

Telestatus for the Mid-Summer of 1947

Audience, Industry Show Growing Acceptance

TELEVISION'S postwar growth is emphasized in BROADCASTING'S Telestatus report which shows that as of mid-summer of this year, 11 commercial stations were serving the 58,500 sets then sold. Sentiment of advertisers, agencies and listeners has grown more strongly in favor of the art as programming improves with resultant demands for sets. From this pedestal of accomplishments (tabulated on this page), television bids fair to apply the fulcrum of added stations, more promotion and better programs that will raise video to even greater heights in the fall-winter of 1947-1948.

Sports telecasts represent the heaviest share of television time. During week of July 7-13 (see table below) sports telecasting led with 120 1/2 hours. Dramatic presentations were second with 26 hours and news third with 19 1/2 hours. Educational telecasts during the week occupied 13 1/2 hours, and not far behind were musical programs with 11 hours and children's shows with well over 10 hours. Nine hours and thirty-five minutes were devoted to variety programs. Comedy was at the bottom of the list with three hours.

- Telestatus shows:
- 58,500 Television sets
 - 47,500 in homes
 - 11,000 in public places
 - TV in less than 1/10 of 1% of 60,000,000 radio homes in the U. S.
 - 11 commercial television stations offering regular video program service
 - 59 construction permits for commercial television stations
 - 11 applications on file for commercial television stations
 - 593 persons employed by stations, fulltime or chiefly in television broadcasting
 - 248 hours and 37 minutes of video program time telecast during week of July 7-13, of which 139 hours, 13 minutes was sustaining; 109 hours, 24 minutes was commercial, sponsored by 62 advertisers and with \$36,885 at gross (one time) rates, equal to roughly 2/5 of 1% of the gross weekly income of U. S. radio stations.

VIDEO BUSINESS, July 7-13, 1947

Advertiser	Product	Program	Station(s)	Time	Agency
American Pipe Cleaner Co.	Pipe Cleaners (for toys)	Small Fry Club	WABD	Mon. 7-7:30 p.m.	Ruth Brooke
American Shops	Gas, oil	Boxing, Wrestling	WABD	W, F, 8:45-11 p.m.	Scheer Adv. Co.
Atlantic Refining Corp.	(Alternates sponsorship with Philco Distributors)	Baseball	WPTZ	A's and P's Home Games	N. W. Ayer & Son
Borden Co.	Norge Stoves, Refrigerators	Variety	NBC Tel. Network*	Sun. 9-9:20 p.m.	Kenyon & Eckhardt
Botany Worsted Mills	Neckties	News—Ted Grace	WWJ-TV	Thu. 8:45-9 p.m.	Campbell-Ewald Co.
Bristol-Myers Co.	Ipans	Weather forecasts	WNBT, WPTZ, WBKB, KTLL, WARD	1-min. spots	Alfred J. Silberstein-Bert Goldsmith, Inc.
Bristol-Myers Co.	Vitalls	Ringside with Tex and Jinx	NBC Tel. Network*	Sun. 8-8:30 p.m.	Young & Rubicam
Bulova Watch Co.	Watches	Party Line	NBC Tel. Network*	Sun. 8:30-9 p.m.	Doherty, Clifford & Shenfield
Canadian Ace Brewery Co.	Beer	Time signals	WABD, WPTZ, WTKG, WNBC, WNBTV, WWJ-TV		Blower Co.
Canine Food & Prod. Co.	Dog Food	Horse racing	WBKB	Sat. 4:30-6:30 p.m.	Critchfield Co.
Chex Co.	Railway	Weather signals	WPTZ	Fri. Evening	Peckard Adv.
Chicago, Northwestern & Union Pacific RR.	Electrical Supplies	Streamliner Time	WBKB	Tue. before ball game	Solis S. Cantor
Commonwealth Edison Co.	Watches	Baseball	WBKB	Tue. 8-8:20 p.m.	Caples Co.
Elgin National Watch Co.	Dept. Store	Time Signals	KTLL, WPTZ, WBKB, WCBS-TV, WNBTV	Cubs home games	J. Penhall Co.
Fair Store	Bread	Tele-Chats	WBKB	Fri. 7:30-7:45 p.m.	Ivan Hill Co.
Fischer Baking Co.	Cars	Small Fry Club	WABD	Thu. 7-7:30 p.m.	Scheck Adv. Agency
Ford Motor Co.	Cars	Baseball	WCBS-TV	Dodgers home games	J. Walter Thompson Co.
(Co-sponsor with General Foods Corp.)	Cars	Henry Ford Memorial Race	WWJ-TV	Sat. 3:30-6 p.m.	J. Walter Thompson Co.
Ford Motor Co.	Cars	Baseball	WBKB	Sun. Fri.	J. Walter Thompson Co.
Ford Motor Co.	Cars	Wrestling	KTLL	Wed. 8:30-11 p.m.	J. Walter Thompson Co.
Peter Fox Brewing Co.	Beer	Harness Racing	WBKB	Sat. 8-11 p.m.	Jones-Frankel
General Foods Corp.	Post cereals	Baseball	WCBS-TV	Dodgers home games	Young & Rubicam
(Co-sponsors with Ford Motor Co.)	Maxwell House	Author Meets Critics	WNBT	Thu. 8-8:30 p.m.	Benton & Bowles
General Foods Corp.	Institutional	Coffee	WNBT	Thu. 8:30-9 p.m.	Benton & Bowles
General Foods Corp.	Senka	Friend of Family Announcements	WABD	Thu. 9-9:15 p.m.	Young & Rubicam
General Motors Corp.	Chevrolet cars	Western movie	WABD	M-F, 7:59 p.m.	Young & Rubicam
George's Radio Co.	Razors, Blades, Shave Cream	Wrestling	WTTG	Tue. 8-9 p.m.	Campbell-Ewald Co.
Gillette Safety Razor Co.	Dept. Store	Boxing	NBC Tel. Network*	Wed. 9-11 p.m.	Enders Agency
Gimbel Bros.	Dept. Store	Handy Men	WPTZ	Fri. 8:30-8:45 p.m.	Mexon Inc.
Good House Stores	Beer	News	WPTZ	Fri. 8:30-8:45 p.m.	Direct
Goebel Brewing Co.	Beer	Baseball	WWJ-TV	Preceding all ball games	Julien G. Pollock
Grinnell's	Appliances	Television Party	WWJ-TV	Thu. 1-1:30 p.m.	Brooks, Smith, French & Dorrence
Griesedick Bros.	Beer	Sport Show	KSD-TV	Wed. 4:30-5:15 p.m.	Simons, Michelson Co.
Grisom-Jefferson Chevrolet Co.	Cars, Service	Horse racing	WWJ-TV	Wed. 4:30-5:15 p.m.	Ruthrauff & Ryan
Gulf Oil Corp.	Gas, Oil	You Are an Artist	NBC Tel. Network*	Thu. 9-9:15 p.m.	J. J. DuMahaout Co.
Gulf Oil Corp.	Gas, Oil	News	WCBS-TV	Thu. 8-8:20 p.m.	Young & Rubicam
Hot 'N' Kold Shops	Appliances	Weather Report	WWJ-TV	Tue.-Sat. 1 daily	Young & Rubicam
J. L. Hudson Co.	Dept. Store	Sketch Book	WWJ-TV	Wed. 8-8:15 p.m.	Charles Hargreaves
Jiffy Products	Weather Signals	Weather Signals	WPTZ	Sun. evening	Wolfe, Jickling, Dow & Conkey
Kass Clothiers	Baseball Scores	Baseball Scores	WBKB	M, W, 8:30-11 p.m.	Martin & Andrews
Keeley Brewing Co.	Beer	Wrestling, Boxing	WBKB	Fri. 9-11 p.m.	Malcolm Howard
Kraft Foods Co.	Cheese	Drama	WNBT, WRGB	Wed. 7:30-8:30 p.m.	J. Walter Thompson Co.
Lacy's Dept. Store	Philco Radios	Baseball	WTTG	Sat. 2:20-5 p.m.	Kaufman Agency
Longines-Wittnauer Watch Co.	Bendix Washers	Spots	WTTG	4 a week	Arthur Rosenberg Co.
Nash-Kelvinator Corp.	Watches	Time Signals	WABD	M, W, F, 8:44 p.m.	
Pep Boys	Refrigerators	Keelvinator Kitchen Shopping at Home	NBC Tel. Network*	Wed. 8:30-8:45 p.m.	Geyer, Newell & Ganger
(Co-sponsor with Sears-Roebuck, Schwabacher-Frey, Wynn's Co.)	Bevdrags	Announcements	KTLL	Sun. 8:30-9 p.m.	Milton Weinberg Adv.
Pepsi Cola Co.	Pepsi-Cola	Announcements	WABD	Before and after Yankee ball games	Newell-Emmett Co.
Pepsi-Cola Co.	All Products	Spots	WTTG	M-F, 8 p.m.	Kaufman Agency
Philco Dist. of Philadelphia (Co-sponsor with Atlantic Refining Corp.)	Rakes, Bread	Baseball	WPTZ	A's and P's home games	Julian G. Pollock
Purity Bakeries	Radio, Phonographs	World in Your Home	KSD-TV	Fri. 8:20-8:35 p.m.	Young & Rubicam
RCA-Victor	Video Sets	Slides, Films, Recorded Music	WNBT	M, W, T, F, 3-5 p.m.	J. Walter Thompson Co.
RCA Tel. Dealers of Southern Cal.	Dry Imperator Champagne	Baseball	KTLL	Tue., Sat., 2:30-4:30 p.m.	Direct
Robinson-Lloyd Ltd.	Furs	Announcements	WABD	Wed. 7:45 p.m.	Owen & Chappell
Max Rusoff	Dept. Store	Miss Television Contest	WPTZ	Fri. 9:15 p.m.	Solis S. Cantor
Sam's Inc.	Shopping at Home	Paul Williams Shopping at Home	WWJ-TV	Fri. 4-4:30 p.m.	Stockwell & Marcuse
Schwabacher-Frey (Co-sponsor with Pep Boys, Sears-Roebuck, Wynn's Co.)	Shopping at Home	Spot	KTLL	Sun. 8:30-9 p.m.	Milton Weinberg Adv.
Sears-Roebuck (Co-sponsor with Pep Boys, Schwabacher-Frey, Wynn's Co.)	Rugs	Magic Carpet	KTLL	Sun. 8:30-9 p.m.	Mayent Co.
Alexander Smith & Sons Carpet Co.	Blinds	Bob Wolff's Sports Clinic	WABD	Fri. 8:30-8:45 p.m.	Anderson, Davis & Platte
Southern Venetian Blind Co.	Men's Clothes	Man on the Street	WTTG	Wed. 8:30-8:45 p.m.	Direct
Harry Saffrin	Meats	Weather Signals	WWJ-TV	Tue. 4-4:30 p.m.	Simons-Michelson Co.
Superfine Fuels Co.	Jewelry	Home Service Club	WPTZ	Wed. evening	Solis S. Cantor
Swift & Co.	Video Sets	Dick Mansfield	WNBT	Fri. 1-1:30 p.m.	McCann-Erickson
Swope Jewelry Co.	Video Sets	Boxing	WTTG	Wed. 8:45-9 p.m.	Kaufman Agency
Teldisco	Beer	Jack Payne	WABD	Tue. 9-11 p.m.	John R. Allen
Terman Tele Sales	Appliances	Announcements	WBKB	Wed. 8:15-8:30 p.m.	Direct
Tivoli Brewing Co.	Video Sets	News	WWJ-TV	Tue.-Sat. 1 daily	McCann-Erickson
Wilf Bros.	Boxing	Shopping at Home	WPTZ	M-F, 15-min. preceding evening programs	Phillip Klein
Winston Television Wynn's Co. (Co-sponsor Pep Bros., Sears-Roebuck, Schwabacher-Frey.)	Boxing	Shopping at Home	WABD	Mon. 8:45-11 p.m.	Direct
			KTLL	Sun. 8:30-9 p.m.	Direct

* WNBT, WPTZ, WRGB, WNBW (last two without charge).

PROGRAM BREAKDOWN BY HOURS AND MINUTES

Week of July 7-13

Type of Program	Sponsored		Sustaining		Total		Type of Program	Sponsored		Sustaining		Total	
	Live Hrs.	Film Min.	Live Hrs.	Film Min.	Hrs.	Min.		Live Hrs.	Film Min.	Hrs.	Min.	Hrs.	Min.
Audience Participation	2	35	5	14	7	51	Miscellaneous	45	4	8	52	16	57
Children's			3	30	3	23	Time Signals	5	48			10	53
Comedy		1	1	15	1	04	Weather Reports	40	11			51	51
Dramatic	1	30	1	45	2	57	Other announcements	58	04		32	1	34
Educational	1	40	2	58	3	45	Total	96	31	12	53	76	19
Musical		4	3	37	6	07						62	54
News	3	04	4	49	11	41							248
Spec's	83	04	36	46	15	120							37
Special Events (Other than sports)	1	20	6	01	7	21							
Variety	1	10	3	40	4	55							

¹ Including sponsored programs carried experimentally and without charge by WRGB Schenectady and WNBW Washington.
² WBKB Chicago was off the air for repairs this week, reported on June 29-July 5