

Sept. 1948

# Television

50¢

THE BUSINESS MAGAZINE OF THE INDUSTRY

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**you say you want more for your money?**

*Tell you what I'm gonna do.*

*Through the courtesy and kind permission of the Texas Company.  
I'm gonna offer something all you men will like . . .  
something no one's had before . . . something that's the thrill of a lifetime.*

*It's the genuine highest Sponsor Identification ever distilled by Hooper—95.2 proof.*

*Now, friends, just a minute. You say, how can he do it . . .  
what's the catch. You say you're still not satisfied.*

*It's simple, kid. Dazzle your tip with fun and frivolity like on the  
Texaco Star Theater . . . Hit 'em with Kudner's tremendous commercials for  
Sky Chief and Fire Chief Gasoline, Marfak Chassis Lubrication and  
Haroline Motor Oil—and shove your pitch on NBC Television, of course.*

**NBC Television**

NATIONAL BROADCASTING COMPANY • 30 ROCKEFELLER PLAZA • NEW YORK  
A Service of Radio Corporation of America

# DO THE STARS INFLUENCE YOUR SALES?

Hundreds of millions, in their homes and in their daily life, copy what the Stars wear, eat and use.



Scenes from "Sorry, Wrong Number"—a forthcoming release of Paramount Pictures Inc., starring Barbara Stanwyck and Burt Lancaster. A Hal Wallis production—watch for it!



The quickest way for you to interest the Stars, and the motion picture writers, producers and directors, is to sell them *via* KTLA. For television is Hollywood's hottest interest—and in Hollywood, television means KTLA . . . on the air *every* afternoon and evening. Sell Hollywood and you sell the world!



## KTLA

*Your Star Salesman in Hollywood*

Hollywood Studios • 5451 Marathon St. • HOLLYWOOD 6363  
New York Office • 1501 Broadway • BRyant 9-8700

**A KEY STATION OF THE PARAMOUNT TELEVISION NETWORK**

## TV Network Starts Sept. 20

### WWJ-TV Key Link In 5-Station Tieup

The National Broadcasting Co.'s Midwest Television Network, comprising Station WWJ-TV, The Detroit News, and four other television stations, will begin regular program operations Monday, Sept. 20, I. E. Showerman, NBC vice-president in charge of the central division, announced today.

Other TV stations will join the network later.

#### MEET IN CHICAGO

Plans for the network operations were made at a meeting of NBC and station officials in Chicago Monday. Showerman said WWJ-TV and the St. Louis station would serve as key program origin points, with a minimum of 12 hours of programming a week during the early stages of operation.

# "FIRSTS"

are part of  
showmanship

*The* fact that WWJ-TV, first television station in Michigan, has been designated a key link in NBC's Midwest Television Network is no mere happenstance. This recognition of WWJ-TV leadership is the result of pioneering and showmanship that has characterized its operation since its first historic broadcast. Here, then, is another addition to the spectacular series of "firsts" that have been a WWJ tradition for 28 years. It is little wonder that WWJ constantly maintains first place in the ears and eyes of the loyal Detroit audience that comprises America's fourth market.

first in Michigan . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

# WWJ-TV

NBC TELEVISION NETWORK

ASSOCIATE AM-FM STATION WWJ

He who  
pays the  
piper...



...calls the tune

and on **WATV** it's the merry jingle of cash registers when your product reaches the thousands of **Junior Foles** television fans who daily at five line up to follow Uncle Hal's film funnies and cartoons.

**WATV**  
Channel **13**

TELEVISION CENTER, NEWARK 1, N. J.

# Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

Volume V, Number 9, September 1948

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## Video Was There

To a startled and unprepared New York television audience, WPIX on Aug. 12 presented the biggest scoop on national news yet scored by video. At 7:30 p.m., just three hours and ten minutes after Mrs. Oksana Kosenkina jumped from a window at the Soviet consulate (see National Affairs), The New York Daily News television station showed a complete newsreel of the events from almost the minute of the Russian teacher's plunge to her departure for the hospital. No other New York station put on a similar film until a full 24 hours later.

One of five newsreel photographers assigned by WPIX to spend Thursday outside the consulate with scores of other news and camera men waiting for a break in the case, Lester Mannix at the cry of alarm dashed inside the adjoining building to press his camera between pickets of the iron fence. He caught pictures of the woman as she still lay alone on the paved court, of the Soviet aides who moments later came to the back door, strained to open it, and clumsily bundled her off inside, and of the policeman who then finally sealed the fence and lumbered across the court to follow the group into the consulate.

The scoop was all the more remarkable since WPIX photographed almost 5 to take the an **Beat** Two hours later, their film developed, printed, and on Schoolteacher Oksana Stepanovna Kosenkina plunged from the Soviet consulate in Manhattan last week (see NATIONAL AFFAIRS), television station WPIX was on the air with a newsreel of the shocking incident. Thousands of viewers saw Mrs. Kosenkina lying against an iron grille door in the consulate's paved backyard. They saw consulate staff members push at the heavy door (rolling the broken-boned woman roughly on her side) and, in a clumsy panic, try to lift her. They saw two New York policemen, who had scaled the high iron fence around the courtyard, crowd in after the Russians as they carried her into the building.

Other cameramen besides WPIX's Lester Mannix had caught the scene in their lenses. What made television news was the speed shown by WPIX in bringing the drama to its audience. The film was ready in the cutting room by 6; part of it went on the air at 7; the whole film was shown over the regular 7:30 newscast. WPIX, having scored a clear news beat over all other television stations, not only and vocally proclaimed its score a clear news beat, but also the tabloid New York Daily News did not hit the streets until 50 minutes later. At the end of its beat, the station was silent.

Time Magazine, August 13, 1948



## Television

The Business Magazine  
of the Industry



Subscription

Order Form

# WPIX

NEW YORK CITY • CHANNEL 11

# STATUS REPORT

**ADVERTISING:** 462 advertisers sponsored programs or spot announcements over 30 television stations during August. This compares to the 412 advertisers on in July and reflects a jump of 501% over the August 1947 total of 89 advertisers. In addition there are over 30 other advertisers who have announced schedules starting in September and October.

**STATION STATUS:** By October 1st, 37 television stations will be operating in 21 market areas. WENR-TV, ABC's owned and operated station in Chicago; KLAC-TV, Thackrey station in Los Angeles (now pending approval of sale to Warner Brothers); WBAP-TV, Fort Worth and WSB-TV, Atlanta, are the four newcomers. Totals now stand at 86 CPs and 306 applications pending. List of operating stations reads as follows:

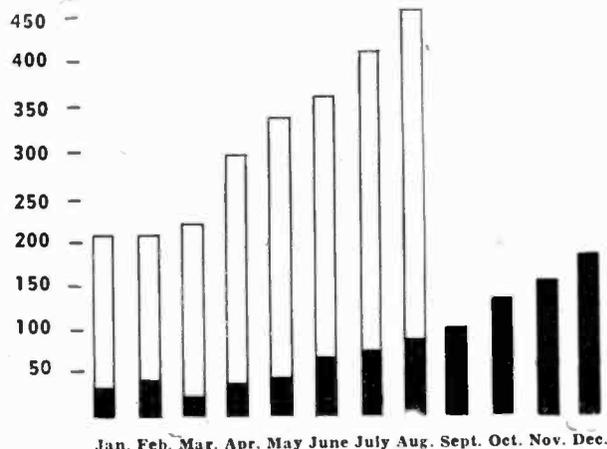
<i>New York</i>	<i>Washington</i>	<i>Cleveland-Akron</i>	<i>St. Paul-Minneapolis</i>
WABD	WNBW	WEWS	KSTP-TV
WNBT	WMAL-TV	<i>Cincinnati</i>	<i>St. Louis</i>
WCBS-TV	WTTG	WLW-T	KSD-TV
WPIX	<i>Richmond</i>	<i>Detroit</i>	<i>Salt Lake City</i>
WJZ-TV	WTVR	WWJ-TV	KDYL-TV
WATV	<i>Boston</i>	<i>Toledo</i>	<i>Los Angeles</i>
<i>Philadelphia</i>	WBZ-TV	WSPD-TV	KTLA
WPTZ	WNAC-TV	<i>Chicago</i>	KTSL-W6XAO
WCAU-TV	<i>New Haven</i>	WBKB	KFI-TV
WFIL-TV	WNHC-TV	WGN-TV	KLAC-TV
<i>Baltimore</i>	<i>Schenectady</i>	WENR-TV	<i>Fort Worth</i>
WBAL-TV	WRGB	<i>Milwaukee</i>	WBAP-TV
WMAR-TV	<i>Buffalo</i>	WTMJ-TV	
<i>Atlanta</i>	WBEN-TV		
WSB-TV			

**RECEIVER CIRCULATION:** The following circulation figures include installations in homes and public places. While we check every available source and make every effort to secure the most accurate information available, we again wish to repeat that while in certain cities stations have combined with the utility companies or some other competent source for accurate tabulation of set distribution, there is as yet no over-all measuring stick for the industry. Therefore, the following figures are presented as estimates and not a verified count:

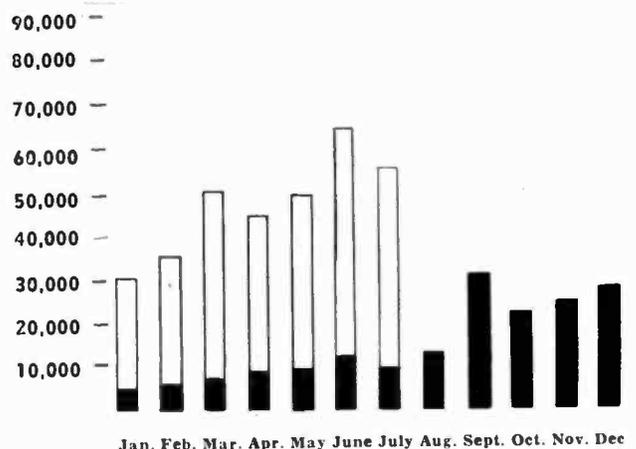
New York	300,000	Boston	12,800	Cincinnati	5,000
Philadelphia	62,000	Detroit	12,300	Buffalo	4,000
Los Angeles	35,000	Cleveland-Akron	8,390	New Haven	8,000
Chicago	31,000	Toledo	1,500	Richmond	3,285
Washington	16,600	St. Louis	9,200	Schenectady	4,500
Baltimore	18,530	St. Paul-Minneapolis	4,500	Salt Lake City	750
		Milwaukee	5,208		

**RECEIVER PRODUCTION:** 56,089 sets were produced in July; 64,953 in August, according to RMA. This gives a total of 399,938 sets produced for the first eight months of '48. That the production chart will zoom upward was predicted by James J. Carmine, Philco VP, who stated that Philco production is now above 4,000 receivers a week, will hit 8,000 by the end of '48 and will be increased to 10,000 weekly in 1949. He also stated that Philco's dollar volume of television production will exceed their radio business before the end of the year.

TELEVISION MAGAZINE'S ADVERTISING INDEX



RECEIVER PRODUCTION INDEX



Black blocks show the 1947 figures, while the white lines indicate the 1948 totals.

# September 29<sup>th</sup>

**WBAP-TV**  
Begins Operation  
in  
the Fort Worth-Dallas  
Area\*

\* *The South's NUMBER ONE MARKET*  
—Sales Management, 1948

Thanks to many well-known advertisers, WBAP-TV, the Southwest's FIRST television station, begins operation September 29th with over 100 hours of commercial commitments.

Among these clients are: Leonard's Department Store, sponsoring high school football, Thurs., Fri. and Sat. nights; Humble Oil & Refining Company, presenting T. C. U. home football games on Sat.; and the W. C. Stripling Company with a full-length Alexander Korda picture each Wed. night.

WBAP-TV is housed in a huge, new radio and television center, completely and expensively equipped from film laboratory to mobile unit.

An exceptional line-up of local productions, including filmed Fort Worth and Dallas daily newscasts, will be supplemented by NBC and ABC Network programs via kinescope.

After September 29th, the Southwest will be receiving top quality television. Your product, too, should be represented.



**WBAP**  
THE STAR TELEGRAM STATION

SINCE 1912

FORT WORTH 2, TEXAS

ABC  
570 Kc  
3,000 watts

NBC  
820 Kc  
30,000 watts

Lone Star  
Chain

AM - FM - TV

Amon Carter, Pres.  
Harold Hough, Dir.

George Cranston, Mgr.  
Roy Bacus, Com. Mgr.

**FREE & PETERS, INC.** National Representatives

CHANNEL  
SEVEN

WMAZ-TV

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

Owned and Operated by  
**THE EVENING STAR  
BROADCASTING COMPANY**

724 Fourteenth Street N.W.  
Washington 5, D. C.

Represented Nationally by  
**ABC SPOT SALES**

# TELESCOPE

Survey by two of the major networks, projecting tomorrow's program needs on the basis of today's requirements, indicates that individual web or station staffs would be able to provide only 45 per cent of fare necessary to well-rounded program structure. Remaining 55 per cent, therefore, would have to come from sources "outside the shop," i.e., agencies or independent package and film producers.

*Film recording systems, now in full commercial swing, have accelerated the trend toward multiple network tie-ups. Initial network film-recording distribution setup is as follows: DuMONT's first "Teletranscription" affiliate, WGN-TV (Chicago) receives five hours weekly via nine programs. Fare includes: "The Original Amateur Hour," "Key to the Missing," "Photographic Horizons," "Doorway to Fame," "Fashions on Parade," "Alan Dale Show," "Swing into Sport," "Jack Eigen Show," and "Court of Current Issues." CBS provides WEWS (Cleveland) WSPD-TV (Toledo) and WTMJ-TV (Milwaukee) with five hours weekly, as film-recorded by Paramount. Features include: "Lucky Pup," "Places, Please," "Face the Music," "Presidential Straws in the Wind," "Winner Take All," "To the Queen's Taste" and "What's It Worth." NBC makes available approximately five and one-half hours weekly fare to: WBEN-TV (Buffalo); WWJ-TV (Detroit); WSB-TV (Atlanta); WBAP-TV (Fort Worth); WSPD-TV (Toledo); KSD-TV (St. Louis); WLW-TV (Cincinnati); KSTP-TV (Minneapolis-St. Paul); KDYL-TV (Salt Lake City); and WTMJ-TV (Milwaukee). List includes: "Musical Miniatures," "Howdy Doody," "America Song," "Television Screen Magazine," "Stop Me If You've Heard This," "Story of the Week," "Paris Cavalcade of Fashion," "TV Closeups," and "NBC Television Newsreel." Dramatic fare is also hypoped with distribution of the "Philco Theater" and Chevrolet dealers' one-act play to various TV markets.*

Total of 9 stations in seven midwest cities now provided with live network hookup via completion of AT&T's coaxial cable. Inter-connected are: Buffalo (WBEN-TV), Cleveland (WEWS), Detroit (WWJ-TV), Toledo (WSPD-TV), Milwaukee (WTMJ-TV), St. Louis (KSD-TV) and Chicago (WENR-TV, WGN-TV and WBKB).

*Two video markets added with the opening of WSB-TV, (Atlanta) and WBAP-TV, (Fort Worth). Latter starts operation with more than 100 hours of commercial commitments, and will augment its regular schedule with NBC and ABC film recordings. Station will program four hours nightly, Wednesday thru Sunday. In preparation for T-Day in Atlanta, WSB-TV has been airing special demonstrations, including pickups of local sports.*

NBC focused on TV at its Sun Valley convention, produced a new contract for affiliates, and included video in its proposed code of practices. New pact, which hews closely to the existing AM agreement, provides for NBC to supply 28 hours programming per week, not including special broadcasts. Network option time is 5-6 p.m. and 7:30-10:30 p.m. EST. Web will assume line costs of feeding inter-connected affiliates in return for 30 hours per month of station's air time at the unit rate. Stations will be paid 33 $\frac{1}{3}$  per cent of their gross after the first 30 hours of network commercial time. Sustaining service to be offered on a price-index scale, with each affiliate sharing costs governed by the size of its market as outlined in the table (\$80 per hour for affiliates index-numbered 80 or less, one times the index number if over 80). Non-inter-connected stations to be supplied by kinescope, cost of which will be borne by the network as per the 30-hour waiver for connected affiliates: these affiliates will be supplied commercials via kinescope on a proportionate rate scale, starting at \$125 per hour. Commercial limitations will be imposed, for instance: three minutes, 30 seconds commercial in a 20-minute program before 6 p.m., two minutes, 40 seconds after 6 p.m.

*Considerable effect on present economic outlook for networking is expected to result in the Philco suit against AT&T, in which latter was charged with attempt to prevent Philco's use of its private Philadelphia-New York relay. FCC hearings on AT&T and Western Union rate schedules are expected to resolve the difficulty—which Philadelphia District Court side-stepped on the jurisdictional angle.*

Vol. 60. No. 33

August 14, 1948

# Billboard

The World's Foremost Amusement Weekly

## TV PKGE. COSTS SKY HIGH

Taps Devises  
New Pubbing  
Pix Formula

Array of Talent for Festival  
At Reading Is Sumpin' Terrif

Sponsors Balk  
At Anteing  
10G Per Sho

READING, Pa., Aug. 7.—Some of the top names in show business are being imported to pull a hoped-for 500,000 people through the turnstiles at the fair-stand. The water show is produced by the International Aquatic Production, Inc., of Boston. Frances Langford will supplement

"If and When" Ex

### ... 'tain't so in Cincinnati!

Television advertising need not be expensive.

In Cincinnati, WLW-T has, for months, been devoting all of its efforts and accumulated know-how into the development of interesting, action-packed programs... ideal advertising vehicles with high entertainment value but exceedingly low cost.

WLW-T recently consolidated its afternoon schedule into two solid hours of entertainment, music and information daily—now provides 30 hours of television service each week, afternoon and evening, seven days a week. The favorite stars of The Nation's Station are now featured regularly on television—in musical, quiz, variety, women's, dramatic, educational, children's, audience-participation, news and service-type features.

WLW-T-produced programs follow the

same basic formula which has proven so successful on WLW for more than a quarter-century: they are designed primarily for one specific audience... are closely integrated with the daily lives, interests and customs of families in the Greater Cincinnati area.

With WLW's recognized ability in building outstanding AM programs, with one of the largest and most versatile talent and production staffs in the country, with its years of successful experience in producing record-breaking stage shows for fairs and theatres, with its many years of experimental telecasting... with its modern, complete television studios and technical facilities... WLW-T, the television service of The Nation's Station, is ready to serve any advertiser, large or small.

For further information, we invite you to contact any of these WLW-T offices:

140 West Ninth St.  
Cincinnati 2, Ohio

630 Fifth Ave.  
New York 20, N. Y.

360 N. Michigan  
Chicago 1, Ill.

6381 Hollywood Blvd.  
Hollywood 28, Calif.

# WLW-T

## Crosley Broadcasting Corporation

CINCINNATI

TELEVISION SERVICE OF THE NATION'S STATION

# TELEVISION MAGAZINE AUDIENCE RESEARCH

**A**DVERTISERS mentioned most often this month were Camels, Chesterfields, Lucky Strike and Texaco. This is the second successive month that Camels has been first.

Of the 10 most frequently mentioned sponsors, five have sports programs. Particularly interesting for sports sponsors is the fact that Ballantine's rating dropped during the period the Yankees were away.

Most significant is the exceptionally high rating of Lucky Strike and Philip Morris. Both are now using spots exclusively. Undoubtedly there is some carry over of impact from Lucky Strike sponsorship of "Barney Blake" and "Tonight On Broadway." But with both of these shows off the air for some months now, credit cannot be taken away from the high impact of their spot advertising which gave them a rating of 25 or a tie for second with Chesterfields.

On the more amusing side, it's interesting to note the appeal of the glamour girls in the Rheingold contest, for here the percentage of men mentioning Rheingold is 3½ times over the female contingent.

Unusual was the men again outnumbering the women on the Swift show, which until recently was designed largely for the female audience. Investigation disclosed that Jack Dempsey and Joe Williams, had appeared as guest stars before this poll was made.

## Sponsors of Regular Programs

	Men	Women	Total
<b>Camels</b>	31%	27%	29%
Fox-Movietone Newsreel; 5 times weekly; 7:50-8:00 PM—WNBT.			
<b>Chesterfields</b>	28	22	25
N.Y. Giant baseball games—WNBT—WPIX.			
<b>Texaco</b>	25	22	24
Texaco Star Theater; Tu. 8-9 PM—WNBT.			
<b>Kraft</b>	17	19	18
Kraft Television Theater; Wed. 9-10 PM—WNBT.			
<b>Ballantine's</b>	19	10	15
N.Y. Yankee baseball games—WABD.			
<b>Old Gold</b>	14	14	14
Two-thirds sponsor of Brooklyn Dodger baseball games—WCBS-TV.			
<b>Davega</b>	9	10	10
"Stop Me If You Heard This One"; Fri. 8:30-9:00 PM—WNBT.			
<b>Ford</b>	7	8	8
One-third sponsor of Brooklyn Dodger baseball games—WCBS-TV.			
<b>Ivory Soap</b>	5	8	6
"Fashions on Parade"; Fri. 8-8:30 PM—WABD.			
<b>Gillette</b>	7	5	6
Boxing, Cavalcade of Sports; Mon. & Fri.—WNBT.			
<b>Rheingold</b>	7	2	5
Five minute contests, WABD, WCBS-TV, WJZ-TV, WPIX.			

Texaco Theater favorite television program; Camels mentioned most often—by **Melvin A. Goldberg**

<b>DuMont Telesets</b>	3	5	4
Amateur Hour; Sun. 7-8 PM—WABD. Spots, 5 times weekly—WABD.			
<b>Gulf</b>	2	6	4
"We The People"; Tu. 9 PM—WCBS-TV. "You Are An Artist," Thurs. 9-9:15 PM—WNBT.			
<b>Trol</b>	7	1	4
Split sponsorship of amateur boxing; Mon.—WABD.			
<b>Fischer Baking</b>	1	6	4
Participation in "Small Fry Club," Thurs.—WABD.			
<b>Prell</b>	2	5	4
"Fashions on Parade"; Fri. 8-8:30 PM—WABD.			
<b>Howard Clothes</b>	5	2	4
Boxing, Tu. 9 PM—WABD. (Jello, Schaeffer, Swift and U. S. Rubber each received 3%).			

## Spot Sponsorship

	Men	Women	Total
<b>Lucky Strikes</b> —5 times weekly; 7 PM—WABD. Sat. & Sun. 8:15 PM Thurs—WCBS-TV.	24%	26%	25%
<b>Philip Morris</b> —WCBS-TV, WNBT, WABD.	8	13	11
<b>Bulova</b> —Time Spots—WNBT, WCBS-TV, WPIX.	6	3	5
<b>Sanka</b> —Weather—WABD.	2	4	3

## Texaco Theater "Favorite," Sports Second for First Time

For the first time sports was deposed as the favorite program of the television audience. However, we should keep in mind the fact that when a sports program is mentioned, the respondent is asked to name a "favorite other than sports."

## Favorite Program

	Men	Women	Total
<b>Texaco Star Theater</b>	41%	28%	35%
Texaco, WNBT, Tu. 8-9 PM.			
<b>Sports</b>	40	12	26
<b>Toast of the Town</b>	17	13	15
Unsp., WCBS-TV, Sun. 9-10 PM.			
<b>Feature Films and Movies</b>	14	10	12
<b>Kraft Television Theater</b>	10	8	9
Kraft, WNBT, Wed. 9-10 PM.			
<b>Stop Me If You Heard This</b>	2	6	4
Davega, WNBT, Fri. 8-30-9:00 PM.			
<b>Charade Quiz</b>	4	3	4
Whelan Drug Stores, WABD, Th., 8-8:30 PM.			
<b>Amateur Hour</b>	2	3	3
DuMont Telesets, WABD, Sun. 7-8 PM.			
<b>Howdy Doody</b>	1	4	3
Polaroid, WNBT, Th., 5:30-6:00 PM. Rest of week Unsp.			
<b>Dramatic Plays</b>	—	5	3

*In an effort to determine the cumulative effect of television commercials, the degree of retention of the advertisers' name and program popularity, TELEVISION magazine each month sends a list of questions to C. E. Hooper Inc. for the purpose of interviewing by telephone a representative sample of 200 of the television set owners in New York. This is an exclusive TELEVISION magazine survey and is fully copyrighted.*

When you look into

# TELEVISION

take a good look at

# ABC-TV

Anyone experienced in regular broadcasting knows that the stations owned and operated by a network are a strong factor in the efficient operation of that network. That's because the network controls *all* the time, *all* the programs, *all* the operating policies of these stations. To an advertiser this means guaranteed time clearance, assured program sequences, regular and intense promotion, publicity and merchandising.

In television, too, owned and operated stations are an important part of the network picture. In the chart below, see how the four networks rate on the matter of location of owned and operated stations; notice that ABC's five grants are, marketwise, the most strategically located of any network.

### OWNED AND OPERATED STATIONS

ABC	NETWORK X	NETWORK Y	NETWORK Z
1. New York	New York	New York	New York
2. Chicago			Chicago
3. Los Angeles	Los Angeles (1/2)		Los Angeles
4. ....			
5. ....			
6. Detroit			
7. San Francisco			
8. ....		Pittsburgh	
9. ....			Cleveland
10. ....		Washington	Washington
TOTAL POPULATION			
25,242,700	15,346,700	15,331,200	23,056,300

ABC television, with its own strong stations, plus a fine list of outstanding affiliated TV stations across the country, offers unexcelled network facilities. Right now is a good time for advertisers to start making television plans. The comparison shown above is only one that appears in ABC's new television presentation: There are others that also will open your eyes. Won't you call us (at no obligation, of course) and let us tell you our complete story? In New York our number is Circle 7-5700.

# ABC-TV

*The Living Image of America*

American Broadcasting Company



**Letter to WPTZ . . . from  
the Publisher of LIFE :**

"Before leaving for my vacation in Sweden, I want to tell you and all of your team how much we at LIFE appreciate the tremendous job you did on the conventions.

"As I look back on the programs we put on, I realize that, to a very large extent, it was your contribution, energy and enthusiasm in using mobile equipment that made the NBC-LIFE programs so successful. In addition to the fact that those days consisted largely of hard work, they do now also appear to be a lot of fun. The fun element was introduced in good part by your crew and their willingness to try anything, and also by their ability to get done everything they tried . . ."

ANDREW HEISKELL

WHAT'S NEW IN  
TELEVISION ?

*Take a Look  
at WPTZ!*

**Letter to WPTZ . . . from NBC's  
Director of Television Operations :**

"I know I have told you of our appreciation of what WPTZ has done for us on the Conventions, but I would like to reiterate and re-emphasize what all of us feel; namely, that you all did a wonderful job for us and aided us greatly in our coverage. Television gained much from the Convention coverage, and we couldn't have done what we did without WPTZ . . . Please accept NBC's thanks and appreciation."

CARLETON D. SMITH

# POSTSCRIPT to the Convention Telecasts . . .

WPTZ's participation in LIFE-NBC television coverage of the political conventions in Philadelphia—41 mobile telecasts . . . several notable news scoops . . . one complete mobile unit moved in 12 minutes. The same personnel, facilities and experience in television are available to serve you and your client at WPTZ.

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# WPTZ

FIRST IN TELEVISION IN PHILADELPHIA





## Report on spot advertising

For approximately \$2,200, you can place a one minute film spot on every television station in the country.

By MARY GANNON

**T**HAT spot commercials have high audience impact is proved by TELEVISION Magazine's Audience Research Survey, which shows Lucky Strike mentioned by 25% of the respondents, Philip Morris by 11%, and Bulova by 5%, placing them in 2nd, 7th and 12th place respectively as regards sponsor identification.

That advertisers are well aware of this is proved by the expenditure of close to \$2,000,000 on spot campaigns and the fact that some 35 national advertisers are currently placing such announcements, with a total of 265 out of the 450 sponsors on television during August also using this form of advertising.

### 60 Seconds vs. 20 Seconds

While all rate cards list a minute spot, eight have separate rates for the 20 or 30 second station break.

Johnny, Philip Morris' living trademark, stops a young lady as she is about to purchase her customary brand of cigarettes . . .

In many cases, these must contain a service announcement. However, with the growth of network operation, the 20 second plug will offer the best adjacencies and such advertisers as Bulova, BVD, Chesterfield and Philip Morris have prepared such segments in order to take advantage of the peak audiences tuned in to these programs.

Bulova, for example, in producing their one minute spots, have planned them so that the first 12 seconds is an institutional panel, followed by 40 seconds of merchandise. For the 20 second versions, they use these 12 seconds. Both are followed by 8 seconds of live studio clock, which gives the correct time.

Kelvinator, on the other hand, doesn't feel that 20 seconds allows enough time to put over the selling features of ranges, refrigerators

and home freezers. The purchase of a major appliance is not a reminder purchase—it requires demonstration to stress the advantages of one make over another.

### Where Are They Placed?

Obviously each advertiser and agency is out to get the best spots available for their commercial message, but placement depends to an extent on the product and its frequency.

A good many agencies have reached no set policy on this yet—particularly in one station market areas. Rule of thumb being generally applied is to get as close to popular programs as possible, dependent on the ratings (where they exist), or to follow or precede sporting events. In network areas, along the eastern seaboard, policy seems

Acting on instructions from Johnny, she blows cigarette smoke through her nose. Exhaling the Philip Morris causes no reaction, but the reaction to her favorite brand results in this facial grimace . . .

Johnny clinches the test with Philip Morris' current ad theme of "no cigarette hang-over". Final scene shows Johnny in his famous "Call for Philip Morris", as pictured above.



## SANKA



The phrase "made lightning quick right in your cup" is dramatized by a lightning crash to emphasize the quick convenience of preparing Sanka. The Sanka jar is shown, with offscreen commentary "The only instant coffee that can't steal anybody's sleep." This standard opening is used on all commercials.



Sanka's weather commercials are built around the cartoon characters of a father and two children. For the weather report, they do a brief dramatic interpretation of the forthcoming weather, as pictured above.



The question, "Are you going to get a good night's sleep?" is followed by a series of pictures which show Pop in bed, turning and tossing in the misery of a sleepless night.



Pop finds the solution in a cup of Instant Sanka and floats blissfully off to sleep on the clouds. Lightning flash and slogan are repeated.

to be adjacency to most popular network programs.

Kelvinator generally favors adjacency to sports events or news programs where available; otherwise close to any popular show.

Bulova, while selecting adjacencies to network programs on stations connected along the eastern seaboard, is favoring the 8 or 9 o'clock breaks in other markets. Placement is done with the long range point of view that while sports events rate high in popularity now, the peak viewing audience will be reached at 8 or 9 in the future.

Macy's announcements, placed on five New York stations, precede the Tuesday and Friday "Howdy Doo-dy" program over WNBT at 5:30; follow professional football over WJZ-TV; precede the Columbia games over WCBS-TV; follow "Camera Headlines" over WABD on Tuesday and Wednesday at 7:40 and 7:45 respectively, and follow WPIX's news program at 7 on Monday and Thursday.

Philip Morris, with their five times weekly schedule, precedes station identification and sign off on WNBT, Monday through Thursday and precedes the "Review of the News" on Sunday. At WBKB, the spots precede news on Monday, Thursday and Saturday at 10:44, 9:30 and 10:44 respectively, and follows news on Tuesday and Wednesday at 7:58. Spots on other stations are sandwiched in between studio shows, film and remotes, with majority placed between 8 and 9 o'clock.

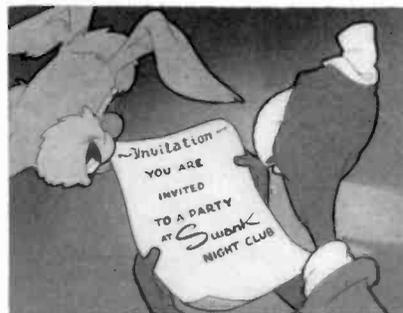
### How Often Can They Be Repeated?

Penetration of spot campaigns is constantly increasing. Most prolific users are Lucky Strike with their animated cartoons currently placed on 18 stations in 15 cities. Most of these are on a five times a week basis. Bulova is a close second with spots on 18 stations in 13 cities. Kelvinator, Botany, Elgin, Philip Morris and more recently Chesterfields are other multiple users. Practically all plan on increasing their coverage as new markets open up.

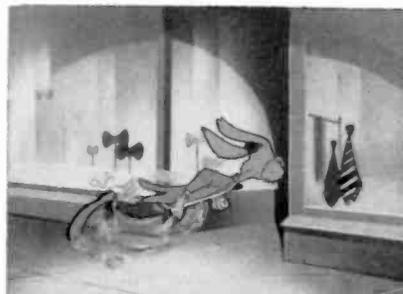
One of the big problems of spot commercials, which only time and audience reaction can answer, is to determine just how often a spot can be repeated before it loses its effectiveness and becomes a bore.

Certain types would seem to hold interest and wear longer than

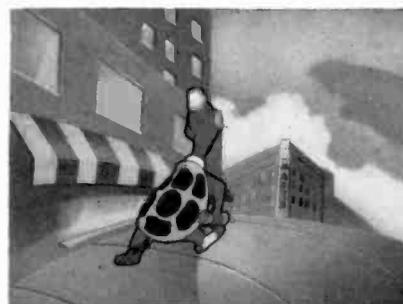
## MACY'S



Macy's institutional spot campaign uses a cartoon technique to put their slogans across. Here the tortoise and the hare receive an invitation to a party. So they divide their money and start out on a shopping spree.



"Impetuous Mr. Hare goes to any store". Camera then cuts back and forth between Mr. Hare as he runs in and out of stores trying on clothes, and Mr. Tortoise who is slowly plodding his way to Macy's.



"But Mr. Tortoise knows it's smart to be thrifty!" (Shot of tortoise slowly entering Macy's. Semi-closeup of him trying on hat . . . leisurely sauntering out of store (Macy's) in new attire.) "Mr. Tortoise has saved time, energy and money. Completely redecorated, he's off to the party."



(Mr. Hare is on sidewalk trying to thumb a ride—he's spent all his money on clothes. Mr. Tortoise stops in a taxi.) Hare: "How come you can afford a cab?" Tortoise: "Heh heh. I did all my shopping at Macy's." He smugly polishes nails on his coat lapel as his shirt front lights up revealing the slogan. Offscreen announcer repeats "Pay Cash—Pay Less—Says Macy's."

others. Lucky Strikes' dancing cigarettes, the Macy cartoons, Botany's woolly lamb and other forms of animation which serve to amuse can quite possibly have a longer life than straight selling commercials of the demonstration type.

### Kelvinator, Canada Dry, Ronson Repeat Every Fourth Week

Kelvinator, for example, on a three night a week schedule made 13 films for their nightly series which meant that one was repeated every fourth week. According to Don Shaw, Vice President of Geyer, Newell and Ganger, they feel that the eye tires more quickly than the ear and that no series should be run longer than 14 or 15 weeks.

Chesterfields, drawing on the commercials made for their current baseball sponsorship, started their spot campaign with a series of 70 different films designed for 30, 60, and 80 second showings. The Philip Morris spots, which run five nights a week, started with four commercials, and five new ones are in the works. Canada Dry, which tie their series in with sports events, teed off with six different versions which were placed twice weekly. Ronson also produced six 20 second films for their twice a week schedule, which also meant a repeat every four weeks.

### What's The Cost Of Producing A Spot?

Costs for commercial spot films naturally vary. (See "The Film Commercial," August issue of Television.) Kelvinator series of 13 was \$15,600, or \$1,200 for each film. The four commercials produced for Philip Morris cost \$8,000 with the new ones now in the works budgeted at a higher price, according to Bill Morris, television director of Biow.

On the other hand, film departments of stations like WSPD-TV, WRGB, WPTZ, WFIL-TV are working with agencies and advertisers in producing simple, low cost commercials.

### Film Commercials Are Most Practical

The majority of spots are on film with a few handled by slides or live announcements. National advertisers prefer film, for it can be more easily handled. While some advertisers prefer 35 mm prints and use it wherever station facilities permit, 16 mm prints are necessary where blanket TV market coverage is desired, as all stations have 16 mm projectors.

There are as many different varieties of commercials and as many different treatments as there are types of merchandise. Animation, demonstration, endorsement, service announcements—all play a prominent part. Here are some examples of the various types.

### Success Story: Over 50,000 Sales

One of the most successful television spot campaigns was that conducted by Cayton Inc. for Pioneer Scientific Corp. on Polaroid Television Filters — a new product launched early in 1948. As every television set owner was a possible prospect for the product, it was decided that in order to avoid any waste circulation, the major portion of the advertising budget would be spent on television spots.

Results? Over 50,000 sales were chalked up in the first six months.

The commercial film contained a straight selling message for it is the agency's feeling that while entertainment may be the keynote of the television medium, forceful selling copy and good descriptive pictures which show the advantages of the product must be used for effective selling. Script described the Polaroid Television Filter, showed the ease of attachment, followed with a close-up of the filter on a receiver and demonstrated the improvement in the picture and the better contrast achieved through the use of it. It also gave the various sizes, prices of each and information on where to purchase it. Film was produced on 16 mm stock by Loucks & Nordling.

Commercials were made for both open and closed ends. On the open end version sound track was completed 10 seconds before the end of

## Rates on Spot Announcements

	LIVE		FILM	
	1 Min. (or less)	20 Sec.	1 Min. (or less)	20 Sec.
WNBT	\$375		\$175	
WCBS-TV			215	
			(\$165 for station breaks with service announcements)	
WABD*	120	100		
WATV*	100	80		
WPIX	250	125	150	90
WJZ-TV*	200			
WFIL-TV*	40			
WPTZ*			50	50
			(\$75 for preferential announcements)	
WCAU-TV			25	
WNBW*	40			
WTTG*	25			
WMAL-TV*	25			
WBAL-TV	50		35	
WMAR-TV	55		45	
WRGB*	50	40		
WBZ-TV	50		35	
WNAC-TV	Rates quoted on request		45	
WTVR*	30			
WGN-TV	Rates quoted on request			
WENR-TV	160			
WBKB	85		65	
KSD-TV	40		32	
WSPD-TV	40		24	
WTMJ-TV	45		30	25
KSTP-TV	45		45	30
WBAP-TV	40		30	
WLW-T*	25			
WBEN-TV*	30			
WEWS	70		50	
WWJ-TV*	60			
KTSL*	60	35		
	(\$45 for 30 seconds)			
KTLA*	50	(\$30 for time signal, less than 1 minute)		
WSB-TV	Rates on request			
KDYL-W6XIS	Rates on request		15	
WNHC-TV*	25			

\* Live or film same rates apply.

NOTE: These charges are subject to frequency discounts.



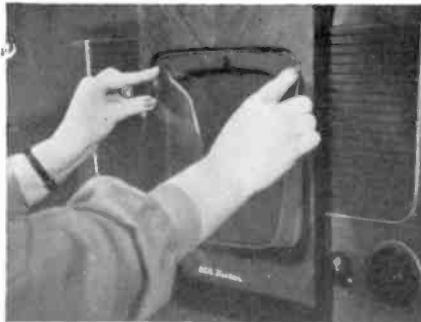
Polaroid commercials stuck to straight demonstration to put across the features of a new product. Opening shot showed the box, which

the film. This allowed for local tie-in and copy prepared by the agency, gave the name of a leading store where the filter could be purchased, together with their endorsement. This tie-in identified the product with all established retailers and also paved the way for intensive cooperative advertising.

According to Bill Cayton their spot selection policy is designed to follow the highest rated shows, where such adjacencies are available. Their feeling is that audiences tend to build up as the show goes along, even more so on television than on radio. For this reason they prefer to immediately follow rather than precede such programs. In markets where audience ratings were not available, they selected spots immediately following shows similar in format to those getting the largest home listening audience in rated markets. In the New York area spots follow such programs as "Toast Of The Town" and "We The People" over WCBS-TV; and "Texaco Star Theater" over WNBT. In addition, spots are placed over WMAR-TV, WFIL-TV, WPTZ, WGN-TV, and WNBW.

The spots represented the backbone of their whole promotional campaign. Cooperative dealer advertising involved cooperative newspaper ads with all dealers who received plugs in the open end commercials. The schedule has been expanded with the Thursday night

Film opens with long shots of speed boat, sailboat and yacht . . . "For more pleasure and less work, boating enthusiasts rely on Dolfinite marine products. The Dolphin Paint and Varnish Co. have been specializing in the . . .



was designed to show the product in use. Next step showed the ease of attaching a Polaroid filter to a standard 10" receiver.

sponsorship of the "Howdy Doody" children's program over WNBT, and the Young and Victor show over WBKB.

### Kelvinator Dramatizes Its Demonstrations

Kelvinator's spot campaign which started last April is currently running on nine stations. Their original television venture was sponsorship of "The Kelvinator Kitchen," a fifteen minute cooking program over the NBC net. However, as the spot campaign has proved so successful, there is a strong possibility that this will be stepped up and the program not renewed this season. Products plugged are the Kelvinator refrigerator, range and home freezer.

Theme of films dramatize the product in use. One opened with a wife calling her husband's attention to a Kelvinator ad. Ad came to life with the door opening as the announcer described each feature. In a range commercial, film showed a woman leaving her home for a bridge game while the dinner cooked; close-up shots of hands putting food in the oven, adjusting the controls on the range; a shot of the range against a kitchen setting, followed by close-ups of the various features of the Kelvinator — well cooker, top of range control panels, etc. Another technique showed the refrigerator, with animation outlining the details as the announcer described the features.

(Workman painting a boat) "development and production of marine paints, varnishes, compounds, sealers, and enamels. (Brush is dipped in and run horizontally above pail, leaving word "Dolfinite" in its path.)



Here the advantages of a Polaroid filter are pointed up by this shot showing the "before and after" effect on the television screen.

All films use the standard signature and closing — thus affording some saving in production as these can be spliced onto each commercial. Account is placed through Geyer, Newell and Ganger.

### Breyer's Ice Cream Plugs "Fresh Peach"

Breyer's schedule includes one announcement weekly over WCBS-TV, WMAL-TV, WCAU-TV, WBAL-TV; approximately seven over WPTZ—three fixed, with the others adjacent to the baseball games.

Objective of the campaign is to impress the consumer on quality, flavor, etc. of Breyer's Ice Cream. Spots are dramatizations playing up the ingredients, product, appetite appeal, etc. Twelve films have been produced, including three 20 second spots on Breyer's Fresh Peach, Breyer's Food Value and Breyer's Gallon Container. Sequence of running them are two flavor films, one food value and one gallon, then back to two flavor films. The one minute peach film now in use has been on the air since the beginning of the fresh peach ice cream season—early in July and will probably be continued through the end of October.

Except for the spots adjacent to baseball, evening time, preferably next to network programs, have been selected. As the commercial is directed to the entire family, they feel that placement next to good

"There are more than one hundred Dolfinite marine products—one for doing every job—so do it right with Dolfinite." Catalogue is offered and film concludes with a plug for a local dealer who stocks the product.



network programs help them secure the largest viewing audience. Account is handled by McKee & Albright, Inc.

### Chesterfields Tees Off With 70 Film Spots

Chesterfields spot campaign which will extend to every major market is backed up by a series of 70 different films, running from 30 seconds to one and a half minutes in length. Some of these films are taken from baseball commercials and all use a format built around personalities of stage, screen and night clubs. Others are of an endorsement nature, featuring tobacco farmers; still others combine cartoons with stop action techniques.

Themes are flexible enough so that the spots can be placed anywhere—either preceding or following sports, or in between studio programs. Campaign is currently placed on 13 stations. Series was produced by Murphy & Lillis.

### Molle Uses Film Strip In New York Market

Molle shaving cream, Centaur-Caldwell Division of Sterling Drug Inc., started a daily minute film strip over five New York stations—WCBS-TV, WNBT, WJZ-TV, WPIX and WABD—this month. Spots precede or follow sports events at the stations.

Trick photography and animation are used in conjunction with straight demonstration. One, for example, opens with a bulldozer coming head-on into the screen to emphasize the roughness of ordinary shaving, fading into a man shaving. As the camera distorts the face, cream issues from a tube and spells out the product's name. Man then shaves one side of his face with Molle, and the other side with another brand to compare results. Face then "slides" apart by trick photography to portray the Molle side beaming with satisfaction, while the other side registers gloom. Tube, jar and carton of the product next appear, and strip closes with a screen-sized presentation of the product's name.

### Johnny Achieves High Sponsor Identification

Philip Morris films naturally feature Johnny and the minute spots currently in use play up the nose test theme. Typical example, as illustrated here, shows Johnny intercepting a young woman at the cigarette counter and asking her to try the nose test—i.e., blow the smoke through her nose on her own

brand and on a Philip Morris. As a result, the customer "calls for Philip Morris." The twenty-second ones now in the works will be institutional, with no attempt to sell.

Company is using five spots a week over 8 stations. This includes four in New York (WNBT, WCBS-TV, WABD, and WJZ-TV), WFIL-TV, Philadelphia, WBKB, Chicago, KTLA, Los Angeles and WMAL-TV, Washington. While no set budget figure can be given because they haven't decided definitely on how many additional stations will be added by the end of the year, expenditures for spot time will fall between \$200,000 and \$300,000. Account is placed through the Biow Agency.

### Service Spots Offer The Best Adjacencies

Service spots are also becoming increasingly important due to station regulations regarding some adjacencies. Naturally watch companies like Bulova, Elgin, Waltham, Benrus are natural for time spots. Others like BVD, Botany, Sanka, American Chicle concentrate on giving weather forecasts.

Bulova time spots are one of the oldest commercial programs on the air. Currently the schedule is running on 18 stations in 15 cities. According to Terry Cline, account executive at Biow Agency, Bulova's policy and practice has been to buy a representative schedule of one night in every major market and they plan to continue along those lines. In the first twelve markets they will probably use a minimum of two stations, as is now being done in New York, Philadelphia, Washington and Baltimore. Penetration is also increasing—for example, the schedule at WCAU-TV has been upped to 21 a week.

Eight one minute spots have been produced this year of which 52 seconds are film, followed by 8 seconds of live clock. On the 20 second spots, the 12 second institutional panels are used, followed by 8 seconds of clock. By the end of this year, they will have shown a minimum of 15 series. The "gift of a lifetime" theme is used, tied in with such occasions as graduation, back-to-school, Christmas, Valentine's Day, weddings, etc. Some savings can be effected next year, production-wise, they believe, by repeating some of the special occasion films like the one on weddings.

Bulova is also using a clock on the WABD test pattern and for station identification at the opening.

## CHESTERFIELDS



Star is used for opening and closing titles. "The stars of Hollywood speak up for Chesterfield." (Cut to Sonny Tufts) "The always popular Sonny Tufts says of Chesterfield 'They're tops with me'."



"And Andrea King is very happy to speak in behalf of Chesterfield: 'It's a swell cigarette.'" (Closeup of Chesterfield pack in hand). Narrator: "You bet it's a swell cigarette. It's milder, it's better tasting, and it's cooler smoking." (Shot of Alan Mowbray). "And it's away out front with Alan Mowbray: 'You know I've tried practically every brand of cigarette there is—and I've finally found one that satisfies—Chesterfield.'"



"And the lovely Vivian Blaine says: 'Speaking of the stars of Hollywood and Broadway, here's the top favorite—Chesterfield. Seems like most everyone I know smokes them.' (Narrator) "And for the very good reason that Chesterfield cigarettes are a combination of the world's best tobaccos. (Cut to closing star) "So A. B. C—Always buy Chesterfield, the milder cigarette. The cigarette that leaves a clean fresh taste in your mouth."

### "We Will Have Weather Whether Or Not . . ."

Another commercial grand-daddy is Botany's woolly lamb which has been cavorting over the pix waves for several years now. Films are prepared for various types of weather and their rotation depends upon the weather man's prediction.

### Sanka

Sanka weather forecasts have been a five times a week regular over WABD for over a year now. Idea of the campaign is to establish that Instant Sanka Coffee, free from sleep disturbing caffeine, lets anybody sleep and that Instant Sanka is made "lightning quick," right in your cup. Series has been placed by Young & Rubicam.

Carton strip technique was selected because of the natural charm of

comic personalities and the fact that the home audience can identify itself with these cartoon characters. Three characters are involved — a father and his two children.

Weather scenes include a good deal of variety—not only with different cartoons for each type of weather—but a couple of different variations of each, or a total of fourteen. (See page 12 for script and illustrations).

BVD made six one minute films and 32 20-second films. These are open end with the studio announcer giving the weather report. However, the films are keyed so that the weather report gives a lead-in to the use of the product—for example: weather report—then into film . . . “Maybe this weather makes you think of 18 holes of golf. If you’re getting out your irons, you’ll also want a Ruggers shirt by B.V.D.—plenty of room for that real smooth swing for right clothes do make a difference” . . .

#### Local Spots Often Produced by Stations

Three local spots have been placed by Wendt Advertising Agency over

WSPD-TV for Dolphin Paint & Varnish Co., Midwest Salvage Co. and Fremont Rubber Co. These were produced by the film department of WSPD-TV.

The Dolphin spots are shown three times a week at 7 P.M. Contract runs for 13 weeks and a budget of \$780 has been appropriated to handle it. Campaign was undertaken to test the potency of television as a medium for promoting sales of marine products, namely specialized paints, varnishes, enamels, sealers and compounds; to test a type of television film which is being made available to all distributors and dealers nationally; and finally to promote the sale of Dolphinite products in behalf of local dealers.

Film includes long shots of speed boats, sail boats, yachts, etc., a medium shot of a workman painting a boat, a close-up of a Dolphin paint pail with label prominently displayed and a shot of a brochure which is sent upon request.

Fremont Rubber Company spots are run three times a week (Tuesdays, Wednesdays and Thursdays)

at 8 P.M., with the three versions alternated. Budget appropriation of \$1000 has been allocated for time over WSPD-TV.

Film includes an action shot of a workman laying tile, a series of shots of various suggested patterns followed by a model pointing out that “even burning cigarettes leave no blemish.” Then a lighted cigarette is dropped on the floor, allowed to burn, picked up, and the spot wiped clean.

Commercial application is shown in a series of stills which include restaurants, retail stores, dry cleaning establishments, etc. Close-up shows the brochure which is sent upon request.

Midwest Salvage Company spot is run Friday at 8:30, and a budget appropriation of \$260 has been made for time over WSPD-TV. Purpose of the campaign is to promote the sale of surplus materials and film includes action shots of various departments of the store, with customers, pictures of groups of merchandise and cartoon cards.

#### Animation Amuses While It Sells

Seemingly the most popular of animated television commercials are the Lucky Strike marching cigarettes, with a campaign schedule now extended to 15 markets and placed through N. W. Ayer.

R. H. Macy’s recently launched campaign is also built around six animated films. Series is purely institution, with no attempt made to sell merchandise. Promotional angle is to stress Macy’s “Pay cash—pay less” slogan and their 6% cash saving policy.

One concerns the Tortoise and the Hare—“Home Tweet Home” is the story of two birds faced with a housing problem who finally solve it by building their nest in Macy’s sign. ‘The world’s largest store has room for everyone.’

Supre-Macy a wise old owl with 6% on his chest, which flashes on and off, is the hero in two of the series. One concerns the honeymoon rabbits. The groom brings his bride home to an empty house as he had no money left for furniture—but Supre-Macy whisks them to Macy’s, where they furnish their home. Pay-off shot shows cradles full of baby rabbits, with the nipples popping out of their mouths as they pipe up with “Pay cash—pay less”.

Animation was done by Fletcher Smith and the account is placed by Gray Advertising Agency.

*Now*-**COMMERCIAL**

# Television

**IN SALT LAKE CITY**

Wire, write or phone  
for details



**KDYL**  
**W6XIS**  
UTAH'S NBC STATION

National Representative:  
JOHN BLAIR & CO.

# TELEVISION TRENDS

## AN ANALYSIS OF SET OWNERSHIP, VIEWING HABITS AND PROGRAM PREFERENCES, COVERING THE FIVE MONTH PERIOD OF APRIL THROUGH AUGUST.

By Dr. Sydney Roslow, Director of The Pulse, Inc.

SINCE The Pulse, Inc. began its monthly studies of TV ownership in January of 1948, a steady upward climb in the percentage of TV homes in the New York Metropolitan area has been apparent. Summarized by months, the figures are as follows:

		% TV Homes*
January	1948	1.4
February	1948	2.3
March	1948	3.0
April	1948	3.7
May	1948	4.6
June	1948	5.9
July	1948	7.2
August	1948	7.9

The upper and upper middle socio-economic groups own 56% of TV sets (August figures), whereas they make up only 30% of the total metropolitan population. TV ownership cannot increase to really large proportions until the lower economic groups buy sets in numbers more closely approximating their population distribution.

However, as more stations enter



competition and a greater variety of programming is available to the audience, TV ownership should continue to increase in all economic groups.

### TV Viewing Habits

TV programs of all types seem to be preferred to radio programs in TV homes. Even when no TV programs are on the air, radio Sets-in-Use is lower among TV homes than it is in a cross-section of radio homes. From 12 Noon to 6 P.M., TV programming is spotty, but even so, TV Sets-in-Use often tops radio;

after 6 P.M., when most stations are on the air for some time, TV Sets-in-Use is universally higher than radio. Between 8 and 10 P.M., the total TV audience is from three to six times higher than the radio audience in TV homes.

Total quarter hours of TV time have increased greatly since April, when Pulse issued its first complete television report. At that time, there were three TV stations; others came on the air in June, July and August. Consequently, the audience pie has been divided more and more as time elapsed, and average ratings to different types of shows have generally decreased from April through August. This does not necessarily mean that the programs are losing in audience appeal, but that their competition is hotter. For instance, 27.2% of the total TV time covered by Pulse in April was aired without other TV competition; this was true of only 10.7% (continued on page 30)

\* Not including commercial sets.

### TV PROGRAMS BY TYPES

	APRIL		MAY		JUNE		JULY		AUGUST		TOTAL	
	#¼ Hrs.	Avg. Rat'g	#¼ Hrs.	Avg. Rat'g								
Visual Sports .....	84	20.5	88	24.4	158	17.7	173	15.2	196	11.8	699	17.9
Feature Films .....	25	13.9	37	18.1	112	11.0	131	7.9	136	8.5	441	11.9
Washington News (Eyewitness Political) .....	24	1.8	—	—	—	—	186*	5.2	2	8.5	212	5.2
Kid Shows .....	33	24.9	32	24.2	34	20.8	49	11.9	42	13.0	190	19.0
News .....	34	16.4	29	16.6	32	12.7	41	8.0	48	8.7	184	12.5
Film Shorts .....	31	15.9	25	11.1	27	15.5	40	8.0	60	8.5	183	11.8
Music .....	21	11.0	6	13.0	13	11.2	37	6.3	51	6.1	128	9.5
Comedy-Variety .....	17	24.2	17	20.2	20	22.9	25	14.7	29	16.8	108	19.8
Quiz Shows .....	4	20.5	6	21.5	6	22.7	20	9.5	20	9.6	56	16.8
Drama .....	9	24.9	12	36.2	12	26.3	10	24.5	10	23.6	53	27.1
Sports News .....	2	24.5	11	19.2	7	24.0	6	17.5	6	14.5	32	19.9
Forums, Discussions .....	6	19.3	6	17.3	5	15.2	6	9.3	9	8.8	32	14.0
Food & Cookery .....	3	7.3	6	12.5	3	16.0	2	15.5	2	15.5	16	13.6
Fashions .....	2	23.0	2	24.5	2	24.0	3	12.1	4	10.8	13	18.9
Religion .....	—	—	—	—	—	—	2	2.0	4	4.5	6	3.3
Beauty .....	—	—	—	—	—	—	2	4.0	2	3.5	4	3.8
Miscellaneous .....	43	19.0	18	9.2	16	12.1	30	5.4	27	8.0	134	10.7
<b>Total .....</b>	<b>338</b>		<b>295</b>		<b>447</b>		<b>763</b>		<b>648</b>		<b>2491</b>	



## *the texaco star theatre*

### TECHNICAL AND PROGRAMMING PROBLEMS INVOLVED IN PRODUCING TELEVISION'S STAR SHOW.

By EDDIE SOBOL

I DON'T think anybody will claim any originality in dreaming up the Texaco show. Yet it sounded like a dream when Myron Kirk of Kuder first broached it. A sponsor with enough faith in television to pay for the big time act, the headliners, who up to that time could only, occasionally, be coaxed into making a hasty personal appearance!

A fifteen piece orchestra! And glory be, an audience to laugh at the comedians, to applaud the acrobats, and if need be to cry at the tragedians in their one act plays. Of course as soon as a theater, an orchestra, and an audience were mentioned the one name sacred to the vaudeville world for thirty years popped into the discussion. Where else could you possibly put a show, such as Texaco planned, except in the Palace. Could we get it? Could we rent it? Could we buy it? It had to be the Palace or nothing. . . . at first.

#### Studio vs. Theater

I tried to point out that doing a television show from a regular theater was not too good an idea. It would restrict camera shots and would not allow for proper lighting. It would mean a makeshift field setup which couldn't possibly stand up to a studio broadcast. Fortunately for me, as director, the Palace deal could not be consummated and Warren Wade came up with the idea of converting one of the radio studios into a temporary television studio. This seemed a sensible and simple solution but all the available studios were regularly assigned to radio shows and it took all of the cajoling, coaxing, and diplomacy Wade has at his command to finally clear 6B. But that was only the beginning.

To move the field equipment into a radio studio and place the cameras in stationary positions was not any better than renting a regular the-

ater. In fact, it was worse. At least in the theater there are plenty of lines to hang scenery, and lights, but we'll come to that later.

The problem then arose of approximating a television studio, and still get the illusion of a vaudeville theater. This further posed the problem of the audience. Inasmuch as studio 6B is used for the Telephone Hour each Monday until midnight, the transformation has to be a weekly affair and must also be of a very mobile nature. Very few permanent changes could be made, and each change was made only after long and weary hassles. Six B has a stage and an auditorium. The auditorium is in two parts: on floor level for about twelve rows and then raised, stadium fashion, for the remaining 300 seats.

#### Camera Placement

At first it was suggested that all the seats on the lower level be

removed and a platform, stage-high, be built covering this space so the cameras could be moved about as they are in an ordinary studio. The engineers came up with a more practical and less expensive suggestion,—namely remove the seats, but build a ramp for the dolly camera from the stage to within a few feet of the second level of seats which, with the three lenses on the camera, permits the camera man quite some latitude. The other cameras are mounted on platforms 12 feet square, these platforms to be on casters so they can easily be moved just as the dolly is moved. This plan was adopted. The cameras on these platforms are also on caster-bearing tripods and it was soon found that if we placed the platforms with their corners toward the stage, instead of parallel to it, the cameras had enough mobility to make it rarely necessary to move the platforms.

### Placing the Orchestra

The next problem was the orchestra. It can readily be seen that with a setup such as I have described it is impossible to have the orchestra in its usual position in front of the stage. Then again, being a radio studio there isn't the usual orchestra pit and even if we did seat the orchestra in its conventional spot the musicians' heads would be above the stage and the conductor would be directly in front of the acts. In fact he could kiss the M.C. So again we had to compromise and place the orchestra up against one of the side walls. This brought protests of course. The acts found it awkward, the musicians found it awkward, and to tell you the truth it was awkward, but it had to be done.

### The Audience

The audience was of course a problem. The illusion of the theater was directed away from them to a large degree. In order to take a picture of the audience reactions, as we find necessary, the audience finds itself in the uncomfortable position of being bathed in light instead of being in the dark as is usual in the theater. Then of course the cameras are between the audience and the stage but that isn't as disconcerting as it appears.

### Limitations

As to the drawbacks, there are many. The stage of 6B has one permanent traveler, and permits for only two more. There is no fly loft so even if we could hang drops, they

would have to be of the old fashioned roll type. In fact the one and only drop we use, the Texaco filling station, is of that type. We have to do without the standard street, olio and other drops used in vaudeville houses in the past.

It also means we are restricted to just about three playing areas. "One" is in front of the permanent traveler; then way back to "three" where another traveler is hung. This can also be made into a make-shift "cyc." The third is full stage where a permanent curtain is hung. We try to avoid this playing area as we have no means of masking the sides, and, unless we are very careful and very deft in our switching and camera we are apt to get some "back stage" effects we'd rather not show. In order to get comedy sketches down front as much as possible, we use set pieces behind the front traveler, from three to five fold depending on the size of the set needed, and mask this in on the sides with our front curtain. We have been getting by pretty nicely with this setup.

### Lighting

The lighting on stage is another matter. Inasmuch as we have very little off stage room, it is difficult to mask off lights and we have to be content with a couple of scoops on each side of the stage just back of the front curtain. Most of our lighting comes from the front:—footlights, lowers back of the cameras, and spotlights back of the audience.

Before we finish describing the physical setup I ought to mention the difficulties experienced by the conductor in seeing the acts. Alan Roth frequently found himself looking at the hind end of a camera man when he was trying desperately to see what was happening on the stage. We finally solved this by placing a monitor in front of him.

### Program Schedule

As to the modus operandi of the show itself, it is really quite simple if you devote seven days a week, twenty four hours a day to it. The show is broadcast on Tuesday. On Wednesday we start worrying about the acts for the following week. Of course sometimes acts are booked as far as two weeks ahead. Those are the easy days. Thursday is the day to start yelling for the commercial copy, for the props and scenery for the acts, and for their music which is a headache not only with a capital H but with each let-

ter in bold faced capitals. I'll talk about this later.

Friday if there are any special comedy skits in the lineup is a good day to talk it over with the actors (if they are in town) or at least get scripts of the skits so we know what scenery to prepare. I will say that Saturday and Sunday are mild days and only become working days in an emergency which doesn't happen more than three out of four times. Then Monday is devoted to a get-together with as many of the acts as are in town. The acts run through their music with Alan Roth and I get together with them to find out just what they do and how they do it. I explain the limitations of our setup and wherever possible run through the act changing positions of dancers, acrobats, two men acts, etc., to meet television needs.

If comedians like Willie Howard, Jack Pearl or Smith and Dale are doing a sketch we rehearse it for camera positions, etc. This is also the day we try to check music. Don't forget these acts are generally playing theaters and they cannot understand why special arrangements, special lyrics, parodies or just plain run of the mill songs which they have used for years should need special clearances from publishers, writers, and ASCAP.

### Camera Rehearsal

Tuesday the fun begins. We start camera rehearsals at 10:00 A.M. Alan Roth and his orchestra rehearse the music in another studio from 10:00 to 12:30. I take the acts which do not depend too much on the orchestra and rehearse them from 10:00 to 1:00 setting separate times for each act of course. The opening and closing is rehearsed from 10:00 to 10:30. The commercial from 10:30 to 11:00 or 11:30 depending on the type of script. Another act or two is rehearsed until 1:00 P.M.

Let me digress here for a moment. To the sponsor and to the agency must go great credit for their commercials in this show. The pitchman Sid Stone has become as much a fixture as the M.C. In permitting their products to be sold to the television audience thru a comedy act they have thoroughly integrated the commercial and kept the pace of the show from lagging as it certainly would with a straight selling commercials.

We break for lunch from 1:00 to 2:00. At 2:00 o'clock the other acts

WHERE QUALITY  
AND RESULTING PRESTIGE ARE  
PARAMOUNT, LEADING MUSIC  
MERCHANTS PROFITABLY  
FEATURE THE INCOMPARABLE  
CAPEHART

NOW **CAPEHART**  
TELEVISION

In television, radio, musical reproduction, there is no greater name than  
Capehart, supreme translator of the living scene



Capehart V-100 electronic television is a new direct-view system, employing a 10" or 12" tube and providing television at its best. With this new addition, Capehart offers complete, right and sound entertainment unchallenged by any comparison.

THE FINEST CAPEHART OF ALL TIME

The magnificent all-purpose Capehart model combines direct-view television with automatic record changer and the traditionally great Capehart radio—unexcelled three-way entertainment in one compact unit. Handsomely styled in white leatherette.



*Of*

IMMEDIATE delivery and installation of this new Capehart model will be made by Steinway and Sons' own technicians, within a fifty-mile radius of New York City. Other models now on display.

**STEINWAY & SONS**

TELEVISION - RADIO - PHOTOGRAPH DEPARTMENT  
100 WEST 57th ST., NEW YORK - CI. 5-1100

and orchestra get in and from then to five we rehearse each act for cameras. We let them run through dry first so all the camera men and other technicians can become acquainted with the act and then put them on camera. In the case of monologists or singers very little camera time is needed. The greatest difficulty a director will find is trying to break an actor away from certain pieces of business which he has used for years but which are bad for television. Another difficulty particularly with dancers, is trying to keep them up stage so we can get full figure shots without resorting to a very wide angle lens. All actors in vaudeville want to get as close to their audience as possible. We try to tell them in the final analysis they are not playing to the 300 people in the studio but to the millions (I hope) looking in on their television sets. The dress rehearsal is somewhere between 5:00 and 6:00, and in a few cases later. The timing is then carefully checked, cuts are made where necessary, allowances are made for audience reaction spread, and then everybody is dismissed until show time.

**Man Hours**

The breakdown on men and hours is approximately as follows:

The Telephone Hour rebroadcast is over at about 12:30 A.M. Tuesday. At that time seven IA men (stage hands) begin removing seats from the lower levels (previously described) and all radio paraphernalia and bring in the scenery props etc. for the Texaco show. They work until 7:00 A.M. The men who actually work the show work from 7:30 A.M. to 10:00 P.M. which means 5½ hours overtime. We use four stage hands to work the show backstage plus two IA electricians. The engineering crew consists of twelve men including three light men.

You can see it is far from a cheap operation.

Its been hard work but it has been fun and very gratifying. As I write this I hate to think that I have done my last show before I leave for NBC in Hollywood. Surely the ratings, the notices, and the talk have been "orchids" enough for everybody connected with the show.

I do want to thank everybody, the sponsor, the advertising agency, NBC, the booking agency, engineers, stage hands and my own little staff for their marvelous team work in making the Texaco Star Theater the hit it is.

*Farnsworth* TELEVISION & RADIO CORPORATION,  
FORT WAYNE 1, INDIANA

Reproduced from a recent  
issue of the New York Times.

# Reason <sup>#1</sup> 7

*why—Du Mont is the most sought after franchise in television*

---

Every DuMont receiver has the Inputuner\* which tunes easily and accurately to *all* 12 television channels and to *all* FM stations. The Inputuner is a DuMont development—typical of the many technical achievements that lift DuMont performance far above the competitive field.

**DUMONT** *First with the Finest in Television*

---

\*Trade Mark

TELEVISION RECEIVER SALES DIVISION  
Allen B. DuMont Laboratories, Inc. • 515 Madison Avenue, New York 22, N. Y.

# merchandising

## AN ANALYSIS OF THE VARIOUS TYPES OF ANTENNAS AND THEIR SUITABILITY TO DIFFERENT RECEPTION CONDITIONS.

OPEN THURSDAY 9:45 TO 9 P. M. AND SATURDAY 9:45 TO 6:00 P. M.

**4** Good Reasons Why NOW  
Is The Time to BUY This

*Stern's*

**Emerson** LOW PRICE, BIG PICTURE  
Television 269.50

1. 10% down puts an Emerson in your home. Watch and listen—and take 15 months to pay.
2. Television's biggest year is just ahead. Television is here to stay . . . not just on the way. Be ready for the World Series, elections, news.
3. You can get this wonderful Emerson television set at Stern's now for just 269.50.
4. Only Emerson television has the "Miracle" picture lock automatic frequency control that holds pictures steady, prevents flickering.




**10% DOWN** Buy your Emerson television set on Stern's convenient payment account. Take up to 15 months to pay the balance (small credit service). The charge if paid in 90 days.

**Television** Enjoy the events of the world right into your "living room!" So, if you want to see and listen to the news, cross and play! And agents and the rest at your own service. The Emerson set is for you. It's the only big television set with 52 square-inch screen that's priced under \$300. Look into the big clear 6 1/2" color, multi-glass lenses, hand-adjusted for sharp contrast setting. Listen to 72 static clear 6 1/2" sound, multi-glass lenses, hand-adjusted for sharp contrast setting. Watch in color! Bright pictures, with Emerson's "Miracle" picture lock automatic frequency control that holds pictures steady, prevents flickering and drifing. Now, not only at that low price . . . and come in a hurry to Stern's for your big picture Emerson television set!

Stern's Radio and Television Dept. Room

Stern's ad not only sells the Emerson set but sells television . . .  
"Television's biggest year is just ahead. Television is here to stay . . .  
not just on the way. Be ready for the World Series, elections, news."

AN important market for television receivers, in the fringe areas, is now being actively exploited. Satisfactory reception can be had as far as 75 miles away from the transmitter but these are rather unusual conditions. Between the 50 and 60 mile areas, satisfactory results can be obtained in many cases

via special installations.

This usually means special antennas and, perhaps even more important, boosters. It has been the experience of most installation services that the booster or preamplifier can definitely step up weak signals and at the same time improve receiver immunity to off-channel

interference. They have also been used with success where indoor antennas were necessary. Obviously different locations have different reception problems. Here are just a few of the antennas designed for various situations.

**Standard Dipole** is usually used for high-gain, noise-free areas that have line-of-sight reception. These are non-directional antennas and have wide band response. If the transmitters of all the stations are not in the same direction from the antenna, different types should be used.

**Standard Dipole with Reflector** is recommended for areas where a good signal is available but because of noise or ghost conditions, directivity is necessary. This should be used in areas where traffic is heavy and where there is excessive interference.

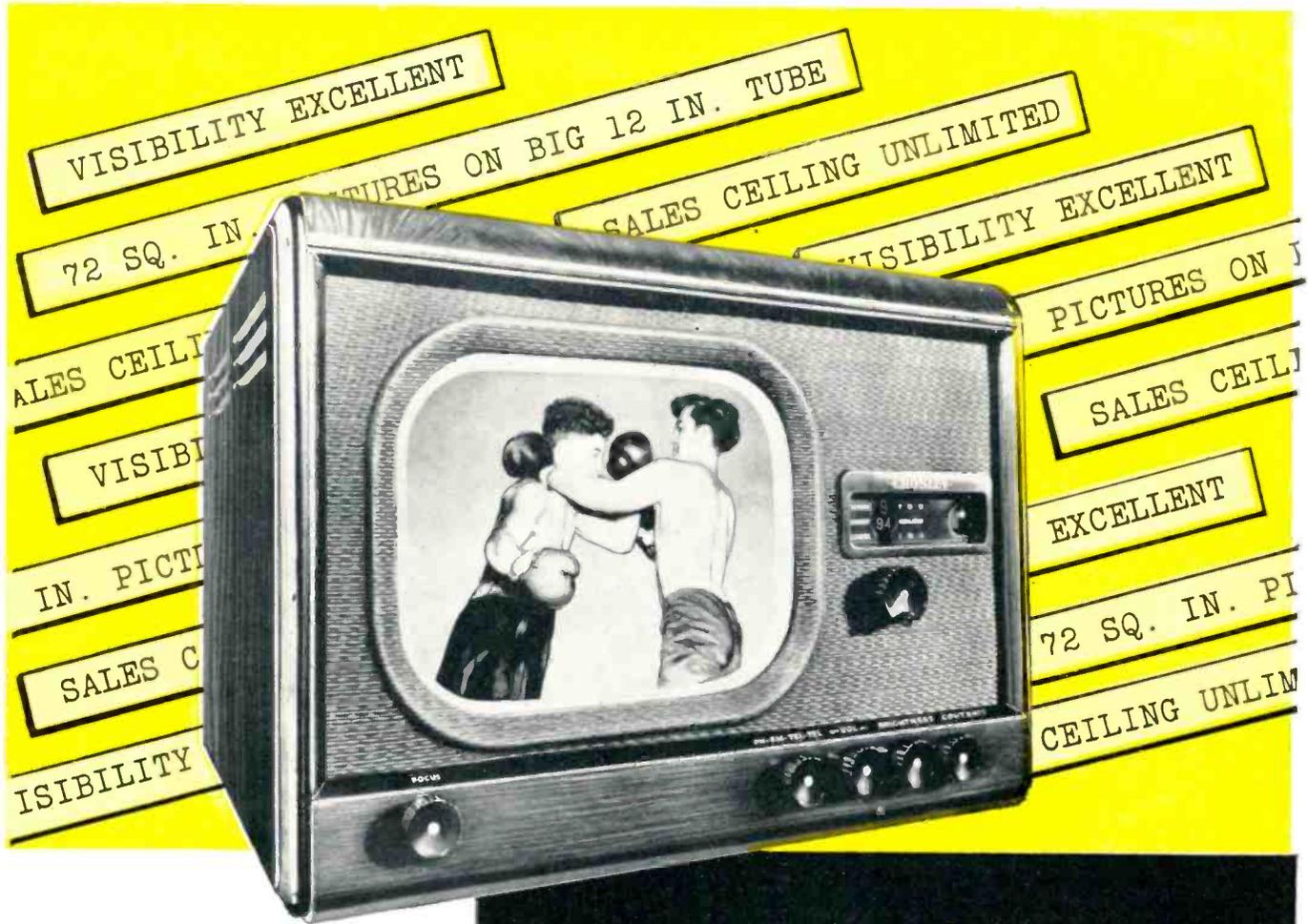
**Stacked Dipoles** should be used where bi-directional characteristics are indicated, and for locations where stations are 180° apart. These can be used in noise-free areas that have line-of-sight reception.

**Folded Dipoles** may be used where even response over the lower frequency band is desired (channels 2 to 6) and where the signal is not up to full strength. It may also be used in areas that are at the limits of the service range and for apartment houses in multiple antenna installations.

**Folded Dipole and Reflector** is designed for areas where high signal strength and directivity are desired. It should be used where there is excessive interference and multipath distortion and ghosts due to noise, etc. It also furnishes a more even response over the lower TV band.

**Double Dipole with Reflectors** is used to obtain the maximum in efficiency and the most favorable standing wave ratio. It is a low impedance antenna which gives a high signal and at the same time provides maximum attenuation for interfering signals. When the signal to noise ratio is slightly lower than normal, this antenna can be used.

**Stacked Folded Dipole with Reflectors** is used to strengthen a weak signal. It is used almost exclusively in low signal and "fringe reception" areas. High frequency lobes or high frequency antennas may be added to obtain full reception on the high as well as low frequencies.



**MODEL 9-407M  
WITH BIG 12 INCH  
PICTURE TUBE**

*plus complete  
FM broadcast*

# CROSLEY *Spectator*

**"BIG PICTURE" TELEVISION**

**MISSING SALES?**

*don't get cross!*  
**get a CROSLEY  
FRANCHISE**

Here's a 2-in-1 value that's sure to put you in the profit picture! A new compact Crosley Spectator Television Set with a big 12-inch picture tube to give your prospects bigger, sharper, clearer pictures—more comfortable viewing than ever before. Plus the extra appeal of full FM broadcast reception. All in a beautifully proportioned mahogany finish cabinet! Your prospects will want Crosley "big picture" television. Don't disappoint them—contact your Crosley distributor now, or write—

Shelvador\* Refrigerators • Frostmasters  
Ranges • Radios • Radio-  
Phonographs • Shortwave • FM  
Television • Home of WLW and WLWT

# CROSLEY

Division—*AVCO* Manufacturing Corporation  
Cincinnati 25, Ohio © 1948

# DUMONT'S DAYTIME PROGRAMMING EXPERIMENT

**Results of this simplified, one-camera; one-prop operation can have far reaching effects and will be watched closely by all operating stations.**

WITH the high cost of equipment, facilities and personnel, television must operate at close to 100% capacity, if it's ever to make money. Limited facilities and the almost prohibitive costs of extensive studio programming has kept down the programming output of television stations almost entirely to night-time programming with the exception of sports and a sprinkling of women's shows.

DuMont, not fettered by any AM properties, has taken a bold step in what they feel is one of the answers to this basic economic problem. It's a *simplified* day-time programming based on a one-camera, one-prop operation with fixed lighting.

Naturally their program schedule at this time must be a tentative one and subject to much revision as they learn about the day-time viewing habits of the television audience.

## Commercials

It is DuMont's feeling that this type of programming schedule will draw a substantial home audience and should be a good advertising buy. They hold that many specialty shops who would otherwise find television too expensive a medium will now be able to buy low-cost spots on WABD. Charge for such spots is pegged at \$25. If WABD can stick to this extremely simplified programming operation, there is a good chance that the plan may return a sizable income to the station.

DuMont hopes, though, that this programming experiment will do more than solve the television station's immediate economic problem—they feel they will be able to slant programs at minority groups which would not be feasible under present circumstances when programming is limited to a few hours an evening.

Dealers should certainly go for this plan for they will have many more program hours for demonstration purposes and obviously with more programming hours per day, the public will feel that they will be getting more for their money.

Stations throughout the country will undoubtedly watch this bold experiment closely. With studio facilities limiting the amount of live production and a definite shortage of satisfactory film programming, stations will be closely watching this experiment which may well prove one of the ways to get their operation in the black within a reasonable period of time.

## Tentative DuMont Schedule

TIME	VIDEO	AUDIO
<b>Morning</b>		
<b>SIGN ON</b>		
7:00	Clock-Weather-Temp.	ET Music
7:15	To Your Health Not the usual setting-up exercises, but a health program for the entire family.	Live
7:30	Camera Headlines—Early Edition INS motion picture stills with live, voice-over commentary.	Live
7:40	Clock-Weather-Temp.	ET Music
7:50	The School Reporter A report on high school activities etc.	Live
8:00	Clock-Weather-Temp.	ET Music
8:30	Your Television Baby Sitter—(Toy Time). Designed to relieve the mother while the children watch television. This one will have a female demonstrating toys, telling stories, etc.	Live
9:00	Clock-Weather-Temp.	ET Music
9:45	Shut-Ins Chapel	Live
10:00	Your Television Shopper Demonstrations of best buys around town.	Live
10:30	Clock-Weather-Temp.	ET Music
11:00	Okay Mother—(Dennis James) Cooking and household hints show worked around the average housewife as guests.	Live
11:30	Your Television Baby Sitter (Story Time)	Live
<b>Afternoon</b>		
12:00	Clock-Weather-Temp.	ET Music
12:15	Teletunes	Live and ET Music
12:30	News	Live
12:45	Tin Pan Alley Show for song pluggers	Live
1:30	News	Live
1:45	Clock-Weather-Temp.	ET Music
2:00	Women's Club	Live
2:15	The Needle Shop	Live
2:30	Clock-Weather-Temp.	ET Music
2:45	Front Row, Center What's new on Broadway	Live
3:15	House Hunting How to do it and where to look	Live
3:30	Hollywood Stardust	Live
4:00	Clock-Weather-Temp.	ET Music
4:15	Audition at 4:15 New talent	Live
4:30	Glamour on a Budget	Live
4:45	I Cover Manhattan The news or human interest story of the day built around a new reporter personality.	Live
5:00	Clock-Weather-Temp.	ET Music
6:00	Wanamaker Studios—"Small Fry"	

# SCOTT chooses



## PROTELGRAM

SCOTT

### THE FIRST PRACTICAL, LARGE SCREEN PROJECTION TELEVISION FOR HOME USE



• The 25" x 22" x 14" SCOTT television receiver is designed so that both the 16" x 12" viewing screen and large reflecting mirror fold into the top of the cabinet.

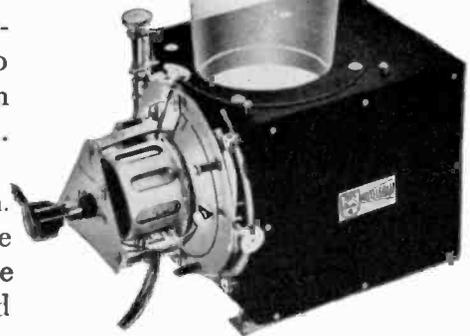
## *The choice of* AMERICA'S QUALITY TELEVISION MANUFACTURERS

Chosen by SCOTT Radio Laboratories, Inc., for a quality market that demands the finest in video entertainment, NORELCO PROTELGRAM brings to owners of this superb radio-television instrument a large picture (16" x 12"), free from distortion . . . a true black and white picture with photographic quality.

NORELCO PROTELGRAM projection is free from discoloration. Tones on the screen are true . . . black, gray and white. No glare—no eyestrain. NORELCO PROTELGRAM makes possible a large size projected picture, permitting viewing at less than 5 feet and up . . . ideal for either small or large gatherings.

NORELCO PROTELGRAM is bringing dependable, large-screen, clear-view projection to America's leading producers of quality television receiving sets.

Other NORELCO products include standard 10" direct-viewing tubes and special-purpose cathode-ray tubes for many applications.



• The PROTELGRAM projection system consists of a specially developed 2½" projection tube, an optical box with focus and deflection coils, and a 25 kv regulated power supply unit. Compactness and flexibility make possible large-picture television in average size radio-phonograph consoles, consolettes and table model television receivers.



### PROTELGRAM IS PICTURE PERFECTION IN PROJECTION

## NORTH AMERICAN PHILIPS COMPANY, INC.

DEPT. Tv-8, 100 EAST 42nd STREET, NEW YORK 17, N. Y. ★ IN CANADA: PHILIPS INDUSTRIES LTD., 1203 PHILIPS SQUARE, MONTREAL  
EXPORT REPRESENTATIVE: PHILIPS EXPORT CORPORATION, 100 EAST 42ND STREET, NEW YORK 17, N. Y.

**T**HE need for additional television channels coupled with continual laboratory research common to any new industry has been responsible for a considerable confusion throughout the industry.

The question of utilizing the ultra high frequencies for television broadcasting is now with us again.

One of the principal reasons why color was turned down was the fact that there was not available sufficient knowledge about the characteristics of the ultra high frequencies and that there had not been at that time adequate field testing to conclusively demonstrate the practicability of the theories advanced. The FCC ruling, though, left little doubt that utilization of UHF would have to come some day.

That day still isn't here. Little more has been learned about propagation in these frequencies, but no manufacturer has as yet been able to design any equipment to generate sufficient power at these high frequencies.

## Du Mont Proposal

Allen B. DuMont, at the FCC hearings, came up with the unique plan, which on the surface seemed like a complete reversal of DuMont's previous testimony that the high frequencies were not ready for commercial utilization. However, this is not the case. Dr. DuMont thinks that his company has come along sufficiently in their field testing and research work to make it technically feasible to operate in the UHF, *but*, and this is an important but, only a limited power of 1 kw.

However, it is his feeling this may well be the salvation of the present lack of an adequate number of television channels. His plan in brief is to immediately open up the ultra high frequencies to the smaller cities which would make available more channels for these cities and also more low frequency channels for the major markets. DuMont feels that this plan is economically feasible and that his company can market both UHF receivers and transmitters within a year.

The FCC is obviously in a spot because with every type of pressure being brought upon them, it is in their interest to find more channels.

Whether sufficient technical data can be advanced to justify the FCC's opening up the UHF bands for commercial use is doubtful.

## APPLICATIONS

**Austin, Tex.:** Texas Telenet System Inc. has filed for channel 10. The initial cost is placed at \$154,950 with first year's operating expenses at \$121,800 and revenues \$54,000.

This is the second bid for one of the four channels assigned.

**Corpus Christi, Tex.:** Texas Telenet System Inc. has filed for channel 3. Initial costs are pegged at \$129,550, with first year's expenses \$110,400 and revenues \$54,000.

This is the second bid for one of the four channels assigned. The other is by the Corpus Christi Co.

**Cumberland, Md.:** Cumberland Broadcasting Co. (WTBO) has filed for channel 2. Initial costs are pegged at \$110,750 with first year's expenses and income, \$50,000.

This is the second bid for the one channel assigned.

**Evansville, Ind.:** Trans-American Television Corp. has filed for channel 11. Initial costs are placed at \$199,600 with first year's expenses \$100,000 and revenues \$70,000.

This is the first bid for one of the two channels assigned.

**Fort Worth, Tex.:** Texas State Network Inc. has filed for channel 2. Construction costs are pegged at \$295,300 with first year's expenses \$180,000 and revenues \$140,000.

Three channels have been assigned Fort Worth. WBAP-TV is operating and Television Enterprises has filed.

**Frederick, Md.:** The Monocacy Broadcasting Co. (WFMD) has filed for channel 3. Construction costs are estimated at \$69,625 with first year's expenses \$20,000.

**Harlingen, Tex.:** Harlingen Television Co. has filed for channel 9. Construction costs are estimated at \$109,000 with first year's expenses \$84,000 and revenue \$70,000.

This is the second bid for the one channel assigned.

**Los Angeles, Cal.:** Los Angeles Broadcasting Co. Inc. has filed for channel 13, which has already been granted to KLAC-TV. Estimated costs are \$403,925 with operating

expenses the first year, \$400,000, and revenues \$100,000. KLAC-TV is owned by Dorothy Thackrey and is pending sale to Warner Bros.

**Madison, Wisc.:** Monona Broadcasting Co. (WKOW) has filed for channel 9. Initial costs are pegged at \$394,000 with first year's expenses \$60,000-\$96,000.

This is the third bid for the two channels assigned.

**Memphis, Tenn.:** Harding College (WHBQ) has filed for channel 2. Initial costs are pegged at \$234,018.65 with first year's expenses \$80,000.

Five channels have been assigned with one CP and 4 bids.

**San Antonio, Tex.:** Texas Telenet System Inc. has filed for channel 2. Construction costs are pegged at \$127,050 with first year's expenses \$110,400 and revenues \$54,000.

Texas State Network Inc. (KABC) has applied for channel 2. Initial costs are pegged at \$345,100 with first year's expenses \$180,000 and revenues \$140,000.

Six channels have been allocated. There are 2 CP's and 5 bids.

**Tyler, Tex.:** Tyler Broadcasting Co. has filed for channel 9. Construction costs are pegged at \$84,945 with first year's expenses \$12-20,000.

This is the first bid for one of the two channels assigned.

**Visalia, Calif.:** Sierra Broadcasting Co. has applied for channel 10. Initial costs are placed at \$200,852.07 with first year's expenses \$90,000.

This is the first bid for the one channel assigned.

## WITHDRAWALS:

**Albany, N. Y.:** Press Co. Inc.  
**Allentown, Pa.:** Tri-City Telecasters Inc.

**Milwaukee, Wisc.:** WEXT, Inc.  
**Norfolk, Va.:** Tidewater Television Co.

**San Diego, Cal.:** KLIK, KSDJ, KUSN, Leland Holzer.

## PRESSTIME BIDS:

**Brownsville, Tex.:** Brownsville Television Co. for channel 7.

**Phoenix, Ariz.:** T. M. and J. M. Gibbons for channel 7.

**Santa Barbara, Cal.:** Radio KIST Inc. for channel 6.

**CONSULTING  
TELEVISION  
ENGINEERS**

**FRANK H. McINTOSH**  
*Consulting Radio Engineers*  
710 14th St., NW, METropolitan 4477  
WASHINGTON, D. C.  
Laboratory: 910 King Street,  
Silver Spring, Maryland

**McNARY & WRATHALL**  
*Consulting Radio Engineers*  
National Press Bldg. D1. 1205  
WASHINGTON, D. C.

**WELDON & CARR**  
1605 Connecticut Ave., NW. MI 4151  
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*25 Years' Experience in Radio  
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*An Organization of  
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Telephones: Republic 7236  
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**BROADCASTING STUDIOS**  
*Design and Construction  
Television, also F.M. and A.M.*  
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Cleveland  
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District 6923 Sunset 2537W

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Washington, D. C.

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Washington 6, D. C.  
Michigan 2261

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*Radio Engineering Consultants*  
Executive 1230 1833 M Street, N. W.  
Executive 5851 Washington 6, D. C.

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**RICHARD W. HUBBELL and ASSOCIATES**  
118 EAST 40th STREET  
NEW YORK 16, N. Y.  
MUrray Hill 3-0028. MUrray Hill 5-1000  
Planning, Building, Programming,  
Development of Video Stations.  
Management Consultants.

**HOYLAND BETTINGER**  
*Television Consultant*  
*Studio Design, Lighting,  
Personnel Training*  
595 Fifth Avenue PLaza 8-2000

**A. EARL CULLUM, JR.**  
**HIGHLAND PARK VILLAGE**  
**DALLAS 5, TEXAS**  
JUSTIN 8-6108

# PROGRAMMING

Program availabilities, formats and costs.

FROM time to time, TELEVISION Magazine will report on available programs. This is by no means a comprehensive listing but merely the formats, together with prices, of a few programs in different categories.

## CHILDREN'S PROGRAMS

### "Howdy Doody"

Relayed from WNBT

"Howdy Doody" and his puppet friends cavort five afternoons a week with Bob Smith, acting as emcee. Show is presented Monday through Friday, from 5:30 to 6 and is available over the following stations in ¼ or ½ hour segments.

**Cost on WNBW:** Half hour segment, \$183 net per program, plus announcer.

### "Singing Lady"

WJZ-TV

Irene Wicker invites four little children each week and tells them Fairy Tales which are acted out with puppets and a piano accompaniment. Show is presented Tuesday and Thursday from 5:30 to 6.

**Cost:** \$1,300 for twice a week.

### "Kids Carnival"

WRGB

Sixteen children, Punch & Judy, a cartoonist, a circus atmosphere and a barker for the master of ceremonies comprises the format for this youngsters' quiz show. Two teams of 8 each identify cartoons of their favorite comic and fairy tale characters, put the right nursery rhyme to Punch & Judy and receive a membership card in the "WRGB TV CLUB."

**Cost:** Twenty minutes, \$180.00.

### "Television Playground"

WMAR-TV

Designed especially for children, program is available for sponsorship on a participating basis. Format includes motion pictures of Baltimore youngsters in schools and playgrounds, comedies and cartoons, installments on serials.

**Cost:** \$60 per participation basic rate, frequency discounts applying.

### "Carl's Surprise Package"

WBZ-TV

Program is built around Carl deSuze, one of WBZ's announcers. While show contains varied features each week, standard items include showing of cartoons or film shorts; an illustrated story, a guest

artist, a "how to" session showing the creation of simple craft items, how to play games, etc. Illustrated story traces the adventures of three mice—"Peek," "Popo" and "Madame Poof Poof." Audience tie-in gimmick is the mailing in of "next episode" illustrations and stories drawn and written by the juvenile viewers. Groups of youngsters are invited to the studio each week. Program is aired on Thursdays from 6:15 to 6:45.

**Cost:** \$465 per show. (Program—\$165 net; rehearsal, as per rate card, with three hours required—\$150 net; time as per rate card—\$150 gross.)

## NEWS PROGRAMS

### "NBC Washington Newsreel"

WNBW

Local newsreel, filmed by the station staff, consists primarily of feature stories such as the Cherry Blossom Festivities with news filmed as late as the same afternoon of the evening's telecast. Reel is available Tuesdays through Saturdays in the 7 to 7:05 slot.

**Cost:** \$125 net per program, including announcer and narrator. Repeat following the end of programming every evening—\$70.

### "NBC Newsreel"

Relayed from WNBT

Ten minutes of the latest news, filmed by NBC cameramen. Available Mondays and Wednesdays.

**Cost at WNBW:** \$158 net, plus announcer.

**Cost at WRGB:** \$92.

### "Tele News"

WTVR

Newscaster John Shane gives the latest, up-to-the-minute news and feature stories, together with interesting and important photographs of individual subjects and the day's news digest. Program is a 10 minute feature shown at the conclusion of programming each day.

**Cost:** \$55.

### "Views of the News" WSPD-TV

The INS Tele-News film is shipped by air daily to Toledo. Film is without sound but prepared commentary script is rehearsed. Program is in the 7 to 7:10 slot, Monday through Friday.

**Cost:** \$400 per week.

## REMOTES

### Professional Wrestling Matches WMAR-TV

Bouts are telecast every Tuesday evening directly from the Coliseum, at 9:15 to approximately 10:45. Two cameras, one equipped with a Zoomar lens, cover the bouts. Intermission before final bout provides time for interviews or other features.

**Cost:** \$575 basic charge. 52 time discount—\$496.25 per night.

### High School Football WMAR-TV

Series of 10 games on Friday nights, with two on Thanksgiving Day. Picked up from Baltimore Stadium.

**Cost:** \$6,900, all inclusive for 12 games.

### "Sidewalk Interviews" WSPD-TV

Art "Gramps" Barrie, WSPD staff announcer, conducts sidewalk interviews Monday through Friday from 3 to 3:20.

**Cost:** \$325, five shows per week.

## VARIETY PROGRAMS

### "It's on the House" WJZ-TV

Telecast from the Hotel Astor dining room, singers and professional guests supplement the efforts of the dinner guests. Show is aired Saturday, from 8:30 to 9.

**Cost:** \$2,750.

### "Show Biz"

WRGB

Two slightly broken down but well-versed talent scouts review the latest plays, movies and radio shows in their slightly broken down office and are interrupted at regular intervals for "auditions," as lead-in to the variety sequences. Program runs 20 minutes.

**Cost:** \$134.00.

### "Club Video"

WTTG

Leading acts from Washington night clubs are invited to Club Video each week by emcee Arnold Fine. Five piece orchestra furnishes the musical accompaniment. Program is presented on Wednesdays, in the 7:30 to 7:45 spot.

**Cost:** Upon request.

### "Vaudeville Varieties" WTVR

Four act vaudeville show, featuring songs, music and dances drawn from Richmond talent. Presented Sunday, 8 to 8:30.

**Cost:** \$40.



**FASHIONANIMATION**—In order to clearly show the various details which give individuality to fashion merchandise, Gamble Productions has developed the **FASHIONANIMATION** technique. This is a series of animated drawings, with the details "jumping in" as the commentator discusses them. When the drawing is completed, texture, scenery and props are added; then the picture dissolves to a live model in a real scene who shows off the dress by acting out a short skit.

As illustrated, figure 1 shows the silhouette outline. As the commentator discusses the sleeves and neckline, they "jump" into place. Next the skirt details appear, as they are described. Then the texture and background is added for the complete picture, with a dissolve to a model wearing the dress. Technique combines emphasis on details, with actual shot of the dress "in use".

**"Gene Archer's Music Shoppe"**  
**WNBW**

Format revolves around a song show and features Gene Archer as proprietor and Ed McIntyre (pianist) as head salesman and owner of the building in which the shop is located. Plot revolves around Gene's efforts to secure an income sufficient to meet the rent. Telecast on Tuesday, from 6:30 to 6:45.

**Cost:** \$185 net, plus announcer.

**"America Song"**

**Relayed from WNBT**

Program of American folk music, played and sung by Paul Arnold, and visualized with interpretive dancers appropriately costumed for the music played. Presented Tuesday, from 7:40 to 7:50.

**Cost on WNBW:** \$170 net, plus announcer.

**Cost on WRGB:** \$104.

**COMEDIES—DRAMAS**

**"Candid Microphone" WJZ-TV**

In this television version of the radio program, the camera as well

as the microphone are hidden. Human interest and comedy elements of the AM program, are multiplied on the video version. Show is on Sundays, from 8 to 8:15.

**Cost:** \$4,500, non-commissionable.

**"Rogues of the Rackets" WRGB**

Exposes of the methods by which confidence men, racketeers, fraudulent organizations, gyp artists and the like, operate. Fifteen minute format.

**Cost:** \$208.00.

**"Toledo Theatre Time" WSPD-TV**

Full length feature films, shown at 8:20 on Mondays (where sports events do not conflict.)

**Cost:** \$300.

**SERVICE SPOTS**

**"Our Town"**

**WMAR-TV**

A three and one-half minute local current events film program available on a daily basis. Events selected for human interest rather than headlines. Follows early and repeat Sunpaper News.

**Cost:** 5 minute air time basic charge \$50—frequency discount applying, plus \$35 film production charge per day.

**"Program Preview" WSPD-TV**

A five minute billboard for the features which are to be seen for the remainder of the evening program. Shown Monday through Friday, from 6:30 to 6:35.

**Cost:** \$135, package for week.

**"Weather Report" WBZ-TV**

This five minute explanation of current weather, plus an official forecast is handled by Dr. James Austin, professor of meteorology at M. I. T. Dr. Austin explains the weather and draws in the data from the small, official maps onto enlarged blanks. For the forecast, cut-outs of animated figures or caricatures depicting the weather will be used. Telecast Wednesday through Sunday, at 7:15.

**Cost:** \$140.

*Astrology via Television*

**VIDEO'S FIRST REAL NOVELTY**

**THEY WILL LOOK...THEY WILL LISTEN**

**MADAME ZOE-DAC** REGISTERED AND COPYRIGHTED

Once each week, Madame Zoe-Dac gives her scientific Horoscope for the next week. Her method definitely indicates something of interest to each, and every listener.

On 16mm film, "the madame" comes to you once a week; made up especially for the week to follow. They are eight minutes long, and finely produced.

**Mr. Telecaster:** Here is a fill-in that can be featured.

**Mr. Agency:** A low priced novelty, that will build an audience for your client.

The madame makes her first appearance, the week of October fourth.



**SEPIA PRODUCTIONS**

• 2640 1/2 S. WESTERN AVENUE •

LOS ANGELES 7, CALIF.

# Television Trends (continued from page 17)

of TV time in August. While 27.4% of the time devoted to visual sports in April had no other TV competition, only 16.3% was without competition in August. Furthermore, it is not uncommon now that the same type of programs may be on three or four stations at the same several stations at the same time.

Drama has been consistently the highest rated type of TV show. Significantly, audiences to TV dramas have maintained their high average ratings despite other competition. Drama shows are one of the few types which have not greatly increased their time on the air.

All types of TV shows have not maintained their share of total TV time, as the following table shows:

	% of TV Time	
	April	August
Visual Sports	24.8	30.2
Feature Films	7.4	21.0
Kid Shows	9.8	6.5
News	10.0	7.4
Film Shorts	9.2	9.2
Comedy-Variety	5.0	4.5
Music	6.2	7.9
Drama	2.7	1.5
Eyewitness Politics	7.1	.3

Sports News	.6	.9
Forums	1.8	1.5
Quiz Shows	1.2	3.1
Food & Cookery	.9	.3
Fashions	.6	.6
Misc.	12.7	5.1

The time devoted to visual sports has increased, but different sports are now featured. No baseball was televised in April, but this sport took up well over half of the TV sports time in August. Ratings of sports telecasts are directly dependent on the time of day they occur. Boxing and wrestling, strictly night sports, have an April-August average rating of 23.1, followed by night baseball with 22.3 and daytime baseball with 17.5. The minor sports of racing, softball and tennis received average ratings of 6.1, 6.9 and 3.8, respectively. Daytime weekend baseball games receive ratings comparable to night games.

### Telepulse Surveys

The Pulse, Inc., inaugurated its complete New York television survey in April, 1948. The service is monthly, and includes ¼ hour ratings for TV and competitive

radio shows for a complete week, from 12 Noon through 12 Midnight. TV and radio Sets-in-Use figures are given for each ¼ hour, as well as station share of audience percentages for Saturday, Sunday and the five midweek days.

As of September, 1948, each ¼ hour rating will be based on 150 TV homes; a total of 1050 homes is interviewed each month. All interviewing is done by the personal interview-roster technique. Interviewers are sent to specified locations, and with the aid of a printed roster of TV programs, find out what programs were heard by anyone in the respondent's family for the time period in question.

The New York TelePulse report covers the ten-county metropolitan area, consisting of the five boroughs and Nassau, Westchester, Hudson, Bergen and Essex counties.

The Philadelphia TelePulse, beginning in September, 1948, is also monthly, and includes the same type of TV information. A total of 700 TV homes is interviewed each month, and each ¼ hour rating is based on 100 TV homes.

A Chicago monthly TelePulse is planned for 1949.

## Breakdown of Station Operations

**IMPORTANT:** In reading the station operation chart below, several factors such as time charges, commercial sponsorship of remotes, etc., must be kept in mind for a true evaluation. Because of the varying factors, this chart should not be used for comparative evaluation. These figures are presented merely to indicate a trend.

Station	Average	Remotes	Studio	Film	Networks	Commercial	Sustaining
	No. of Hours Weekly						
WABD	36	34%	44%	22%	—	60%	40%
WCBS-TV	38	31%	17%	26%	26%	46%	54%
WATV	25	20%	—	80%	—	—	—
WJZ-TV	29	12%	45%	29%	14%	—	—
WNBT	26	19%	41%	29%	11%	30%	70%
WPTZ	38	40%	15%	15%	30%	60%	40%
WFIL-TV	35	8%	28%	23%	41%	22%	78%
WCAU-TV	26	15%	56%	23%	6%	43%	57%
WTTG	29	36%	18%	15%	31%	46%	54%
WNBW	32	8%	19%	17%	56%	30%	70%
WMAR-TV	37	12%	—	29%	59%	15%	85%
WBAL-TV	38	—	42%	21%	37%	38%	62%
WBKB	33	40%	33%	27%	—	55%	45%
KSD-TV	30	45%	33%	22%	—	56%	44%
WWJ-TV	30	38%	29%	33%	—	34%	66%
KTLA	33	50%	24%	26%	—	40%	60%
KTSL-W6XAO	15	33%	37%	30%	—	—	—
WLW-T	30	20%	65%	15%	—	39%	61%
WEWS	23	40%	32%	28%	—	46%	54%
WTMJ-TV	29	42%	23%	29%	6%*	47%	53%
WGN-TV	40	61%	25%	14%	—	54%	46%
WTVR	25	—	54%	7%	39%	28%	72%
WBZ-TV	40	24%	—	28%	48%	—	—
WBEN-TV	16	35%	15%	50%	—	15%	85%
WRGB	30	—	31%	25%	44%	22%	78%
WSPD-TV	26½	36%	28%	36%	—	31%	69%
KDYL-W6XIS	15	40%**	60%	—	—	70%	30%
KSTP-TV	22½	48%	13%	39%	—	54%	46%

\*Network films.

\*\*Film and Remote.

# ADVERTISING

462 advertisers on television during August . . .

## ACCESSORIES—1

*Ronson*—Spots. WNBT, WNBW, KTLA, WBKB, WMAR-TV, WWJ-TV, WTMJ-TV, KSD-TV, KSTP-TV, WEWS. Spots preceding and following baseball. WCBS-TV. Cecil & Presbrey.

## AUTOMOTIVE—68

### Auto Mfgs.—3

*Austin Co.*—Spots. WLW-TV. Fuller, Smith & Ross.

*Ford Motor Co.*—Cubs, WBKB; Co-sponsorship of Dodgers, WCBS-TV; Cardinals, KSD-TV; Senators, WTTG; Brewers, WTMJ-TV. Spots. WNBT. J. Walter Thompson.

*Oldsmobile*—“Review of the News.” WNBT. Sunday. 10 min. newsreel. D. P. Brother & Co.

### Dealers—53

\**Archway Motors*—Spots. WMAR-TV. *Baltimore Motors Corp.*—Spots. WBAL-TV.

*Martin J. Barry*—Spots. WMAR-TV, WBAL-TV. Paul Brown.

*Lou Block Motors*—“Show Business.” WCAU-TV. Monday. 7:00 p.m. 15 min. variety show. Spots. WPTZ. Solis S. Cantor.

\**Central Chevrolet*—Spots. KTLA. Hunter Advtg.

*Cherner Motor Co.*—Spots on “NBC Television Journal.” WNBW. Spots. WMAR-TV. Kal, Ehrlich & Merrick.

*Chesapeake Cadillac Oldsmobile Co.*—Spots. WBAL-TV.

*Chevrolet Dealers*—“Telenews.” 20 min. weekly newsreel. WBKB, WABD, WTTG, WWJ-TV, WFIL-TV, KTLA, KSD-TV, WMAR-TV. Campbell-Ewald.

*Cook Company Motors*—News. WBKB. 4 times weekly. Malcolm-Howard.

*Crisconi's Philadelphia Motor Car Co.*—“Batter Up.” WFIL-TV. Mondays. 8:00 p.m. ½ hr. quiz program.

*John Daly Motors*—“Stump the Artist.” WCAU-TV. Tues. 7:45 p.m. 15 min. art show. Spots. E. L. Brown.

*Davis Buick Co.*—Co-sponsorship of Athletics and Phillies baseball. WPTZ. Night games. WCAU-TV. J. Cunningham Cox.

*Dodge Dealers (Greater Cincinnati)*—“Dugout Dope.” WLW-TV. 15 min. pre-baseball interview. Ruthrauff & Ryan.

*Ennis Motors of Milwaukee*—Spots. WTMJ-TV.

*Ford Dealers (Milwaukee)*—Co-sponsorship of Brewers baseball. WTMJ-TV. J. Walter Thompson.

*Ford Dealers (Minneapolis)*—Co-sponsorship of Millers baseball, KSTP-TV. J. Walter Thompson.

*Ford Dealers (St. Louis)*—Co-sponsorship of Cardinals baseball and dugout interviews. KSD-TV. J. Walter Thompson.

*Ford Dealers (Washington)*—Spots on “NBC Television Journal.” WNBW. J. Walter Thompson.

*Fox Chevrolet Sales & Service*—Spots. WBAL-TV, WMAR-TV.

*Frost Motors*—Spots. WMAR-TV. Frank D. Webb Co.

*Girard Chevrolet*—Spots before and after sports events. WFIL-TV. Ed Shapiro.

\**New advertisers in August*

*George Gorson*—Spots. WCAU-TV. Philip Klein.

*Griebel Motors, Inc.*—Spots. WBAL-TV. *Heinel Motors (Dodge and Plymouth Dealers)*—“Going Places With Heinel Motors.” WPTZ. Travel film. Solis S. Cantor.

*Hough-Gilbert*—“Auto Auctions.” WPTZ. Thursdays. Joseph Lowenthal.

*The Kelley Kar Co.*—6 spots weekly. KTLA. Tullis.

*Kopf Motor Sales Co.*—Joint sponsorship of “Telenews Digest.” WSPD-TV.

*Harry Krause*—“Studebaker Talent Show.” WFIL-TV. Fridays. ½ hr. Spots. WPTZ. Harry Taubman.

*Lee Motors, Inc.*—2 spots weekly. WSPD-TV. Direct.

\**Light Car Motors*—Spots. KTLA. Direct.

*Local Chevrolet Dealers Ass'n.*—Exhibition football game. WABD. Thurs. 9 p.m. One shot. Spots. WNBT. Campbell-Ewald.

*Lounsbury Chevrolet Sales Co.*—Joint sponsorship. “Telenews Digest.” WSPD-TV. 20 min. newsreel. Direct.

*Marshall Motors*—“It Pays to Look.” WBAL-TV. 15 min. live show.

\**Meyer Motor Sales*—Spots. WTVR.

*Carl Mohr*—Spots. WMAR-TV. Robinson Advtg.

*Oxford Motor Sales*—Spots. WFIL-TV.

*Park Circle Motors*—“Sports Album.” WBAL-TV. 5 min. film.

*Peake Motor Co.*—Spots. WNBW, WMAL-TV. Henry J. Kaufman & Asso.

*Petty Motors (Ford)*—Fights and mobile pickup of Utah Open Golf Tournament. KDYL-TV. Gilliam Advtg.

\**Pontiac Dealers (Greater Cincinnati)*—“Who Am I?” WLW-TV. Tues. 8 p.m. ½ hr. art quiz. Robt. Acomb, Inc.

*Paul Schulte Motors*—Spots. KSD-TV.

*Shore Bros.*—Time spots. WPTZ. Adrian Bauer.

*Skinker Motor Co.*—Spots. WMAL-TV. Henry J. Kaufman & Asso.

\**Soerens Motor Co.*—Spots. WTMJ-TV.

*State Motor Co.*—Spots. WMAR-TV. Fox Advtg.

*L. P. Steuart Motors*—“Cartoon-A-Quiz.” WMAL-TV. ½ hr. sports quiz. Kal, Ehrlich & Merrick.

\**Susk Motor Co.*—Spots. WBKB. Direct.

*Tom's (Chrysler-Plymouth Dealers)*—Spots. WMAL-TV, WTTG. “Capital Citizen.” WNBW. Tuesday. ½ hr. interview. Henry J. Kaufman & Asso.

*Walton Motors (Lincoln)*—Baseball games. KDYL-TV. George Baker.

*Carl F. Weissenberger, Inc.*—Joint sponsorship “Telenews Digest.” WSPD-TV.

*Wheeler, Inc. (Chrysler Dealer)*—Spots. WTTG, WMAL-TV, WNBW. James S. Beattie.

*Jim White Chevrolet Co.*—Joint sponsorship “Telenews Digest.” WSPD-TV.

*Wilkie-Buick, Inc.*—“Putting on the Dog.” WCAU-TV. Wed. 7:45 p.m. 15 min. program. Joseph Lowenthal.

### Motor Oils & Fuels—7

*Atlantic Refining Co.*—Co-sponsorship of Athletics and Phillies. WPTZ. Night games. WCAU-TV. Alternate sponsorship of Braves and Red Sox. WBZ-TV. N. W. Ayer.

\**General Petroleum Corp.*—Olympic game films. KTSI. West-Marquis.

*Gulf Refining Co.*—“We the People.” WCBS-TV. Relayed to WMAR-TV, WCAU-TV, WMAL-TV. Tuesday. 9:00 p.m. ½ hr. AM-TV show. “You Are An Artist.” (Now concluded.) Replaced by the “Bob Smith Show.” WNBT. Relayed to WRGB, WPTZ, WNBW, WBAL-TV, WBZ-TV, WTVR. Young & Rubicam.

*The Petrol Corp. (P D Q)*—Wrestling, KTLA. McNeill & McLeery.

*Standard Oil of California*—Los Angeles Angels' baseball games. KTLA. Spots. KDYL-TV. B. B. D. & O.

*Standard Oil of N. J. (Esso)*—Spots. WBAL-TV, WCBS-TV, WBEN-TV, WFIL-TV, WBZ-TV, WTTG, WTVR, KDYL-TV, WRGB. Marschalk & Pratt.

*Texas Company*—“Texaco Star Theatre.” WNBT. Relayed to WRGB, WPTZ, WNBW, WBAL-TV, WBZ-TV, WTVR. Tues. 8:00 p.m. Kudner Agency.

*Tires and other*

*Rubber Products—5*

*Burke-Savage Tire Co.*—Spots. WBAL-TV.

*Firestone Tire & Rubber Co.*—“Americana.” WNBT. Relayed to WNBW, WRGB, WPTZ, WBAL-TV, WBZ-TV.

PRECISION

OPTICAL PRINTING

COMPLETE OPTICAL PRINTING SERVICE BY EXPERT TECHNICIANS WITH YEARS OF MAJOR STUDIO EXPERIENCE.

Color—B&W 16mm—35mm  
Blow-ups Reductions

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- Special printer for handling old and shrunken film.

- Television film service.

- Special quality control for television film requirements.

- Separation negatives for any color process.

Our Optical Printer can solve many of your editorial and photographic problems, by the use of such mediums as frame sequence alteration, optical zooms, quality and color correction, blow-ups, etc.

FILMEFFECTS of Hollywood

1153 N. Highland Avenue,  
Hollywood 38, California

Equipped with the Academy-Award-winning ACME-DUNN 35-16 Optical Printer

### A TV Screen Is No BIGGER Than Its Message!

The problem of size for the advertising man is not in terms of screen, but in terms of message. A message must be as BIG on a 7 inch screen as it is on one of 24 inches.

I left a lucrative advertising agency position about two years ago to study this new medium, and work with it, so that I could get the right perspective on BIGNESS—of message.

May I talk with you about your TV problems, with the thought of assuming the responsibility for their success? I can present the best references.  
Box 927.

WTVR. Monday. 8:30 p.m. ½ hr. history quiz. Sweeney & James.

\*Horn Tire Co.—Co-sponsorship of charity sandlot baseball game. WEWS. Gerst Advtg.

Milwaukee General Tire Corp. — Spots. WTMJ-TV. Direct.

U. S. Rubber Co.—“The At Liberty Club.” WNBT. Relayed to WRGB, WPTZ, WNBW, WBAL-TV, WBZ-TV, WTVR. Thursdays. 8:00 p.m. 15 min. variety show. Campbell-Ewald.

## BANKS, INSURANCE & LOAN COMPANIES—8

Automobile Club of Michigan — Spots. 4 times weekly. WWJ-TV. Stockwell & Marcuse.

Beneficial Saving Fund Society — Spots. WPTZ, WCAU-TV. Richard A. Foley.

First Federal Savings and Loan—Spots. WSPD-TV. Direct.

First Federal Savings & Loan Ass'n of Upper Darby—“Nancy Niland—Federal Girl.” WCAU-TV. Tues. 8:00 p.m. 15 min. studio show.

First National Bank of Boston — “National Sports Gallery.” WBZ-TV. 5 min. Minneapolis Savings and Loan Ass'n.—Dugout interviews. KSTP-TV.

\*Security Bank — Spots. KTLA. Foote, Cone & Belding.

Shawmut Bank of Boston — “Nightly Newsteller.” WBZ-TV. 10 min. news show.

## BEDDING—3

\*Eclipse Sleep Products—Spots. WFIL-TV, WMAR-TV. Henry J. Kaufman.

Purofied Down Products Corp.—Participation in “Birthday Party.” WABD. ½ hr. children's variety program. Berningham, Castleman & Pierce.

Simmons Co.—2 spots weekly. WCBS-TV. Young & Rubicam.

## BUILDING MATERIALS & SUPPLIES—18

Athey Paint Co.—Spots. WBAL-TV, WMAR-TV.

Builders Equipment Co.—Spots. WNBW. James S. Beattie.

M. Buten & Sons (Paint) — “Buten Weather Man.” WPTZ. Thurs. 7:45 p.m. 5 min. weather reports. Philip Klein.

Century Heat & Air Conditioning Co.—Spots. WCAU-TV. Gersh & Kramer.

Day & Night Mfg. Co. (Water Heater)—Spots. KTLA. KTSL. Hixson-O'Donnell.

\*Dominion Hardware — Spots. WTVR. Dushoff Distributing Co. (New Era Steel Tile)—“Watch Your Step.” WCAU-TV. Mon. 8:30 p.m. ½ hr. dance instruction and contests. Packard Advtg.

Formstone Co.—Spots. WBAL-TV, WMAR-TV.

Fremont Rubber Co. — 1 minute spots. WSPD-TV. Wendt Advtg.

Gates Contracting Co.—Spots on “NBC Television Journal.” WNBW. Spots, WMAL-TV, WTTG. Courtland D. Ferguson.

\*Kane Plumbing Co. — Spots. WTVR. Kool-Vent Awnings—Spots. WMAR-TV, WBAL-TV. Azrael Advtg. Spots on “NBC Television Journal.” WNBW. Robt. J. Enders.

Major Oil Co. (heating units and service)—“Major Events.” WCAU-TV. Monday. 15 min. film. Shaw & Schreiber.

Perma-Stone Corp.—“Outdoor Thrills.” WTMJ-TV. 15 min. sports film between baseball doubleheaders.

A. L. Robertson — Spots. WMAR-TV. Katherine H. Mahool.

Standard Brands Paint Store—“Shopping at Home.” KTLA. Split sponsorship.

Strong-Carlisle & Hammond — “Philco Presents the Korda Film Series.” WEWS.

Thermodyne Corp. (Carrier Air Conditioning)—Spots. WABD. Van Diver & Carlyle.

## CIGARETTES—8

American Tobacco Company (Lucky Strikes) — Spots. WWJ-TV, WCBS-TV, WABD, WTTG, WBKB, KTLA, KSD-TV, WMAL-TV, WBEN-TV, WEWS, WMAR-TV, WTMJ-TV, WFIL-TV, WLWT, WBAL-TV, WTVR, KDYL-TV, WRGB, WNHC-TV. N. W. Ayer.

\*Bobrow Bros. (Bold Cigars) — Spots. WFIL-TV. J. M. Korn Co.

Brown & Williamson Tobacco Co. (Kools)—“Sports Reports.” Five min. film sport show preceding Friday boxing. WNBT. Relayed to WNBW, WPTZ, WRGB, WBAL-TV. Ted Bates.

\*Edgeworth Tobacco — “Sportsman's Quiz.” WMAR-TV.

Liggett & Myers Co. (Chesterfields) — Giants. WNBT. Night games WPIX. Co-sponsorship of Senators. WTTG. 10 min. program. WTVR. Spots. WJZ-TV, WFIL-TV, WMAR-TV. Newell-Emmett Co.

P. Lorillard Co. (Old Golds)—Co-sponsorship of Dodgers. WCBS-TV. Alternate sponsorship of Cubs and White Sox. WGN-TV. Lennen & Mitchell, Inc.

Philip Morris & Co., Ltd.—Spots. WBKB, KTLA, WNBT, WCBS-TV, WFIL-TV, WMAL-TV, WABD. Biow Co.

R. J. Reynolds Tobacco Co. (Camels)—“Camel Newsreel Theatre.” WNBT, WPTZ, WRGB, WNBW, WBAL-TV, WWJ-TV, WTVR, KSD-TV, WTMJ-TV, WLWT, WSPD-TV. 5 times weekly. 10 min. newsreel. William Esty Co.

## CLOTHING & APPAREL—18

Apco Mfg. Co.—Participation in “Women's World.” WBKB. 5 times weekly. 10:30 a.m. 15 min. shopping segment. Central Advtg. Service.

B. V. D. Corp.—Spots preceding or following baseball. WABD. Weather reports, WNBT, WPTZ. Spots. WWJ-TV, WGN-TV, WMAR-TV, WNBW, KTLA, WRGB. Grey Advtg.

Botany Worsted Mills—Weather reports, WABD, WPTZ, KTLA, WBKB. Alfred Silberstein. Bert Goldsmith.

Brentwood Sportswear—Weather spots. WPTZ, WRGB, WTVR. J. R. Kupsick. Brown Shoe Co.—“Baseball Fan Fare.” WABD, 15 min. interview preceding games. Leo Burnett Co.

Jay Bucknell, Inc. — Participation in “Doorway to Fame.” WABD. ½ hr. amateur show. Spots, WCAU-TV.

O. R. Coblenz—Spot on “Magazine of the Week.” KTLA.

\*Constant Hosiery Co. — Spots. WTMJ-TV.

\*Charles Coplin Inc.—Spots. WTMJ-TV.

\*Del Monico Hatters—Spots. WNHC-TV.

\*Evans Fur Co.—“Fashion Quiz.” WBKB. Mon. 8:15 p.m. 15 min. quiz. Participation in “Woman's World.” 3 times weekly. State Advertisers.

\*Glamour-Glo Hats — Participation in “Woman's World.” WBKB. 3 times weekly. 11:15 a.m. 15 min. shopping program. O'Neil, Larson & McMahon.

Goodall Co.—“Players of the Day.” WGN-TV. Ten min. interview preceding baseball. Ruthrauff & Ryan.

Hill Shoe Co.—2 spots weekly. WCAU-TV. Solis S. Cantor.

Jay Day Dress Co. — Participation in “Birthday Party.” WABD. Berningham, Castleman & Pierce.

\*L. Nachman & Sons (Swirl Housecoats) — Spots. WCBS-TV. Fashion Advtg. Co.

Powell-Campbell (children's shoes) — Spots. WABD. Sterling Advtg.

Stuart's Clothes — Film spots. WABD. Emil Mogul Co.

## FOODS, BEVERAGES—50

American Packing Co.—Live spots. KSD-TV. Winiaus-Drescher-Brandon, Inc.

Arden Farms — “Shopping at Home.” KTLA. Split sponsorship.

The Borden Co.—5 min. show preceding baseball. WNBT. Kenyon & Eckhardt.

Breyer's Ice Cream—Spots preceding and following baseball. WPTZ. Spots, WCBS-

TV, WMAL-TV, WCAU-TV, WBAL-TV, WFIL-TV. McKee & Albright.

L. S. Briggs, Inc. (meats)—Spots. WNBW. Courtland D. Ferguson.

Brock's Candy—Spots, WLW-TV, WMAR-TV. Liller, Neal & Battle.

Canada Dry Ginger Ale Co. — Spots, WEWS, WTMJ-TV, WBEN-TV. Spots preceding and following baseball. WPTZ, WBKB, WABD. J. M. Mathes.

Cott Beverages—Spots. WNHC-TV. Cotton Club Beverages—Spots, WEWS. Lang, Fischer & Stashower.

Dad's Root Beer—3 spots weekly. WBKB. Malcolm-Howard Advtg.

Diamond Crystal Salt (General Foods)—Spots preceding and following baseball. WABD. Benton & Bowles.

Driggs Dairy Farm, Inc.—Spots. WSPD-TV.

Duffy-Mott (applejuice) — Film spots. WCBS-TV. Young & Rubicam.

\*G. Fava Fruit—Spots. WMAR-TV.

Fischer Baking Co. — Participation in "Small Fry Club." WABD. Thursday, 1/2 hr. children's program. Scheck Advtg.

\*Hauswald's Bakery—Spots. WMAR-TV.

\*Helms Bakeries—Spots. KTLA. Dana Jones.

Horn & Hardart Baking Co.—"The Children's Hour." WCAU-TV. Sunday. 11:30 a.m. Clements Co.

\*Jaeger Baking Co.—Spots. WTMJ-TV. Klau-Van Pieteron-Dunlap.

Jello (General Foods)—"Author Meets the Critics." WNBT. Relayed to WRGB, WPTZ, WBAL-TV, WNBW, WTVR, WBZ-TV. 1/2 hr. discussion. Spots. WABD. Young & Rubicam.

Gus Juengling & Sons—Participation in "Kitchen Klub." WLW-TV. 4:00 p.m. 3 times weekly. William F. Holland.

Koester Bakery Co.—Spots. WBAL-TV.

Kraft Food—"The Kraft Television Theatre." WNBT. Wednesday, hr. dramatic show. Relayed to WRGB, WPTZ, WBAL-TV, WNBW, WTVR, WBZ-TV. J. Walter Thompson.

Kress Farms Dairy—Spots. WBAL-TV, WMAR-TV.

Otto L. Kuehn Co.—"Dugout Doings." WTMJ-TV.

\*Mungels Herold Co.—Spots. WMAR-TV.

Maxon Food Systems, Inc.—5 min. teletranscription. WABD. Tracy, Kent Co.

Maxwell House Coffee (General Foods)—"Try & Do It." WNBT. Sunday. 8:30 p.m. 1/2 hr. audience participation show. Relayed to WRGB, WPTZ, WBAL-TV, WNBW, WTVR, WBZ-TV. Benton & Bowles.

\*B. Meier & Son (Broadcast Brand Corned Beef)—3 spots weekly. WCBS-TV. Meadow Gold Ice Cream—2 spots weekly. WTTG. James S. Beattie.

Mrs. Morrison's Puddings — INS news. WPTZ. Tuesdays.

C. F. Mueller—"Missus Goes-A-Shopping." WCBS-TV. Participation in 1/2 hr. shopping program. Wednesdays. Duane Jones.

\*Old Dutch Coffee—Spots. WJZ-TV.

Parkway Baking Co. — 1 spot weekly. WCAU-TV. J. M. Korn & Co.

Pepsi-Cola Bottling Co.—"Russ David's Teen Bar." KSD-TV. 1/2 hr. teen-age show. Jimm Daugherty.

Peter Paul, Inc.—Spots. WJZ-TV. Platt-Forbes, Inc.

Pinney Beverage Co.—Mobile pickup of softball games. KDYL-TV. K. Pinney.

Post Cereals (General Foods)—"Small Fry Club." WABD. Thursday. 1/2 hr. children's program. Benton & Bowles.

Reed Candy Co.—Midget boxing. WBKB. 10 min. studio show. Reincke, Meyer & Finn.

# ELECTRONIC ENGINEERS WANTED

## TELEVISION

experienced in circuit designs, either video amplifier design or scanning circuit design.

## TRANSMITTER

### SENIORS . . .

Technical graduates with a minimum of 6 years engineering and supervisory experience, capable of assuming responsibilities for directing engineers and designers on specific projects connected with pulse type transmitters and timer equipment.

### INTERMEDIATE ENGINEERS . . .

Technical graduates or equivalent with at least a minimum 4 years practical experience in design of transmitter and associated equipment.

### JUNIOR ENGINEERS . . .

Technical degree, minimum 1 year experience in development for production of electronic equipment.

### RESEARCH CHEMIST . . .

Technical degree and experience for development work on selenium rectifier.

### ENGINEERS . . .

Also needed having experience with telephone systems in general, particularly in voice frequency equipment engineering, toll transmission systems and carrier telephone equipment.

## SALARY COMMENSURATE WITH ABILITY

APPLY IN PERSON OR WRITE PERSONNEL MANAGER

## FEDERAL TELEPHONE & RADIO CORP.

100 Kingsland Road, Clifton, N. J.

\*Rich's Ice Cream — Spots. WBEN-TV, Bowman & Block.

Ritter's Pie Mix—1 spot weekly. WFIL-TV, WMAR-TV. Clements Co.

Rubel Baking Co.—"Fans in the Stands." WLW-TV. 15 min. pre-baseball interview. Frederick W. Ziv.

Sanka (General Foods)—Weather reports. WABD. 5 times weekly. Young & Rubicam.

Seven Up Bottling Co.—Spots. KSD-TV. Oakleigh R. French.

Sheffield Farms — "Small Fry Club." WABD. Monday. 1/2 hr. children's program. N. W. Ayer.

Swan Bottling Co.—Spots, WCAU-TV. May Advtg.

Swift—"The Swift Show." WNBT. Thursday. 8:30 p.m. 1/2 hr. variety format. Relayed to WRGB, WPTZ, WBAL-TV, WNBW, WTVR, WBZ-TV. McCann-Erickson.

\*Thompson's Dairy — Variety show. WMAL-TV. 15 min. weekly. Lewis Edwin Ryan.

\*Ward Baking Co.—Spots. WNBT, WCBS-TV. J. Walter Thompson.

\*Whitman Candy Co.—WFIL-TV. Ward-Wheelock Co.

## Dog Food & Feed—3

\*Cargill, Inc.—Spots. KSTP-TV. Bruce B. Brewer.

Nutrena — Dugout interviews preceding baseball. KSTP-TV. Bruce Brewer.

Trim Dog Food of Phila.—"Canine Kids." WCAU-TV. Fridays. 7:00 p.m. 15 min. children's participation show.

## Wine & Beer—41

American Brewing Co.—Spots. WBAL-TV.

Atlantic Brewing Co.—Wrestling. WGN-TV. Thurs. Grant Advtg.

Atlas Prager Brewing Co. — Wrestling. WBKB. Wed. Olian Advtg.

P. Ballantine & Sons—Yankee baseball. WABD. J. Walter Thompson.

Barbey's Inc. (Sunshine Beer)—"Sportman's Show." WPTZ. Fridays. 9:25 p.m. 15 min. studio show. Gray & Rogers.

Bavarian Brewing Co.—"Midwestern Hayride." WLW-TV. Sat. Ralph Jones.

Burger Brewing Co. — Cincinnati Reds baseball. WLW-TV. Midland Advtg.

Canadian Ace Brewing Co.—"Telenews Daily." WBKB. 7 min. newsreel. 7:50 p.m. 5 times weekly. Louis Weitzman.

Carling's Brewery—"Salute to Baseball." WEWS. Tues. 8:00 p.m. 5 min. show. Leo Burnett.

City Liquor Distributors (Wine)—Spots. WTMJ-TV. Dayton-Johnson-Hackert.

Cresta Blanca—Spots. WMAR-TV, KSD-TV. Biow Co.

Diehl Brewing Co.—"Barber Shop Quartette." WSPD-TV. 10 min. musical.

Edelweiss Beer—Wrestling. WBKB. Wed. 8:30 p.m.

Esslinger's Inc. — Wrestling, Tuesdays. WPTZ. INS news preceding baseball. 5 min. sports news preceding baseball. WCAU-TV. Lamb, Smith & Keen.

Falstaff Brewing Co. — Browns baseball. KSD-TV. Dancer-Fitzgerald-Sample.

A. Gettelman Brewing Co.—Spots preceding and following baseball. WTMJ-TV. Wrestling, Thursdays. Scott-Telander.

# TV

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**Goebel Brewing Co.**—Detroit Tigers baseball. WWJ-TV. Brooke, Smith, French & Dorrance.

**William Gretz Brewing Co.** — "Sports Scrapbook." WPTZ, Thursday. 15 min. sports show. Seberhagen, Inc.

**Gunther Brewing Co.** — "Tele-Sports." WNBW, WBAL-TV. Thursday. 11:00 a.m. 15 min. sports clinic format. Spots. WTTG, WMAR-TV. W. Wallace Orr.

**Jacob Hornung Brewing Co.**—"The Hornung Beauty Parade." WFIL-TV. Thursday. 9:45 p.m. 45 min. beauty show. Clements Co.

**Hudepohl Brewing Co.** — INS news. WLW-T. Thurs. 9:00 p.m. 20 min. weekly newsreel. L. F. McCarthy & Co.

**Hyde Park Breweries Ass'n.** — Boxing, wrestling, sports. KSD-TV. Gardner Advtg. **Imperial Ale**—Spots. WEWS. Ohio Advtg. **Krantz Brewing Corp.**—WSPD-TV.

**Leisy Brewing Co.**—"Leisy's Teleracing Review." WEWS. 9:00 p.m. 6 times weekly. McCann-Erickson.

**Liebhmann Breweries, Inc. (Rheingold)**—Series of 5 min. films on "Miss Rheingold of 1949." WABD. WCBS-TV, WPIX, WJZ-TV. Foote, Cone & Belding.

**Magnus Beck Brewery**—"Sports Album." WBEN-TV. Twice weekly. Moss-Chase.

**Miller Brewing Co.** — Spots. WTMJ-TV.

**Minneapolis Brewing Co.**—Spots preceding baseball. KSTP-TV. B.B.D.&O.

**Mouquin Wines** — 5 min. spots. WPIX.

**Alfred Lilly Co.**

**Narragansett Brewing Co.** — Alternate sponsorship of Braves & Red Sox baseball. WBZ-TV.

**National Brewing Co.**—Spots preceding baseball. Owen & Chappell.

**Piel Bros. Brewery** — Weather spots. WPIX. William Esty.

**Red Top Brewing Co.**—"Sports Album." WLW-T. 9:00 p.m. Tues.; 8:00 p.m. Wed. 5 min. film on sports. Jesse M. Joseph.

**\*Robinson-Lloyds, Ltd.**—Spots. WJZ-TV.

**Valley Forge Distributing Co.** — 3 spots weekly. WTTG. Henry J. Kaufman.

**Rubsam & Horrmann Brewing Co. (R&H Beer)** — "Rates High." WPIX. Tues. 8:15 p.m. 5 min. sports show preceding baseball. Paris & Peart.

**F & M Schaefer Brewing Co.** — "Sports Album." WCBS-TV. 5 min. film, preceding or following baseball. Also spots, WCBS-TV, WNBW, WJZ-TV. B.B.D.&O.

**Schmidt Brewing Co.**—"Sports Album." WWJ-TV. Twice weekly. Simons-Michelson.

**\*George F. Stein Brewery** — Football films. WBEN-TV. H. J. Weil.

**George Wiedemann Brewing Co.**—Wrestling matches. WLW-T. Strauchen & McKim.

### GLASS COMPANIES—2

**Miles Glass Co.** — Spots. WTTG. Courtland D. Ferguson.

**Binswanger Glass Co.** — Spots. WTVR.

### HOME INSTRUMENTS—45

#### Distributors and Manufacturers—33

**Admiral Radio Corp.**—"Admiral Movie Theatre of the Air." WBKB. Full-length motion picture. Cruttenden & Eger. Spots. WFIL-TV. "Press Box." WTTG. 15 min. interview following baseball. Robt. J. Enders. 15 min. live musical. KDYL-TV. Monday. Atkins-Gilbert.

**Harry Alter Co. (Crosley & Lauderall Dist.)** — Wrestling, WBKB. Mondays. Malcolm-Howard.

**W. Bergmann Co. (Philco Dist.)**—Feature films. WBEN-TV. Bowman & Block.

**Crosley Dealers (St. Louis)**—Spots. KSD-TV. Maurice L. Hirsch.

**DuMont Telesets** — "Original Amateur Hour." WABD. Relayed to WTTG, WFIL-TV, WMAR-TV, WNHC-TV. Sundays. 7:00 p.m. Hour show. "Inquirer Television Newsreel." WFIL-TV. 7:30 p.m. 15 min. newsreel, 12 times weekly. Spots. WABD, WTTG.

**General Electric Corp.**—Co-sponsorship of Indians baseball. WEWS. B.B.D.&O. 10 min. newsreel, WNBW, WBAL-TV, WPTZ, WRGB, WNBW, WTVR, KSD-TV, WTMJ-TV, WLW-T, KSTP-TV, WSPD-TV, WWJ-TV, WBEN-TV. Maxon.

**General Electric Supply (Baltimore)** — "The Curious Camera." WMAR-TV. Sat. 7:45 p.m. 15 min. format. Spots. WBAL-TV. Dutton & Rosenbush.

**General Electric Supply (Buffalo)** — 2 spots weekly. WBEN-TV. Bowman & Block.

**General Electric Supply (Cleveland)**—Co-sponsorship Indians baseball. WEWS. Dugout interviews preceding games. B.B.D.&O.

**General Electric Supply (Washington, D.C.)** — Wrestling, WMAL-TV. Belmont Ver Standig.

**\*F. C. Hayer Co.**—Spots. KSTP-TV.

**Herbert Horne (Admiral)**—Feature films and boxing. KTLA. Atkins-Gilbert.

**Lee Distributing Co. (Motorola)**—Spots. WTVR. Direct.

**Main Line Distributors (RCA)**—Sports events. WSPD-TV. Once weekly. Direct.

**Motorola** — "The Nature of Things." WPTZ. Thurs. 8:15 p.m. Relayed to WNBW, WRGB, WNBW, WTVR, WBAL-TV, WBZ-TV. 15 min. science show. Spots. KDYL-TV, WSPD-TV, WMAR-TV. Gourfain-Cobb.

**Peirce-Phelps, Inc. (Admiral)**—Co-sponsorship of "Uncle Wip." WCAU-TV. Mon. & Wed. 6:00 p.m. 15 min. children's variety show.

**Philco (Baltimore)**—Spots. WBAL-TV.

**Philco Dealers (St. Louis)**—Spots. KSD-TV.

**Philco Distributors (Phila.)** — Co-sponsorship of Athletics and Phillies baseball. WPTZ. Night games. WCAU-TV. J. G. Pollock.

**Philco Distributors (Toledo)** — "Philco TV Ranch." WSPD-TV. 25 min. 5 times weekly. Wm. I. Denman.

**\*RCA Victor (Chicago)**—"T-Formation vs. Single Wing." WGN-TV. Football game preceding All-Star game.

**RCA Victor (Minneapolis)**—Co-sponsorship Millers baseball. KSTP-TV. J. Walter Thompson.

**RCA Victor Dealers (St. Louis)** — "Russ David's Teen Bar." KSD-TV. 1/2 hr. teenage show.

**RCA Victor (Salt Lake City)** — "Telefilm Snapshots." KDYL-TV. 15 min. program, twice weekly. George Baker Advtg.

**RCA Victor (Toledo)**—WSPD-TV.

**\*Roycraft Co.**—Spots. KSTP-TV.

**\*Stephen Seth**—Spots. WMAR-TV.

**Simon Distributing Corp. (Motorola)**—Spots. WNBW. Henry J. Kaufman & Asso.

**\*Standard Supply (Stromberg-Carlson)** — 5 min. show. KDYL-TV. Twice weekly. (Now concluded.)

**Stewart Warner Dealers** — "Television Teen Town." KSD-TV. 7:00 p.m. Monday. 40 min. teen-age program.

**Strevell-Patterson (Philco)**—Korda feature films. KDYL-TV. Wed. 1 1/2 hrs.

**Stromberg-Carlson** — Participation in "Women's World." WBKB. 10:30 a.m. Twice weekly. 15 min. shopping program. Jones & Frankle.

**Television & Facsimile Service** — INS news. WPTZ. 5 times weekly. Morrison Advtg.

### Home Appliances & Housewares—8

**Conlon Corp.** — "Conlon Demonstration Party." WGN-TV. C. C. Fogarty Co.

**\*International Silver Co.**—Spots. WJZ-TV.

**Kelvinator** — Spots. KSD-TV, WLW-T, WWJ-TV, KTLA. Spots preceding and following baseball. KBKB. Geyer, Newell & Ganger.

**\*Minute Mop** — Participation in "Woman's World." WBKB. 7 times weekly. 11:15 a.m. 15 min. shopping program. Schwimmer & Scott.

**\*Monitor Home Appliances**—"The Laytons." WMAR-TV. Relayed from WABD. Wed. 8:30 1/2 hr. dramatic series.

**Motor Products Corp. (Deepfreeze Div.)**—"Peek & Tell." WBKB. Mon. 7:30 p.m. 20 min. quiz show. Leo Burnett.

**\*Stieff Silver Co.**—Spots. WMAR-TV.

**Sunbeam, Inc.** — "Player of the Day." WGN-TV. 10 min. interview preceding baseball. Perrin-Paus.

### TV Accessories—4

**Clayton Co. (Polaroid Dist.)** — Spots. KSD-TV.

**Pioneer Scientific Corp. (Polaroid)**—Participation in "Howdy-Doody." WNBW. Thurs. 5:45 p.m. 15 min. children's show. Relayed to WRGB, WPTZ, WBAL-TV, WNBW, WBZ-TV. WTVR. Spots. WCBS-TV, WFIL-TV, WMAR-TV, WPTZ. Spots on "NBC Television Journal." WNBW.

**"Young & Victor"**. WBKB. Friday. 8:30 p.m. 10 min. comedy show. Cayton, Inc.

**Transmirra Products Corp.**—Spots. KSD-TV. Smith, Bull & McCreery.

1 YEAR \$5.00

3 YEARS \$12.00

Group Rates: \$3.00 each for ten or more  
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Walco (Tele-Vue-Lens)—Spots. KSD-TV, KTSL, WNHC-TV, WSPD-TV, WEWS. Scheck Advtg.

### MARINE & AVIATION—5

Dolphin Paint and Varnish Co. — 1 min. spots. WSPD-TV. Wendt Advtg.  
Evinrude Motors, Inc. — Spots following baseball. WTMJ-TV. Scott-Telander.  
Harbor Boat Co. — Spots. KTLA. Ross, Gardner & White.  
Sanders Aviation, Inc. — Spots following baseball. WTTG. Henry J. Kaufman.  
United Airlines — Spots. WCBS-TV, WBKB, KTLA. (Now concluded.) N. W. Ayer.

### OFFICE SUPPLIES—2

Clary Multiplier — Spots. KTLA. Dana Jones Co.  
\*Royal Typewriter Co. — Spots. WCBS-TV, KTLA, WBKB, WJZ-TV, WFIL-TV, KTSL, WGN-TV. Young & Rubicam.

### OPTICAL & AURAL—4

\*Belton Hearing Aid Co. — 4 spots weekly. WGN-TV. Ruthrauff & Ryan.  
Dr. Gould — Spots. WBAL-TV.  
Dr. Kenaga (optometrist) — Spots. WSPD-TV. Direct.  
Universal Optical Co. — Spots. WBAL-TV.

### PHOTO EQUIPMENT—4

\*Beacon Camera — "Knickerbocker Show." WBKB. Sunday. 7 p.m. Hr. show. O'Neil, Larson, McMahon.  
\*Bell & Howell — "All Star Preview." WGN-TV. Preceded All-Star football game. Henri, Hurst & McDonald.  
\*Federal Mfg. & Engineering Corp. — Spots. WJZ-TV.  
\*Vydra Camera Co. — Spots. WBKB.

### PUBLICATIONS—8

Boston Post — "Views and News of New England." WBZ-TV. 5 min. film.  
Curtis Publishing Co. (Ladies Home Journal) — Spots. WCAU-TV, WBKB, WJZ-TV, WFIL-TV, KTSL, KTLA. B.B. D&O.  
The Evening Star — Spots. WMAL-TV. Kal, Ehrlich & Merrick.  
Kaleidoscope Magazine — Spots. WCBS-TV, WNBT. Ruthrauff & Ryan.  
\*Philadelphia Inquirer — "Features for Women." WFIL-TV. Thurs. ½ hr. show.  
Sports Afield Magazine — "Sportsman's Quiz." WCBS-TV. Relayed to WMAR-TV, WCAU-TV, WMAL-TV. Mon. 8:00 p.m. 5 min. sports quiz. Warwick & Legler.  
TeleViews Magazine — Spots. KTLA. 3 times weekly. Direct.  
\*William H. Wise & Co., Inc. — Spots. WJZ-TV.

### REAL ESTATE—8

Dreisen-Freedman, Inc. — 1 spot weekly. WMAL-TV. Henry J. Kaufman & Asso.  
Randall H. Hagner & Co., Inc. — 1 spot weekly. WMAL-TV. Henry J. Kaufman.  
R. A. Humphries — 1 spot weekly. WMAL-TV. Henry J. Kaufman & Asso.  
\*S. Loeb & Sons — Spots. WNHC-TV.  
\*Normandy Shores — Spots. WNBW.  
Courtland D. Ferguson.  
\*Salt Lake Real Estate Board — ¼ hr. show. KDYL-TV. One shot.  
Shannon & Luchs — Spots. WNBW. Henry J. Kaufman & Asso.  
Walker & Dunlop — 1 spot weekly. WMAL-TV. Henry J. Kaufman & Asso.

### RETAIL OUTLETS—98

#### Appliance Stores—28

American Appliance (Leuyt) — Spots. WTMJ-TV. Gus Marx.

Big 10 Dealers Ass'n. — "Doug Arthur's Record Room." WCAU-TV. ½ hr. show. Shapiro Advtg.

Broadway House of Music — "Dugout Doings." WTMJ-TV. 10 min. interview preceding baseball. Cramer-Krasselt.

Davey-City Radio, Inc. — "Stop Me If You've Heard This One." WNBT. Fridays. 8:30 to 9:00. Comedy show. Alfred Silberstein, Bert Goldsmith.

Droegkamp Appliance and Heating Co. — Spot. WTMJ-TV. Gus Marx.

Electro-Pliance Co. — Spots. WTMJ-TV. Gus Marx.

Emergency Radio & Appliance — "Shopping With Dinny." WBKB. Thurs.

Everybody's Radio Shop — Spots. WNHC-TV.

Mort Farr — "Farr Better Sports." Mon. through Sat. Shapiro Advtg.

Georges Radio & Television Stores — "NBC Television Newsreel." WNBW.

Mon. 9 p.m. 10 min. film. "The Street Singer." WNBW. Fri. 9 p.m. 15 min. song show. "Dugout Chatter." WTTG. 15 min. interview preceding baseball. "On Wings of Thought." WMAL-TV. ½ hr. mind-reading show. Spots. WNBW, WTTG.

Robt. J. Enders.

Graydon Electric Co. — Weather spots. WSPD-TV. 3 times weekly. Direct.

\*Ische Bros. Radio & Appliance Co. — Spots. WTMJ-TV. Gus Marx.

Kierulff & Co. — Spots. KTLA. W. B. Ross.

Al Kime Appliances — 1 spot. WBEN-TV.

Loomis Temple of Music — Spots. WNHC-TV.

Lubar — Spots. WNBW. Alvin Epstein.

Music Center — Spots. WBAL-TV.

Ned's Auto Supply — Spots. WWJ-TV. Gerrish Albert.

\*Pesick Radio — Spots. WTMJ-TV. Gus Marx.

Phillip's Radio & Appliance — Spots twice weekly. WTTG. I. T. Cohen.

Radio Centre — Spots. WNHC-TV.

Sparks-Withington Co. (Spartan) — "Two Ton Baker." WGN-TV. Brooke, Smith, French & Dorrance. Inc.

Sun Radio Co. (Philco) — Spots. WNBW. Kal, Ehrlich & Merrick.

Taylor Electric Co. (RCA) — Spots. WTMJ-TV. Gus Marx.

Television Co. of Md. — Spots. WMAR-TV, WBAL-TV. Harry J. Patz.

Toledo Television Corp. — Spots. WSPD-TV. Direct.

\*Vincent Radio Co. — Spots. WNHC-TV.

Ward Radio Co. — Spots. WNBW. Kal, Ehrlich & Merrick.

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Ward Radio Co. — Spots. WNBW. Kal, Ehrlich & Merrick.

Lyon Tailoring Co. — Spots. WEWS. Ohio Advtg.

Jacob Reed Stores — 1 spot weekly. WCAU-TV. W. L. Brown.

Rockingham Clothing Store — Spots. WTVR. Direct.

Charles Schwartz & Son — 1 spot weekly. WTTG. Henry J. Kaufman & Asso.

Stuart's, Inc. — Spots. WTMJ-TV.

\*Harry Suftrin — Spots preceding Tiger baseball games. WWJ-TV. Luckoff, Wayburn & Frankel.

Mano Swartz Furs — Spots. WBAL-TV. Harry J. Patz.

University Shop — Spots preceding baseball. WTTG. I. T. Cohen.

Willy's of Hollywood — "Shopping at Home." KTLA. Split sponsorship, ¼ hr. shopping program.

\*Zeeman Clothing Co. — Spots. WTVR.

### Department Stores—19

Adam, Meldrum & Anderson Co. — INS newsreel. WBEN-TV. Twice weekly.

The Boston Store — "Adam & Eve." WTMJ-TV. Thurs. 20 min. show. Mark-Mauntner-Berman.

Bullock's Dept. Store — Spots. KTLA.

Eastern-Columbia Dept. Store — "Shopping at Home." KTLA. Split sponsorship, ¼ hr. shopping program. Also spots. Stodel Advtg.

The Fair Store — Participation in Women's World." WBKB. 5 times weekly. 10:30 a.m. 15 min. shopping segment. Ivan Hill, Inc.

Gimbels (Milwaukee) — "Gimbels Tele-news Digest." WTMJ-TV. Sundays.

Gimbels (Phila.) — "The Handy Man." WPTZ. Fri. 15 min. demonstration. Co-sponsorship of "Uncle Wip." WCAU-TV. Mon. & Wed. 15 min. children's show.

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135 S. La Salle St. Chicago 3

Hecht Co. (Baltimore) — Orioles baseball. WMAR-TV. Wed & Sat. Also spots. "TV Talent Hunt." WBAL-TV. Knuff & Fieldstein.

Hecht Co. (Washington) — Spots, WMAL-TV. Harwood, Martin.

Hub Dept. Store — Spots, WMAR-TV, WBAL-TV. Joseph Katz.

J. L. Hudson Co. — "Sketchbook." WWJ-TV. ¼ hr. demonstration program. Wolfe, Jickling, Dow & Conckey.

Hutzler Bros. Co. — "Album Revue." WBAL-TV.

Lit Bros. — "Lits Have Fun." WCAU-TV. Tues. 10:00 a.m. Hr. quiz show in cooperation with Admiral, Philco & RCA.

\*R. H. Macy Co. — Spots. WJZ-TV.

Schuster's Stores — Spots. WTMJ-TV. Cramer-Krasselt.

Schwabacher, Frey — "Shopping at Home." KTLA. Split sponsorship.

M. Shavitvitz Dept. Store — Spots. WBAL-TV, WMAR-TV.

Snellenberg's (Admiral) — Spots. WCAU-TV.

John Wanamaker — "The Laytons." WABD. Wed. ½ hr. dramatic series.

### Drug Stores—3

Cunningham Drug Stores — "Sportscast." WWJ-TV. Simons Michelson.

ReXall Drug Stores — "Shopping at Home." KTLA. Split sponsorship. B.B.D.&O.

Whelan Drug Stores Co. — "Charade Quiz." WABD. Thurs. 8:00 p.m.

### Furniture, Rugs, Antiques—10

Castro Decorators, Inc. — Spots. WABD, WJZ-TV. Newmark's Advtg.

Chamberlain Furniture Store — Spots. WNHC-TV.

\*Chesapeake Rug — Spots. WMAR-TV.

\*Kunzelman-Esser Furniture Co. — Spots. WTMJ-TV.

Morris Furniture Co. — "Shopping at Home." KTLA. Split sponsorship, ¼ hr. shopping program. J. B. Keifer, Inc.

Nelson Bros. Furniture Co. — Baseball scores. WGN-TV. George H. Hartman.

Paradise Furniture Co. — "Shopping at Home." KTLA. Split sponsorship, ¼ hr. shopping program. Allied Advtg.

Pollack's Furniture — Spots. WMAR-TV. Maurice Chessler.

Sempler & Co. — "Shopping at Home." KTLA. Split sponsorship.

Irwin Schaffer — Spots. WPTZ. Direct.

### Jewelers—4

Barr's Jewelry — Spots. WFIL-TV. Prager.

Basch Jewelers — Spots. WSPD-TV. Direct.

\*Deutsch Jewelry Co. — Co-sponsorship of charity sandlot baseball game. WEWS. Ohio Advtg.

S. & N. Katz — Spots. WMAR-TV, WBAL-TV. Prager Advtg.

### Repairs & Personal Services—7

\*Ace Cleaners — Spots. WTMJ-TV. Stone-O'Halleran.

Canaan Cleaners — Spots. WSPD-TV.

Century Shoe Repair — Spots. WMAR-TV.

Dundon & Rosenbush.

Gallagher Cleaners — Spots. WSPD-TV.

Golden Star Valet — Spots on "NBC Television Journal." WNBW. Robt. J. Enders.

\*Solomon's — Spots. WMAR-TV.

Vincent Hairdressers — 1 spot weekly. WFIL-TV. Cox & Tanz.

### Miscellaneous—7

Alpha Beta Food Stores — "Shopping at Home." KTLA. Split sponsorship, ¼ hr. shopping program. Warren P. Fehlman.

Baltimore Salvage Co. — Spots, WMAR-TV. "Fix-It Shop." WBAL-TV. Direct.

Coast to Coast Stores — ½ hr. "Aquaticennial." KSTP-TV.

Grimes Stassforth (stationery) — "Shopping at Home." KTLA. Split sponsorship. Midwest Salvage Co. — 1 minute spots. WSPD-TV. Wendt Advtg.

\*Photo Center — Spots. WBAL-TV.

\*L. K. Ward Stores — "Prime Ribbing." KTSB. Once weekly. R. S. Kellogg Co.

### STORAGE—3

\*Davidson Transfer — Spots. WMAR-TV.

Melville Storage — Time spots. WPTZ.

Three nights weekly. Solis S. Cantor.

Security Storage — Spots. WPTZ. Wednesday. L. M. Beresin.

### RECREATION—12

\*"Annie Get Your Gun" Co. — Spots. WBKB. Direct.

Chalfonte-Haddon Hall — Spots. WPTZ.

WFIL-TV. Lamb, Smith & Keen.

Hotel Herman Dining Room — Spots. WMAR-TV, WBAL-TV. Harry J. Patz.

Indian Head Golf Course — Participation in "Pars, Birdies & Eagles." WBKB. Wed. ½ hr. golf show. Presba, Sellers & Presba.

\*Jerry Lynch — Midget auto races. WWJ-TV. 1 weekly. Carl G. Behr Co.

Marty's — Spots. WMAR-TV. Fox Advtg.

Mission Hills Golf Courses — Participation in "Pars, Birdies & Eagles." WBKB. Wed. ½ hr. golf show. Presba, Sellers & Presba.

Paramount Pictures, Inc. — Film trailers. KTLA, WABD. Buchanan.

\*Pass Time — 7 min. news program. WBKB. Twice weekly. Malcolm-Howard.

St. Andrews Golf Course — Participation in "Pars, Birdies & Eagles." WBKB. Wed. ½ hr. golf show. Presba, Sellers & Presba.

Paramount Pictures, Inc. — Film trailers. KTLA, WABD. Buchanan.

\*Pass Time — 7 min. news program. WBKB. Twice weekly. Malcolm-Howard.

St. Andrews Golf Course — Participation in "Pars, Birdies & Eagles." WBKB. Wed. ½ hr. golf show. Presba, Sellers & Presba.

\*Saratoga Racing Ass'n. — Spots. WRGB.

Twentieth Century-Fox — Film trailers. WPTZ. Kayton-Spiere Co.

### TOILET ARTICLES—14

B. T. Babbitt, Inc. — "Missus Goes-A Shopping." WCBS-TV. Participation in ½ hr. shopping program. Duane Jones.

C. R. Bunt Co. — Spots. WSPD-TV.

\*Centaur Co. (Sterling Drugs) — Spots. WJZ-TV.

\*Evergreen Soap — Spots. WMAR-TV.

Gillette Safety Razor Co. — "Cavalcade of Sports." WNBT. Thursdays. Relay to WRGB, WPTZ, WNBW, WBAL-TV, WBZ-TV, WTVR. Maxon, Inc.

Jiffy Products, Inc. — Weather signals. WPTZ. Sunday. Martin & Andrews.

Manhattan Soap Co. — "Missus Goes-A Shopping." WCBS-TV. Participation in ½ hr. shopping program. Duane Jones.

Md. Pharmaceutical Co. (Rem) — Spots. WBAL-TV.

Odell Co. (Trol Hair Tonic) — Split sponsorship amateur boxing. WABD. Mondays. Lawrence C. Gumbinner.

Perfex Co. (cleaning compound) — Spots. KSTP-TV.

Procter & Gamble — "Fashions on Parade." WABD. Fri. 8:00 p.m. ½ hr. fashion format. Benton & Bowles.

Snowden Chemical Co. — Spots. KTLA. Ross, Gardner & White.

Wildroot Co. — "Cartoon Capers." WBEN-TV. Once weekly, Saturday.

Zippy Products — 1 spot weekly. WMAR-TV. Martin & Andrews.

### TOYS & SPORTS—5

\*Cycloid Sporting Goods Co. — 3 spots weekly. WGN-TV. Bennett, Petesch & O'Connor.

Doud Sporting Goods Co. — "Sports Album." KSD-TV. Westheimer Advtg.

Merriment Products — Spots, WFIL-TV, WTTG. Van Diver & Carlyle.

Meyer & Thalheimer (toy dept.) — Spots. WBAL-TV, WMAR-TV.

\*Wilson Sporting Goods Co. — All-Star football game. WGN-TV. Ewell-Thuber.

### UTILITIES—5

Commonwealth Edison Co. — "WGN-TV Newsreel." Daily. J. R. Pershall.

Detroit Edison Co. — Two 15 min. newscasts weekly. WWJ-TV. Campbell-Ewald.

Gas & Electric Co. of Baltimore — "How Well Do You Know Baltimore?" WMAR-TV. Quiz show.

\*Philadelphia Electric Co. — Spots. WFIL-TV. Al Paul Lefton.

Union Electric Co. — "Telequizcalls." KSD-TV. Mon. ½ hr. viewer participation show. Gardner Advtg.

### WATCH COMPANIES—5

Benrus Watch Co. — Spots preceding or following baseball. WNBT. Spots, WFIL-TV, WJZ-TV. J. D. Tarcher.

Bulova Watch Co. — Time signals. WNBT, WLW-TV, WNBW, WCBS-TV, WTTG, WWJ-TV, WGN-TV, KSD-TV, WEWS, WPIX, WBEN-TV, WBAL-TV, WMAR-TV, WBZ-TV, KDYL-TV, KTSB, WSPD-TV. Time signals preceding or following baseball. WCBS-TV. Biow Co.

Elgin — Time spots. WNBT, WCBS-TV, WPTZ. WBKB, WGN-TV, WNBW, WLW-TV, KSD-TV, KTLA, WWJ-TV. J. Walter Thompson.

Time Watches, Inc. — INS news preceding baseball. WPTZ. Sundays. Clements Co.

Waltham Watch Co. — Spots. WNBW. Kal Ehrlich & Merrick.

### MISCELLANEOUS—21

\*ACRI — Spots. WMAR-TV.

\*Citizens Committee for Equal Representation — Spots. KTLA. Direct.

\*Donaldson-Jones — Mobile pickup of baseball games. KDYL-TV.

\*Virginia Driskill — "Fashion Show." WMAR-TV.

\*Frank's Nursery — Spots. KTLA. Allied Advtg.

\*General Automatic Corp. — Spots. WMAR-TV.

\*J. Norman Giepe — Spots. WMAR-TV.

\*Great Gadgets Co. — Wrestling. WABD. Piedmont Advtg.

\*Martin R. Klitten, Inc. (advtg. agency) — Spots. KTSB.

\*Lordhill Mfg. — Spots. KTLA. Block Advtg.

Master Rule (tape measure) — Spots. WPIX. Ray Fuller.

\*Louis Mazor — Spots. WMAR-TV.

Norcross Greeting Cards — Spots. WTMJ-TV, WGN-TV, WBEN-TV. Abbott-Kimball.

\*Paul's — Spots. WMAR-TV.

\*Roberts — Spots. WMAR-TV.

\*Russell's — Spots. KTLA. Smith Bull & McCreery.

\*Seaboard Seed Co. — Spots. WFIL-TV. Fellman Asso.

\*Stenso Lettering — Spots. WMAR-TV.

\*Patricia Stevens, Inc. (modeling school) — Girls baseball games. WBKB. Fridays. 9 p.m. "Cross Question." WGN-TV. Sunday. 8:45 p.m. Arthur Meyerhoff.

\*William H. Wells — "Dan the Gadget Man." WABD. 5 min. show. One shot. Screen Asso.

\*Wisconsin Centennial Exposition — Spots. WTMJ-TV. Bert Gittons.

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TELEVISION EXECUTIVE thoroughly experienced from first application through actual operation. Can train camera crews, production, direction. Available anywhere on assignment or permanently. Address Frederick Herendeen Productions, Inc., 37 W. Van Buren, Chicago, 5.



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Every morning, 14 tons of glass "bulbs" go down to the production lines at the RCA Tube Plant in Lancaster, Pa.

By evening, the bulbs are television picture tubes, their luminescent faces ready to glow—in television homes everywhere—with news, sports, entertainment, education, politics.

Born of glass, metals, chemicals, the picture tube comes to life through flame and heat. Its face is

coated with fluorescent material—forming a screen on which an electron gun "paints" moving images.

Each step is so delicately handled that, although RCA craftsmen are working with fragile glass, breakage is less than 1%.

Water, twice-distilled, floats the fluorescent material into place on the face of the tube, where it clings by molecular attraction—as a uniform and perfect coating.

Every phase of manufacture conforms to scientific specifications established by RCA Laboratories. Result: Television tubes of highest perfection—assuring sharp, clear pictures on the screens of RCA Victor home television receivers.

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*Telecasting Projector*

◆ Superlative movie programming utilizing economical 16 mm sound films—that's the meaning of this latest Du Mont achievement.

Designed and built "from scratch" to meet the exacting needs of movie telecasting. Not to be confused with usual improvisations. Definitely, with this unique projector, movie telecasting comes of age.

Ready for the heavy-duty service normal to telecast operations. All parts readily inspected, checked, replaced, when needed. Self-contained. Fully enclosed. Streamlined. Smartly designed.

Better movie presentations over the air are bound to follow the installation of such equipment by telecasters seeking the largest audiences.

◆ Details on request. Meanwhile, submit your telecasting problems and requirements.

**FEATURING . . .**

Complete with sound preamplifier and necessary power supplies. Sound system response of 50 to 5000 cycles—quality of reproduction limited solely by film sound track.

Ample reel reservoir capacity permitting use of 4000 ft. feature movies.

Synchronous locking type driving motor ensuring perfect tie-in with television sync generator.

Lamp assembly and pull-down mechanism available for instant replacement.

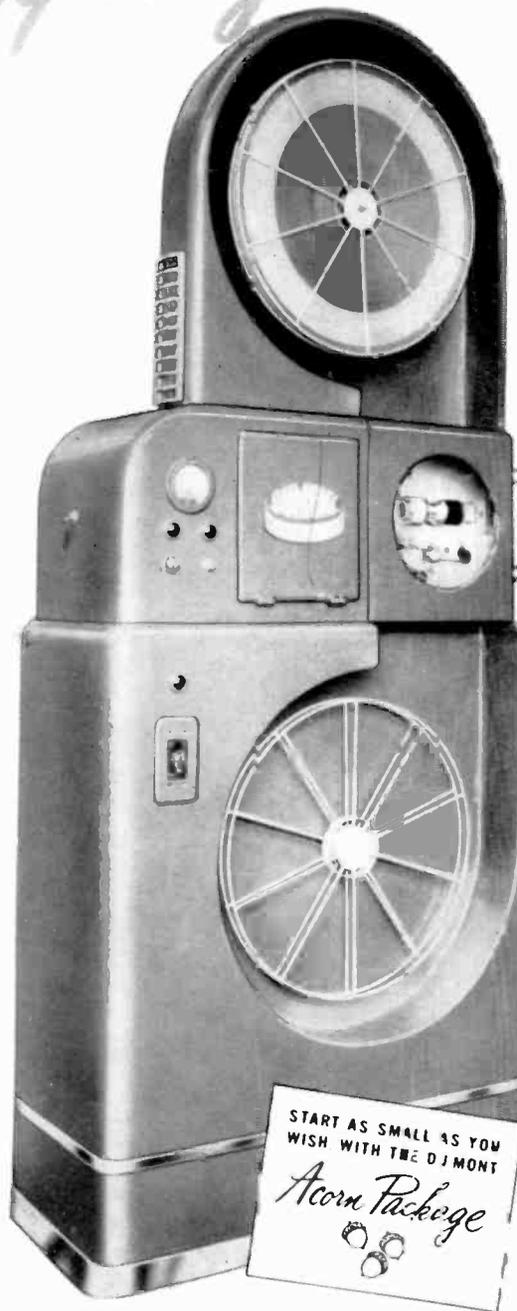
Adjustment for both positive and negative film.

Light output far exceeds previous equipment, permitting use of low sensitivity pickup tubes even with narrow vertical blanking interval.

For direct throw on television mosaic or with intermediate translucent screen and prism for utilization of Image Orthicon Camera for film pickup.

Built for continuous use on an average of 20 hours weekly. At least 3000 hours' life expectancy for major components.

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