the gong, as was done on this program, smelled of a ringer.

The show as a whole lacked movement.

Dennis James when emceeing a March of Dimes sports parade, preceding this show, apologized for lack of movement and asked the people to forgive the "behind-the-desk" type of presentation because of the cause. Television's Major Bowes, Ted Mack, led the *Amateur Hour* without a March of Dimes excuse from behind a desk. The one time when he did move was to join in an act and pump a musical bicycle pump. Instead of this being an engaging detail, it brought the "ruler of amateur destinies" down to the level of the performers.

As television, the show still ranks as amateur when it could be professional.

The Kaiser-Frazer commercials were a little too long but were interesting to see and hear—at least for the first time. A film clip was used, showing both the Kaiser and the Frazer cars. A wire-recording of endorsements by new car owners, each praising his particular model was used in a middle commercial. To give visual impact, a close up of the wire recorder was dissolved into a film clip of the car as the man-on-the-street continued his tribute to the auto. Seals of both the Kaiser and Frazer opened and closed the hour session. It would be more appropriate if one car was plugged, with a mention of the other, on each show—instead of selling both equally.

"The Bachelor Queen"

Style: Drama; preview of final act of Lawton Campbell's stage play scheduled for Spring production.

Star: Judith Evelyn as 16th Century's Queen Elizabeth

Producers: American National Theater and Academy and NBC; Richard Harrity for ANTA, Owen Davis, Jr., for NBC

Director: Fred Coe of NBC

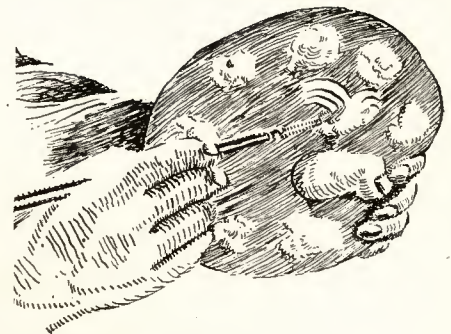
Station: WNBT-NBC, 8:30 to 9 p.m.

Reviewed: Sunday, Feb. 1

The television presentation of Lawton Campbell's *The Bachelor Queen* fell apart because there were no believable performers. You did not believe you were seeing England's self-centered, sex-starved Elizabeth. And, the appearance of William Shakespeare was just another actor speaking words. The only believable people were Kate, played by Elfrida Derwent, and Lord Leicester (Howard St. John).

Part of the fault for the play's falling apart may be traced to production—especially the opening powdering scene. The scene of Queen Elizabeth, surrounded by ladies in waiting, looking at herself in a hand mirror and demanding "more paint, more powder" because she wanted to look 20, cried out for a closeup. The viewer wanted to see what she did look like—wanted to observe this woman of history. But, no—the scene was held on a long shot and her face was always obscured by the hand mirror.

Without the central character dominating and holding interest, there is no play. In spite of the effective costumes, the well-designed and spacious setting (something out of this world in NBC's limited studio), *The Bachelor Queen* was an empty shell. As a preview of a Broadway production, it failed to arouse a desire to see the stage play.



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