

Television

50¢

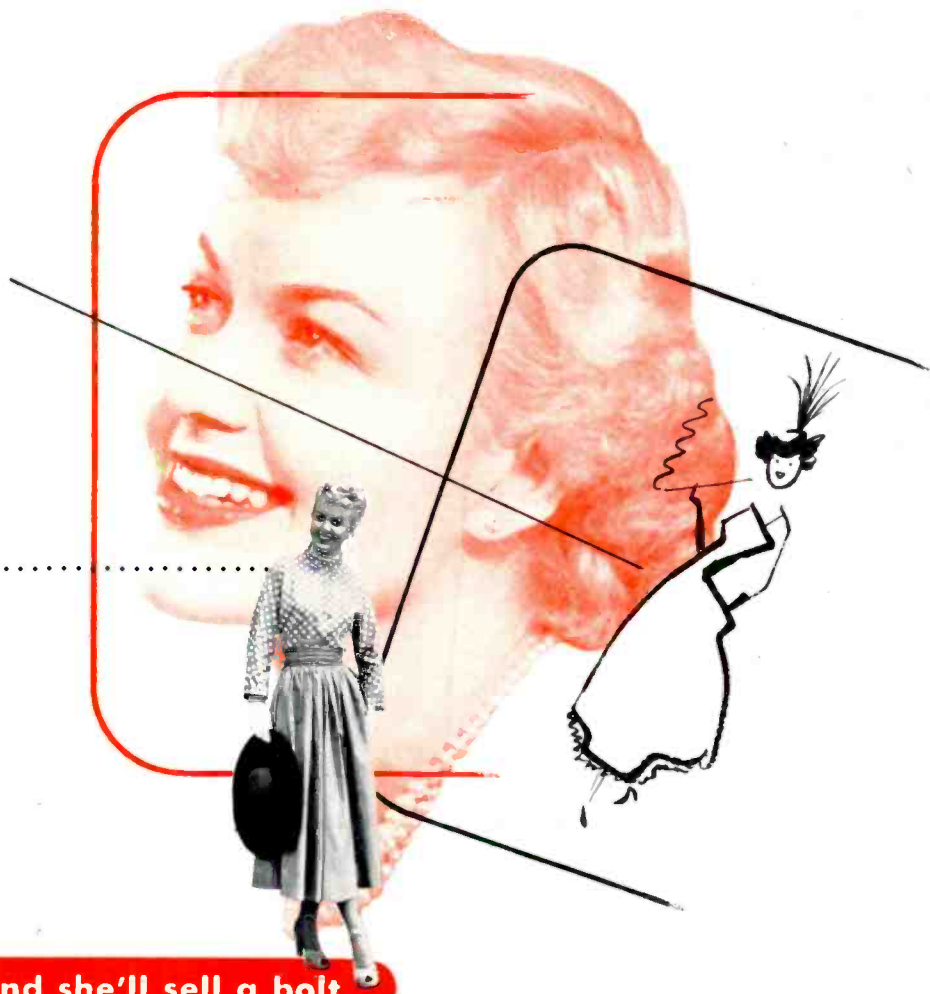
THE BUSINESS MAGAZINE OF THE INDUSTRY

The old way...

A pencil sketch of a girl and "Can't you just picture your dazzling self in this rapturous frimjoy, lovingly sewn with fabulous ric rac along the cumbershawl..."

Today's way.....

Music, movement and Kyle singing and glowing, dressed in Bates fabrics and Actual demonstration each Wednesday at 8 of how the product looks—described in words, modeled in action, highlighted with song.



give her a yard and she'll sell a bolt

NBC's "Girl About Town" strikes new notes for high fashion and high sales for Bates Fabrics. Here's a fine example of smart programming over America's No. 1 Television Network—smart programming and sound salesmanship.

Now can't you just picture your dazzling product given such rapturous sales technique?

NBC Television

NATIONAL BROADCASTING COMPANY • 30 ROCKEFELLER PLAZA • NEW YORK

A Service of Radio Corporation of America



COMICS ON PARADE... mimic-comedian Danny Webb reads the funnies five nights a week.



PIXIE PLAYTIME... pert puppet Peter W. Pixie in a bright children's show... three nights a week.

For TV selectivity

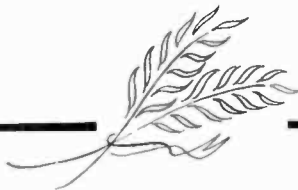
...check channel 11 first!...With the widest range of television programs...best coverage of news, special events, sports... drama, beauty, homemaking...children's shows, religion for all creeds, public service...WPIX offers enough video variety to attract the attention of any viewer—or advertiser!...can make more sales, create conversation among customers, build better business in a new major market well worth the effort now...and from now on!

Get data, details and costs on programs available for sponsorship or syndication!... just write or phone WPIX, 220 E. 42nd St., New York 17...or WPIX representatives out of New York City, Free & Peters, 444 Madison Ave., New York 22.



Why DuMont Programs

Daytime Television



Why is Du Mont's WABD launching daytime television? Not in any timid way; but with a full 15-hour daily schedule, starting at 7:00 A. M.

Let's discuss it.

Here is why Du Mont is launching daytime television:

DU MONT IS IN TELEVISION . . . AND TELEVISION ONLY.

IT IS IN THE PUBLIC INTEREST. The television family is entitled to use its set **at will** . . . not only in the evenings . . . but in the **daytime** as well.

IT INCREASES THE TELEVISION AUDIENCE.

The desire to own a television set increases in direct proportion to its usefulness.

IT EXPANDS TELEVISION ADVERTISING. National advertisers can afford the more expensive evening programs. Small, local advertisers cannot.

Since the Du Mont daytime operation will be staged economically, the attendant low rate structure now makes it possible for both large and small advertisers to appeal to specific groups—housewives, children, shut-ins.

IT IS ECONOMICALLY SOUND. With expanded television advertising, the network can utilize station facilities which would otherwise stand idle.

Furthermore—

IT PROVIDES THE TELEVISION DEALER HIS MOST POTENT SALES TOOL.

Programs . . . and not test patterns . . . demonstrate and sell television sets.

In moving forward with daytime programs, Du Mont is contributing to the development of **all** television.

Studies will be made of the daytime audience viewing habits and of the economics of daytime operations. The results should benefit the entire industry.



THE
ENTERTAINMENT-STATION



channel 13

TELEVISION CENTER · NEWARK

Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

Volume V, Number 10, October 1948

Because of the tremendous need for information on the part of advertisers and agencies in planning their television campaigns, this entire issue has been devoted to presenting statistics, rates and other pertinent data. Our regular departments on Programming, Washington, Merchandising, Films, Technical Operations, Telescope and Status Report have therefore been omitted.

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CHICAGOLAND'S FAMILY TELEVISION THEATER WGN-TV

CHANNEL NINE

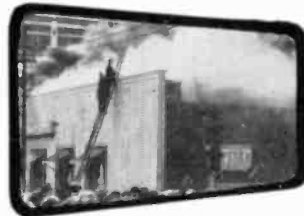
**SPORTS—NEWS—ENTERTAINMENT
FOR THE ENTIRE FAMILY**



The first to bring television network programming to Chicagoland viewers via an exclusive contract with the DuMont Television Network.



The only television station in the country that covered the full home-game schedules of two major league baseball teams, WGN-TV now swings its cameras to the gridiron for exclusive coverage of the outstanding Northwestern and Illini football games.



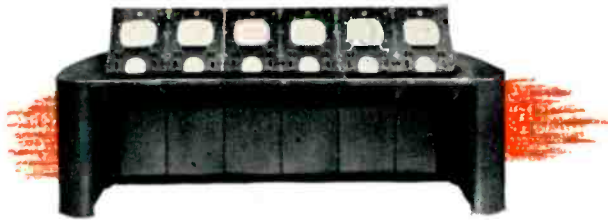
The only Chicago television station with its own newsreel staff—offering listeners twice daily on-the-scene shots of front page news events in a matter of hours after they happen.



WGN-TV delivers the finest in entertainment, utilizing the best film available for television and producing the widest variety of outstanding studio programs.

**For the best in Chicago you see it
Exclusively on WGN-TV!**

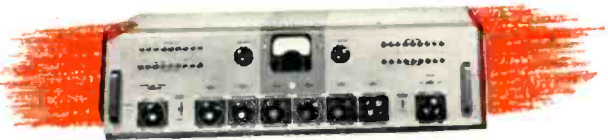
Everything for TV...



RCA De Luxe Video Console. Everything you need to monitor, control, and switch camera pictures. "Add-a-unit" design enables you to expand these facilities as your station grows.



RCA Camera Control Type TK-10A. Makes it practical to watch and control the picture quality of station camera. Same size and appearance as RCA's switching units, film camera control, and preview- and line-monitoring units. These units can be grouped in any combination to form a video console (shown above).



RCA Studio Consolelette Type 76-C4. This flexible and easy-to-operate control unit performs all the audio amplifying, monitoring, and control functions of a TV station—large or small. Can be used for single- or two-studio operation, and for two transcription turntables.



RCA Program Directors Console Type TC-5A. Television's most up-to-date directors' control. Includes large-size picture monitors for the studio outgoing line, for previewing, and for "on-the-air" monitoring. All switching under finger-tip control. Low height for full studio visibility. Recessed monitors for maximum image brightness in a fully-lighted control room.

THAT PICTURE you see over there is a studio control room for a medium-size television station—complete by RCA, from sight to sound.

This room virtually puts entire programming under "push-button" supervision. From here you control and monitor studio programs . . . sound and picture . . . switch between *all* cameras, switch to network or remote programs, control and monitor recorded sound, monitor the programs on the air.

In this room are large picture monitors for previewing signals from remotes or networks and from the studio cameras. In this room also is an audio consolette that controls all program sound lines—from the studio microphones, network audio line, studio and announce microphones, and from the turntables shown in the foreground. A program console . . . with its picture monitor for viewing the studio line and the on-the-air picture . . . co-ordinates the programming. Nothing included in this room that should not be there. Nothing omitted that should be included.

Why do most TV stations go RCA all the way on studio control-room equipment?

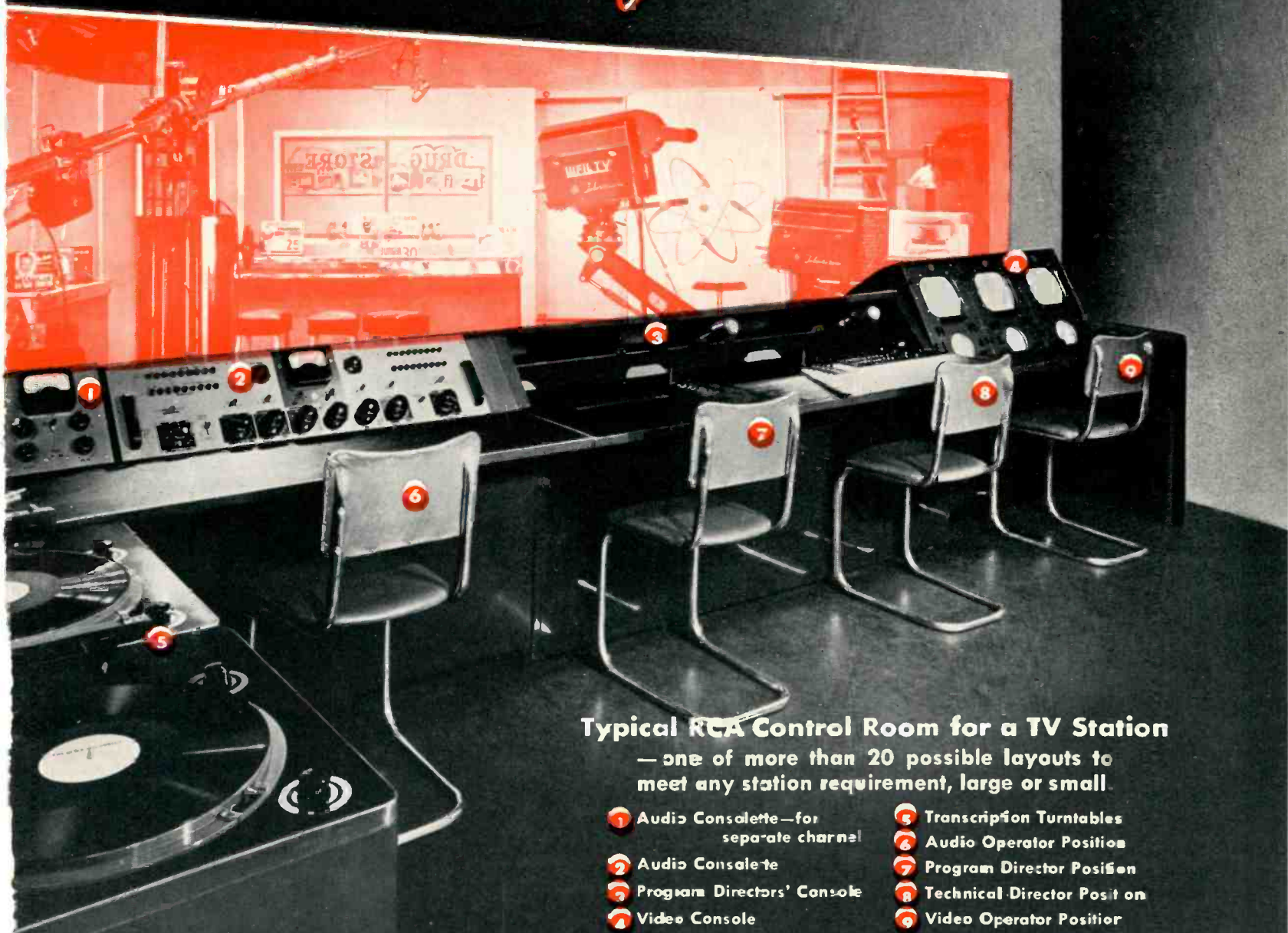
Because RCA control-room equipment has design flexibility to meet every station's need and budget. Because RCA control-room equipment is *unit-built* . . . permits easy and economical addition of extra units without a worry about discarding the original equipment. Because a single company makes the entire line . . . *and backs it up!*

For professional assistance in planning your television station, call in an RCA Specialist. Or write Dept. 90 J, RCA Engineering Products, Camden, N. J.

The One Source for Everything in **TV**-is **RCA**

entire studio control rooms,

for instance—



Typical RCA Control Room for a TV Station
— one of more than 20 possible layouts to
meet any station requirement, large or small.

- | | |
|---|-------------------------------|
| 1 Audio Console—
for
separate channel | 5 Transcription Turntables |
| 2 Audio Console | 6 Audio Operator Position |
| 3 Program Directors' Console | 7 Program Director Position |
| 4 Video Console | 8 Technical Director Position |
| | 9 Video Operator Position |



TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

WMAR TV & FM

—the stations
with the prestige

From the first hour that The Sunpapers' stations were on the air, they carried the prestige of a great Maryland institution. WMAR-TV, Maryland's pioneer television station—is on the air every day (Channel 2), with programming in the public interest and to the people's taste.

WMAR-FM is catching on fast, and operates daily on Channel 250 (97.9 Mc.).

Together, these are the stations with the prestige—an extra ingredient that gives extra pull to your advertising.

FLASH!

Station WMAR-TV, now affiliated with CBS, is the only station in Maryland carrying the CBS television programs.

Represented by

THE KATZ AGENCY
INCORPORATED

500 FIFTH AVE.
NEW YORK 18

TELEVISION MAGAZINE AUDIENCE RESEARCH

Chesterfield leads in sponsor identification; 41% bought products because of television advertising

ADVERTISER mentioned most often this month was Chesterfield for the first time. Next in line were Texaco, Lucky Strike, Emerson and Camels.

Interesting is the correlation between television's two most popular shows as of last month — Texaco Star Theater and Emerson's "Toast of the Town" — with the fact that they rank in sponsor identification second and fourth, respectively.

As pointed out last month, spot commercials are still extremely high in sponsor identification. Lucky Strike and Philip Morris, both spot advertisers as of this research period, are among the first 10 mentioned.

Sponsors of Regular Programs

	Men	Women	Total
Chesterfields	48%	50%	49%
Giant baseball—WNBT, WPIX.			
Texaco	32	29	30
Texaco Star Theater; Tu. 8-9 PM—WNBT.			
Emerson Radio	25	26	25
Toast of the Town; Sun. 9-10 PM—WCBS-TV.			
Camels	21	16	18
Fox-Movietone Newsreel; 5 times weekly; 7:50-8:00 PM—WNBT.			
DuMont Telesets	18	14	16
Amateur Hour; Sun. 7-8 PM—WABD. Spots. WABD.			
Old Golds	17	12	14
Two-thirds of Dodger baseball—WCBS-TV.			
Ballantine's Beer	14	11	12
Yankee baseball—WABD.			
Kraft	12	10	11
Kraft Television Theater; Wed. 9-10 PM—WNBT.			
Ford	8	3	6
One-third of Dodger baseball—WCBS-TV.			
Gulf	4	6	5
"We The People"; Tu. 9 PM—WCBS-TV. "Bob Smith Show"; Thurs. 9 PM—WNBT.			
Gillette	4	5	5
Boxing, Cavalcade			

of Sports; Mon. & Fri.—WNBT.
Trol Hair Tonic 4 4 4
Split sponsorship of amateur boxing; Mon.—WABD.
Howard Clothes 5 2 4
Boxing; Tu. 9 PM—WABD.
(Chevrolet, Firestone and Maxwell House each received 3%.)

Spot Sponsorship

	Men	Women	Total
Lucky Strike	23%	35%	29%
WABD, WCBS-TV.			
Philip Morris	7	14	11
WCBS-TV, WNBT, WABD.			
Tip-Top Bread	2	3	3
(Ward's)—WNBT, WCBS-TV.			
Sanka	1	3	2
WABD.			

Texaco Star Theatre Voted Favorite Program by 53%

With Milton Berle returning as mc, this variety show has skyrocketed as television's most popular program. Significant is the fact that the total votes for all sports came only to 16 for third place. It must be emphasized again that this survey does not attempt to measure size of the audience delivered by any one show, but rather is an attempt to measure the type of programs the viewers like best. Obviously a more popular show may deliver a smaller audience than a less-liked program because of the competition on the other stations.

Favorite Program

	Men	Women	Total
Texaco Star Theater	58%	48%	53%
Texaco, WNBT, Tu. 8-9 PM.			
Toast of the Town	18	28	23
Emerson, WCBS-TV, Sun. 9-10 PM.			
Sports	24	8	16
Feature Films	3	8	6
Kraft Television Thea.	2	3	2
Kraft, WNBT, Wed. 9-10 PM.			
Americana	1	3	2
Firestone, WNBT, Mon. 8:30 PM.			
Howdy Doody	2	2	3
Polaroid, WNBT, Th., 5:30-6:00 PM.			
Unique Art Co., Fri., 5:45 to 6.			

(continued on page 8)



VALENTINO SARRA

Television: Lusty Infant

And if we are to keep this lusty infant healthy, television commercials must be packed with *Selelevision*, custom-made for sound and sight audiences. That is why many leading advertisers have turned to Sarra for vivid, dramatic television commercials. We are recognized authorities on *visual selling*.

SARRA **DOMI**
NEW YORK CHICAGO HOLLYWOOD



**SERVES 90%
OF ALL TV STATIONS**

FILM EQUITIES CORP. now serving 90% of all TV stations daily with: full length features, adventure serials, westerns, cartoons and shorts.

Our sponsors include: General Foods (Small Fry) and Leafmint Gum (Miracle Rider.)

PROVEN EXPERIENCE IN TV FILM PROGRAMMING

Take advantage of Film Equities experience in TV film programming, gathered from extensive association with many television stations and advertisers. Up your Hooper rating the easy way, by programming with Film Equities TV films. We serve you with the largest library of TV films in the industry.

Jay Williams, Tv Director



AUDIENCE RESEARCH

(continued from page 6)

41% "Bought Because of Television"

Continuing an experiment started some months ago, an attempt was again made to find out something about television's sales effectiveness. We asked, "Have you bought any items specifically because you had seen them advertised on television?" This question has definite limitations in that it has not given us the effect of other advertising media. However, we feel that the results do justify publication as an indication of television's sales power.

Here are some of the products mentioned by the 41% that had bought products because they had seen them advertised on television:

Product	% of all respondents
Chesterfield	4.8%
Texaco Products	4.4
Kraft	4.3
Kraft Cheese	2.6
Kraft Mayonnaise	1.3
Velveeta Cheese	0.4
Polaroid Filters	3.9
Gillette Blades	3.5
General Foods	3.
Maxwell House	1.7
Jello	0.9
Sanka	0.4
Philip Morris	2.2
Ballantine's Beer	2.2
Emerson Radio	1.7
Trol Hair Tonic	1.3
Jay Day Dresses	1.3

Bucknell Shirts, Camel Cigarettes, Lucky Strike Cigarettes, Ronson Lighters, Schaeffer's Beer, Fischer's Bread were each mentioned by .9% of the 229 television set owners queried.

TV Commercials Preferred to Radio

To ascertain whether viewers like the way products are advertised on television, TELEVISION Magazine's Research Bureau asked the question: "Generally speaking, would you say the advertising commercials on television are better than those on radio, worse, or the same?" Here are the results:

	Men	Women	Total
Better	94%	83%	88%
Worse	2	3	3
Same	4	14	9
	100%	100%	100%

PLAZA

TYPEWRITER EXCHANGE CO.



DEALERS IN ALL MAKES OF PORTABLE & STANDARD

TYPEWRITERS

ADDING - DUPLICATING BUSINESS MACHINES

RENTED REPAIRED
SOLD EXCHANGED

SUPPLIES

120 EAST 59th STREET

Bet. Lex. & Park Aves.

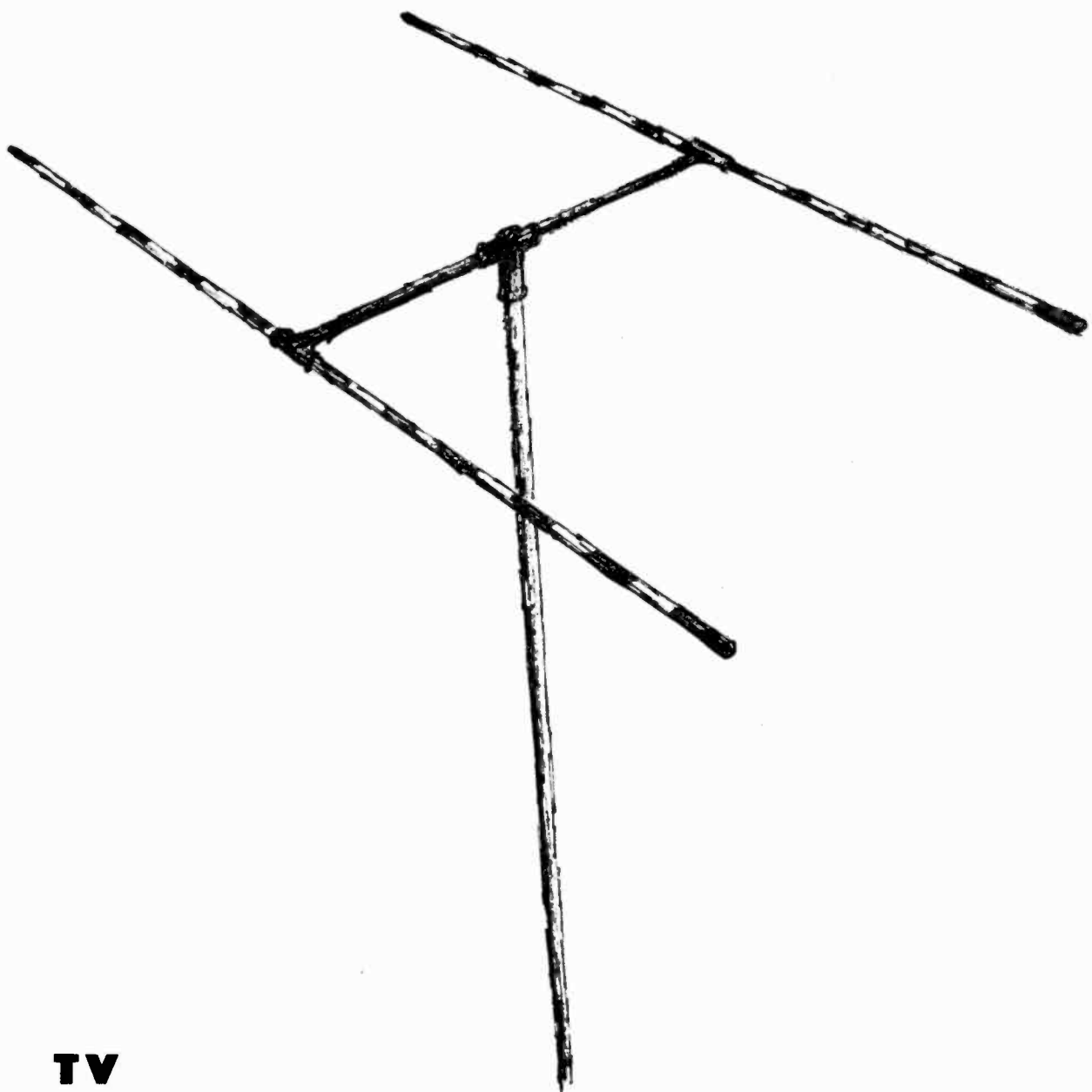
Volunteer 5-2370

TELEVISION magazine is the only publication giving complete coverage of the television industry in all its phases.

First in Readership

First in Advertising

First in Editorial coverage



TV

In Philadelphia, city of homes, television isn't just something to come. It's *here* . . . 65,000 antennas on rooftops picking up the programs of WCAU. The nation's third largest market is *second* in number of TV set owners. WCAU, with Philadelphia's highest antenna and the equivalent of an effective radiated power of 50,000 watts, reaches out to them with program popularity and potent advertising pull.

on WCAU you're in Philadelphia

CBS AFFILIATE

- TV
- AM
- FM
- FAX

THE PHILADELPHIA BULLETIN STATIONS

BMI

First in Television Music

MUSIC IS HEARD AND NOT SEEN. THIS SIMPLE POINT OF VIEW IS THE REASON BMI MAKES NO DISTINCTION BETWEEN THE USE OF ITS MUSIC BY AN AUDIO STATION OR A TELEVISION STATION.

AVAILABILITY AND ASSURANCE

Since 1940 BMI has been television-minded. It grants the unrestricted right to telecasters to perform its music from any source—live, filmed or recorded—with assurance that BMI music, recorded or filmed now, may be used in the future.

From BMI you can get long term performing rights to a vast catalogue of music of every type—*television music today for television's tomorrow.*

SIMPLE LONG TERM LICENSE

The BMI television license runs until March, 1959. Broadcasters are thoroughly familiar with its terms and conditions for it is the same as our audio license. Its cost, similarly, is based on identical percentages of the revenue from net time sales.

FULL SERVICE FOR TELEVISION

BMI's many services to the broadcasting industry have already been adapted to video requirements. In addition, we have created a new Television Service Department to take care of special needs. We are constantly in touch with station and agency personnel so that BMI may keep pace with every phase of the day-to-day progress by the industry.

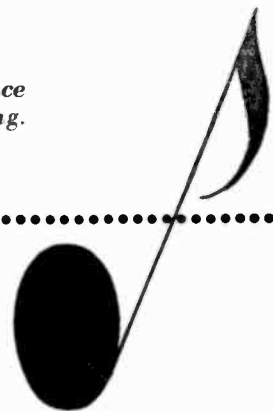
FOR APPROPRIATE TELEVISION MUSIC BRIDGES — MOODS — INTERLUDES

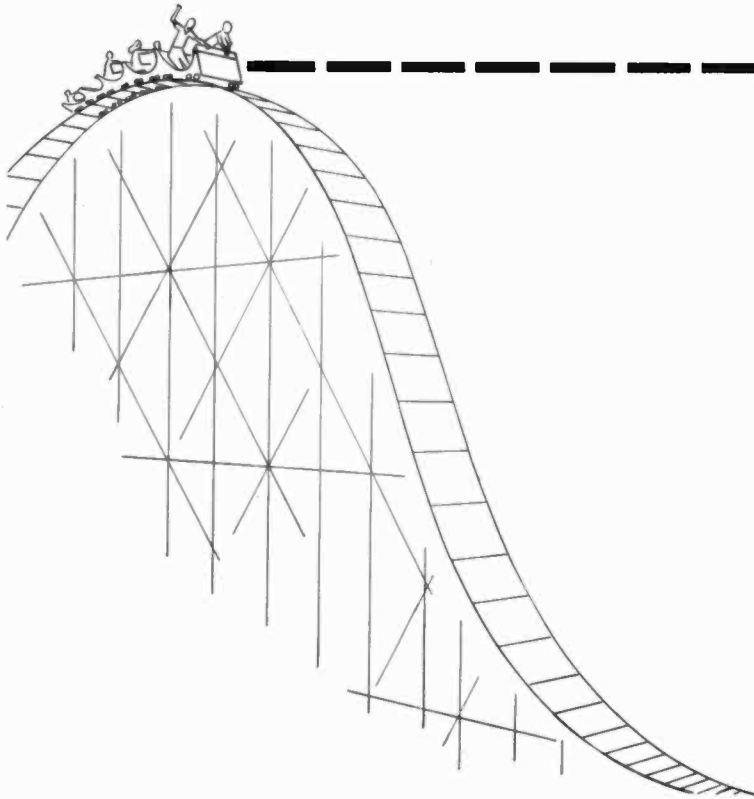
BMI is compiling a classified and cross-indexed reference book especially designed for television programming. The first installment is ready now. Write to BMI for your copy and for future monthly releases.

BMI

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19
NEW YORK • CHICAGO • HOLLYWOOD





HIGH

in entertainment!

LOW

in cost!

... That's TV in Cincinnati

Since the beginning of commercial operation last February, WLW-T has concentrated its efforts toward one objective—the creation of outstanding television features which are high in entertainment value but low in cost.

To accomplish this objective, WLW-T has followed the same format which has proven so successful in WLW's 26 years of AM operation: the origination of features which are tailor-made for the specific audience served. As a result, the WLW-T schedule provides a balanced fare of television features of prime interest to the Greater Cincinnati audience, afternoon and evening, seven days a week.

For example: practically every major sports event in the area is brought by television to sports-minded Cincinnatians... major league baseball, high school and college football and basketball, wrestling, boxing, midget auto racing, horse racing, bowling, swimming and other miscellaneous sports events.

The favorite stars of The Nation's Station—comprising the largest and most versatile talent staff in the industry—are featured throughout the television schedule on dramatic productions, musical-variety shows, colorful barn-dance jamborees and special 'teen-age programs. Complete news coverage is provided by latest newsreels and daily telecasts by WLW's top newsmen.

For women, WLW-T provides an entertaining and informative home-maker show, the daily Kitchen Klub, in addition to fashion shows and special events. Children, too, have their own hour-long program each day, made up of games, participation features, cartoons and exciting movie serials.

Yes, WLW-T provides scores of high-interest features for television viewers of all ages... and these same features provide ideal, low-cost vehicles for advertisers, both large and small.

For further information on programs, rates, availabilities or the intense, fast-growing Cincinnati television market, contact any of these WLW-T Sales Offices:

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

360 N. Michigan
Chicago 1, Ill.

140 West Ninth St.
Cincinnati 2, Ohio

6381 Hollywood Blvd.
Hollywood 28, Calif.

WLW-T

TELEVISION SERVICE OF THE NATION'S STATION

Crosley Broadcasting Corporation

CURRENT NETWORK PROGRAM SCHEDULE

*WIZ-TV only **Local Participating

Blank space indicates program to be announced. Ditto marks at side of program indicates continuance.

TT—Teletype transcription
 †† Ended Week of Oct. 23.

(S) Sustaining Live
 • Proctor Electric, In'l Silver, Sylvania, Sherwin Williams.

	6:00		6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	
	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00		
SUNDAY	ABC			Stained Glass Windows, Film		Pauline Frederick's Guest Book	Film Shorts	S'thernaires		Hollywood Screen Test		The Actors Studio		Feature Film				
	CBS	Scrapbook Junior Edition		United Nations Casebook		Week In Review	Film Shorts	Ford Theatre Frd Mot Co (4L)				Film Shorts		1st. of the Town Emerson Radio (5)				
	DU MONT	Film Shorts		Key to the Missing 6L-3TT		The Orig'nl Am. Hour Old Gold 6-3TT				Greatest Fgt of Cen. Courmand								
	NBC					Mary, Kay & Johnnie Whitehall Co. (2L)	Review of the News Disney Mats (7L-6F)	Welcome Aboard Adm. Radio (7L)		Author Mts the Critics Gen. Foods (7L)		Meet the Press Gen. Foods (7L)		Philco Playhouse Philco (7L-8F)			Sign Off	
	ABC	Singing Lady				News and Views	The Fitzgeralds	Kiernan's Korner		Quizzing the News		Film Shorts		Film Shorts				
MONDAY	CBS	Music		Lucky Pup	Bob Howard **	Film Shorts	Places, Please!	CBS Television News	Face the Music	Film						Newsreel		
	DU MONT	Small Fry Club Whitehall	S	Russ Hodges Scoreboard	Film Shorts	Doorway to Fame		INS-INP Camera Headlines	Film Shorts	Champagne & Orchids	Film Shorts	Jwing Into Sports		Film Shorts		Court of Current Issues		
	NBC							America Song	newsreel Theater Camel (7L-6F)		Chevrolet On B'way Chev. Dealers		Americana Firestone (6)		television Newsreel	Boxing		Boxing Gillette (7L)
	ABC					News and Views	Film Shorts	Movieland Quiz		Film Shorts		America's Twn Mig of the Air® Md. In. Bk						
	CBS	Music		Lucky Pup	Bob Howard **	Hour of the Rails		CBS Television News	Face the Music	Film Shorts				We, The People Gulf Oil Co. (5)		straws in the Wind		
TUESDAY	DU MONT	Small Fry Club		Russ Hodges Scoreboard	Film Shorts	Off The Record		INS-INP Camera Headlines	INS Telenevs Chevrolet (1)	Operation Success		Film Shorts		Boxing Howard Clothes (1)				
	NBC							Musical Miniatures	Newsreel Theater Camel (7L-6F)	Star Theatre Texaco (6L)				Mary Margaret McBride *			Wrestling Trommer's Beer	
	ABC					News and Views	The Fitzgeralds	Critic at Large		One Gay Nineties Revue		Candid M'croph'ne Film		Wrestling				
	CBS	Music		Lucky Pup	Bob Howard Show **	Film Shorts	Places, Please!	CBS Television Newsreel	Face the Music	Kobbs Korner		Winner Take All		Film Shorts		Boxing	Boxing	
	DU MONT	Small Fry Club Whitehall		Russ Hodges Scoreboard	Alan Dale Show	Birthday Party		INS-INP Camera Headlines	Film Shorts	Photographic horizons		The Growing Paynes Wan'makers		Boxing Odell Co.				
WEDNESDAY	NBC							You Are an Artist	Newsreel Theater Camel (7L-6F)	Girl About Town Bates Fab. (7)	NBC Presents	Ted Steele Show	Richard Harkness	television Theater Kraft Foods (7)				
	ABC					News and Views	Film Shorts	Feature Film				Club Seven						
	CBS	Music		Lucky Pup	Bob Howard **	Film Shorts		CBS Television News	Face the Music	To the Queen's Taste		Rodeo Wrigley Co. (5) ††						
	DU MONT	Small Fry Club (Gen. Fds)		Russ Hodges Scoreboard	Film Shorts	Tots Tweens and Teens		INS-INP Camera Headlines	Jack Eigen Show	Film Shorts		ungrade Oz Whelan Drg Stores (3L)		Sports Film	Wrestling Pioneer Scientific Corp. (1)			
	NBC						Paris Cavalcade of Fash. ¶¶	NBC Presents	Sptswmn of Week J. Kayser Camel-Nws	NBC Presents	One Nature of Things Motorola (7)	The Swift Show Swift (7)		Glf Rd Show Gulf Oil Co. (7)		Dunninger Show Bigelow Sanfrd (7)		
THURSDAY	ABC					News & Views	The Fitzgeralds	Tales of a Red Caboose Lionel Corp.	Film Shorts	Teen Age Book Club		Film Shorts		Bk the Bnk Bristol Myrs. (5L)				
	CBS	Music		Lucky Pup	Bob Howard Show **	Your Sports Special	Places, Please!	CBS Television News	Face the Music	Sportsmen's Quiz Edgeworth 5	What's It Worth?	Cpt. Billy's Miss. Music Hall		Film Theatre of the Air				
	DU MONT	Small Fry Club Whitehall	Small Fry Club Gen. Foods	Russ Hodges Scoreboard	Film Shorts	Film Shorts		INS-INP Camera Headlines	Film Shorts	Fashions on Parade Proctor & Gamble (1)		Film Shorts		Sport Film Wrestling				
	NBC						Philco Touchdown Prog. Philco dtrs		Musical Merry-Go-Round	Newsreel Theater Camels (7-6)	NBC Presents	Stop Me If You've H'rd This One Davega (1)		The Ted Steele Show	NBC Television Nwrl. Gen. Elec. (7-6)	Feat. Bout Gill. Saf. Raz. (7)		
	ABC			Ozm. Class Alexandrs Dept. Store		News and Views		Film Shorts	The Joe Hasel Sports Review	Three About Town	Play the Game			Feature Film				
FRIDAY	CBS	1:45-4:30 Football Chest'd (2)																
	DU MONT	1:45 Football Lucky Strike (2)																
	NBC																	
SATURDAY	ABC																	
	CBS																	
	DU MONT																	
NBC								United Nations Tribute				Television Screen Mag.		Feature Film			Sign Off	

The steadily-increasing audience of KSD-TV is a substantial segment of *buying power*...men, women and children who are no longer merely *fascinated* by the *novelty* of Television, but to whom the new medium has become an accepted, reliable source of information on products and services which are being offered for sale.

This is a fact borne out by the steadily-increasing number of KSD-TV advertisers who are renewing or extending their original contracts.

St. Louis' geographical location in the center of the rich middle-west, and St. Louis' acknowledged reputation for economic stability, high purchasing power and product loyalty, make the area served by KSD-TV the nation's *number one test market for selling by Television*.

For details regarding schedules and availabilities, write or call KSD-TV or Free & Peters, Incorporated.

KSD-TV

The St. Louis Post-Dispatch Television Station • Channel No. 5
Originating Station for the National Broadcasting Company's Midwest Television Network

Reason [#] 8

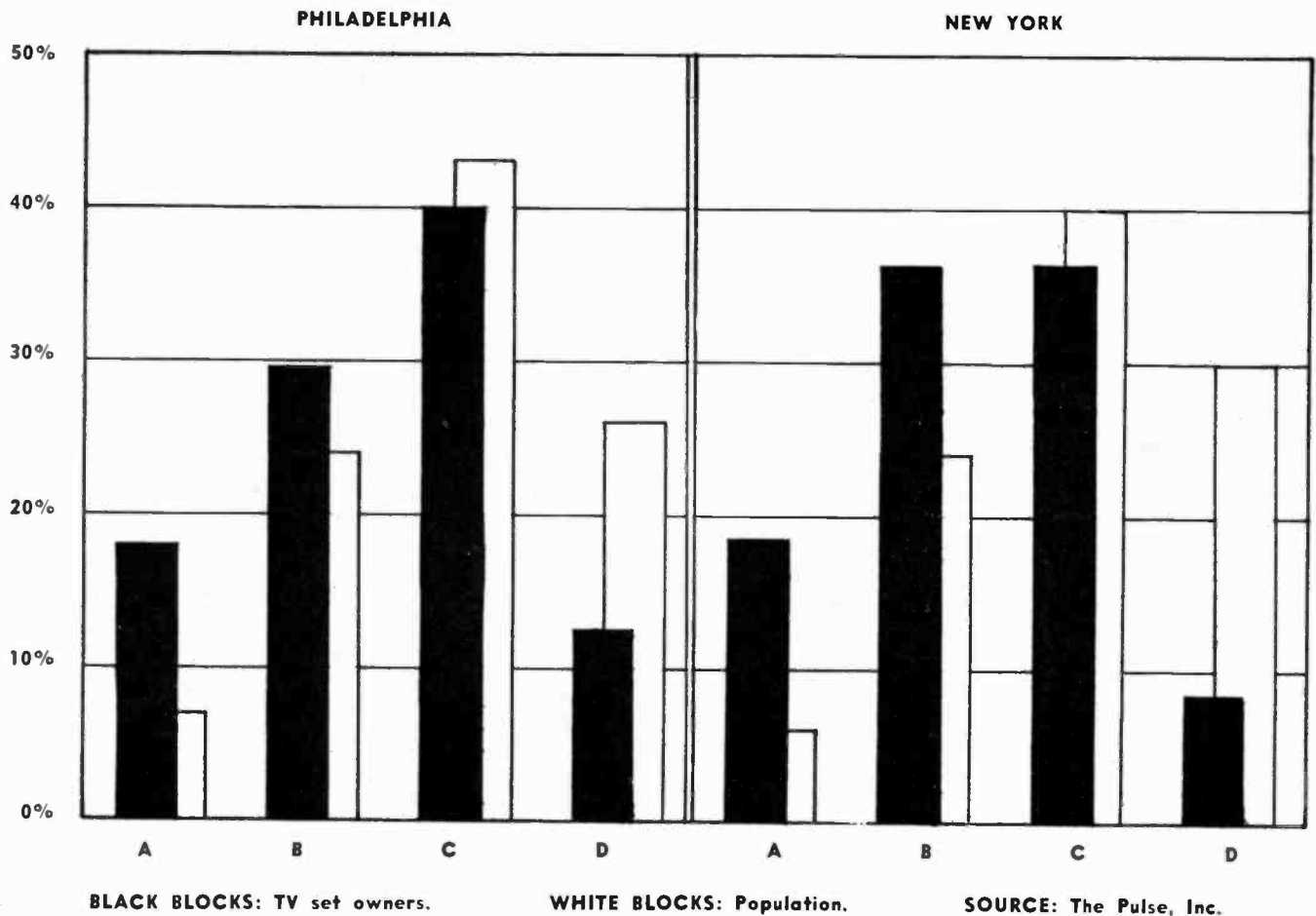
why—Du Mont is the most sought after franchise in television

Du Mont is no novice at television. Du Mont's 17 years of electronic engineering experience results in a clearer, brighter picture; richer tone quality; less flicker, distortion, interference; fewer service calls. *Electronically engineered* Du Mont Television Receivers give you customer satisfaction, which is the foundation of any business.

DUMONT

First with the Finest in Television

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



Receiver Report

THE Pulse Inc. has just revealed in its first regular survey of the Philadelphia TV audience, that 6.1% of the 895,420 radio homes in the eight county metropolitan area already possess television sets. These owners were broken down economically into the categories shown above.

By way of comparison the New York figures for September, 1948 are also shown. The categories used by The Pulse for these economic breakdowns are the socio-economic classifications of A, B, C, and D. These consist of ratings by trained interviewers of respondents' homes

according to pre-determined criteria. A represents the high income or "properous" class, B the upper middle or "comfortable" class, C the middle or "getting by" class, and D the poor class.

The breakdowns for New York and Philadelphia both show that the bulk of the television receivers are in the hands of the middle classes. Other surveys by the New York Daily News and Newell Emmett closely line up with these figures.

Estimates

While the charts on this page give past, present and estimated

receiver production and distribution, they do not take into account the possible effects of purchasing power on receiver sales. Using various indices of comparable priced merchandise and coupling this with census figures on consumer income and the number of families in expected television cities, it would seem that a considerable price reduction must come by 1950 if the industry is to sell all of its production.

But by this time, the greatly expanded production volume should make it possible to lower costs accordingly.

(See charts on page 17).

RECEIVER DISTRIBUTION

Atlanta	Not reported	Cleveland-Akron	10,000	Philadelphia	66,000
Baltimore	22,500	Detroit	15,000	Richmond	3,637
Boston	12,800	Fort Worth	850	St. Louis	11,500
Buffalo	5,392	Los Angeles	36,000	St. Paul-Minneapolis	5,000
Chicago	35,000	Milwaukee	7,031	Salt Lake City	812
Cincinnati	5,500	New Haven	8,000	Schenectady	7,800
		New York	321,000	Toledo	2,700
				Washington	18,300

NOW you can feature the *finest*
TELEVISION



Television Console.
 Big screen shows brilliant steady pictures on all channels. Gorgeous Furniture Styled cabinet.

Model VK106



Gorgeous Table Model.
 Shows constant, crystal-clear pictures. Hand-rubbed, Furniture Styled cabinet.

Model VT105



6-in-1 Console. Television. Automatic Phonograph for new "Long Playing" records, Automatic Phonograph for standard records, FM and AM radio, record storage and Furniture Styled cabinet.

Model VF103



***Proved* in thousands of homes
 Television's Greatest Value!**

Wherever television markets have been established, this is the receiver that sets the pace—in sales—in profits! Here is television's clearest, brightest, smoothest picture on a direct-view screen—accompanied by incomparable Motorola Golden Voice sound—in a hand-rubbed, Furniture Styled cabinet. It's engineered for *lightness* (weighs only 26½ lbs.). Simplified controls make it easy to operate.

Thousands of more-than-satisfied customers call it the *finest*, so tie your sales to this undisputed value "leader," Model VT71.



... and exciting
 new radios, radio-phonographs
 and portables



Thrilling Beauty, Low Price New table radio... in six decorator colors. Powerful... rich tone. Model 58R11.



Playmate Jr. Tiny... light... powerful... wonderful tone! AC/DC. Battery. (batteries extra) Model 5A7A.



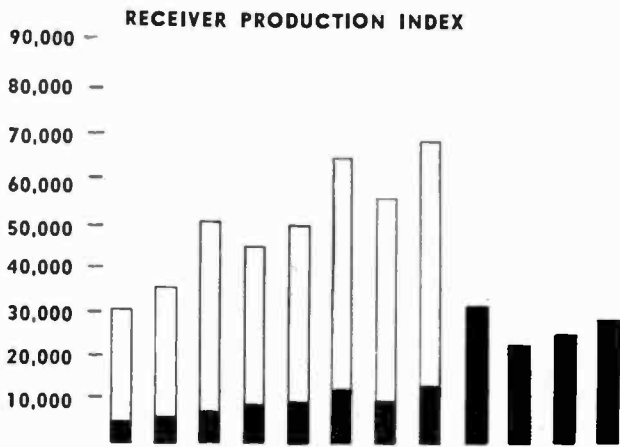
Table Radio-Phonograph "Floating Action" changer handles ten 10" or eight 12" records. Model 68F11.



So Much For So Little FM/AM Radio Automatic Phonograph, record storage. Model 78FM22.

MOTOROLA INC. • CHICAGO 51, ILLINOIS

PHONE, WRITE OR WIRE YOUR NEAREST MOTOROLA DISTRIBUTOR FOR DETAILS



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec

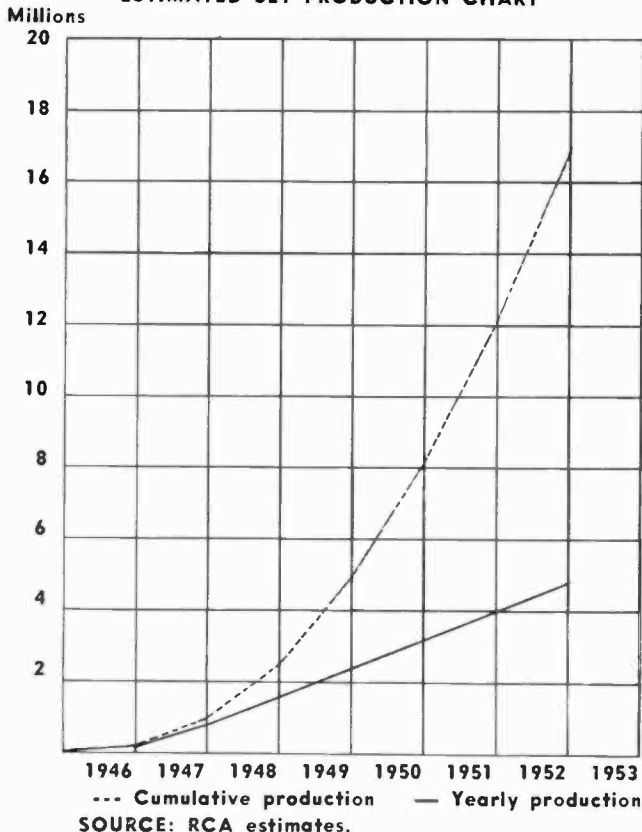
Black blocks show the 1947 figures, while the white lines indicate the 1948 totals.

RECEIVER PRODUCTION

Production for the first eight months of 1948, as reported to RMA, amounts to 399,938 receivers. This compares to the total 1947 figure of 178,571 sets, and the 6,476 sets produced in 1946. Comparison of 1947-1948 output follows:

1947		1948	
Jan.	5,437	Nov.	24,135
Feb.	6,235	Dec.	29,345
Mar.	6,639	Jan.	30,001
Apr.	7,886	Feb.	35,889
May	8,690	Mar.	52,137
June	11,484	Apr.	46,339
July	10,007	May	50,177
Aug.	12,283	June	64,353
Sept.	32,719	July	56,089
Oct.	23,696	Aug.	64,953

TELEVISION MAGAZINE'S ESTIMATED SET PRODUCTION CHART



ON THE WASHINGTON SCREEN



FROM A VANTAGE POINT on the second deck of Griffith Stadium, WMAL-TV television cameras are on hand for all the home games of the Washington Redskins. WMAL-TV will also televise Redskin games in Philadelphia and New York . . . and will complete an unbroken 13-Sunday schedule of top pro football by televising four New York Giant games. The portion of the booth shown represents about one-third of the set-up used for the simultaneous broadcast over WMAL-TV and WMAL to a special Amoco network.



← **EXCITING . . . DRAMATIC . . . THRILLING!** That's the Washington Redskins, sparked by ace passer Sammy Baugh. Through thick and thin, there's nothing as loyal as a Redskin fan. Redskin football games are the most talked about, most important sports event in Washington.



↑ **TOPS IN SPONSORS, TOO!** The American Oil Company, and Lord Baltimore Filling Stations, do a clever selling job through their "Amoco Man"—who does the commercials in front of a filling station set up in the WMAL-TV studios. The commercials are not only effective—they're interesting!



← **HARRY WISMER**, America's ace sports caster, does the play-by-play on TV and AM. Thus, the best in everything is combined to make the Redskin telecasts and broadcasts tops in entertainment.

WMAL

WMAL-TV

WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

for television information...

it's still ask your **JOHN BLAIR** man

For years, advertisers have wisely relied on John Blair representatives for information on markets, merchandising and radio. Today, John Blair men know television, and they're ready and able to supply you with the same full, complete information you have learned to expect from John Blair men during the past 16 years.

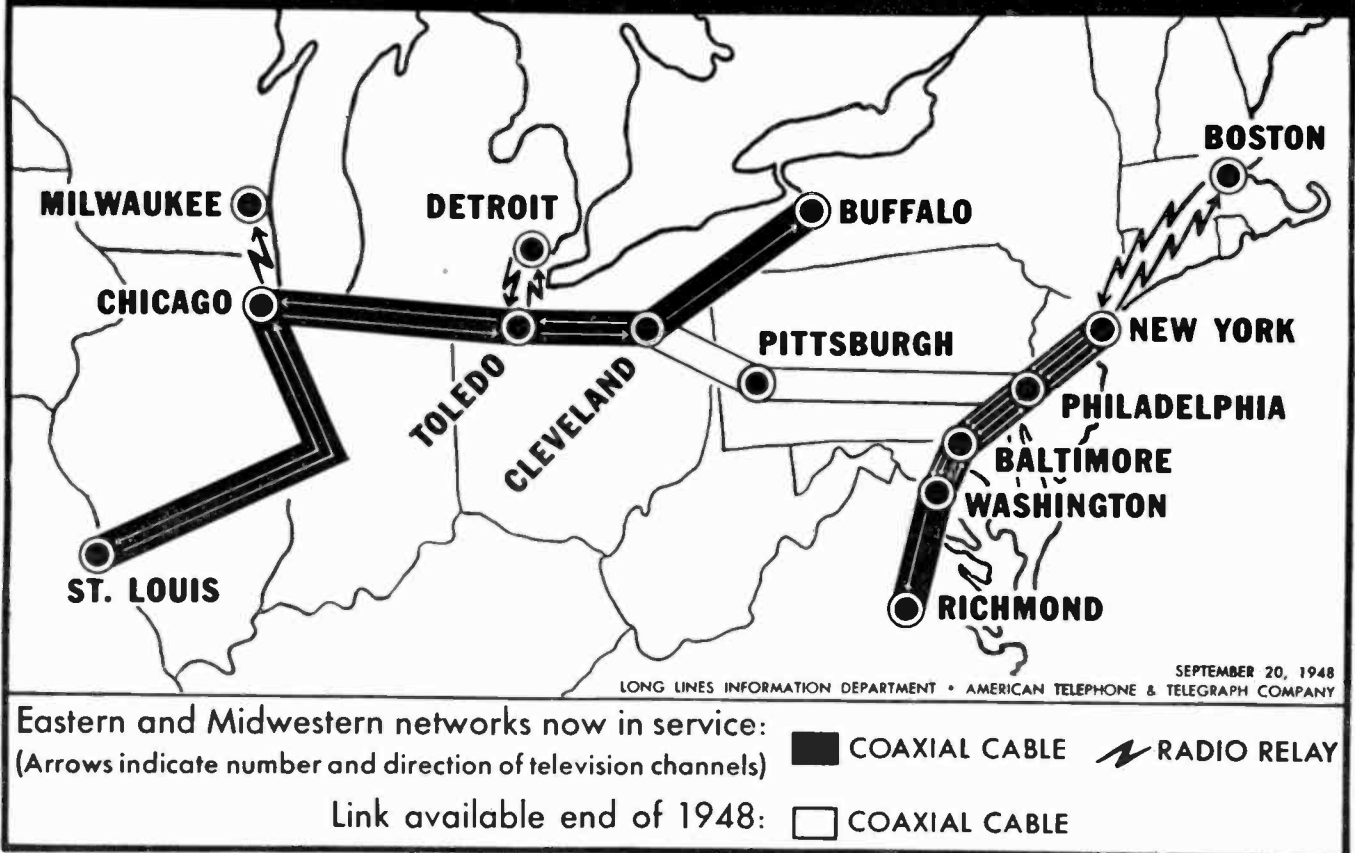
John Blair men learned television by working with it. During the past year, they have been vigorously representing three stations which are telecasting on regular schedules—KTSL, Los Angeles; WTVR, Richmond; and KDYL-TV, Salt Lake City. Five more John Blair stations — WOW, Omaha; WDSU, New Orleans; WBNS, Columbus; WJAX, Jacksonville; and KGDM, Stockton—hold television construction permits and will begin operation during 1949. Already your John Blair man is ready with the full facts and figures.

OFFICES IN CHICAGO • NEW YORK • DETROIT • ST. LOUIS
LOS ANGELES • SAN FRANCISCO

John Blair men know television is an *advertising* medium that can pay off in profitable sales. And they are prepared to apply to it the same fundamental selling knowledge which has meant money-making radio campaigns for countless advertisers. To find out about this powerful, new selling medium . . . it's still *ask your John Blair man!*



BELL SYSTEM TELEVISION NETWORKS



The above map illustrates the present network facilities now in operation on the Eastern seaboard and the Middle West, and the link which will connect the two sections by the end of this year. At presstime, the A.T.&T. planning board was revising the nationwide relay map which was presented at the FCC hearings on September 28th.

STATION STATUS

BY THE end of October, 42 stations will be operating in 22 market areas. Turn of the year should see an additional 11 stations, nine of them in new market television centers, on the air, for a total of 53 outlets in 31 television markets. Albuquerque, Birmingham, Erie, Memphis, New Orleans, Pittsburgh, San Francisco, Seattle and Stockton will then join the list of TV cities.

This leaves an additional 70 construction permit holders. Twenty-five have indicated their plans to be operating by the spring of 1949; two late in '49, one by 1950. Forty-two are indefinite, stating that their plans are still in the formative stage and definite opening dates were difficult to estimate at this time. Only a few gave the recent FCC freeze as a reason for holding up their plans. It would seem probable, therefore, that by 1950 or shortly after, a minimum of 123 stations will be operating in 57 markets. Quick action by the Commission in lifting the freeze and granting additional permits will undoubtedly add to this number.

Jack Poppele, TBA president, in a speech before the ANA estimated 134 stations by the end of 1949; 235 at the end of 1950 and 335 by the end of 1951—with a grand total of \$194,000,000 invested in equipment. He also predicted about 600 "satellite" stations which will be erected to cover small communities. Based on an average cost of \$75,000 each, total investment will amount to \$45,000,000—which when added to the above figure, zooms up to \$239,000,000.

OPERATING STATIONS

ATLANTA
*WAGA-TV, WSB-TV

BALTIMORE
*WAAM, WBAL-TV, WMAR-TV

BOSTON
WBZ-TV, WNAC-TV

BUFFALO
WBEN-TV

CHICAGO
WBKB, WENR-TV, WGN-TV

CINCINNATI
WLW-TV

CLEVELAND—AKRON
WEWS

DETROIT
*WJBK-TV, WWJ-TV,

*WXYZ-TV

FORT WORTH
WBAP-TV

LOS ANGELES
KFI-TV, KLAC-TV, KTLA, KTSL

LOUISVILLE
*WAVE-TV

MILWAUKEE
WTMJ-TV

NEW HAVEN
WNHC-TV

NEW YORK
WABD, WATV, WCBS-TV, WJZ-TV, WPIX, WNBT

PHILADELPHIA
WCAU-TV, WFIL-TV, WPTZ

RICHMOND
WTVR

ST. LOUIS
KSD-TV

ST. PAUL-MINNEAPOLIS
KSTP-TV

SALT LAKE CITY
KDYL-TV

SCHENECTADY
WRGB

TOLEDO
WSPD-TV

WASHINGTON
WMAL-TV, WNBW, WTTG

* Opens in October

**OLESEN TV
LIGHTS BRIGHTEN
Don Lee-L.A. Examiner
Kickoff!**



Important television news was made here recently at the great dedicatory debut of the new video affiliation between KTSL-Don Lee and the Los Angeles Examiner.

Many of Hollywood's outstanding show people and civic leaders passed in review under TV lighting designed by Otto K. Olesen Co.

In addition to a full-dress studio audience, it was estimated that more than 25,000 television receivers were tuned to the big show.

Otto K. Olesen Co. technicians, as usual, were on the scene before, during and after the performance... seeing to it that the lighting was doing its proper job. This firm has had over 35 years of experience in meeting specialized lighting problems.

MAIL THIS COUPON FOR MORE INFORMATION!
OTTO K. OLESEN CO.
1550 North Vine Street,
Hollywood 28, Calif.

Gentlemen:
Please send me additional information on television lighting.

Name _____
Firm _____
Address _____
Title _____

timetable of cp holders

CITY	Channel	Call Letters	Opening Date
Albuquerque, N.M. Ames, Iowa Atlanta	4,	KOB-TV, Albuquerque B'castg.	Late '48
	4,	WOI-TV, Iowa State College	Early '49
	2,	WCON-TV, Constitution Pub. Co.	Indefinite
Binghamton, N. Y. Birmingham	12,	WNBF, Clark Associates, Inc.	Indefinite
	4,	WBRC-TV, Birmingham B'castg. Co.	Late '48
	13,	WAFM-TV (WAPI) Voice of Alabama, Inc.	Jan. '50
Bloomington, Ind.	10,	WTTV, Sarkes and Mary Tarzian	Indefinite
Boston	2,	WRTB, Raytheon Mfg. Co.	Indefinite
Charlotte, N.C.	3,	WBT-TV, Jefferson Standard B'castg. Co.	Indefinite
	5,	WNBQ-NBC	Dec. '48- Jan. '49
Chicago	11,	WKRC-TV, Cincinnati Times-Star	April '49
Cincinnati	7,	WCPO-TV, Cincinnati Post	March '49
	9,	WXEL, Empire Coil Co.	Indefinite
Cleveland	4,	WNBK, NBC	Late '48
Columbus	10,	WBNT-TV, Columbus Dispatch, Inc.	Indefinite
	3,	WLWC, Crosley	Feb. '49
	6,	WTVN, Picture Waves, Inc.	Indefinite
	4,	KRLD-TV, Times Herald	Oct. '49
Dallas	8,	KBTB, Lacy-Potter	Early '49
Davenport, Iowa Rock Island	5,	WOC-TV, Central B'castg. Co.	Indefinite
	4,	WHBF-TV, Rock Island B'castg. Co.	Indefinite
Dayton	5,	WLWD, Crosley B'castg. Corp.	Feb. '49
Erie, Pa.	13,	WHIO, Daily Dayton News	Jan. '49
	12,	WICU, Erie Dispatch, Inc.	Dec. '48
Grand Rapids	7,	WLAV-TV, Leonard A. Versluis	Indefinite
Greensboro	2,	WTLE, Greensboro News Co.	Indefinite
Houston	2,	KLEE, W. A. Lee	Jan. '49
Huntington, W. Va.	5,	WSAZ-TV, WSAC, Inc.	Indefinite
Indianapolis	3,	WUTV, William H. Block	Early '49
	6,	WFBM-TV, WFBM, Inc.	Spring '49
	4,	WMBR, Florida B'castg. Co.	Indefinite
Jacksonville	6,	WPDQ, Jacksonville B'castg. Co.	Indefinite
	8,	WJHP, Metropolis Co.	Indefinite
	2,	WJAX, City of Jacksonville	Indefinite
	13,	WJAC-TV, Johnstown Tribune	Early '49
	3,	WKZO-TV, Fetzer B'castg. Co.	Indefinite
	4,	WDAF-TV, Kansas City Star	Indefinite
Kalamazoo, Mich. Kansas City, Mo. (& Kans.) Lancaster, Pa. Lansing Los Angeles	4,	WGAL-TV, WGAL, Inc.	Indefinite
	6,	WJIM-TV, WJIM, Inc.	Indefinite
	11,	KTTV, Times-Mirror	Indefinite
	7,	KECA-TV, ABC	Early '49
Louisville Memphis	4,	KNBH, NBC	Late '48
	9,	WHAS-TV, WHAS, Inc.	May '49
	4,	WMCT, The Commercial Appeal	Dec. '48
	4,	WTVJ, Southern Radio & Television	Indefinite
Miami	4,	WTCN-TV, Minnesota B'castg. Co.	Feb. '49
Minneapolis-St. Paul	9,	KTRV, Northwest B'castg. Co.	Indefinite
	4,	WSM-TV, WSM, Inc.	Indefinite
	4,	WRTV, Maison Blanche	Late '48
	6,	WDSU, Stephen B'castg. Co.	Early '49
	7,	WTPS, Times Picayune	Indefinite
New York	9,	WOR-TV, Bamberger B'castg. Corp.	Spring '49
	4,	WTAR-TV, WTAR Radio Corp.	Indefinite
Norfolk	4,	WKY-TV, WKY Radiophone Co.	June '49
Oklahoma City	4,	WKY-TV, WKY Radiophone Co.	June '49

(continued on page 64)

YOUR TV COMMERCIALS

STARTING WHERE RADIO LEFT
OFF, THE TELEVISION "COMMERCIAL" HAS BEEN GROWING
UP. WE'VE PUT NEARLY 100 OF THEM ON FILM AND HAVE
LEARNED SOME OF THE "DO'S AND DON'TS". WE'D BE
GLAD TO SHOW YOU A SAMPLE REEL, OR SEND YOU THE
REEL SO YOU CAN SCREEN IT AT YOUR CONVENIENCE.
JUST CALL US AT COLUMBUS 5-6771.

AUDIO PRODUCTIONS INC.

FILM CENTER BUILDING
630 NINTH AVENUE
NEW YORK, N. Y.

SEND FOR "A FEW FACTS ABOUT AUDIO"

ABC sets fast pace in network TELEVISION

NEW ABC-TV STATION LAUNCHED IN DETROIT

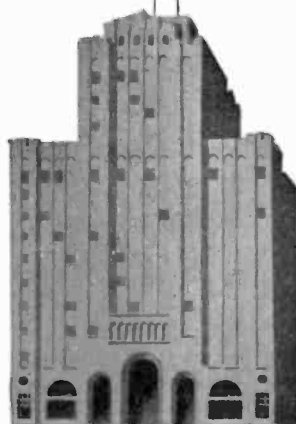
WXYZ-TV rang up the curtain on October 9 with a première Detroiters won't forget for some time! The World Series, two football games, impressive inaugural ceremonies—and what a gay, gala variety show! Frances Langford, Paul Whiteman, Georgie Price and the Hartmans were among those starred.

WXYZ-TV's antenna, high atop the Maccabees Building, gave great reception for the opening program—assures the Motor City continuing fine television.

ABC BLAZES NEW TELEVISION TRAIL IN MID-WEST

America's fast-growing television network is rapidly spanning the nation, coast to coast. For some time ABC-TV has been telecasting on its Eastern regional network in New York (WJZ-TV), Boston (WNAC-TV), Philadelphia (WFIL-TV), Baltimore (WAAM), and Washington (WMAL-TV).

And ABC was the first to put network television on the air in the Mid-West. Already connected are ABC stations WENR-TV, Chicago; WXYZ-TV,



ABC's Detroit Television Center

Detroit; WEWS, Cleveland; WTMJ-TV, Milwaukee; WBEN-TV, Buffalo; WSPD-TV, Toledo. By Christmastime the Eastern and Mid-West networks will be linked!

On the West Coast, another great ABC regional network is in the making. KECA-TV, Los Angeles; KGO-TV, San Francisco

and KFMB-TV, San Diego, should all be on the air this year. Completing the current ABC line-up, WBAP-TV, Ft. Worth, is now telecasting. Soon to be on the air are WAVE-TV, Louisville; WTCN-TV, Minneapolis; WDSU-TV, New Orleans; WSEE, St. Petersburg-Tampa; WAGE-TV, Syracuse and many other leading cities.

ATTENTION, ADVERTISERS

ABC television . . . with its strong owned-and-operated stations in New York, Chicago, Detroit, San Francisco and Los Angeles . . . plus its rapidly growing list of excellent affiliates . . . offers you unexcelled network facilities . . . plus the most experienced staff in television! Get the *complete* ABC television story (at no obligation, of course) today. When you look into television, take a *good look* at ABC-TV!

ABC-TV *The Living Image of America* American Broadcasting Company

category breakdown of television advertisers



127
RETAIL OUTLETS



80
AUTOMOTIVE



53
FOODS, BEVERAGES



48
HOME INSTRUMENTS



41
BEERS, WINES



23
CLOTHING & APPAREL



20
TOILET ARTICLES



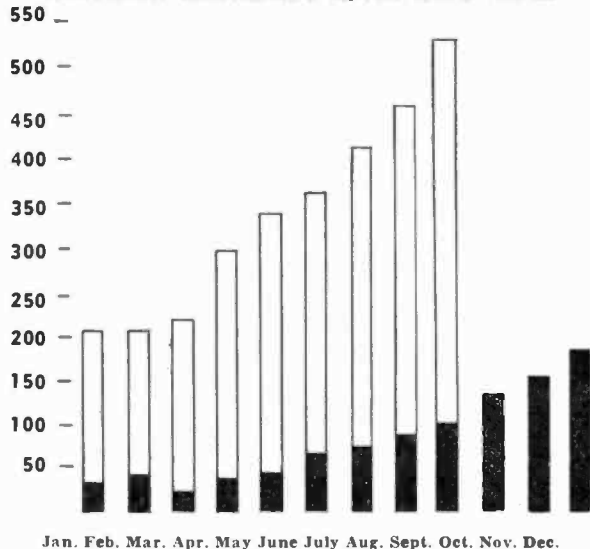
10
CIGARETTES



10
BANKS, INSURANCE

548 advertisers sponsored programs or spot announcements over 33 television stations during September. This compares to the 462 advertisers on in August, an increase of over 18%. Jump of 512% is reflected over the September 1947 figure of 107 advertisers.

TELEVISION MAGAZINE'S ADVERTISING INDEX



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

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

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Automotive	80
Auto Mfgs.	4
Dealers	64
Motor Oils & Fuels	7
Tires and other	
Rubber Products	5
Banks, Insurance & Loan Companies	10
Bedding	3
Beer & Wine	41
Building Materials & Supplies	16
Cigarettes	10
Clothing & Apparel	23
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Foods, Beverages	53
Glass Companies	2
Home Appliances and Housewares	9
Home Instruments	48
Distributors and Manufacturers	43
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Marine, Aviation & Railroads	6
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Photo Equipment	3
Publications	8
Real Estate	10
Retail Outlets	127
Appliance Stores	34
Clothing Stores	35
Department Stores	23
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Furniture, Rugs, Antiques	9
Jewelers	5
Repairs & Personal Services	8
Miscellaneous	7
Recreation	16
Storage	2
Toilet Articles	20
Toys & Sports	6
Utilities	5
Watch Companies	6
Miscellaneous	32

FOR THE 9TH CONSECUTIVE YEAR

PENN FOOTBALL GAMES ARE

TELECAST OVER WPTZ*

WPTZ

Television

**Again sponsored by the Atlantic Refining Company*



As of October 1, sixty-five sponsors are utilizing the facilities of WPTZ to reach the fast-growing Philadelphia audience.

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

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA



TELEVISION
AFFILIATE

Television

ATLANTA SALES RANK 25

WSB-TV Channel 8

Atlanta Journal Co., Biltmore Hotel. Studio location: Peachtree Street.

FACILITIES: Two studio orthicon cameras; mobile unit, two image orthicon cameras, microwave transmitters and receivers; iconoscope (film) camera, two 16mm. sound strobo-light projectors; Bell & Howell camera with complete lens complement for silent production and Graflex with complete lens complement for stills; Houston Speed Developer for film processing.

NETWORK AFFILIATION: NBC film recordings.

PERSONNEL: John M. Outler, Jr., general manager; J. Leonard Reinsch, director; Frank Gaither, commercial manager; Marcus Bartlett, program manager; M. K. Toalson, production manager.

REPRESENTATIVE: Edward Petry & Co., Inc.

RATES

CLASS A: 6:00 P.M. to 10:30 P.M.

1 hour	\$200.00	¼ hour	80.00
40 minutes	160.00	10 minutes	70.00
½ hour	120.00	5 minutes	50.00
20 minutes	100.00	1 min. or less	30.00

CLASS B: 5:00 P.M. to 6:00 P.M. week-days and 1:00 P.M. to 6:00 P.M. Sundays.

1 hour	\$150.00	¼ hour	60.00
40 minutes	120.00	10 minutes	52.50
½ hour	90.00	5 minutes	37.50
20 minutes	75.00	1 min. or less	22.50

CLASS C: All other hours.

1 hour	\$100.00	¼ hour	40.00
40 minutes	80.00	10 minutes	35.00
½ hour	60.00	5 minutes	25.00
20 minutes	50.00	1 min. or less	15.00

FOR FILM PROGRAMS, above charges include facilities and normal rehearsal time.

FOR LIVE PROGRAMS additional talent, production and technical charges quoted on request.

FOR ANNOUNCEMENTS not requiring use of studio camera, above charges include facilities, normal rehearsal time and services of one announcer. For live announcements requiring use of studio camera, additional talent, production and technical charges quoted on request.

COMMERCIAL TIME ALLOTMENT:

Length of program	Commercial time
5 minutes	1 min., 45 seconds
10 minutes	2 minutes
15 minutes	2 min., 30 seconds
20 minutes	2 min., 45 seconds
30 minutes	3 minutes
40 minutes	4 minutes
60 minutes	6 minutes

REMOTES: Rates on request.

REHEARSAL CHARGES: For film programs, above charges include facilities and normal rehearsal time. For live programs additional talent, production and technical charges quoted on request.

DISCOUNTS: When 52 consecutive weeks of advertising are completed, bonus discount of 20 percent will be allowed on the lowest weekly billing. Rates in effect January 1, 1948 and guaranteed only for number of weeks contracted for, not exceeding 52 weeks.

BALTIMORE SALES RANK 13

WAAM Channel 13

Radio-Television of Baltimore, Inc., 3725 Malden Avenue, Baltimore 11, Md.

STUDIO: 65'x65'.

FACILITIES: Two studio cameras, remote unit, two 16mm. projectors, two slide projectors.

NETWORK FACILITIES: Eastern seaboard connection.

NETWORK AFFILIATION: ABC.

PERSONNEL: Fred L. Allman, vice president in charge of operations; Armand Grant, commercial manager; Ted Estabrook, program director; Warren L. Braun, chief engineer.

REPRESENTATIVE: Free & Peters.

LIVE STUDIO

CLASS A: 6:59 P.M. to 10:30 P.M. daily.

	Ann.	5 min.	10 min.	15 min.	20 min.	30 min.	1 hour
1ti	\$52.50	\$60.00	\$90.00	\$120.00	\$150.00	\$180.00	\$300.00
13ti	51.25	58.50	87.75	117.00	146.25	175.50	292.50
26ti	50.00	57.00	85.50	114.00	142.50	171.00	285.00
39ti	48.50	55.50	83.25	111.00	138.75	166.50	277.50
52ti	47.25	54.00	81.00	108.00	135.00	162.00	270.00
104ti	44.75	51.00	76.50	102.00	127.50	153.00	255.00
156ti	43.25	49.50	74.25	99.00	123.75	148.50	247.50
208ti	42.00	48.00	72.00	96.00	120.00	144.00	240.00
260ti	40.75	46.50	69.75	93.00	116.25	139.50	232.50
312ti	39.50	45.00	67.50	90.00	112.50	135.00	225.00

CLASS B: 4:59 P.M. to 6:59 P.M., Monday through Saturday; 10:30 P.M. to sign-off daily; sign-on to 6:59 P.M., Sunday.

	Ann.	5 min.	10 min.	15 min.	20 min.	30 min.	1 hour
1ti	\$39.50	\$45.00	\$67.50	\$90.00	\$112.50	\$135.00	\$225.00
13ti	38.50	43.75	65.75	87.75	109.75	131.75	219.25
26ti	37.50	42.75	64.00	85.50	106.75	128.25	213.75
39ti	36.50	41.50	62.50	83.25	104.00	125.00	208.00
52ti	35.50	40.50	60.75	81.00	101.25	121.50	202.50
104ti	33.50	38.25	57.25	76.50	95.50	114.75	191.25
156ti	32.50	37.00	55.75	74.25	92.75	111.50	185.50
208ti	31.50	36.00	54.00	72.00	90.00	108.00	180.00
260ti	30.50	34.75	52.25	69.75	87.25	104.75	174.25
312ti	29.50	33.75	50.50	67.50	84.25	101.25	168.75

CLASS C: Sign-on to 4:59 P.M., Monday through Saturday.

	Ann.	5 min.	10 min.	15 min.	20 min.	30 min.	1 hour
1ti	\$26.25	\$30.00	\$45.00	\$60.00	\$75.00	\$90.00	\$150.00
13ti	25.50	29.25	43.75	58.50	73.00	87.75	146.25
26ti	25.00	28.50	42.75	57.00	71.25	85.50	142.50
39ti	24.25	27.75	41.50	55.50	69.25	83.25	138.75
52ti	23.50	27.00	40.50	54.00	67.50	81.00	135.00
104ti	22.25	25.50	38.25	51.00	63.75	76.50	127.50
156ti	21.75	24.75	37.00	49.50	61.75	74.25	123.75
208ti	21.00	24.00	36.00	48.00	60.00	72.00	120.00
260ti	20.25	23.25	34.75	46.50	58.00	69.75	116.25
312ti	19.75	22.50	33.75	45.00	56.25	67.50	112.50

FILM PROGRAMS

CLASS A: 6:59 P.M. to 10:30 P.M. daily.

	Ann.	5 min.	10 min.	15 min.	20 min.	30 min.	1 hour
1ti	\$43.75	\$50.00	\$75.00	\$100.00	\$125.00	\$150.00	\$250.00
13ti	42.75	48.75	73.00	97.50	121.75	146.25	243.75
26ti	41.50	47.50	71.25	95.00	118.75	142.50	237.50
39ti	40.50	46.25	69.25	92.50	115.50	138.75	231.25
52ti	39.25	45.00	67.50	90.00	112.50	135.00	225.00
104ti	37.25	42.50	63.75	85.00	106.25	127.50	212.50
156ti	36.00	41.25	61.75	82.50	103.00	123.75	206.25
208ti	35.00	40.00	60.00	80.00	100.00	120.00	200.00
260ti	34.00	38.75	58.00	77.50	96.75	116.25	193.75
312ti	32.75	37.50	56.25	75.00	93.75	112.50	187.50

CLASS B: 4:59 P.M. to 6:59 P.M., Monday through Saturday; 10:30 P.M. to sign-off daily; sign-on to 6:59 P.M., Sunday.

	5	10	15	20	30	1	
Ann.	min.	min.	min.	min.	min.	hour	
1ti	\$32.75	\$37.50	\$56.25	\$75.00	\$93.75	\$112.50	\$187.50
13ti	32.00	36.50	54.75	73.00	91.50	109.75	182.75
26ti	31.25	35.50	53.50	71.25	89.00	106.75	178.00
39ti	30.25	34.75	52.00	69.25	86.75	104.00	173.50
52ti	29.50	33.75	50.50	67.50	84.25	101.25	168.75
104ti	28.00	31.75	47.75	63.75	79.75	95.50	159.25
156ti	27.00	31.00	46.50	61.75	77.25	92.75	154.75
208ti	26.25	30.00	45.00	60.00	75.00	90.00	150.00
260ti	25.50	29.00	43.50	58.00	72.75	87.25	145.25
312ti	24.50	28.00	42.25	56.25	70.25	84.25	140.50

CLASS C: Sign-on to 4:59 P.M., Monday through Saturday.

	5	10	15	20	30	1	
Ann.	min.	min.	min.	min.	min.	hour	
1ti	\$22.00	\$25.00	\$37.50	\$50.00	\$62.50	\$75.00	\$125.00
13ti	21.25	24.25	36.50	48.75	61.00	73.00	121.75
26ti	20.75	23.75	35.50	47.50	59.25	71.25	118.75
39ti	20.25	23.00	34.75	46.25	57.75	69.25	115.50
52ti	19.75	22.50	33.75	45.00	56.25	67.50	112.50
104ti	18.50	21.25	31.75	42.50	53.00	63.75	106.25
156ti	18.00	20.50	31.00	41.25	51.50	61.75	103.00
208ti	17.50	20.00	30.00	40.00	50.00	60.00	100.00
260ti	17.00	19.25	29.00	38.75	48.50	58.00	96.75
312ti	16.50	18.75	28.00	37.50	46.75	56.25	93.75

or more

REMOTES: Rates upon request.

REHEARSAL: 2:1 ratio included. Additional rehearsal time—live studio \$50 per hour or portion thereof; film studio, \$25 per hour or portion thereof.

WBAL-TV Channel 11

Hearst Radio, Inc., 2610 North Charles Street, Baltimore 18, Md.

STUDIOS: 30'x50'; air theatre (24'x34'), seating capacity of 160.

FACILITIES: Two studio image orthicon camera chains; two 16mm. projectors, two 35mm. slide projectors; mobile unit with two image orthicon cameras, microwave transmitter.

NETWORK FACILITIES: Eastern seaboard connection.

NETWORK AFFILIATION: NBC.

PERSONNEL: Harold C. Burke, general manager; Harold P. See, director of television; John J. Dickman, program manager; Kenneth L. Carter, sales manager.

REPRESENTATIVE: Edward Petry & Co.,

LIVE STUDIO

	25	26	52	104	208
	times	times	times	times	times
	or less	5%	10%	15%	20%
1 hour	\$350.00	\$332.50	\$315.00	\$297.50	\$280.00
½ hour	185.00	175.75	166.50	157.25	148.00
20 min.	150.00	142.50	135.00	127.50	120.00
15 min.	125.00	118.75	112.50	106.25	100.00
10 min.	100.00	95.00	90.00	85.00	80.00
5 min.	65.00	61.75	58.50	55.25	52.00
1 min.	55.00	52.25	49.50	46.75	44.00

ALL FILM

	25	26	52	104	208
	times	times	times	times	times
	or less	5%	10%	15%	20%
1 hour	\$250.00	\$237.50	\$225.00	\$212.50	\$200.00
½ hour	150.00	142.50	135.00	127.50	120.00
20 min.	125.00	118.75	112.50	106.25	100.00
15 min.	100.00	95.00	90.00	85.00	80.00
10 min.	85.00	80.75	76.50	72.25	68.00
5 min.	50.00	47.50	45.00	42.50	40.00
1 min.	45.00	42.75	40.50	38.25	36.00
20 seconds	45.00	42.75	40.50	38.25	36.00

REMOTES: Rates on request.

REHEARSAL: 2:1 ratio included in rates. Additional rehearsal time—studio, \$60 per hour; film studio \$30 per hour.

WMAR-TV Channel 2

The A. S. Abell Co. (The Sunpapers), Baltimore & Charles Streets, Baltimore 3, Md.

STUDIOS: Two studios.

FACILITIES: Two studio i.o. cameras; two mobile units—one equipped with three camera chains, the other with two camera chains; three micro-wave relays; one Zoomar lens; two 16mm. projectors, two film camera chains, one bal-opticon projector, two slide projectors, one 35mm. strip film projector, one Houston processor, one film printer, seven 70 DE cameras, one Auricon 16mm. sound camera, two 16mm. Zoomar lens.

NETWORK FACILITIES: Eastern seaboard cable connection.

NETWORK AFFILIATIONS: CBS affiliate; in addition carry DuMont and ABC programs.

PERSONNEL: E. K. Jett, director; Robert B. Cochrane, program director; Carlton G. Nopper, chief engineer; Ernest A. Lang, sales manager; Philip S. Heisler, film director.

REPRESENTATIVE: The Katz Agency, Inc.

BASIC RATES*

	1	26	52	104	208	Times
	Time	Times	Times	Times	Times	or more
1 hour	\$250.00	\$237.50	\$225.00	\$212.50	\$200.00	
½ hour	150.00	142.50	135.00	127.50	120.00	
20 min.	125.00	118.75	112.50	106.25	100.00	
15 min.	100.00	95.00	90.00	85.00	80.00	
10 min.	85.00	80.75	76.50	72.25	68.00	
5 min.	50.00	47.50	45.00	42.50	40.00	

Announcements

1 min. or less	45.00	42.75	40.50	38.25	36.00
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Announcements and programs cannot be combined to earn lower rate.

* Applies to all film programs; includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. Also applies to programs and announcements relayed from other stations or by a network.

Does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station. (See studio rates). Does not cover remotes (costs quoted upon request.)

STUDIO RATES**

	1	26	52	104	208	Times
	Time	Times	Times	Times	Times	or more
1 hour	\$350.00	\$332.50	\$315.00	\$297.50	\$280.00	
½ hour	185.00	175.75	166.50	157.25	148.00	
20 min.	150.00	142.50	135.00	127.50	120.00	
15 min.	125.00	118.75	112.50	106.25	100.00	
10 min.	100.00	95.00	90.00	85.00	80.00	
5 min.	65.00	61.75	58.50	55.25	52.00	

Announcements

1 min. or less	55.00	52.25	49.50	46.75	44.00
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Announcements and programs cannot be combined to earn lower rate.

** Applies to all live talent studio production. Includes facilities covered by the basic rate, plus full use of studio and camera facilities, and the necessary technical staff. Also includes rehearsal time (2:1 ratio). Talent, art and construction work are not included in these rates. Costs upon requests.

REHEARSAL CHARGES: Twice the amount of air time without extra charge. Additional studio rehearsal, \$60 per hour.

BOSTON SALES RANK 5

WBZ-TV Channel 4

Westinghouse Radio Stations, Inc., 1170 Soldiers Field Road, Boston, Mass.

STUDIO: Auditorium-type studio 20'x30'; two 40'x45'; one "cut-in" studio.

FACILITIES: Four image orthicon field cameras; one mobile unit with portable micro-wave equipment; two 16mm. projectors; two 35mm. projectors (on order); one

balopticon; two slide projectors; one strip film projector; two iconoscope film cameras.

NETWORK FACILITIES: NBC (Eastern network).

NETWORK AFFILIATION: NBC.

PERSONNEL: W. C. Swartley, station manager; W. H. Hauser, chief engineer; C. Herbert Masse, sales manager; W. Gordon Swan, program manager.

REPRESENTATIVE: NBC Spot Sales, New York.

LIVE STUDIO RATES

60 minutes	\$250.00	10 minutes	85.00
30 minutes	150.00	5 minutes	65.00
20 minutes	125.00	1 minute	50.00
15 minutes	100.00		

ALL-FILM RATES

60 minutes	175.00	10 minutes	60.00
30 minutes	105.00	5 minutes	45.00
20 minutes	90.00	1 minute	35.00
15 minutes	70.00		

DISCOUNTS: 25 times per year, or less, no discount; 26 times, 7½%; 39 times, 10%; 52 times, 12½%; 104 times, 15%; 156 times, 17½%; 260 times or more, 20%.

REHEARSAL CHARGES: Live studio \$25.00 per ½ hour or any part thereof. Film \$15.00 per ½ hour or any part thereof.

WNAC-TV Channel 7

The Yankee Network, Inc., 21 Brookline Ave., Boston, Mass.

FACILITIES: Three image orthicon camera chains; mobile unit with three image orthicon camera chains; two film camera chains; two simplex 35 mm; two Bell & Howell 16 mm printers; two slide projectors.

NETWORK FACILITIES: Eastern seaboard connection.

NETWORK AFFILIATION: ABC, CBS, DuMont.

PERSONNEL: William F. O'Neil, president; Thomas O'Neil, vice president; George Steffy, vice president in charge of television; Irving B. Robinson, technical director; Harry Whittemore, chief engineer; David Shurtleff, director of promotion and publicity.

RATES*

CLASS A: 6 P.M. to 11 P.M.

1 hour	\$300.00	¼ hour	\$120.00
40 minutes	240.00	10 minutes	90.00
½ hour	180.00	5 minutes	60.00
20 minutes	150.00		

CLASS B: Before 6 P.M.—after 11 P.M.

1 hour	\$225.00	¼ hour	\$ 90.00
40 minutes	180.00	10 minutes	67.50
½ hour	135.00	5 minutes	45.00
20 minutes	112.50		

* For film programs, above charges include facilities and normal rehearsal time. For live programs, additional talent, production and technical charges quoted on request.

ANNOUNCEMENTS**

CLASS A: 6 P.M. to 11 P.M.

One minute or less	\$45.00
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CLASS B: Before 6 P.M.—after 11 P.M.

One minute or less	\$33.75
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** For announcements not requiring use of studio camera, above charges include facilities, normal rehearsal time and services of one announcer. For live announcements requiring use of studio camera, additional production and technical charges quoted on request.

DISCOUNTS: When 52 consecutive weeks of advertising are completed a bonus discount of 20 per cent will be allowed on the lowest weekly billing. Programs and announcements cannot be combined for the purpose of a bonus discount.

BUFFALO SALES RANK 14

WBEN-TV Channel 4

Buffalo Evening News, Hotel Statler, Buffalo 2, New York. **STUDIO:** 22'x36'x14'.

FACILITIES: 2 studio cameras; 2 16mm. film projectors, 1 slide projector and 1 balop projector utilized in combination on 1 film-slide camera.

NETWORK FACILITIES: Midwest cable connection.

NETWORK AFFILIATIONS: NBC, ABC.

PERSONNEL: Alfred H. Kirchhofer, vice president; C. Robert Thompson, station manager; Frank W. Kelly, assistant station manager in charge of sales; George R. Torge, program manager; N. J. Malter, assistant sales manager in charge of television; Ralph J. Kingsley, technical director.

REPRESENTATIVE: Edward Petry & Co., Inc.

DISCOUNTS: A discount on transmitter time charge will be allowed advertisers who use 52 consecutive weeks of service, said discount to be 52 times 10% of the lowest weekly billing.

TRANSMITTER TIME CHARGE

1 hour	\$220.00	15 minutes	\$ 88.00
40 minutes	176.00	10 minutes	77.00
30 minutes	132.00	5 minutes	55.00
20 minutes	110.00	1 min. or less	30.00

Program time in excess of 60 minutes is charged on a pro rata basis of the hourly rate, less 20% discount on the charge for time in excess of the first hour.

LIVE STUDIO FACILITIES: Use of live studio facilities for broadcast and/or rehearsal is charged at the rate of \$15.00 per ½ hour or fraction thereof.

FILM STUDIO FACILITIES: Use of film studio facilities for broadcast, run-through and/or rehearsal is charged at the rate of \$10.00 per ½ hour or fraction thereof.

COMBINATION RATE: Use of film studio facilities in conjunction with live studio or remote pickup carries a flat rate of \$10.00.

REMOTE PICKUPS: Rates for remote pickups dependent upon circumstances.

CHICAGO SALES RANK 2

WBKB Channel 4

Balaban & Katz Corp. (subsidiary of Paramount Pictures Corp.). 190 North State St., Chicago, Ill.

STUDIOS: "A", 25'x25'; "G", 35'x50'.

FACILITIES: Four studio cameras, (both dolly-mounted); remotely-controlled internal reflection studio lighting; one 16mm. iconoscope film pickup; one 35mm. iconoscope film pickup (to be installed); two 35mm. slide projectors; mobile unit and four image orthicon cameras.

PERSONNEL: John Balaban, director of television; John H. Mitchell, manager; A. H. Broolly, chief engineer.

REPRESENTATIVE: John Dickinson, Eastern Sales Representative (Paramount Pictures) 1501 Broadway, N. Y.

CLASS A: 6:00 P.M. - 11:00 P.M., Monday through Friday; 12:00 noon - 11:00 P.M., Saturday and Sunday.

	Time	Live Studio	Film Studio*
1 hour	\$250.00	\$250.00	\$150.00
45 minutes	200.00	200.00	120.00
40 minutes	187.50	187.50	112.50
30 minutes	150.00	150.00	90.00
20 minutes	125.00	125.00	75.00
15 minutes	100.00	100.00	60.00
10 minutes	87.50	87.50	45.00
5 minutes	62.50	62.50	30.00
1 minute	42.50	42.50	22.50
30 seconds or less	30.00	35.00	20.00

CLASS B: 5:00 P.M. - 6:00 P.M., Monday through Friday.

	Time	Live Studio	Film Studio*
1 hour	\$137.50	\$250.00	\$150.00
45 minutes	102.00	200.00	120.00
40 minutes	95.60	187.50	112.50
30 minutes	76.50	150.00	90.00
20 minutes	63.70	125.00	75.00
15 minutes	51.00	100.00	60.00
10 minutes	45.50	87.50	45.00
5 minutes	33.00	62.50	30.00
1 minute	22.30	42.50	22.50
30 seconds or less	20.00	35.00	20.00

CLASS C: All other times—day and night.

	Time	Live Studio	Film Studio*
1 hour	\$ 50.00	\$250.00	\$150.00
45 minutes	40.00	200.00	120.00
40 minutes	37.50	187.50	112.50
30 minutes	30.00	150.00	90.00
20 minutes	25.00	125.00	75.00
15 minutes	20.00	100.00	60.00
10 minutes	17.50	87.50	45.00
5 minutes	12.50	62.50	30.00
1 minute	8.75	42.50	22.50
30 seconds or less	8.00	35.00	20.00

* When film studio is used in conjunction with live studio or remote programs, a flat charge of \$25.00 will be made.

FREQUENCY DISCOUNTS: Allowed on time charges only and are based on total number used within each rate section during a consecutive 12-month period.

Less than 13 times	none	52 to 103 times	12½%
13 to 25 times	5%	104 to 155 times	15%
26 to 38 times	7½%	156 to 207 times	17½%
39 to 51 times	10%	208 or more times	20%

Announcements and programs may not be combined for purposes of obtaining a higher frequency discount.

REHEARSAL CHARGES: Studio facilities for rehearsal will be charged at the rate of \$25.00 for the first half-hour, and \$10.00 for each succeeding half-hour or fraction thereof. (A minimum charge for one-half hour of rehearsal will be made.) No studio rehearsal charge on independent announcements of one minute or less if announcement is complete on film.

WBKB reserves the right to require additional rehearsal time if it is deemed necessary by its program department to maintain a high standard of program quality.

REMOTES: Rates on request.

GUARANTEE: One year contracts will be accepted for the purpose of earning discounts, but above rates are guaranteed for only 26 weeks from date of first telecast.

ADDITIONAL INFORMATION: Separate contracts are required for announcements up to one minute, and programs of five minutes or longer.

NOTE: Additional discount of 5% will be granted to any advertiser buying time and facilities on both KTLA and WBKB.

WENR-TV Channel 7

American Broadcasting Co., Inc., 20 North Wacker Drive, Chicago 6, Ill.

STUDIOS: Two (approx.) 25'x46', plus Civic Theatre 32'x71' located in Civic Opera Building.

FACILITIES: Six studio cameras, six dollies; two 16mm. and two 35mm. film projectors; two slide projectors; two sets remote equipment; four remote comeras.

NETWORK FACILITIES: ABC (Midwest network).

NETWORK AFFILIATIONS: ABC.

PERSONNEL: John H. Norton, Jr., vice president in charge of ABC Central Division; James L. Stirton, general manager; Gil Berry, sales manager; Roy McLaughlin, manager; Harold Stokes, program manager; E. C. Horstman, engineering director.

REPRESENTATIVE: ABC Spot Sales, 30 Rockefeller Plaza, New York.

CLASS A: 7:00 to 10:30 P.M., Monday through Friday; 12:00 Noon to 10:30 P.M., Saturday and Sunday.

	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1h.	800.00	760.00	740.00	720.00	700.00	680.00	640.00
½h.	480.00	456.00	444.00	432.00	420.00	408.00	384.00
¼h.	320.00	304.00	296.00	288.00	280.00	272.00	256.00
10m.	266.65	253.35	246.65	240.00	233.35	226.65	213.35
5m.	213.35	202.65	197.35	192.00	186.65	181.35	170.65
1m.	160.00	152.00	148.00	144.00	140.00	136.00	128.00
or less							

CLASS B: 5:00 to 7:00 P.M., Monday through Friday; 10:30 to 11:00 P.M., daily.

	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1h.	600.00	570.00	555.00	540.00	525.00	510.00	480.00
½h.	360.00	342.00	333.00	324.00	315.00	306.00	288.00
¼h.	240.00	228.00	222.00	216.00	210.00	204.00	192.00
10m.	200.00	190.00	185.00	180.00	175.00	170.00	160.00
5m.	160.00	152.00	148.00	144.00	140.00	136.00	128.00
1m.	120.00	114.00	111.00	108.00	105.00	102.00	96.00
or less							

CLASS C: All other times, day or night.

	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1h.	480.00	456.00	444.00	432.00	420.00	408.00	384.00
½h.	288.00	273.60	266.40	259.20	252.00	244.80	230.40
¼h.	192.00	182.40	177.60	172.80	168.00	163.20	153.60
10m.	160.00	152.00	148.00	144.00	140.00	136.00	128.00
5m.	128.00	121.60	118.40	115.20	112.00	108.80	102.40
1m.	96.00	91.20	88.80	86.40	84.00	81.60	76.00
or less							

JOINT AM AND TV NET FREQUENCY RATES: The total number of announcements used by an advertiser on WENR-AM and WENR-TV may be combined to determine the respective net frequency rates for each AM and TV announcement schedule. The total number of programs used on both AM and TV may also be combined to determine the respective net frequency rates for each program schedule. However, announcements and programs may not be combined.

PERCENTAGES OF THE HOUR: Rates for periods of time less than one hour are figured at the following percentages of the hour rate:

5 minutes	26⅔%	35 minutes	66⅔%
10 minutes	33⅓%	40 minutes	73⅓%
15 minutes	40%	45 minutes	80%
20 minutes	46⅔%	50 minutes	86⅔%
25 minutes	53⅓%	55 minutes	93⅓%
30 minutes	60%	60 minutes	100%

Rates for periods longer than one hour are in exact proportion to the hour rate (i.e., the 90-minute rate will be 150% of the hour rate.)

DISCOUNTS: If a contract is renewed for the same schedule, without interruption, beyond a 52-week period, the same earned time rate will be allowed for such continuous weekly service as the rate earned for the preceding 52-week period; however, should the schedule of the renewed contract be reduced or cancelled before completing the contract fiscal year, a short rate charge will be made in accordance with applicable frequency rate for number of programs or announcements used within the current fiscal-year, or advertiser may elect to re-earn frequency rate each fiscal-year.

REHEARSAL CHARGES: One hour of rehearsal time will be charged as a minimum except for announcements of one minute or less. Rehearsal periods in excess of the first hour will be charged at the rate of 25 per cent of the hourly rate for each additional 15 minutes or less. Hourly rates for studio rehearsal time are: Live, \$100; Film, \$50. If film is used in conjunction with a live program an additional flat charge of \$50 will be made for use of the film studio, regardless of length of rehearsal; if live voice over film is used, add 50 per cent to film rate. Announcements: (one minute or less) no rehearsal charge if complete on film; charges on request if announcement requires use of live action, voice, music, or sound effects.

WGN-TV Channel 9

WGN, Inc. (Chicago Tribune), 441 North Michigan Avenue, Chicago, Ill.

STUDIOS: 2 studios—38'x42'; 53'x34'.

FACILITIES: 4 i.o. cameras for studio; five i.o. remote cameras; 1 16mm. and 2 35mm. sound projectors; 2 film iconoscope cameras; 2 Bell & Howell portable sound projectors.

NETWORK AFFILIATIONS: DuMont Teletranscriptions are being used prior to network facilities.

PERSONNEL: Frank P. Schreiber, general manager; Vernon R. Brooks, director of operations; Jay E. Faraghan, program director; George W. Harvey, sales manager; Carl J. Meyers, director of engineering.

RATES

BASIC TIME RATES listed below are for 7:00 - 11:00 P.M., Monday through Friday, and 1:00 - 11:00 P.M., Saturday and Sunday. Time rates for 5:00 - 7:00 P.M., Monday through Friday only are 75% of basic time rates, all other periods are 50% of basic time rates.

	Time	Studio	Film Studio
1 hour	\$150.00	\$400.00	\$250.00
40 minutes	120.00	320.00	200.00
30 minutes	90.00	240.00	150.00
20 minutes	75.00	200.00	125.00
15 minutes	60.00	160.00	100.00
10 minutes	50.00	133.50	83.50
5 minutes	37.50	100.00	62.50

REMOTES: Rates on request.

REHEARSAL CHARGES: For live studio, \$30 for the first hour or fraction thereof; \$10 for each succeeding half or fraction thereof. Use of film studio for commercials in connection with a live broadcast, \$30.

DISCOUNTS: 13 consecutive weeks, 5%; 26 consecutive weeks, 7½%; 52 consecutive weeks, 10%. Additional discounts: For 13 or more weeks, 2 times weekly, 5% (Tues. & Thurs.); 3 times weekly, 7½% (Mon., Wed., Fri.); 5 times weekly, 10% (Mon. - Fri. only). These discounts are applicable to time charges only and do not apply to time periods on Saturday or Sunday.

ANNOUNCEMENTS*

1-MINUTE LIVE ANNOUNCEMENTS									
11i	13ti	26ti	39ti	52ti	78ti	104ti	156ti	260ti	312ti
\$60.00	\$67.00	\$55.50	\$54.00	\$52.50	\$51.00	\$49.50	\$48.00	\$46.50	\$45.00
1-MINUTE FILM ANNOUNCEMENTS									
11i	13ti	26ti	39ti	52ti	78ti	104ti	156ti	260ti	312ti
50.00	47.50	46.25	45.00	43.75	42.50	41.25	40.00	38.75	37.50
20 AND 30-SECOND ANNOUNCEMENTS									
11i	13ti	26ti	39ti	52ti	78ti	104ti	156ti	260ti	312ti
40.00	38.00	37.00	36.00	35.00	34.00	33.00	32.00	31.00	30.00

* Staff announcer, transcriptions and record facilities included in above rates.

LIVE ANNOUNCEMENTS: Art production and talent charges are not included in the rate. 15-minute camera rehearsal time allowed on all announcements, if necessary. Additional rehearsal time will be charged at the regular rehearsal rate.

DISCOUNTS: Announcements may be combined with other announcements but cannot be combined with any other service or time to earn further discounts.

CINCINNATI SALES RANK 16

WLW-T Channel 4

Crosley Broadcasting Corp., Clifton Heights, Cincinnati 2, Ohio.

STUDIOS: 2 studios—30'x40'x100'; 30'x60'x12'.

FACILITIES: 2 studio cameras; 3 remote cameras; 2 micro-wave relay units; 2 16mm. and 2 35mm. film projectors.

NETWORK AFFILIATION: NBC film recordings. (Plans call for linking Crosley stations in Columbus and Dayton to WLW-T, when they are completed in 1949.)

PERSONNEL: Marshall N. Terry, vice president in charge of television; M. F. Allison, sales manager; Chester Herman, program director; J. R. Duncan, engineer.

REPRESENTATIVE: WLW—WLW-T Sales.

VIDEO SERVICE RATES

CLASS A: 6:00 P.M. to 11:00 P.M. Monday through Friday; 1:00 P.M. to 11:00 P.M. Saturday and Sunday.

1 Hour	\$250.00	15 Minutes	100.00
40 Minutes	200.00	10 Minutes	87.50
30 Minutes	150.00	5 Minutes	62.50
20 Minutes	125.00	1 Minute	25.00

CLASS B: All Other Hours

1 Hour	\$187.50	15 Minutes	75.00
40 Minutes	150.00	10 Minutes	65.63
30 Minutes	112.50	5 Minutes	46.88
20 Minutes	93.75	1 Minute	18.75

RATES FOR PERIODS: Longer than one hour are in exact proportion to the corresponding one hour rate. Rates for any portion of one minute are same as full minute.

DISCOUNTS: Applicable only to services charged for in accordance with above rates. Charges for sports and other special or remote events available on request and are not subject to discount.

Consecutive Weeks: Fall-Winter-Spring (January through April, October through December)—13 to 25 weeks, net; 25 weeks or more, 10%.

Summer (May through September)—1 to 4 weeks, 25%; 5 to 10 weeks, 30% 11 to 16 weeks, 35%; 17 to 22 weeks, 40%.

Weekly Time Volume: Up to 29 minutes per week, no discount; 30 to 44 minutes, 5%; 45 to 74 minutes, 7½%; 75 minutes to 3 hours, 10%; 3 hours and over, 12½%.

Annual Discount: Annual 5% rebate on 52 consecutive weeks of telecasting, based on largest amount of weekly net video services billing common to each and every week. Programs may be combined except that periods of 5 minutes or less may not be combined with program periods of more than 5 minutes to qualify the advertiser for consecutive weeks' telecasting discount.

REHEARSAL: Rehearsal for both film and live programs is included in the rate charges.

ONE MINUTE VIDEO SPOTS: Station reserves right to reschedule such service to accommodate necessary schedule changes, or in the interest of maintaining compatibility between programs. One minute video participations in features originating from home studio, available at card rates. Participation in programs originating from outside the studios, will be charged at card rate for one minute, plus charge for additional costs incident to a remote origination.

CLEVELAND SALES RANK 9

WEWS Channel 5

Scripps-Howard Radio Inc., 1816 East 13th Street, Cleveland, Ohio.

STUDIOS: Three studios—55'x70'x23'; 10'x14'; auditorium studio accommodates 400 guests.

FACILITIES: Six dual image orthicon cameras; one iconoscope film projection chain; six silent 16mm. cameras; Houston 16mm. processing machine; Bell & Howell 16mm. printer; complete facilities for making still photographs, prints, 35mm. film strips and slides.

NETWORK FACILITIES: Midwest cable connection.

NETWORK AFFILIATIONS: ABC; film recordings from CBS and DuMont.

PERSONNEL: James C. Hanrahan, general manager; J. Harrison Hartley, station director; John R. Schmunk, commercial manager; Patrick Crafton, program director.

REPRESENTATIVE: The Branham Company.

CLASS A: 6:30-10:30 P.M., Monday through Friday; 12:00 Noon-10:30 P.M., Saturday and Sunday.

	1-12	13-25	26-51	52-103	104 or more
60 minutes	\$300.00	\$285.00	\$270.00	\$255.00	\$240.00
40 minutes	240.00	228.00	216.00	204.00	192.00
30 minutes	180.00	171.00	162.00	153.00	144.00
20 minutes	150.00	142.50	135.00	127.50	120.00
15 minutes	120.00	114.00	108.00	102.00	96.00
10 minutes	100.00	95.00	90.00	85.00	80.00
5 minutes	80.00	76.00	72.00	68.00	64.00
1 m. or less*	50.00	47.50	45.00	42.50	40.00

CLASS B: All times other than Class A.						
60 minutes ...	180.00	171.00	162.00	153.00	144.00	
40 minutes ...	144.00	136.80	129.60	122.40	115.20	
30 minutes ...	108.00	102.60	97.20	91.80	86.40	
20 minutes ...	90.00	85.50	81.00	76.50	72.00	
15 minutes ...	72.00	68.40	64.80	61.20	57.60	
10 minutes ...	60.00	57.00	54.00	51.00	48.00	
5 minutes ...	48.00	45.60	43.20	40.80	38.40	
1 m. or less*	30.00	28.50	27.00	25.50	24.00	

* For sound on film or silent film voiced by staff announcer. Live announcements, actual production costs additional.

REHEARSAL CHARGES: Camera rehearsal time in ratio of 2:1 included in time rates. \$75 per hour for rehearsal time in excess of 2:1 ratio.

DISCOUNTS: In addition to above discounts, following will apply to programs of 5 minutes or more in length presented within one week: 3 programs—10%; 4 programs—15%; 5 or more—20%.

GUARANTEE: Rates effective October 3rd. 26 weeks' rate protection guaranteed.

DETROIT SALES RANK 6

WJBK-TV Channel 2

The Fort Industry Co., 500 New Center Bldg., Detroit, Mich.

STUDIO: Located at Masonic Temple, 500 Temple Ave., Detroit, Mich.

FACILITIES: Two studio cameras; two 16 mm film cameras; two film projectors; two remote cameras and mobile units with power supply; one slide projector; own facilities for newsreels, etc.

NETWORK FACILITIES: Midwest cable connection.

NETWORK AFFILIATION: CBS & DuMont. (Will exchange programs with WSPD-TV, Toledo.)

PERSONNEL: George B. Storer, president; Lee B. Wailes, vice president; Ralph G. Elvin, managing director; Paul O. Frincke, chief engineer.

REPRESENTATIVE: The Katz Agency.

REMOTE CHARGES: On request.

BASIC RATE

Includes transmitter and film projection facilities, services of staff announcer and recorded music as background for film commercials. Also applies to programs and announcements relayed from other stations or by a network.

Does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station. (See Studio Rates below). Does not cover remotes.

	1	13	26	52	104	156	260
	Time	Times	Times	Times	Times	Times	Times
		5%	10%	15%	20%	25%	30%
1h.	\$350.00	332.50	315.00	297.50	280.00	262.50	245.00
½h.	210.00	199.50	189.00	178.50	168.00	157.50	147.00
20m.	175.00	166.25	157.50	148.75	140.00	131.25	122.50
¼h.	140.00	133.00	126.00	119.00	112.00	105.00	98.00
10m.	105.00	99.75	94.50	89.25	84.00	78.75	73.50
5m.	70.00	66.50	63.00	59.50	56.00	52.50	49.00
Announcements							
1m.	50.00	47.50	45.00	42.50	40.00	37.50	35.00
or less							

STUDIO RATE

Applies to all live-talent studio productions. Includes facilities covered by the basic rate plus full use of studio and camera facilities, and the necessary technical staff. Also includes camera rehearsal time as shown below.

	1	13	26	52	104	156	260
	Time	Times	Times	Times	Times	Times	Times
		5%	10%	15%	20%	25%	30%
1h.	\$420.00	399.00	378.00	357.00	336.00	315.00	294.00
½h.	252.00	239.40	226.80	214.20	201.60	189.00	176.40

20m.	210.00	199.50	189.00	178.50	168.00	157.50	147.00
¼h.	168.00	159.60	151.20	142.80	134.40	126.00	117.60
10m.	126.00	119.70	113.40	107.10	100.80	94.50	88.20
5m.	84.00	79.80	75.60	71.40	67.20	63.00	58.80
Announcements							
1m.	60.00	57.00	54.00	51.00	48.00	45.00	42.00
or less							

Announcements and programs cannot be combined to earn lower rate.

REHEARSAL TIME: Camera rehearsal time in ratio of 2-1 included in above costs. \$25.00 per hour for time in excess of 2-1 ratio, but less than 4-1. \$75.00 per hour for time in excess of 4-1 ratio.

DISCOUNTS & GUARANTEE: One year contracts will be accepted for the purpose of earning frequency discounts, but above rates are guaranteed only for six months from date of first telecast.

WWJ-TV Channel 4

The Detroit News, Detroit 31, Michigan.

STUDIO: Two live studios, 30'x40'; auditorium-type studio with seating capacity of 340.

FACILITIES: Two camera chains for live studios; two remote camera chains; two 16mm. film cameras; two film projectors; newsreel crew.

NETWORK FACILITIES: NBC (Midwest cable connection.)

NETWORK AFFILIATION: NBC, CBS film recordings.

PERSONNEL: Harry Bannister, general manager; Edwin K. Wheeler, assistant general manager; Harry Betteridge, general sales manager; Willard Walbridge, sales manager; Melvin C. Wissman, general program manager.

REPRESENTATIVE: George P. Hollingberry Co.

RATES (LIVE OR FILM)

CLASS A: Daily: 6:00 P.M. to 11:00 P.M.

	1	13	26	52	100	200	260
	Time	Times	Times	Times	Times	Times	Times
		5%	10%	12½%	15%	20%	25%
		Disc.	Disc.	Disc.	Disc.	Disc.	Disc.
1h.	\$420	\$399.00	\$368.00	\$367.00	\$357.00	\$336.00	\$315.00
½h.	252	239.40	226.80	220.50	214.20	201.60	189.50
20m.	210	199.50	189.00	183.75	178.50	169.00	157.50
15m.	168	159.60	151.20	147.00	142.80	134.40	126.00
10m.	126	119.70	113.40	110.25	107.10	100.80	94.50
5m.	84	79.80	75.60	73.50	71.40	67.20	63.00
*Ann.	60	57.00	54.00	52.50	51.00	48.00	45.00

* 1 minute or less

CLASS B: Daily: 9:00 A.M. to 6:00 P.M.

1h.	\$350	\$332.50	\$315.00	\$306.25	\$297.50	\$280.00	\$262.50
½h.	210	199.50	189.00	183.75	178.50	168.00	157.50
20m.	175	166.25	157.50	153.15	148.75	140.00	131.25
15m.	140	133.00	126.00	122.52	119.00	112.00	105.00
10m.	105	99.75	94.50	91.89	89.25	84.00	78.75
5m.	70	66.50	63.00	61.26	59.50	56.00	52.50
*Ann.	50	47.50	45.00	43.75	42.50	40.00	37.50

* 1 minute or less

REHEARSAL CHARGES: Based on costs.

WXYZ-TV Channel 7

American Broadcasting Co., Inc., 1700 Stroh Building, Detroit 2, Mich.

STUDIOS: Two, (approx.) 33'x39', located in Maccabees Building, Woodward Ave., Detroit.

FACILITIES: Six studio cameras, six dollies; two 16mm., two 35mm. projectors; two slide projectors; one remote unit, two remote cameras.

NETWORK FACILITIES: ABC (Midwest network)

NETWORK AFFILIATION: ABC.

PERSONNEL: James Riddell, general manager; John F. Pival, manager of programs; Charles Kocher, chief engineer; Leonard Kamins, director of sales.

REPRESENTATIVE: ABC Spot Sales.

GENERAL RATES

CLASS A: 7:00 to 10:30 P.M., Monday through Friday and 12:00 Noon to 10:30 P.M., Saturday and Sunday.

FT. WORTH SALES RANK 51

WBAP-TV Channel 5

Star-Telegram, Medical Arts Building, Fort Worth 2, Texas. Studio location: 3900 Barnett St., Fort Worth. STUDIOS: Three: 45'x82'x28'; 20'x30'x20'; 14'x18' (announcer booth).

FACILITIES: 2 studio cameras, 1 film camera; complete remote facilities including mobile unit, 2 camera; 16mm. camera, including developing laboratory.

NETWORK AFFILIATION: NBC and ABC film recording. PERSONNEL: Amon Carter, president; Harold Hough, director; George Cranston, manager; Roy Bacus, commercial manager; R. C. Stinson, engineering director. REPRESENTATIVE: Free & Peters, Inc.

TIME

CLASS A: 6 to 11 P.M. Monday through Friday; 1 to 11 P.M. Saturday - Sunday.

	Base	26t	52t	104t	156t	260t
	5%	10%	15%	20%	25%	
1 hour	\$150.00	142.50	135.00	127.50	120.00	112.50
40 min.	120.00	114.00	108.00	102.00	96.00	90.00
30 min.	90.00	85.50	81.00	76.50	72.00	67.50
20 min.	75.00	71.25	67.50	63.75	60.00	52.25
15 min.	60.00	57.00	54.00	51.00	48.00	45.00
10 min.	52.50	49.87	47.25	44.62	42.00	39.37
5 min.	37.50	35.63	33.75	31.88	30.00	28.13
1 m or less	20.00	19.00	18.00	17.00	16.00	15.00

CLASS B: 5 to 6 P.M. Monday through Friday.

	Base	26t	52t	104t	156t	260t
	5%	10%	15%	20%	25%	
1 hour	\$112.50	106.87	101.25	95.62	90.00	84.37
40 min.	90.00	85.50	81.00	76.50	72.00	67.50
30 min.	67.50	64.12	60.75	57.37	54.00	50.62
20 min.	56.25	53.44	50.63	47.81	45.00	42.19
15 min.	45.00	42.75	40.50	38.25	36.00	33.75
10 min.	39.38	37.41	35.44	33.47	31.50	29.53
5 min.	28.13	26.72	25.32	23.91	22.50	21.10
1 m or less	15.00	14.25	13.50	12.75	12.00	11.25

CLASS C: All other periods.

	Base	26t	52t	104t	156t	260t
	5%	10%	15%	20%	25%	
1 hour	\$75.00	71.25	67.50	63.75	60.00	56.25
40 min.	60.00	57.00	54.00	51.00	48.00	45.00
30 min.	45.00	42.75	40.50	38.25	36.00	33.75
20 min.	37.50	35.63	33.75	31.88	30.00	28.13
15 min.	30.00	28.50	27.00	25.50	24.00	22.50
10 min.	26.25	24.94	23.62	22.31	21.00	19.69
5 min.	18.75	17.81	16.88	15.94	15.00	14.06
1 m or less	10.00	9.50	9.00	8.50	8.00	7.50

	Film Studio*	Live Studio*
1 hour	\$52.50	\$150.00
40 minutes	42.00	120.00
30 minutes	31.50	90.00
20 minutes	26.25	75.00
15 minutes	21.00	60.00
10 minutes	16.50	52.50
5 minutes	13.50	37.50
1 minute or less	10.00	20.00

DISCOUNTS: No frequency discounts on film and studio facilities.

*FILM RATES (completed film supplied by advertiser) are all inclusive—air time, adequate rehearsal time, film projection facilities and staff announcer.

*STUDIO RATES include air time, staff announcer, full use of existing studio and camera facilities and their necessary technical staff, plus minimum rehearsal time of 30 minutes—or in ratio of 6-1 for 10-minute and longer air time. Additional rehearsal time, \$20.00 per 1/2 hour. Additional rates on request for talent, art work and stage sets, telecasting rights and privileges as required.

REMOTES: Additional rates on request for special lines, cameras, mobile unit, production, talent, telecasting rights and privileges and technical facilities as required.

FILM PRODUCTION: Rates on request.

Number of Times per year

	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1h.	\$450.00	427.50	416.25	405.00	393.75	328.50	360.00
1/2h.	270.00	256.00	249.75	243.00	236.25	229.50	216.00
1/4h.	180.00	171.00	166.50	162.00	157.50	153.00	144.00
10m.	150.00	142.50	138.75	135.00	131.25	127.50	120.00
5m.	120.00	114.00	111.00	108.00	105.00	102.00	96.00
1m.	90.00	85.50	83.25	81.00	78.75	76.50	72.00

CLASS B: 5:00 to 7:00 P.M., Monday through Friday and 10:30 to 11:00 P.M. Daily.

Number of Times per year

	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1h.	337.50	320.65	312.20	303.75	295.30	286.90	270.00
1/2h.	202.50	192.40	187.30	182.25	177.20	172.10	162.00
1/4h.	135.00	128.25	124.90	121.50	118.15	114.75	108.00
10m.	112.50	106.90	104.05	101.25	98.45	95.65	90.00
5m.	90.00	85.50	83.25	81.00	78.75	76.50	72.00
1m.	67.50	64.15	62.45	60.75	59.05	57.40	54.00

CLASS C: All other times day and night.

Number of Times per year

	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1h.	270.00	256.50	249.75	243.00	236.25	229.50	216.00
1/2h.	162.00	153.90	149.85	145.80	141.75	137.70	129.60
1/4h.	108.00	102.60	99.90	97.20	94.50	91.80	86.40
10m.	90.00	85.50	83.25	81.00	78.75	76.50	72.00
5m.	72.00	68.40	66.60	64.80	63.00	61.20	57.60
1m.	54.00	51.30	49.95	48.60	47.25	45.90	43.20

* Rates for periods longer than one hour are in exact proportion to the hour rate (i.e., the 90-minute rate will be 150% of the hour rate).

REHEARSAL CHARGES: One hour of rehearsal time will be charged as a minimum except for announcements of one minute or less. Rehearsal periods in excess of the first hour will be charged at the rate of 25 per cent of the hourly rate for each additional 15 minutes or less. Hourly rates for studio rehearsal time are (Live) \$100; (Film) \$50.

If film is used in conjunction with a live program an additional flat charge of \$50 will be made for use of the film studio, regardless of length of rehearsal; if live voice over film is used, add 50 per cent to the film rate. Announcements: (one minute or less): no charge if complete on film; charges on request if announcement requires use of live action, voice, music or sound effects.

REMOTE CHARGES: Rates on request.

NET FREQUENCY RATES: Net Frequency Rates are based on the total number of programs or announcements in all rate brackets used within one year for the same advertiser; however, programs and announcements may not be combined for frequency rate. If a contract is renewed for the same schedule, without interruption, beyond a 52-week period, the same earned time rate will be allowed for such continuous weekly service as the rate earned for the preceding 52-week period; however, should the schedule of the renewed contract be reduced or cancelled before completing the contract fiscal-year, a short rate charge will be made in accordance with applicable frequency rate for number of programs or announcements used within the current fiscal-year, or advertiser may elect to re-earn frequency rate each fiscal-year.

JOINT AM AND TV NET FREQUENCY RATES: The total number of announcements used by an advertiser on WXYZ-AM and WXYZ-TV may be combined to determine the respective net frequency rates for each AM and TV announcement schedule. The total number of programs used on both AM and TV may also be combined to determine the respective net frequency rates for each program schedule. However, announcements and programs may not be combined.



\$6,000 buys a full-hour variety show like "Toast of the Town" with Ed Sullivan, M. C., sponsored by Emerson Radio. Sundays 9-10 pm EST.



\$215 buys a one-minute integrated spot in the quarter-hour Bob Howard Show, featuring one of TV's most beguiling, most popular musical entertainers. Mondays through Fridays 6:45-7:00 pm EST.

Big!
... IN ALL
SIZES

TOWN



Television is too good to stay out of... *and never too big!*

For Television programs now come in all sizes, to fit all budgets and advertising needs.

With equal confidence, you can buy a full-hour variety show, a quarter-hour musical or news program or a one-minute commercial spot.

Whichever you choose, you're *in* Television—now “paying off” not only in its great impact, but also in its circulation cost, today, of only \$3.33 per thousand families.

And when it's on *CBS* you're on the Television network whose programs now lead all others in audience—enjoying the greatest impact of this spectacular new medium.

—first in audience! **CBS-TV**

LOS ANGELES SALES RANK 3

KECA-TV Channel 7

American Broadcasting Co., 1440 No. Highland Ave., Los Angeles, Cal.

STUDIO & FACILITIES: Under construction.

NETWORK FACILITIES: None.

NETWORK AFFILIATION: ABC.

PERSONNEL: Don Searle, vice president in charge of ABC-western division; Richard J. Goggin, program director; Philip G. Caldwell, manager of technical operations, ABC-western division; James T. Vandiveer, field director; George M. Cahan, studio director; Rex Bettis, transmitter engineer.

REPRESENTATIVE: ABC Spot Sales.

RATES

CLASS A: 7:00 to 10:30 P.M. Monday through Friday; 12:00 Noon to 10:30 P.M. Saturday and Sunday.

	Number of Times per year						
	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1h.	500.00	475.00	462.50	450.00	437.50	425.00	400.00
½h.	300.00	285.00	277.50	270.00	262.50	255.00	240.00
¼h.	200.00	190.00	185.00	180.00	175.00	170.00	160.00
10m.	166.67	158.34	154.17	150.00	145.84	141.67	133.34
5m.	133.33	126.67	123.33	120.00	116.66	113.33	106.66
1m.	100.00	95.00	92.50	90.00	87.50	85.00	80.00

or less

CLASS B: 5:00-7:00 P.M., Monday through Friday; 10:30-11:00 P.M. daily.

	Number of Times per year						
	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1h.	375.00	356.25	346.88	337.50	328.13	318.75	300.00
½h.	225.00	213.75	208.13	202.50	196.88	191.25	180.00
¼h.	150.00	142.50	138.75	135.00	131.25	127.50	120.00
10m.	125.00	118.75	115.63	112.50	109.38	106.25	100.00
5m.	100.00	95.00	92.50	90.00	87.50	85.00	80.00
1m.	75.00	71.25	69.38	67.50	65.63	63.75	60.00

or less

CLASS C: All other times day and night.

	Number of Times per year						
	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1h.	300.00	285.00	277.50	270.00	262.50	255.00	240.00
½h.	180.00	171.00	166.50	162.00	157.50	153.00	144.00
¼h.	120.00	114.00	111.00	108.00	105.00	102.00	96.00
10m.	100.00	95.00	92.50	90.00	87.50	85.00	80.00
5m.	80.00	76.00	74.00	72.00	70.00	68.00	64.00
1m.	60.00	57.00	55.50	54.00	52.50	51.00	48.00

or less

DISCOUNTS: If a contract is renewed for the same schedule, without interruption, beyond a 52-week period, the same earned time rate will be allowed for such continuous weekly service as the rate earned for the preceding 52-week period; however, should the schedule of the renewed contract be reduced or cancelled before completing the contract fiscal year, a short rate charge will be made in accordance with applicable frequency rate for number of programs or announcements used within the current fiscal-year, or advertiser may elect to re-earn frequency rate each fiscal year.

JOINT AM AND TV NET FREQUENCY RATES: The total number of announcements used by an advertiser on KECA-AM and KECA-TV may be combined to determine the respective net frequency rates for each AM and TV announcement schedule. The total number of programs used on both AM and TV may also be combined to determine the respective net frequency rates for each program schedule. However, announcements and programs may not be combined.

REHEARSAL CHARGES: One hour of rehearsal time will be charged as a minimum except for announcements of one minute or less. Rehearsal periods in excess of the first hour will be charged at the rate of 25 per cent of the hourly rate for each additional 15 minutes or less. Hourly rates for studio rehearsal time are: (live) \$150; (film) \$60. If film is used in conjunction with a live program an additional flat charge of \$60 will be made for use of the film studio, regardless of length of rehearsal; if live voice over film is used, add 50 per cent to the film rate. Announcements (one minute or less): no charge if complete on film; charges on request if announcement requires use of live action, voice, music or sound effects.

KFI-TV Channel 9

Earle C. Anthony, Inc., 141 N. Vermont Ave., Los Angeles 4, Calif.

STUDIO: Main TV studio measures 40'x70', plus two AM studios adapted for video.

FACILITIES: Two image orthicon studio cameras, two 16mm. projectors, a balopticon and slide projector; mobile unit with two cameras and Zoomar lens.

PERSONNEL: W. B. Ryan, general manager; Haan J. Tyler, television coordinator; Keven B. Sweeney, sales promotion manager; Ronald Oxford, executive producer.

REPRESENTATIVE: Edward Petry & Co.

DISCOUNTS: Total number of announcements used by an advertiser on KFI-AM and KFI-TV can be combined to determine the net frequency rates for each AM and TV announcement schedule. Total number of programs used on both AM and TV can also be combined to determine the respective net frequency rates for each program schedule. Announcements and programs cannot be combined for discount purposes. All TV broadcasts placed with the station for consecutive broadcasting within one year from the date of the first broadcast shall be combined to calculate the total amount of frequency discounts earned, provided that announcements are not so combined with five-minute or longer programs. Contiguous rates will be allowed only when programs are run continuously.

REHEARSAL CHARGES: On request.

REMOTE CHARGES: On request.

STUDIO PRODUCTION FACILITIES: Charges for live programs quoted on request.

FILM PROGRAMS: No rehearsal or production facilities charge for all-film programs.

GUARANTEE: Rates guaranteed only for the number of weeks contracted for, not to exceed 52 weeks.

TIME RATES

(Studio, remote or film programs)

	1-25	26-51	52-103	104-155	156-200	201-250	251-300	301-350	351-400	401-450	451-500	501-550	551-600	601-650	651-700	701-750	751-800	801-850	851-900	901-950	951-1000	more
	5%	10%	15%	20%	22%	25%																
One hour	400	380	360	340	320	310	300															
40 minutes	320	304	288	272	256	248	240															
Half hour	240	228	216	204	192	184	180															
20 minutes	200	190	180	170	160	155	150															
Quarter hour	160	152	144	136	128	124	120															
10 minutes	140	133	126	119	112	108.50	105															
5 minutes	100	95	90	85	80	77.50	75															
1 minute	75	71.25	67.50	63.75	60	58.12	56.25															
30 seconds	50	47.50	45.00	42.50	40	38.75	37.50															

COMMERCIAL TIME ALLOTMENT

Length of Program	Commercial Time
5 minutes	1 min., 45 seconds
10 minutes	2 minutes
15 minutes	2 min., 30 seconds
20 minutes	2 min., 45 seconds
30 minutes	3 minutes
40 minutes	4 minutes
60 minutes	6 minutes

KLAC-TV Channel 13

KMTR Radio Corp., 1000 Cahuenga Boulevard, Hollywood.

STUDIO: 30'x40'.

FACILITIES: Two studio cameras; remote unit with three image orthicon camera chains; two 16mm. projectors; two slide projectors, one balopticon.

NETWORK: Unaffiliated.

PERSONNEL: Don J. Feddersen, executive vice president and general manager; David E. Lundy, general sales manager; Fred Henery, program director.

REPRESENTATIVE: Adam J. Young, Jr., Inc.

RATES

CLASS A: 6:00 P.M. to 11:00 P.M. Monday through Friday. 12:00 Noon to 11:00 P.M. Saturday and Sunday.

Times	1	40	30	20	15	10	5	1	Time
Hour	Min.	Min.	Min.	Min.	Min.	Min.	Min.	Sig.	
1	\$450.00	360.00	270.00	225.00	180.00	135.00	112.50	67.50	50.00
13	405.00	324.00	243.00	202.50	162.00	121.50	101.25	60.75	48.50
26	393.75	315.00	236.25	197.00	157.50	118.25	98.50	59.00	47.25
39	382.50	306.00	229.50	191.25	153.00	114.75	95.75	57.50	46.00
52	371.25	297.00	222.75	185.75	148.50	111.50	93.00	55.75	44.50
104	360.00	288.00	216.00	180.00	144.00	108.00	90.00	54.00	43.25
260	337.50	270.00	202.50	168.75	135.00	101.25	81.50	50.00	40.50

CLASS B: All Time Not Designated as A Time.

Times	1	40	30	20	15	10	5	1	Time
Hour	Min.	Min.	Min.	Min.	Min.	Min.	Min.	Sig.	
1	\$300.00	240.00	180.00	150.00	120.00	90.00	75.00	45.00	36.00
13	270.00	216.00	162.00	135.00	108.00	81.00	67.50	40.50	32.50
26	262.50	210.00	157.50	131.25	105.00	78.75	65.75	39.50	31.50
39	255.00	204.00	153.00	127.50	102.00	76.50	63.75	38.25	30.50
52	247.50	198.00	148.50	123.75	99.00	74.25	62.00	37.25	29.75
104	240.00	192.00	144.00	120.00	96.00	72.00	60.00	36.00	28.75
260	225.00	180.00	135.00	112.50	90.00	67.50	56.25	33.75	27.00

FILM PROJECTION: "B" rates apply at all times on all film projection except 5 minutes, 1 minute and time signals.

COMBINATION RATES: Simultaneous use of KLAC-TV and KLAC, 10% discount. The total number of announcements used by an advertiser of KLAC-AM and KLAC-TV can be combined to determine the net frequency rates per each AM and TV announcement schedule. The total number of programs used on both AM and TV can also be combined to determine the respective net frequency rates per each program schedule. Program periods and announcements may not be combined to earn frequency discounts. Rates shown above apply to contracts completed within 12 months.

REHEARSAL TIME: Provided free of charge unless it exceeds twice the amount of time purchased, in which case there will be a charge of \$50 per additional half hour.

REMOTES: Complete facilities available. Rates on request.

KTLA Channel 5

Television Productions Inc. (Paramount), 5451 Marathon, Los Angeles.

STUDIOS: Two—65'x50'x25'; 24'x30'.

FACILITIES: Six studio cameras; two 16mm. film pickup cameras; two slide pickup cameras; three 16mm. projectors; multiple slide projector and Balopticon; four image orthicon remote cameras.

PERSONNEL: Klaus Landsberg, West Coast director; Phil Booth, director of programs; J. Gordon Wright, production supervisor; Harry Maynard, sales manager; Raymond Moore, engineering supervisor.

REPRESENTATIVE: John Dickinson, Eastern Sales Representative, 1501 Broadway, New York, N. Y.

RATE CARD #2—EFFECTIVE NOVEMBER 1, 1948

CLASS A: 6:00 P.M. - 11:00 P.M., Monday through Friday; 12:00 noon - 11:00 P.M., Saturday and Sunday.

	Time	Live Studio	Film Studio*
1 hour	\$250.00	\$250.00	\$150.00
45 minutes	200.00	200.00	120.00
40 minutes	187.50	187.50	112.50
30 minutes	150.00	150.00	90.00
20 minutes	125.00	125.00	75.00
15 minutes	100.00	100.00	60.00
10 minutes	87.50	87.50	45.00
5 minutes	62.50	62.50	30.00
1 minute	42.50	42.50	22.50
30 seconds or less	30.00	35.00	20.00

CLASS B: 5:00 P.M. - 6:00 P.M., Monday through Friday.

	Time	Live Studio	Film Studio*
1 hour	\$137.50	\$250.00	\$150.00
45 minutes	102.00	200.00	120.00
40 minutes	95.60	187.50	112.50
30 minutes	76.50	150.00	90.00
20 minutes	63.70	125.00	75.00
15 minutes	51.00	100.00	60.00
10 minutes	45.50	87.50	45.00
5 minutes	33.00	62.50	30.00
1 minute	22.30	42.50	22.50
30 seconds or less	20.00	35.00	20.00

CLASS C: All other times—day and night.

	Time	Live Studio	Film Studio*
1 hour	\$ 50.00	\$250.00	\$150.00
45 minutes	40.00	200.00	120.00
40 minutes	37.50	187.50	112.50
30 minutes	30.00	150.00	90.00
20 minutes	25.00	125.00	75.00
15 minutes	20.00	100.00	60.00
10 minutes	17.50	87.50	45.00
5 minutes	12.50	62.50	30.00
1 minute	8.75	42.50	22.50
30 seconds or less	8.00	35.00	20.00

* When film studio is used in conjunction with live studio or remote programs, a flat charge of \$25.00 will be made.

FREQUENCY DISCOUNTS: Allowed on time charges only and are based on total number used within each rate section during a consecutive 12-month period.

Less than 13 times	none	52 to 103 times	12½%
13 to 25 times	5%	104 to 155 times	15%
26 to 38 times	7½%	156 to 207 times	17½%
39 to 51 times	10%	208 or more times	20%

Announcements and programs may not be combined for purposes of obtaining a higher frequency discount.

REHEARSAL CHARGES: Studio facilities for rehearsal will be charged at the rate of \$20.00 for the first half-hour or less except for announcements, and \$15.00 for each succeeding half-hour or fraction thereof. No studio rehearsal charge on independent announcements of one minute or less if announcement is complete on film. A charge of \$15.00 for fifteen minutes or less will be made for live announcements.

KTLA reserves the right to require additional rehearsal time if it is deemed necessary by its program department to maintain a high standard of program quality.

REMOTES: Rates on request.

GUARANTEE: One year contracts will be accepted for the purpose of earning discounts, but above rates are guaranteed for only 26 weeks from date of first telecast.

ADDITIONAL INFORMATION: Separate contracts are required for announcements up to one minute, and programs of five minutes or longer.

NOTE: Additional discount of 5% will be granted to any advertiser buying time and facilities on both KTLA and WBKB.

KTSL (W6XAO) Channel 2

Don Lee Broadcasting System, 1313 N. Vine St., Hollywood 28, Calif.

STUDIOS: Main studio measures 60'x100', plus two master audience-type studios, each measuring 115'x65'x35', seats 350 persons.

FACILITIES: Four image orthicon cameras for studio and remotes; two iconoscopes; two 16mm. film projectors; mobile unit with two image orthicon cameras, remote transmitter and relay equipment.

NETWORK AFFILIATION: DuMont Teletranscriptions. PERSONNEL: Lewis Allen Weiss, president; Willet H. Brown, vice president and assistant general manager; Harry R. Lubcke, director of television; Sydney Gaynor,

general sales manager; E. Carleton Winckler, program coordinator.

REPRESENTATIVE: John Blair & Co., 22 E. 40th St., New York 16, N. Y.

STATION TIME RATES

INCLUDING FILM PROJECTION

CLASS A: 7 P.M. to 11 P.M., Mon. through Fri.; 1 P.M. to 11 P.M. Sat. and Sun.

Times	1h.	40m.	30m.	20m.	15m.	10m.	5m.
Base	300.00	240.00	180.00	150.00	120.00	90.00	75.00
13	292.50	234.00	175.50	146.25	117.00	87.75	73.13
26	285.00	228.00	171.00	142.50	114.00	85.50	71.25
52	277.50	222.00	166.50	138.75	111.00	83.25	69.38
104	270.00	216.00	162.00	135.00	108.00	81.00	67.50
260	255.00	204.00	153.00	127.50	102.00	76.50	63.75

CLASS B: 5 P.M. to 7 P.M. Mon. through Fri.

Times	1h.	40m.	30m.	20m.	15m.	10m.	5m.
Base	200.00	160.00	120.00	100.00	80.00	60.00	50.00
13	195.00	156.00	117.00	97.50	78.00	58.50	48.75
26	190.00	152.00	114.00	95.00	76.00	57.00	47.50
52	185.00	148.00	111.00	92.50	74.00	55.50	46.25
104	180.00	144.00	108.00	90.00	72.00	54.00	45.00
260	170.00	136.00	102.00	85.00	68.00	51.00	42.50

CLASS C: All other time.

Times	1h.	40m.	30m.	20m.	15m.	10m.	5m.
Base	150.00	120.00	90.00	75.00	60.00	45.00	37.50
13	146.25	117.00	87.75	73.13	58.50	43.88	36.56
26	142.50	114.00	85.50	71.25	57.00	42.75	35.63
52	138.75	111.00	83.25	69.38	55.50	41.63	34.69
104	135.00	108.00	81.00	67.50	54.00	40.50	33.75
260	127.50	102.00	76.50	63.75	51.00	38.25	31.88

ANNOUNCEMENTS

INCLUDING FILM PROJECTION

1 MINUTE

	1-51	52-103	104-155	156-207	208-259	260+
CLASS A	60.00	58.00	56.00	54.00	52.00	50.00
CLASS B	48.00	46.40	44.80	43.20	41.60	40.00
CLASS C	39.00	37.70	36.40	35.10	33.80	37.50

30 SECONDS

	1-51	52-103	104-155	156-207	208-259	260+
CLASS A	45.00	43.00	41.00	39.00	37.00	35.00
CLASS B	36.00	34.40	32.80	31.20	29.60	28.00
CLASS C	29.25	27.95	26.65	25.35	24.05	22.75

20 SECONDS

	1-51	52-103	104-155	156-207	208-259	260+
CLASS A	35.00	33.00	31.00	29.00	27.00	25.00
CLASS B	28.00	26.40	24.80	23.20	21.60	20.00
CLASS C	22.75	21.45	20.15	18.85	17.55	16.25

TIME SIGNAL

	1-51	52-103	104-155	156-207	208-259	260+
CLASS A	35.00	33.00	31.00	29.00	27.00	25.00
CLASS B	28.00	26.40	24.80	23.20	21.60	20.00
CLASS C	22.75	21.45	20.15	18.85	17.55	16.25

LIVE STUDIO SHOWS: Figured on basis of requirements.

REMOTES: Rates on request.

REHEARSAL CHARGES: Rates on request.

LOUISVILLE SALES RANK 33

WAVE-TV Channel 5

WAVE, Inc., 334 East Broadway, Louisville 2, Kentucky. STUDIO: 36'x44'.

FACILITIES: Two image orthicon studio cameras; mobile unit and microwave relay equipment; 16mm. camera and projector; 35mm. slide projector and balopticon.

NETWORK AFFILIATION: NBC and ABC film recordings. (Connected with mid-west link by June 1949.)

PERSONNEL: Nathan Lord, manager; John H. Boyle, director of television; Ralph Jackson, commercial manager; Frank Jordan, chief television engineer; George Patterson, program director.

REPRESENTATIVE: Free & Peters, Inc.

TRANSMITTER CHARGES

CLASS A: Monday through Friday, 6:00 P.M. to closing, and Saturday and Sunday, 12:00 Noon to closing.

	1	13	26	52	104 or more
1 hour	200.00	190.00	180.00	170.00	160.00
40 minutes	160.00	152.00	144.00	136.00	128.00
30 minutes	120.00	114.00	108.00	102.00	96.00
20 minutes	100.00	95.00	90.00	85.00	80.00
15 minutes	80.00	76.00	72.00	68.00	64.00
10 minutes	70.00	66.50	63.00	59.50	56.00
5 minutes	50.00	47.50	45.00	42.50	40.00

ANNOUNCEMENTS—1 Min. or Less

Live	37.50	35.63	33.75	31.88	30.00
Slide or Film	30.00	28.50	27.00	25.50	24.00

(Completed slide or film furnished by advertiser.)

CLASS B: All other periods.

	1	13	26	52	104 or more
1 hour	150.00	142.50	135.00	127.50	120.00
40 minutes	120.00	114.00	108.00	102.00	96.00
30 minutes	90.00	85.50	81.00	76.50	72.00
20 minutes	75.00	71.25	67.50	63.75	60.00
15 minutes	60.00	57.00	54.00	51.00	48.00
10 minutes	52.50	49.88	47.25	44.63	42.00
5 minutes	37.50	35.63	33.75	31.88	30.00

ANNOUNCEMENTS—1 Min. or Less

Live	28.15	26.74	25.33	23.92	22.52
Slide or Film	22.50	21.37	20.25	19.13	18.00

(Completed slide or film furnished by advertiser.)

DISCOUNTS: (Apply only to transmitter charges) Frequency discounts as figured above are as follows: 13 times 5%; 26 times 10%; 52 times 15%; 104 or more times 20%.

BONUS DISCOUNT of 10% of total transmitter charges will be allowed for 52 weeks consecutive broadcasting. Programs cannot be combined with announcements of one minute or less for the purpose of earning quantity discounts on transmitter charges, but each are separately entitled to above discounts.

PROGRAM FACILITIES CHARGE

LIVE STUDIO

	1	40	30	20	15	10	5
Hour	Min.	Min.	Min.	Min.	Min.	Min.	Min.
90.00	72.00	54.00	45.00	36.00	27.00	18.00	

FILM STUDIO

	1	40	30	20	15	10	5
Hour	Min.	Min.	Min.	Min.	Min.	Min.	Min.
30.00	24.00	18.00	15.00	12.00	9.00	6.00	

FACILITIES CHARGES FOR LIVE STUDIO includes minimum rehearsal time of thirty minutes or in ratio of 2-1 for fifteen minutes and longer transmitter time. Additional rehearsal time thirty dollars per half hour or part thereof. Rates for talent, artwork, and stage sets, copyrights, musical performance rights, telecasting rights and privileges as required quoted on request.

FACILITIES CHARGES FOR FILM STUDIO includes film projection facilities and rehearsal time in ratio of 2-1 transmitter time. Fifteen dollars per half hour or part thereof for additional rehearsal time.

REMOTE RATES: Sports and special events on request.

MILWAUKEE SALES RANK 15

WTMJ-TV Channel 3

The Journal Co., Radio City, Milwaukee, Wis.

STUDIOS: 30'x54'.

FACILITIES: Two studio cameras; mobile unit with three image orthicon cameras two micro-wave relays; one 16mm. projector; one dual slide projector 35mm., two iconoscope cameras.

NETWORK FACILITIES: Midwest cable connection.

NETWORK AFFILIATIONS: NBC, ABC, CBS.

PERSONNEL: Walter J. Damm, vice president and general manager; L. W. Herzog, assistant general manager;

R. G. Winnie, station manager; James Robertson, program manager; Phil Laeser, chief engineer.

REPRESENTATIVE: Edward Petry & Co.

RATES*

BASE CHARGES: Monday through Friday 7-10 P.M.; Saturday and Sunday, 12-10 P.M. At three-fourths the base charges: Monday through Friday, 5-7 P.M. One-half the base charge: All other periods.

1 hour	\$250.00	15 minutes	\$100.00
40 minutes	200.00	10 minutes	87.50
30 minutes	150.00	5 minutes	62.50
20 minutes	125.00		
1 minute (live—including facilities)			\$50.00
1 minute (slide, film or card only—including facilities)			40.00
20 seconds (slide, film or card only—including facilities)			30.00

* Include transmitter, studio and film facilities, including necessary set-up time but not rehearsal. Rates for the use of film studio in conjunction with the program studio or vice versa, when available, on request.

REHEARSAL: \$25.00 per half hour for live programs. Amount of rehearsal at all times to be determined by the station.

REMOTES: On request.

COMMERCIAL TIME ALLOTMENT: (Ratio of program to commercial time)—5 minutes to 1; 10 to 2; 15 to 2:15; 20 to 2:30; 30 to 3; 40 to 4; 60 to 6.

DISCOUNTS: When 52 consecutive weeks are completed, a 10% bonus discount will be allowed on the lowest net weekly billing for time service only. Programs and announcements cannot be combined for the purpose of a bonus discount. Bonus discount year and contract year must be concurrent.

NOTE: Card No. 3. Effective October 15th, 1948.

NEW HAVEN SALES RANK 39

WNHC-TV Channel 6

Elm City Broadcasting Corp., 1110 Chapel Street, New Haven, Conn.

STUDIO: 25'x60'x30'.

FACILITIES: Two image orthicon cameras; two 16mm. projectors.

NETWORK AFFILIATION: DuMont, CBS.

PERSONNEL: Patrick J. Goode, president; Aldo DeDominicis, secretary-treasurer; James T. Milne, general manager; Vincent De Laurentis, chief engineer; Vincent J. Callahan, commercial manager.

REPRESENTATIVE: William G. Rambeau Co., 122 East 42nd Street, New York City.

RATES*

1 hour	\$250.00	10 minutes	\$75.00
30 minutes	150.00	5 minutes	50.00
20 minutes	120.00	1 minute or less	25.00
15 minutes	100.00		

FREQUENCY DISCOUNTS: Applicable to time charges only: 26 times, 5%; 52 times, 10%; 104 times, 15%.

REHEARSAL: \$25 per hour or any fraction thereof.

REPRESENTED BY: William G. Rambeau Co., 122 East 42nd Street, New York.

* Studio or remote programs.

NEW YORK SALES RANK 1

WABD Channel 5

DuMont Television Network, division of Allen B. DuMont Laboratories, Inc., 515 Madison Ave., New York 22, N. Y.

STUDIOS: Four: "A" 50'x60'; "B" 30'x30'; "C" 18'x30'; "sky-line" 20'x25'.

FACILITIES: Four studio cameras; two 35mm. cameras; one 16mm. camera; one Balopticon; two slide projectors; two remote crews and six cameras.

NETWORK FACILITIES: DuMont (Eastern network).

NETWORK AFFILIATION: DuMont.

PERSONNEL: Mortimer W. Loewi, assistant to the president; Lawrence Phillips, director; James L. Caddigan, manager of program planning; Leonard Hole, general manager, WABD; Tony Kraber, program manager, WABD; Humboldt J. Greig, sales manager; Rodney D. Chipp, chief engineer.

GENERAL TELECAST RATES

CLASS A: 6:00 - 11 P.M. Monday—Friday; 12 noon to 11:00 P.M. Saturday and Sunday.

	1-12X	13-25X	26-51X	52-103X	104-155X	156-259X	260-399X	400-more
1 hour	\$1000.00	\$975.00	\$950.00	\$925.00	\$900.00	\$850.00	\$800.00	\$750.00
45 min.	800.00	780.00	760.00	740.00	720.00	680.00	640.00	600.00
30 min.	600.00	585.00	570.00	555.00	540.00	510.00	480.00	450.00
20 min.	450.00	438.75	427.50	416.25	405.00	382.50	360.00	337.50
15 min.	400.00	390.00	380.00	370.00	360.00	340.00	320.00	300.00
10 min.	350.00	341.25	332.50	323.75	315.00	297.50	280.00	262.50
5 min.	250.00	243.75	237.50	231.25	225.00	212.50	200.00	187.50
1 min.	165.00	160.75	156.75	152.50	148.50	140.25	132.00	123.75
Sta. Brk.	138.00	134.50	131.00	127.75	124.25	117.25	110.50	103.50

CLASS B: 9:00 A.M. - 6:00 P.M., 11 P.M. to sign-off Monday—Friday; 9:00 A.M. - 12 noon, Saturday.

	1-12X	13-25X	26-51X	52-103X	104-155X	156-259X	260-399X	400-more
1 hour	500.00	487.50	475.00	462.50	450.00	425.00	400.00	375.00
45 min.	400.00	390.00	380.00	370.00	360.00	340.00	320.00	300.00
30 min.	300.00	292.50	285.00	277.50	270.00	255.00	240.00	225.00
20 min.	225.00	219.50	213.75	208.00	202.50	191.25	180.00	168.75
15 min.	200.00	195.00	190.00	185.00	180.00	170.00	160.00	150.00
10 min.	175.00	170.75	166.25	162.00	157.50	148.75	140.00	131.25
5 min.	125.00	122.00	118.75	115.75	112.50	106.25	100.00	93.75
1 min.	75.00	73.25	71.25	69.50	67.50	63.75	60.00	56.25
Sta. Brk.	62.50	61.00	59.50	57.75	56.25	53.25	50.00	47.00

CLASS C: 7:00 A.M. - 9:00 A.M. Monday—Friday.

	1-12X	13-25X	26-51X	52-103X	104-155X	156-259X	260-399X	400-more
1 hour	330.00	321.75	313.50	305.25	297.00	280.50	264.00	247.50
45 min.	264.00	257.50	250.75	244.25	237.50	224.50	211.25	198.00
30 min.	200.00	195.00	190.00	185.00	180.00	170.00	160.00	150.00
20 min.	148.50	144.75	141.00	137.25	133.75	126.25	118.75	111.25
15 min.	130.00	126.75	123.50	120.25	117.00	110.50	104.00	97.50
10 min.	120.00	117.00	114.00	111.00	108.00	102.00	96.00	90.00
5 min.	83.00	81.00	79.00	76.75	74.75	70.50	66.50	62.25
1 min.	50.00	48.75	47.50	46.25	45.00	42.50	40.00	37.50
Sta. Brk.	42.00	41.00	40.00	38.75	37.75	35.75	33.75	31.50

Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate.

FREQUENCY DISCOUNTS: Air time periods of five minutes or more, or one-minute announcements and station breaks, in all time classifications used within one year by the same advertiser may be combined for frequency discounts to the extent that Class A earns a discount for Class B and Class C, but not vice versa. Class B and Class C purchases may be combined to earn frequency rates. Air time periods may not be combined with announcements and station breaks to earn frequency rates. Discounts are allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned. If a contract is renewed for the same schedule, without interruption, beyond a 52-week period, the same earned time rate will be allowed for such continuous weekly service as the rate earned for the preceding 52-week period; however, should the schedule of the renewed contract be reduced or cancelled before completing the contract fiscal year, a short rate charge will be made in accordance with applicable frequency rate for number of programs or announcements or station breaks actually used within the then current fiscal year; or advertiser may elect to re-earn frequency rate each fiscal year.

VOLUME DISCOUNT: A flat discount of 30%, in lieu of the lesser discounts otherwise provided for herein, will be granted to any advertiser who, within any one period, spends in excess of \$125,000 in gross time charges for programs of 15 minutes or more in length.

CONTIGUOUS RATES: Two or more program units of fifteen minutes or more broadcast on the same day for the same advertiser within the same rate classifications, may be combined to earn the half-hour, three-quarter-hour, or one-hour rate, whichever applies. All programs so combined to earn a lower rate may be rescheduled contiguously at the station's option.

REHEARSAL RATES

LIVE STUDIO USAGE: \$150.00 per hour for studio rehearsals. A standard "Studio Usage" (off camera) charge will be made in special situations.

FILM STUDIO USAGE:

1 hour film	\$100.00	15 min. film	40.00
40 min. film	80.00	10 min. film	30.00
30 min. film	60.00	5 min. film	20.00
20 min. film	50.00		

FILM AND LIVE STUDIO USAGE: \$50.00 per hour or any portion thereof when used in conjunction with live studio or mobile unit.

REMOTES AND SPECIAL FACILITIES: On request.

GUARANTEE: Rates specified on this card are applicable to all new telecast series ordered on or after October 1, 1948. Contracts made prior to October 1, 1948 will be completed at the rates specified in such contracts except that advertisers with such contracts may then or thereafter elect to change to the rates specified on this card for the unexpired portion of such contracts, in which event, frequency and volume discounts will be applicable only to broadcasts made on or after October 1, 1948. In the absence of such election, the rates specified on this card will not apply until after March 31, 1949 to renewals or extensions of contracts existing before October 1, 1948 for the same series continuously used.

COMMERCIAL TIME ALLOTMENT: The ratio of commercial time to program time is determined largely on the interest value of the commercial for the majority of viewers. The standard times, from which we may depart on occasions, are as follows:

	Daytime	Nighttime
5 Minutes	1:30	1:15
5 Minutes News	1:00	1:00
10 Minutes	2:30	2:00
10 Minutes News	2:15	2:00
15 Minutes	3:15	2:30
15 Minutes News	3:00	2:30
20 Minutes	4:15	2:45
30 Minutes	4:30	3:00
60 Minutes	9:00	6:00

WATV Channel 13

Bremer Broadcasting Co., Television Center, Newark, N. J. **STUDIOS:** Three—84'x82'; 65'x45'; 31'x13'.

FACILITIES: Two 16mm. and one 35mm. sound projectors (additional one on order), two film camera chains, slide projector.

NETWORK AFFILIATION: Unaffiliated.

PERSONNEL: Irving R. Rosenhaus, president and general manager; Frank V. Bremer, vice president—engineering; Edmund S. Lennon, vice president—national sales; James Sondheim, promotion director; George Green, director of commercial programs.

REPRESENTATIVE: Weed & Company.

CLASS A: 7:00 to 11:00 P.M.

Per	40	1/2	20	1/4	10	5
Week Hour	Min.	Hour	Min.	Hour	Min.	Min.
1ti	\$450.00	375.00	300.00	250.00	200.00	120.00
3ti	1282.50	1068.75	855.00	712.50	570.00	342.00
6ti	2430.00	2025.00	1620.00	1350.00	1080.00	648.00

CLASS B: 3:00 to 7:00 P.M.

Per	40	1/2	20	1/4	10	5
Week Hour	Min.	Hour	Min.	Hour	Min.	Min.
1ti	\$360.00	312.50	250.00	212.50	170.00	102.00
3ti	1026.00	890.00	712.00	605.63	484.50	290.70
6ti	1944.00	1687.50	1350.00	1147.50	918.00	550.80

Above rates include use of live or film studios for "on-the-air" time.

WEEKLY DISCOUNTS ON TIME: 26 consecutive weeks—5%; 52 consecutive weeks—10%.

ANNOUNCEMENTS

CLASS A: 1 minute \$100.00 20 seconds \$80.00
CLASS B: 1 minute 85.00 20 seconds 70.00

FREQUENCY DISCOUNTS ON ANNOUNCEMENTS: 100-250 times—5%; 251-500 times—10%; 501 or more times—15%.

REHEARSAL: Live studio—\$50.00 first hour; \$25 each additional hour or fraction thereof. Film studio—\$25 per hour or fraction thereof.

REMOTES: Rates upon request.

WCBS-TV Channel 2

Columbia Broadcasting System, 485 Madison Ave., New York.

STUDIOS: Two, measuring 55'x85'; also theater-studio (Studio 51) which has stage and audience accommodations. **FACILITIES:** Eight studio cameras; three 16mm., and three 35mm. projectors, plus all film facilities; three complete mobile units and crews.

NETWORK FACILITIES: CBS (Eastern network)

NETWORK AFFILIATION: CBS.

PERSONNEL: Lawrence W. Lowman, vice president; J. L. Van Volkenburg, vice president and director of operations; Charles M. Underhill, director of programs; Jerry A. Danzig, associate director of programs; David Sutton, sales director; George L. Moskovics, manager of sales development; Worthington C. Miner, manager of program development.

REPRESENTATIVE: Radio Sales, 485 Madison Ave., New York.

SECTION I

AIR TIME

***CLASS A:** 6:00-11:00 P.M., Monday-Friday; 12:00 noon-11:00 P.M. Saturday and Sunday.

1 hour	\$1000.00	15 minutes	400.00
40 minutes	800.00	10 minutes	335.00
30 minutes	600.00	5 minutes	285.00
20 minutes	500.00		

+**CLASS B:** All other periods.

1 hour	\$600.00	15 minutes	240.00
40 minutes	480.00	10 minutes	200.00
30 minutes	360.00	5 minutes	170.00
20 minutes	300.00		

SECTION II

20-SECOND AND 1-MINUTE ANNOUNCEMENTS

All announcement time costs include use of film facilities.

	Class A	Class B
(a) Station Breaks: 20 seconds on sound film	\$165.00	\$100.00
(b) Service Announcements: 20 seconds on sound film	165.00	100.00
(c) 1-Minute Announcements: On sound film	215.00	130.00

FREQUENCY DISCOUNTS

26 times per year.....	5%	104 times per year.....	12½%
52 times per year.....	10%	208 or more times.....	15%

SECTION III

USE OF FILM FACILITIES

1 hour film	\$125.00	15 minutes film	65.00
40 minutes film	105.00	10 minutes film	55.00
30 minutes film	85.00	5 minutes film	45.00
20 minutes film	75.00		

The above rates are for the pre-broadcast run-through normally required for sound film. For rehearsal of commentator, interpolation and cueing of material, etc., an additional film facilities charge is made at the rate of \$100.00 per hour of such rehearsal.

USE OF STUDIO FACILITIES: The charge for use of studio facilities for rehearsal is at the rate of \$200.00 per hour. Maximum guaranteed availability at the ratio of 5 to 1 of air time. Additional facilities only as available.

USE OF REMOTE PICKUP FACILITIES: For programs utilizing normal equipment and crew, including practicable rehearsal time at remote location, per pickup: \$800.00.

NOTE: Charges on request for remote pickups requiring additional rehearsal time, additional facilities, such as extra relay transmitter, camera, special lighting, special telephone lines, film facilities, studio facilities, etc.

FREQUENCY DISCOUNTS: Air Time periods of any length and in different time classifications may be combined for frequency discounts to the extent that the higher

priced periods earn a discount for the lower, but not vice versa. All station breaks, service and 1-minute announcements under Section 2, regardless of time class, may be combined for Frequency Discounts. Section 1 and Section 2 may not be combined. Discounts are allowed currently on non-cancellable contracts, discounts will be due and payable as earned.

WJZ-TV Channel 7

American Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

STUDIOS: Three: (main) 100'x200'; plus two measuring 32'x63' and 40'x60', respectively.

FACILITIES: 10 studio cameras, 10 dollies; four 16mm., four 35mm. projectors; five slide projectors; two mobile units, including six remote cameras.

NETWORK FACILITIES: ABC (Eastern network)

NETWORK AFFILIATION: ABC.

PERSONNEL: Murray B. Grabhorn, vice president and manager; Clarence Doty, sales manager; Alexander Strodnach, eastern television program manager.

REPRESENTATIVE: ABC Spot Sales.

GENERAL CHARGES

CLASS A: 7:00 to 10:30 P.M., Monday through Friday and 12:00 Noon to 10:30 P.M., Saturday and Sunday.

	Number of Times per year						
	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
1h.	\$1000.00	950.00	925.00	900.00	875.00	850.00	800.00
½h.	600.00	570.00	555.00	540.00	525.00	510.00	480.00
¼h.	400.00	380.00	370.00	360.00	350.00	340.00	320.00
10m.	333.00	316.35	308.02	299.70	291.37	283.05	266.40
5m.	266.00	252.70	246.05	239.40	232.75	226.10	212.80
1m.	200.00	190.00	185.00	180.00	175.00	170.00	160.00
or less							

CLASS B: 5:00 to 7:00 P.M., Monday through Friday and 10:30 to 11:00 P.M. Daily.

1h.	\$750.00	712.50	693.75	675.00	656.25	637.50	600.00
½h.	450.00	427.50	416.25	405.00	393.75	382.50	360.00
¼h.	300.00	285.00	277.50	270.00	262.50	255.00	240.00
10m.	250.00	237.50	231.25	225.00	218.75	212.50	200.00
5m.	200.00	190.00	185.00	180.00	175.00	170.00	160.00
1m.	150.00	142.50	138.75	135.00	131.25	127.50	120.00
or less							

CLASS C: All other times day and night.

1h.	\$600.00	570.00	555.00	540.00	525.00	510.00	480.00
½h.	360.00	342.00	333.00	324.00	315.00	306.00	288.00
¼h.	240.00	228.00	222.00	216.00	210.00	204.00	192.00
10m.	200.00	190.00	185.00	180.00	175.00	170.00	160.00
5m.	160.00	152.00	148.00	144.00	140.00	136.00	128.00
1m.	120.00	114.00	111.00	108.00	105.00	102.00	96.00
or less							

REHEARSAL CHARGES: One hour of rehearsal time will be charged as a minimum except for announcements for one minute or less. Rehearsal periods in excess of the first hour will be charged at the rate of 25 per cent of the hourly rate for each additional 15 minutes or less. Hourly rates for studio rehearsal time are (Live) \$200; (Film) \$75. If film is used in conjunction with a live program, an additional flat charge of \$75 will be made for use of the film studio, regardless of length of rehearsal; if live voice over film is used, add 50 per cent to the film rate. Announcements (one minute or less): no charge if complete on film; charges on request if announcement requires use of live action, voice, music or sound effects.

REMOTE CHARGES: Rates on request.

NET FREQUENCY RATES: Net Frequency Rates shown below are based on the total number of programs or announcements in all rate brackets used within one year for the same advertiser; however, programs and announce-

ments may not be combined for frequency rate. If a contract is renewed for the same schedule, without interruption, beyond a 52-week-period, the same earned time rate will be allowed for such continuous weekly service as the rate earned for the preceding 52-week period; however, should the schedule of the renewed contract be reduced or cancelled before completing the contract fiscal-year, a short rate charge will be made in accordance with applicable frequency rate for number of programs or announcements used within the current fiscal-year, or advertiser may elect to re-earn frequency rate each fiscal-year.

JOINT AM AND TV NET FREQUENCY RATES: The total number of announcements used by an advertiser on WJZ-AM and WJZ-TV may be combined to determine the respective net frequency rates for each program schedule. The total number of programs used on both AM and TV may also be combined to determine the respective net frequency rates for each program schedule. However, announcements and programs may not be combined.

WNBT Channel 4

National Broadcasting Co., 30 Rockefeller Plaza, New York. **STUDIOS:** Two video studios: 30'x50'; 50'x90'. Two radio studios used for video: 50'x50'; 25'x50'.

FACILITIES: Seven studio cameras (three can be used on remotes); six image orthicon cameras (can be used in studios); three mobile trucks; two film cameras; two 35 mm. projectors; one 16 mm. projector; two standard slide projectors; one special slide projector.

NETWORK FACILITIES: Eastern seaboard connection.

NETWORK AFFILIATION: NBC origination.

PERSONNEL: Niles Trammell, president; Sidney N. Strotz, vice president in charge of television; Noran E. Kersta, executive assistant to Strotz; Carleton Smith, director of television operations; Norman Blackburn, national director of television programming; Warren Wade, executive producer.

REPRESENTATIVE: NBC Spot Sales.

SECTION I PROGRAM TIME RATES

CLASS A: 6:00-10:30 P.M.

1 hour	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.	5 min.
\$1000	800	750	600	500	400	350	250

CLASS B: 5:00 - 6:00 P.M., 10:30 - 11:00 P.M. Monday through Friday; 1:00 - 6:00 P.M., 10:30 - 11:00 P.M. Saturday and Sunday.

1 hour	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.	5 min.
750	600	560	450	375	300	260	190

CLASS C: All other times.

1 hour	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.	5 min.
500	400	375	300	250	200	175	125

STUDIO USAGE CHARGE

LIVE STUDIO

1 hr.	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.	5 min.
\$1000	800	700	600	500	400	300	200

FILM STUDIO

1 hr.	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.	5 min.
250	225	200	175	150	125	100	75

FILM STUDIO*

1 hr.	45 min.	40 min.	30 min.	20 min.	15 min.	10 min.	5 min.
125	112.50	100	87.50	75	62.50	50	37.50

* When used in conjunction with live studio or mobile unit.
 (a) Where more than the allotted studio time is indicated as necessary, the following additional studio charges apply: Live Studio at the rate of \$200 per hour; Film Studio at the rate of \$125 per hour.

(b) Where less than the allotted studio time is indicated as necessary, the following studio charges may be substituted: Live Studio at the rate of \$200 per hr—Minimum charge \$200; Film Studio at the rate of \$125 per hr—Minimum charge \$75.

STUDIO USAGE

Studio usage for live programs includes time for rehearsal, standby, studio audience arrangements and other purposes; for film programs, time for rehearsal, pre-broadcast run-through, etc.

Maximum studio time allotted under standard studio usage charge is as follows (studio air time is provided for as part of program time rate):

Program Length	1 hour	15 min.	10 min.	30 min.	20 min.	15 min.	10 min.	5 min.
LIVE STUDIO	5 hr.	4 hr.	3½ hr.	3 hr.	2½ hr.	2 hr.	1½ hr.	1 hr.
FILM STUDIO	3 hr.	2¾ hr.	2½ hr.	2 hr.	1½ hr.	1 hr.	¾ hr.	½ hr.

SECTION II

One-Minute Announcements—Film Studio Only
 (\$200 net minimum additional charge for live studio, visual announcements)

CLASS A: 6:00 - 10:30 P.M.

Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
\$175.00	161.87	157.50	153.12	148.75	144.37	140.00

CLASS B: 5:00 - 6:00 P.M., 10:30 - 11:00 P.M., Monday through Friday; 1:00 - 6:00 P.M., 10:30 - 11:00 P.M., Saturday and Sunday.

130.00	120.25	117.00	113.75	110.50	107.25	104.00
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CLASS C: All other times.

90.00	83.25	81.00	78.75	76.50	74.25	72.00
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Acceptable immediately preceding or following program segments—or in programs established for their use. When announcer, music or sound effects are used in connection with film or slide there will be an additional charge. Quotations on request.

SECTION III

20 Second Service Announcements (Time or Weather)—Film Studio Only

Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
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CLASS A:

\$175.00	161.87	157.50	153.12	148.75	144.37	140.00
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CLASS B:

130.00	120.25	117.00	113.75	110.50	107.25	104.00
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CLASS C:

90.00	83.25	81.00	78.75	76.50	74.25	72.00
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Scheduled between established programs but not more frequently than 4 within each hour. When announcer, music or sound effects are used in connection with film or slide there will be an additional charge. Rates on request.

GENERAL INFORMATION:

LENGTH OF COMMERCIAL COPY: (Applicable to program time periods unless otherwise specially designated by station for specific programs.)

Length of Program (Minutes)	News Programs*		All Other Programs	
	Day & Night	Day & Night	Before 6 p.m.	After 6 p.m.
5	1:00	1:00	1:15	1:00
10	1:45	2:00	2:10	2:00
15	2:15	3:00	3:00	2:30
20	-----	3:30	3:30	2:40
25	-----	4:00	4:00	2:50
30	-----	4:15	4:15	3:00
40	-----	5:00	5:00	3:45
45	-----	5:45	5:45	4:30
60	-----	7:00	7:00	6:00

* Placement and type of commercial subject to company approval.

FREQUENCY RATES

(including studio usage charges)

NOTE: For convenience of advertisers and agencies net rates for Class A, B and C service after deduction of frequency time discounts and including studio usage charges are listed below.

SECTION I

CLASS A: 6:00 - 10:30 P.M.

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$2000.00	1925.00	1900.00	1875.00	1850.00	1825.00	1800.00
45 min.	1600.00	1540.00	1520.00	1500.00	1480.00	1460.00	1440.00
40 min.	1450.00	1393.75	1375.00	1356.25	1337.50	1318.75	1300.00
30 min.	1200.00	1155.00	1140.00	1125.00	1110.00	1095.00	1080.00
20 min.	1000.00	962.50	950.00	937.50	925.00	912.50	900.00
15 min.	800.00	770.00	760.00	750.00	740.00	730.00	720.00
10 min.	650.00	623.75	615.00	606.25	597.50	588.75	580.00
5 min.	450.00	431.25	425.00	418.75	412.50	406.25	400.00

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$1250.00	1175.00	1150.00	1125.00	1100.00	1075.00	1050.00
45 min.	1025.00	965.00	945.00	925.00	905.00	885.00	865.00
40 min.	950.00	893.75	875.00	856.25	837.50	818.75	800.00
30 min.	775.00	730.00	715.00	700.00	685.00	670.00	655.00
20 min.	650.00	612.50	600.00	587.50	575.00	562.50	550.00
15 min.	525.00	495.00	485.00	475.00	465.00	455.00	445.00
10 min.	450.00	423.75	415.00	406.25	397.50	388.75	380.00
5 min.	325.00	306.25	300.00	293.75	287.50	281.25	275.00

PROGRAM TIME AND USAGE CHARGES—COMBINATION LIVE AND FILM STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$2125.00	2050.00	2025.00	2000.00	1975.00	1950.00	1925.00
45 min.	1712.50	1652.50	1632.50	1612.50	1592.50	1572.50	1552.50
40 min.	1550.00	1493.75	1475.00	1456.25	1437.50	1418.75	1400.00
30 min.	1287.50	1242.50	1227.50	1212.50	1197.50	1182.50	1167.50
20 min.	1075.00	1037.50	1025.00	1012.50	1000.00	987.50	975.00
15 min.	862.50	832.50	822.50	812.50	802.50	792.50	782.50
10 min.	700.00	673.75	665.00	656.25	647.50	638.75	630.00
5 min.	487.50	468.75	462.50	456.25	450.00	443.75	437.50

CLASS B: 5:00 - 6:00 P.M., 10:30 - 11:00 P.M., Monday through Friday; 1:00 - 6:00 P.M., 10:30 - 11:00 P.M., Saturday and Sunday.

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$1750.00	1693.75	1675.00	1656.25	1637.50	1618.75	1600.00
45 min.	1400.00	1365.00	1340.00	1325.00	1310.00	1295.00	1280.00
40 min.	1260.00	1218.00	1204.00	1190.00	1176.00	1162.00	1148.00
30 min.	1050.00	1016.25	1005.00	993.75	982.50	971.25	960.00
20 min.	875.00	846.87	837.50	828.12	818.75	809.37	800.00
15 min.	700.00	677.50	670.00	662.50	655.00	647.50	640.00
10 min.	560.00	540.50	534.00	527.50	521.00	514.50	508.00
5 min.	390.00	373.75	371.00	366.25	361.50	356.75	352.00

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$1000.00	943.75	925.00	906.25	887.50	868.75	850.00
45 min.	825.00	780.00	765.00	750.00	735.00	720.00	705.00
40 min.	760.00	718.00	704.00	690.00	676.00	662.00	648.00
30 min.	625.00	591.25	580.00	568.75	557.50	546.25	535.00
20 min.	525.00	496.87	487.50	478.12	468.75	459.37	450.00
15 min.	425.00	402.50	395.00	387.50	380.00	372.50	365.00
10 min.	360.00	340.50	334.00	327.50	321.00	314.50	308.00
5 min.	265.00	250.75	246.00	241.25	236.50	231.75	227.00

PROGRAM TIME AND USAGE CHARGES—COMBINATION LIVE AND FILM STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$1875.00	1818.75	1800.00	1781.25	1762.50	1743.75	1725.00
45 min.	1512.50	1467.50	1452.50	1437.50	1422.50	1407.50	1392.50
40 min.	1360.00	1318.00	1304.00	1290.00	1276.00	1262.00	1248.00
30 min.	1137.50	1103.75	1092.50	1081.25	1070.00	1058.75	1047.50
20 min.	950.00	921.87	912.50	903.12	893.75	884.37	875.00
15 min.	762.50	740.00	732.50	725.00	717.50	710.00	702.50
10 min.	610.00	590.50	584.00	577.50	571.00	564.50	558.00
5 min.	427.50	413.25	408.50	403.75	399.00	394.25	389.50

CLASS C: All other times.

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$1600.00	1462.50	1450.00	1437.50	1425.00	1412.50	1400.00
45 min.	1200.00	1170.00	1160.00	1150.00	1140.00	1130.00	1120.00
40 min.	1075.00	1046.87	1037.50	1028.12	1018.75	1009.37	1000.00
30 min.	900.00	877.50	870.00	862.50	855.00	847.50	840.00
20 min.	750.00	731.25	725.00	718.75	712.50	706.25	700.00
15 min.	600.00	585.00	580.00	575.00	570.00	565.00	560.00
10 min.	475.00	461.87	457.50	453.12	448.75	444.37	440.00
5 min.	325.00	315.62	312.50	309.37	306.25	303.12	300.00

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$ 750.00	712.50	700.00	687.50	675.00	662.50	650.00
45 min.	625.00	595.00	585.00	575.00	565.00	555.00	545.00
40 min.	575.00	546.87	537.50	528.12	518.75	509.37	500.00
30 min.	475.00	452.50	445.00	437.50	430.00	422.50	415.00
20 min.	400.00	381.25	375.00	368.75	362.50	356.25	350.00
15 min.	325.00	310.00	305.00	300.00	295.00	290.00	285.00
10 min.	275.00	261.87	257.50	253.12	248.75	244.37	240.00
5 min.	200.00	190.62	187.50	184.37	181.25	178.12	175.00

**PROGRAM TIME AND USAGE CHARGES—
COMBINATION LIVE AND FILM STUDIO**

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$1625.00	1587.50	1575.00	1562.50	1550.00	1537.50	1525.00
45 min.	1312.50	1282.50	1272.50	1262.50	1252.50	1242.50	1238.88
40 min.	1175.00	1146.87	1137.50	1128.12	1118.75	1109.37	1100.00
30 min.	987.50	965.00	957.50	950.00	942.50	935.00	927.50
20 min.	825.00	806.25	800.00	793.75	787.50	781.25	775.00
15 min.	662.50	647.50	642.50	637.50	632.50	627.50	622.50
10 min.	525.00	511.87	507.50	503.12	498.75	494.37	490.00
5 min.	362.50	353.12	350.00	346.87	343.75	340.62	337.50

PROGRAM PRODUCTION: Advisory services of program, production and engineering staffs for live and film programs and commercials available at no charge. Charges quoted on request for live or film NBC produced programs, NBC Feature Service, or for programs and commercials specially created and produced.

Script mimeographing: Charges quoted on request for mimeographing scripts for agency or client produced programs and commercials.

PRODUCTION SERVICES: Production services consisting of scenic design, construction and execution, set furnishings, dressings, properties, including studio installation of foregoing, costuming, make-up, visual and audio effects, titles and orthographic work, including necessary research, available for use as a service of station. Charges based on time and material quoted on request.

LIVE STUDIO USAGE: Following equipment and personnel included in rates listed under Live Studio Usage Charges (Section I): 3 RCA Victor image orthicon studio cameras—1 with dolly, 1 microphone boom, fixed microphones as required, lighting equipment, 33½ and 78 rpm lateral and/or vertical double turntables. Crew consisting of maximum of 9 technicians, 2 production men and 3 stage hands. Any additional personnel required supplied at standard rates.

FILM STUDIO USAGE: Following equipment and personnel included in rates listed below under Film Studio Usage Charges (Section I): Studio fully equipped for continuous showing of 16mm. and 35mm. silent or sound films, 35mm. slide projectors and balopticon, 33½ and 78 rpm lateral and/or vertical double turntables. Announcer studio. Crew consists of maximum of four technicians and one producer. Any additional personnel required supplied at standard rates.

Cutting, editing, screening, film transportation and storage services available. Rates on request.

FILM LIBRARY SERVICE: NBC Feature Service—completed subjects and stock footage. Quotations on request.

NBC TELEVISION RECORDINGS (Kinescope): Available for distribution to and exhibition on NBC affiliated stations or for reference purposes. Quotations on request.

NETWORK AND STATION TIME ALLOCATION: Network time—10 A.M. to 1 P.M., 3 P.M. to 6 P.M., 7:30 P.M. to 10:30 P.M. Station time—All other time.

(For current operating schedule consult NBC Spot Sales) Locally sponsored program periods may be scheduled in network time subject to removal on 56 days' notice for network requirements.

CONTRACT REQUIREMENTS: Advertisers participating in group broadcasts are required to make individual contracts, subject to card rates and regulations. No periods are sold in bulk for resale.

Closing date is two weeks in advance of initial program and program material must be received by station one week in advance of broadcast date. No changes within two days preceding broadcast.

Contracts for one-minute announcements, participations, and 20-second service announcements accepted 30 days in advance of initial broadcast. Firm contracts for program

periods of 13 weeks or more accepted 60 days in advance of initial broadcast; otherwise 30 days. Maximum length of contract—one year.

Commitments made for time and studio usage charges prior to the effective date of this card and renewals thereof will be completed at rates called for by such commitments up to and including December 31, 1948. Advertisers, however, may elect to substitute new contracts effective October 1, 1948, or at any time thereafter at rates on this card for the unexpired portion of such commitments.

DISCOUNTS ON TIME CHARGES ONLY: Applicable to Sections 1, 2 and 3. Program periods (Section 1), one-minute announcements (Section 2) and 20-second service announcements (Section 3) establish their individual discount schedules and may not be combined to earn higher discounts. Program periods (Section 1) in different rate classifications (Classes A, B and C) may not be combined to earn higher discounts. For one-minute announcements (Section 2) and 20-second service announcements (Section 3) classes A, B and C may be combined to earn higher discounts within their own rate sections. Discounts are based on total number used within each rate section during an established 12-month period.

Less than 26 times	None	104 to 155 times	15%
26 to 38 times	7½%	156 to 207 times	17½%
39 to 51 times	10%	208 times or more	20%
52 to 103 times	12½%		

Frequency discounts are allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

WPIX Channel 11

The News, 220 East 42nd St., New York 17, N. Y.

STUDIOS: Two: 28'x46'; 15'x21'.

FACILITIES: Three studio image orthicon cameras; three film projection cameras; complete 16mm. and 35mm. projection cameras; complete high-speed laboratory for developing and cutting, with two Houston developers and a Bell & Howell printer; two mobile units, each equipped with two image orthicon cameras; two sets of micro-wave relay equipment.

PERSONNEL: Robert L. Coe, manager; B. O. Sullivan, commercial manager; Harvey Marlowe, program manager; Thomas E. Howard, chief engineer.

REPRESENTATIVE: Free & Peters, Inc.

FILM OR REMOTE RATES*

CLASS A: Monday through Friday, 6:00 P.M. to closing—Saturday and Sunday, 12 Noon to closing.

	1 time	13	26	52	104	260
One hour	\$800	\$760	\$720	\$680	\$640	\$600
30 minutes	480	460	430	400	385	360
20 minutes	400	380	360	340	320	300
15 minutes	320	304	290	270	260	240
10 minutes	280	270	250	240	220	210
5 minutes	230	220	210	200	180	160
1 minute	150	140	130	120	110	100
20 seconds	90	85	80	75	70	65

CLASS B: Monday through Friday, 12:00 Noon to 6:00 P.M.

	1 time	13	26	52	104	260
One hour	\$480	\$455	\$430	\$410	\$385	\$360
30 minutes	290	275	260	245	230	220
20 minutes	240	230	220	205	190	180
15 minutes	190	180	170	160	150	140
10 minutes	170	160	150	140	130	120
5 minutes	140	130	120	110	100	90
1 minute	100	95	90	85	80	75
20 seconds	50	48	45	42	40	38

* Includes transmitter and film facilities, services of staff announcer and recorded musical background for film commercials.

STUDIO RATES**

CLASS A: Monday through Friday, 6:00 P.M. to closing—Saturday and Sunday, 12 Noon to closing.

	1 time	13	26	52	104	260
One hour	\$1,200	\$1,140	\$1,080	\$1,020	\$960	\$900
30 minutes	720	680	650	610	580	540
20 minutes	600	570	540	510	480	450
15 minutes	480	460	430	400	380	360
10 minutes	420	400	380	360	340	315
5 minutes	340	325	310	290	270	260
1 minute	250	235	225	210	200	185
20 seconds	125	120	110	105	100	85

CLASS B: Monday through Friday, 12:00 Noon to 6:00 P.M.

One hour	\$720	\$680	\$650	\$610	\$580	\$540
30 minutes	430	410	390	370	350	320
20 minutes	360	340	320	310	290	270
15 minutes	290	270	260	240	230	220
10 minutes	250	240	230	220	210	200
5 minutes	200	190	180	170	160	150
1 minute	150	140	130	120	110	100
20 seconds	75	70	65	60	55	50

** Includes facilities covered by Film and Remote rate schedule plus full use of existing studio and camera facilities and the necessary technical staff.

REMOTE CHARGES: Rates on request.

REHEARSAL CHARGES: Camera rehearsal time in ratio of 3 to 1. In excess of this a charge of \$100 per hour or any portion thereof.

DISCOUNTS: Frequency discount allowed on one year basis.

GUARANTEE: Rates are subject to increase upon 30 days' notice, effective at expiration of any 13-week period computed from date of station's first telecast.

PHILADELPHIA SALES RANK 4
WCAU-TV Channel 10

WCAU, Inc., 1622 Chestnut Street, Philadelphia, Pa.

STUDIOS: Two—34' x 52' x 22'; 29' x 36' x 22'. Auditorium studio seating 250.

FACILITIES: Five image orthicon cameras; mobile unit; two 16 mm. projectors; two slide projectors; balopticon.

NETWORK FACILITIES: Eastern seaboard connection.

NETWORK AFFILIATION: CBS.

PERSONNEL: Dr. Leon Levy, president and general manager; G. Bennett Larson, television director; John McClay, program coordinator; Roy Meredith, production supervisor; John G. Leitch, technical director; Martin Katz TV sales.

REPRESENTATIVE: Radio Sales Inc.

RATES

CLASS A: Between 7:00 P.M. and 10:30 P.M.—Monday through Friday. 1:00 P.M. and 10:30 P.M.—Saturday and Sunday.

	1 time	13 times	39 times	52 times
60 min. (live)	\$300.00	\$285.00	\$270.00	\$255.00
(film)	225.00	213.75	202.50	191.25
30 min. (live)	180.00	171.00	162.00	153.00
(film)	135.00	128.25	121.50	114.75
20 min. (live)	150.00	142.50	135.00	127.50
(film)	112.50	106.88	101.25	95.62
15 min. (live)	120.00	114.00	108.00	102.00
(film)	90.00	85.50	81.00	76.50
10 min. (live)	100.00	95.00	90.00	85.00
(film)	75.00	71.75	67.50	63.75
5 min. (live)	80.00	76.00	72.00	68.00
(film)	60.00	57.00	54.00	51.00

CLASS B: Between 5:00 P.M. and 7:00 P.M.—Monday through Friday.

	1 time	13 times	39 times	52 times
60 min. (live)	\$270.00	\$256.50	\$243.00	\$229.50
(film)	202.50	192.37	182.25	172.12
30 min. (live)	162.00	153.90	145.80	137.70
(film)	121.50	115.42	109.35	103.27
20 min. (live)	135.00	128.25	121.50	114.75
(film)	101.25	96.19	91.13	86.06

15 min. (live)	108.00	102.60	97.20	91.80
(film)	81.00	76.95	72.90	68.85
10 min. (live)	90.00	85.50	81.00	76.50
(film)	67.50	64.12	60.75	57.37
5 min. (live)	72.00	68.40	64.80	61.20
(film)	54.00	51.30	48.60	45.90

CLASS C: All other hours:

60 min. (live)	\$225.00	\$213.75	\$202.50	\$191.25
(film)	168.75	160.31	151.88	143.43
30 min. (live)	135.00	128.25	121.50	114.75
(film)	101.25	96.12	91.13	86.06
20 min. (live)	112.50	106.87	101.25	95.62
(film)	84.37	80.15	75.93	71.71
15 min. (live)	90.00	85.50	81.00	76.50
(film)	67.50	64.12	60.75	57.37
10 min. (live)	75.00	71.25	67.50	63.75
(film)	56.25	53.44	50.63	47.81
5 min. (live)	60.00	57.00	54.00	51.00
(film)	45.00	42.75	40.50	38.25

WEEKLY STRIP UNITS: Minimum contract, 13 weeks, 5 times weekly—Monday through Friday. Programs of 10 minutes or more using 5 times per week at the same time every day, will take the weekly rate of 4 times the 1 time rate in each classification, subject to discounts of 5% for 26 and 10% for 52 consecutive weeks.

ANNOUNCEMENTS: 1 minute or less, slide or film:

	1 time	13 times	26 times	52 times
Class A.	\$ 50.00	\$ 40.00	\$ 38.00	\$ 36.00
Class B.	45.00	36.00	34.20	32.40
Class C.	37.50	30.00	28.50	27.00

REHEARSALS: Camera rehearsals—\$25.00 per half hour.

WFIL-TV Channel 6

The Philadelphia Inquirer Division of Triangle Publications, Inc., Market at 46th Street, Philadelphia 39, Pa.

STUDIOS: Four studios—25½'x55'x25'; 15'x20'x10'; 12'x20'x10'; 6'x8'x10'.

FACILITIES: Two studio image orthicons, one boom dolly, one pedestal dolly; remote unit with two i.o. cameras, two microwave relays; three 16mm. sound cameras, two 16mm. iconoscope cameras, six 16mm. newsreel cameras, one 35mm. still projector, two transparent slide projectors, two opaque projectors, one film developer.

NETWORK FACILITIES: Eastern seaboard cable connection.

NETWORK AFFILIATIONS: ABC; exchange agreement with DuMont.

PERSONNEL: Roger W. Clipp general manager; Donald S. Kellett, administrative assistant; John E. Surrick, sales manager; Kenneth W. Stowman, television sales manager; Jack Stack, manager of programming and production; Louis E. Littlejohn, chief engineer.

REPRESENTATIVE: The Katz Agency.

LIVE PROGRAMS

	1 Time	26 Times	52 Times
1 Hour	\$300.00	\$285.00	\$270.00
½ Hour	180.00	171.00	162.00
20 Minutes	150.00	142.50	135.00
¼ Hour	120.00	114.00	108.00
10 Minutes	90.00	85.50	81.00
5 Minutes	60.00	57.00	54.00

ANNOUNCEMENTS (Live and Film)

1 Minute or Less \$ 40.00 \$ 38.00 \$ 36.00
Special rates apply to announcements adjacent to special features.

FILM PROGRAMS

1 Hour	\$225.00	\$213.75	\$202.50
½ Hour	135.00	128.25	121.50
20 Minutes	112.50	106.87	101.25
¼ Hour	90.00	85.50	81.00
10 Minutes	67.50	64.12	60.75

REHEARSALS: \$25.00 per half hour.

ANNOUNCER'S FEE: Charge for run-of-schedule announcers on all commercial programs: 5 minutes, \$1.75; 10 minutes, \$2.60; 15 minutes, \$3.75; 30 minutes, \$4.50; 60 minutes, \$6.00

WPTZ Channel 3

Philco Television Broadcasting Corp., 1800 Architects Building, Philadelphia 3, Pa.

STUDIOS: Two.

FACILITIES: Two studio cameras; four image orthicon cameras; one 16mm. and two 35mm. film projectors; modified balopticon.

NETWORK FACILITIES: Philco built two-way relay between Philadelphia and New York; Eastern seaboard coaxial cable link.

NETWORK AFFILIATION: NBC.

PERSONNEL: Ernest B. Loveman, vice president and general manager; Alexander W. Dannenbaum, Jr., commercial manager; R. V. Tooke, assistant general manager; Ernest Walling, program manager.

STUDIO RATES

1 hour	\$400.00	¼ hour	\$160.00
½ hour	240.00	10 minutes	120.00
20 minutes	200.00	5 minutes	80.00

FILM RATES

1 hour	\$300.00	¼ hour	\$120.00
½ hour	180.00	10 minutes	90.00
20 minutes	150.00	5 minutes	60.00

TIME OR WEATHER SPOTS

20-second station breaks and 1-min. announcements \$50.00
Preferential announcements (1 minute or less) \$75.00
20-second spots may use a maximum of two slides or 16mm. or 35mm. film with live, motion picture sound track or transcribed narration and musical background.

One-minute spot announcements must use film with no more than one slide. Narration may be presented live, transcribed or on sound track.

REHEARSAL CHARGE: \$25 per half hour or fraction thereof.

REMOTES: Rates on request.

PROPS AND ARTWORK: Cost of materials plus labor at \$5 per man hour.

RICHMOND SALES RANK 48

WTVR Channel

Richmond Broadcasting Co., Inc., 3301 West Broad Street, Richmond 20, Va.

STUDIOS: Two studios: 29'x17½'x11¾'; Second (to be added) 29¾'x27¾'.

FACILITIES: Two image orthicon studio cameras; two 16mm. and one 35mm. projectors (to be installed); slide projector.

NETWORK FACILITIES: Eastern network connection.

NETWORK AFFILIATION: NBC.

PERSONNEL: Wilbur M. Havens, general manager; W. A. Bowry, Jr., assistant general manager; W. H. Hood, chief engineer; Conrad Rianhard, Jr., director of television.

REPRESENTATIVE: NBC Spot Sales; John Blair & Co.

TRANSMITTER, FILM AND/OR STUDIO CHARGES

1 minute or less.....	\$30.00	20 minutes	80.00
5 minutes	55.00	30 minutes	97.50
10 minutes	63.00	40 minutes	117.50
15 minutes	70.00	1 hour	175.00

REHEARSAL CHARGES: Included in time rates unless additional rehearsal is required over and above the unit of time purchased in which event rate is \$15 per quarter-hour or any fraction thereof.

ST. PAUL-MINNEAPOLIS

SALES RANK 11

KSTP-TV Channel 5

KSTP, Inc., 3415 University Avenue, Minneapolis-St. Paul. STUDIO: 25'x50'.

FACILITIES: Three orthicon cameras; three i.o. cameras, two microwave relays; two iconoscope film cameras, one 16mm. strobo-light projector, 16mm. sound and 16mm. film camera, one speed developer.

NETWORK AFFILIATIONS: NBC.

PERSONNEL: Stanley E. Hubbard, president and general manager; Kenneth M. Hance, vice president and treasurer; Miller C. Robertson, general sales manager; Joseph C. Cook, sales promotion manager.

REPRESENTATIVE: Edward Petry & Co., Inc.

RATES

CLASS A: 6:00 P.M. to 10 P.M., Monday through Friday; 1 P.M. to 10 P.M., Saturday and Sunday.

Time	Rate	Time	Rate
1 hour	\$200.00	10 minutes	\$ 70.00
40 minutes	160.00	5 minutes	50.00
30 minutes	120.00	1 minute	45.00
20 minutes	100.00	20 seconds	30.00
15 minutes	80.00		

CLASS B: 5 P.M. to 6 P.M., Monday through Friday, and 10 to 10:30 P.M., Sunday through Saturday.

Time	Rate	Time	Rate
1 hour	\$150.00	10 minutes	\$ 52.50
40 minutes	120.00	5 minutes	37.50
30 minutes	90.00	1 minute	33.75
20 minutes	75.00	20 seconds	22.50
15 minutes	60.00		

CLASS C: All other times.

Time	Rate	Time	Rate
1 hour	\$100.00	10 minutes	\$ 35.00
40 minutes	80.00	5 minutes	25.00
30 minutes	60.00	1 minute	22.50
20 minutes	50.00	20 seconds	15.00
15 minutes	40.00		

DISCOUNT: For 52 weeks of continuous telecasting, 10% of the lowest net billing (for transmitter charge only) for any one week, multiplied by 52.

ST. LOUIS SALES RANK 10

KSD-TV Channel 5

St. Louis Post-Dispatch, 1111 Olive Street, St. Louis 1, Mo. STUDIO: 2 studios—both 28'x49'.

FACILITIES: 2 cameras for studio and remotes; microwave transmitter; 1 16mm. projector; 2 slide projectors; 1 balopticon.

NETWORK FACILITIES: Midwest cable connection.

NETWORK AFFILIATIONS: NBC, ABC. Film recordings from CBS and DuMont.

PERSONNEL: George M. Burbach, general manager; Ed Risk, chief engineer; Harold Grams, program director; Guy Yeldell, sales manager.

REPRESENTATIVE: Free & Peters.

LIVE PROGRAM RATES

60 minutes	\$250.00 (2 hours rehearsal included)
40 minutes	200.00 (1½ hours rehearsal included)
30 minutes	150.00 (1 hour rehearsal included)
20 minutes	125.00 (½ hour rehearsal included)
15 minutes	100.00 (½ hour rehearsal included)
10 minutes	75.00 (½ hour rehearsal included)
1 minute	40.00 (½ hour rehearsal included)

FILM PROGRAMS AND SPOTS: Same as above rates, less 20% discount.

DISCOUNTS: 13 times, 5%, 26 times, 10%; 52 times, 15%; 100 times, 20%; 200 times, 25%.

REHEARSAL CHARGES: \$50 for each hour up to five hours; \$150 per hour in excess of 5 hours.

REMOTES: Upon request.

SALT LAKE CITY SALES RANK 58

KDYL-W6XIS Channel 4

Intermountain Broadcasting Co., Tribune-Telegram Bldg., Salt Lake City, Utah.

STUDIOS: Two studios—25'x60'; 16'x24'.

FACILITIES: Two studio cameras; remote unit with two image orthicon cameras; complete film equipment.

NETWORK AFFILIATION: NBC film recordings.

PERSONNEL: S. S. Fox, president and general manager; John M. Baldwin, vice president and technical director; Harry Golub, director of television; Allen L. Gunderson, chief television engineer.

REPRESENTATIVE: John Blair & Co.

BASIC RATE*

CLASS A: 6:00 P.M. to 11:00 P.M. Sunday through Friday.

	1 Time	13 Times	26 Times	52 Times
1 hour	\$150.00	\$145.00	\$140.00	\$135.00
½ hour	90.00	85.50	81.00	76.50
20 min.	75.00	71.25	67.50	63.75
¼ hour	60.00	57.00	54.00	51.00
10 min.	45.00	42.75	40.50	38.25
5 min.	30.00	28.50	27.00	25.50
1 min.	23.00	21.65	20.30	18.95

CLASS B: Before 6:00 P.M.

	1 Time	13 Times	26 Times	52 Times
1 hour	\$100.00	\$ 95.00	\$ 90.00	\$ 85.00
½ hour	60.00	57.00	54.00	51.00
20 min.	50.00	47.50	45.00	42.50
¼ hour	40.00	38.00	36.00	34.00
10 min.	30.00	28.50	27.00	25.50
5 min.	20.00	19.00	18.00	17.00
1 min.	15.00	14.00	13.00	12.00

* Includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. Additional charges for remotes or for programs or announcements using live talent or which requires extra production facilities. Rates on request.

REHEARSAL TIME: Live studio camera rehearsals \$25.00 for one-half hour or any part thereof. For studio rehearsal time requirements, consult management.

REMOTES: Rates on request.

DISCOUNTS: Announcements and programs cannot be combined to earn lower rate.

SAN FRANCISCO SALES RANK 7

KGO-TV Channel 7

(Starts early 1949)

American Broadcasting Company, 155 Montgomery St., San Francisco 4, Calif.

STUDIO: One 23'x37'; other under construction.

FACILITIES: Six studio cameras; three dollies; two 16 mm. and two 35 mm., film projectors; two slide projectors; one remote unit, including three remote cameras.

NETWORK AFFILIATION: ABC.

PERSONNEL: Gayle Grubb, general manager; Bloyce Wright, program manager; Victor Reed, news editor;

Maurice Baker, promotion manager.

REPRESENTATIVE: ABC Spot Sales.

CLASS A: 7:00 to 10:30 P.M. Monday through Friday; 12:00 Noon to 10:30 P.M. Saturday and Sunday.

	Number of Times per year						
	1-12	13-25	26-51	52-103	104-259	260-399	Over 400
* 1h.	350.00	332.50	323.75	315.00	306.25	297.50	280.00
½h.	210.00	199.50	194.25	189.00	183.75	178.50	168.00
¼h.	140.00	133.00	129.50	126.00	122.50	119.00	112.00
10m.	116.67	110.84	107.92	105.00	102.09	99.17	93.34
5m.	93.33	88.66	86.33	84.00	81.66	79.33	74.66
1m.	70.00	66.50	64.75	63.00	61.25	59.50	56.00
or less							

CLASS B: 5:00-7:00 P.M., Monday through Friday; 10:30-11:00 P.M. daily.

1h.	\$262.50	249.38	242.81	236.25	229.69	223.13	210.00
½h.	157.50	149.63	145.69	141.75	137.81	133.88	126.00
¼h.	105.00	99.75	97.13	94.50	91.88	89.25	84.00
10m.	87.50	83.13	80.94	78.75	76.56	74.38	70.00
5m.	70.00	66.50	64.75	63.00	61.25	59.50	56.00
1m.	52.50	49.88	48.56	47.25	45.94	44.63	42.00
or less							

CLASS C: All other times day and night.

1h.	210.00	199.50	194.25	189.00	183.75	178.50	168.00
½h.	126.00	119.70	116.55	113.40	110.25	107.10	100.80
¼h.	84.00	79.80	77.70	75.60	73.50	71.40	67.20
10m.	70.00	66.50	64.75	63.00	61.25	59.50	56.00
5m.	56.00	53.20	51.80	50.40	49.00	47.60	44.80
1m.	42.00	39.90	38.85	37.80	36.75	35.70	33.60
or less							

* Rates for periods longer than one hour are in exact proportion to the hour rate i.e., the 90-minute rate will be 150 per cent of the hour rate.

NET FREQUENCY RATES: Net frequency rates shown below are based on the total number of programs or announcements in all rate brackets used within one year for the same advertiser; however, programs and announcements may not be combined for frequency rate. If a contract is renewed for the same schedule, without interruption, beyond a 52-week period, the same earned time rate will be allowed for such continuous weekly service as the rate earned for the preceding 52-week period; however, should the schedule of the renewed contract be reduced or cancelled before completing the contract fiscal-year, a short rate charge will be made in accordance with applicable frequency rate for number of programs or announcements used within the current fiscal-year, or advertiser may elect to re-earn frequency rate each fiscal-year.

JOINT AM AND TV NET FREQUENCY RATE: The total number of announcements used by an advertiser on KGO-AM and KGO-TV may be combined to determine the respective net frequency rates for each AM and TV announcement schedule. The total number of programs used on both AM and TV may also be combined to determine the respective net frequency rates for each program schedule. However, announcements and programs may not be combined.

REHEARSAL CHARGES: One hour of rehearsal time will be charged as a minimum except for announcements for one minute or less. Rehearsal periods in excess of the first hour will be charged at the rate of 25 per cent of the hourly rate for each additional 15 minutes or less. Hourly rates for studio rehearsal time are: (live) \$150; (film) \$60. If film is used in conjunction with a live program an additional flat charge of \$60 will be made for use of the film studio, regardless of length of rehearsal; if live voice over film is used, add 50 per cent to the film rate. Announcements (one minute or less): no charge if complete on film; charges on request if announcement requires use of live action, voice, music or sound effects.

REMOTES: Charges on request.

SCHENECTADY SALES RANK 23

WRGB Channel 4

General Electric Company, 60 Washington Avenue, Schenectady 5, N. Y.

STUDIO: 42'x70'x18'.

FACILITIES: Three orthicon cameras; 16mm. and 35mm. film projectors; remote equipment on order.

NETWORK FACILITIES: General Electric Microwave Relay System, New York to Schenectady.

NETWORK AFFILIATIONS: NBC, CBS, ABC & DuMont.

PERSONNEL: G. Emerson Markham, station manager; A. G. Zink, supervisor of programs; A. G. MacDonald, supervisor of station sales and promotion; W. J. Purcell, engineer.

TIME CHARGES

60 minutes	\$200.00	10 minutes	\$75.00
30 minutes	125.00	5 minutes	50.00
20 minutes	100.00	1 minute	50.00
15 minutes	88.00	20 seconds*	40.00

* Only time, weather and service announcements accepted.

REHEARSAL CHARGES: Live programs, \$25 per 1/2 hour or any part thereof; live spots, \$10 (up to 15 minutes). No charge for film previewing or handling.

DISCOUNTS: Apply to station time and rehearsal facilities charges and are based on the number of broadcasts used in an established one year period. They become effective from beginning of service only on firm contracts or as contracts become firm.

25 times or less	None	104 times	15%
26 times	7 1/2%	208 times	17 1/2%
52 times	10%	Over 208 times	20%
78 times	12 1/2%		

TOLEDO SALES RANK 34

WSPD-TV Channel 13

The Fort Industry Co., 136 Huron Street, Toledo, Ohio.
STUDIOS: 45'x25'20'.

FACILITIES: Two studio cameras; mobile unit with two i.o. cameras, microwave relay; two 16mm. projectors; transparent projector, baloptican.

NETWORK FACILITIES: Midwest cable connection.

NETWORK AFFILIATIONS: NBC, ABC, CBS.

PERSONNEL: E. Y. Flanigan, general manager; Glenn C. Jackson, program director; W. M. Stringfellow, engineer; William Myers, promotion director.

REPRESENTATIVE: The Katz Agency.

BASIC RATE*

	1 Time	13 Times	26 Times	52 Times	104 Times
1 hour	\$150.00	\$142.50	\$135.00	\$127.50	\$120.00
1/2 hour	90.00	85.50	81.00	76.50	72.00
20 minutes	75.00	71.25	67.50	63.75	60.00
1/4 hour	60.00	57.00	54.00	51.00	48.00
10 minutes	45.00	42.75	40.50	38.25	36.00
5 minutes	30.00	28.50	27.00	25.50	24.00

ANNOUNCEMENTS

1 m. or less	24.00	22.80	21.60	20.40	19.20
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Announcements and programs cannot be combined to earn lower rate.

* Includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. Also applies to programs and announcements relayed from other stations or by a network.

Does not cover programs or announcements using live talent or which require extra production facilities and personnel. (See studio rates below.)

STUDIO RATE**

	1 Time	13 Times	26 Times	52 Times	104 Times
1 hour	\$250.00	\$237.50	\$225.00	\$212.50	\$200.00
1/2 hour	150.00	142.50	135.00	127.50	120.00
20 minutes	125.00	118.75	112.50	106.25	100.00
1/4 hour	100.00	95.00	90.00	85.00	80.00
10 minutes	75.00	71.25	67.50	63.75	60.00
5 minutes	50.00	47.50	45.00	42.50	40.00

ANNOUNCEMENTS

1 m. or less	40.00	38.00	36.00	34.00	32.00
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Announcements and programs cannot be combined to earn lower rate.

** Applies to all live talent studio productions. Includes facilities covered by the basic rate plus full use of existing studio and camera facilities, and the necessary technical staff.

REMOTES: Quoted on request.

REHEARSAL CHARGE: Camera rehearsal in ratio of 2:1 included. \$25.00 per hour for time in excess of 2:1 but less than 4:1. \$75.00 per hour for time over 4:1.

WASHINGTON SALES RANK 12

WMAL-TV Channel 7

The Evening Star Broadcasting Co., Translux Building, Washington, D.C.

STUDIO: Located at 1625 K St., N.W., measures 50'x25'.

FACILITIES: Three studio image orthicon cameras; two remote image orthicons, (one with Zoomar lens), completely equipped mobile unit; one 16 mm and one 35 mm film projector; one slide projector.

NETWORK FACILITIES: Eastern seaboard connection.

NETWORK AFFILIATION: ABC.

PERSONNEL: Kenneth H. Berkeley, vice president and general manager; Ben B. Baylor, Jr., assistant general manager; Fred Shawn, manager of operations; Harry Hoskinson, assistant manager of television; Frank Harvey, chief television engineer.

REPRESENTATIVE: ABC Spot Sales.

Class A—7 to 11 pm; Monday through Friday and 12 noon to 11 pm Saturday and Sunday.

Times per Year	1 Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
1 to 12	\$300.00	\$180.00	\$150.00	\$120.00	\$100.00	\$60.00
13 to 25	285.00	171.00	142.50	114.00	95.00	57.00
26 to 51	270.00	162.00	135.00	108.00	90.00	54.00
52 to 103	255.00	153.00	127.50	102.00	85.00	51.00
104 to 259	240.00	144.00	120.00	96.00	80.00	48.00
260 or more	225.00	135.00	112.50	90.00	75.00	45.00

Class B—5 to 7 pm Monday through Friday.

1 to 12	225.00	135.00	112.50	90.00	75.00	45.00
13 to 25	213.75	128.25	106.88	85.50	71.25	42.75
26 to 51	202.50	121.50	101.25	81.00	67.50	40.50
52 to 103	191.25	114.75	95.63	76.50	63.75	38.25
104 to 259	180.00	108.00	90.00	72.00	60.00	36.00
260 or more	168.75	101.25	84.38	67.50	56.25	33.75

Class C—Sign-On to 5 pm Monday through Friday and 11 pm to Sign-Off Sunday through Saturday.

1 to 12	180.00	108.00	90.00	72.00	60.00	36.00
13 to 25	171.00	102.60	85.50	68.40	57.00	34.20
26 to 51	162.00	97.20	81.00	64.80	54.00	32.40
52 to 103	153.00	91.80	76.50	61.20	51.00	30.60
104 to 259	144.00	86.40	72.00	57.60	48.00	28.80
260 or more	135.00	81.00	67.50	54.00	45.00	27.00

NOTE: These rates include transmitter and film facilities, services of staff announcer and use of transcription and record facilities, and/or use of existing studio and camera facilities with technical staff.

REHEARSAL TIME: Rehearsal time in the ratio of 2-to-1 to air time included in above rates. \$50 per hour for rehearsal time in excess of 2-to-1 ratio.

REMOTES AND SPECIAL FEATURES: Mobile unit

equipped with two Image Orthicon Camera chains and Zoomar lens available. Rates for specific events quoted on request.

ANNOUNCEMENTS

	Minute Station Breaks (When and where available)	Minute Announcements in Participation Periods
1 to 12	\$45.00	\$30.00
13 to 25	42.75	28.50
26 to 51	40.50	27.00
52 to 103	38.25	25.50
104 to 259	36.00	24.00
260 or more	33.75	22.50

NOTE: Above rates apply to all hours, day or night.

All announcements, minute or station break, are to be supplied on slide or film; audio may be sound-on-film, transcribed, or live.

Firm contracts for any period up to 52 weeks will be accepted at existing rates.

WNBW Channel 4

National Broadcasting Company, Inc., Trans-Lux Building, Washington 5, D. C.

STUDIO: (Wardman Park Hotel) 52'x76'.

FACILITIES: Five image orthicon studio cameras; 16mm. and 35mm. silent and sound film projectors; two slide projectors and Balopticon projector; mobile unit plus two sets field and microwave relay equipment including five image orthicon cameras.

NETWORK AFFILIATION: NBC.

NETWORK FACILITIES: NBC (Eastern network)

PERSONNEL: Frank M. Russell, vice president in charge of NBC Washington; William R. McAndrew, assistant to the vice president; George Y. Wheeler II, director of programs; Mahlon Glascock, director of sales; Donald Cooper, chief engineer.

REPRESENTATIVE: NBC Spot Sales.

SECTION I

PROGRAM TIME RATES

CLASS A: 6:00 - 10:30 P.M.

1	45	40	30	20	15	10	5
hour	min.	min.	min.	min.	min.	min.	min.
\$150	120	112	90	75	60	52	38

CLASS B: 5:00 - 6:00 P.M., 10:30 - 11:00 P.M., Monday through Friday; 1:00 - 6:00 P.M., 10:30 - 11:00 P.M., Saturday and Sunday.

1	45	40	30	20	15	10	5
hour	min.	min.	min.	min.	min.	min.	min.
112	90	84	68	56	45	39	28

CLASS C: All other times.

1	45	40	30	20	15	10	5
hour	min.	min.	min.	min.	min.	min.	min.
75	60	56	45	38	30	26	19

STUDIO USAGE: Studio usage for live programs includes time for rehearsal, standby, studio audience arrangements and other purposes; for film programs, time for rehearsal, pre-broadcast runthrough, etc.

Minimum studio time required under standard studio usage charge is as follows: (Studio air time is provided for as part of program time rate.)

Program Length	1	45	40	30	20	15	10	5
	hour	min.	min.	min.	min.	min.	min.	min.
LIVE STUDIO	3 hr.	2½ hr.	2¼ hr.	2 hr.	1¾ hr.	1½ hr.	1¼ hr.	1 hr.
FILM STUDIO	2 hr.	1¾ hr.	1¾ hr.	1½ hr.	1¼ hr.	1 hr.	¾ hr.	½ hr.

STUDIO USAGE CHARGE

LIVE STUDIO

1	45	40	30	20	15	10	5
hour	min.	min.	min.	min.	min.	min.	min.
\$240	200	180	160	140	120	100	80

FILM STUDIO

1	45	40	30	20	15	10	5
hour	min.	min.	min.	min.	min.	min.	min.
\$100	88	88	75	63	50	38	25

FILM STUDIO*

1	45	40	30	20	15	10	5
hour	min.	min.	min.	min.	min.	min.	min.
\$ 50	44	44	38	32	25	19	13

* When used in conjunction with live studio or mobile unit. Where more than the allotted studio time is indicated as necessary, the following additional studio charges apply:

Live Studio at the rate of \$80 per hour
Film Studio at the rate of \$50 per hour

SECTION II

ONE-MINUTE ANNOUNCEMENTS

Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
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CLASS A: 6:00 - 10:30 P.M.

\$40.00 \$37.00 \$36.00 \$35.00 \$34.00 \$33.00 \$32.00

CLASS B: 5:00 - 6:00 P.M., 10:30 - 11:00 P.M., Monday through Friday; 1:00 - 6:00 P.M., 10:30 - 11:00 P.M., Saturday and Sunday.

30.00 27.75 27.00 26.25 25.50 24.75 24.00

CLASS C: All other times.

20.00 18.50 18.00 17.50 17.00 16.50 16.00

Acceptable in programs established for their use. When announcer, music or sound effects are used in connection with film or slide there will be an additional charge. A studio usage charge will be made for live one-minute announcements scheduled outside of regularly established announcement programs. Quotations on request.

SECTION III

20 SECOND SERVICE ANNOUNCEMENTS

(TIME WEATHER)

Film Studio Only

Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
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CLASS A: 6:00 - 10:30 P.M.

\$40.00 \$37.00 \$36.00 \$35.00 \$34.00 \$33.00 \$32.00

CLASS B: 5:00 - 6:00 P.M., 10:30 - 11:00 P.M., Monday through Friday; 1:00 - 6:00 P.M., 10:30 - 11:00 P.M., Saturday and Sunday.

30.00 27.75 27.00 26.25 25.50 24.75 24.00

CLASS C: All other times.

20.00 18.50 18.00 17.50 17.00 16.50 16.00

Scheduled between established programs but not more frequently than 4 within each hour.

When announcer, music or sound effects are used in connection with film or slide there will be an additional charge. Rates on request.

REMOTE CHARGES: on request.

FREQUENCY RATES

(including studio usage charges)

NOTE: For convenience of advertisers and agencies net rates for Class A, B and C service after deduction of frequency time discounts and including studio usage charges are listed below.

SECTION I

CLASS A—6:00-10:30 P.M.

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO							
1 hour	\$ 390.00	378.75	375.00	371.25	367.50	363.75	360.00
45 min.	320.00	311.00	308.00	305.00	302.00	299.00	296.00
40 min.	292.00	283.60	280.80	278.00	275.20	272.40	269.60
30 min.	250.00	243.25	241.00	238.75	236.50	234.25	232.00
20 min.	215.00	209.37	207.50	205.62	203.75	201.87	200.00
15 min.	180.00	175.50	174.00	172.50	171.00	169.50	168.00
10 min.	152.00	148.10	146.80	145.50	144.20	142.90	141.60
5 min.	118.00	115.15	114.20	113.25	112.30	111.35	110.40

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

1 hour	\$ 250.00	238.75	235.00	231.25	227.50	223.75	220.00
45 min.	208.00	199.00	196.00	193.00	190.00	187.00	184.00
40 min.	200.00	191.60	188.80	186.00	183.20	180.40	177.60
30 min.	165.00	158.25	156.00	153.75	151.50	149.25	147.00
20 min.	138.00	132.37	130.50	128.62	126.75	124.87	123.00
15 min.	110.00	105.50	104.00	102.50	101.00	99.50	98.00
10 min.	90.00	86.10	84.80	83.50	82.20	80.90	79.60
5 min.	63.00	60.15	59.20	58.25	57.30	56.35	55.40

**PROGRAM TIME AND USAGE CHARGES—
COMBINATION LIVE AND FILM STUDIO**

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$ 440.00	428.75	425.00	421.25	417.50	413.75	410.00
45 min.	364.00	355.00	352.00	349.00	346.00	343.00	340.00
40 min.	336.00	327.60	324.80	322.00	319.20	316.40	313.60
30 min.	288.00	281.25	279.00	276.75	274.50	272.25	270.00
20 min.	247.00	241.37	239.50	237.62	235.75	233.87	232.00
15 min.	205.00	200.50	199.00	197.50	196.00	194.50	193.00
10 min.	171.00	167.10	165.80	164.50	163.20	161.90	160.60
5 min.	131.00	128.15	127.20	126.25	125.30	124.35	123.40

CLASS B: 5:00 - 6:00 P.M., 10:30 - 11:00 P.M., Monday through Friday; 1:00 - 6:00 P.M., 10:30 - 11:00 P.M., Saturday and Sunday.

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$ 352.00	343.60	340.80	338.00	335.20	332.40	329.60
45 min.	290.00	283.25	281.00	278.75	276.50	274.25	272.00
40 min.	264.00	257.70	255.60	253.50	251.40	249.30	247.20
30 min.	228.00	222.90	221.20	219.50	217.80	216.10	214.40
20 min.	196.00	191.80	190.40	189.00	187.60	186.20	184.80
15 min.	165.00	161.62	160.50	159.37	158.25	157.12	156.00
10 min.	139.00	136.07	135.10	134.12	133.15	132.17	131.20
5 min.	108.00	105.90	105.20	104.50	103.80	103.10	102.40

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$ 212.00	203.60	200.80	198.00	195.20	192.40	189.60
45 min.	178.00	171.25	169.00	166.75	164.50	162.25	160.00
40 min.	172.00	165.70	163.60	161.50	159.40	157.30	155.20
30 min.	143.00	137.90	136.20	134.50	132.80	131.10	129.40
20 min.	119.00	114.80	113.40	112.00	110.60	109.20	107.80
15 min.	95.00	91.62	90.50	89.37	88.25	87.12	86.00
10 min.	77.00	74.07	73.10	72.12	71.15	70.17	69.20
5 min.	53.00	50.90	50.20	49.50	48.80	48.10	47.40

**PROGRAM TIME AND USAGE CHARGES—
COMBINATION LIVE AND FILM STUDIO**

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$ 402.00	393.60	390.80	388.00	385.20	382.40	379.60
45 min.	334.00	327.25	325.00	322.75	320.50	318.25	316.00
40 min.	308.00	301.70	299.60	297.50	295.40	293.30	291.20
30 min.	266.00	260.90	259.20	257.50	255.80	254.10	252.40
20 min.	228.00	223.80	222.40	221.00	219.60	218.20	216.80
15 min.	190.00	186.82	185.50	184.37	183.25	182.12	181.00
10 min.	158.00	155.07	154.10	153.12	152.15	151.17	150.20
5 min.	121.00	118.90	118.20	117.50	116.80	116.10	115.40

CLASS C—All other times.

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$ 315.00	309.37	307.50	305.62	303.75	301.87	300.00
45 min.	260.00	255.50	254.00	252.50	251.00	249.50	248.00
40 min.	236.00	231.80	230.40	229.00	227.60	226.20	224.80
30 min.	205.00	201.62	200.50	199.37	198.25	197.12	196.00
20 min.	178.00	175.15	174.20	173.25	172.30	171.35	170.40
15 min.	150.00	147.75	147.00	146.25	145.50	144.75	144.00
10 min.	126.00	124.05	123.40	122.75	122.10	121.45	120.80
5 min.	99.00	97.57	97.10	96.62	96.15	95.67	95.20

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$ 175.00	169.37	167.50	165.62	163.75	161.87	160.00
45 min.	148.00	143.50	142.00	140.50	139.00	137.50	136.00
40 min.	144.00	139.80	138.40	137.00	135.60	134.20	132.80
30 min.	120.00	116.62	115.50	114.37	113.25	112.12	111.00
20 min.	101.00	98.15	97.20	96.25	95.30	94.35	93.40
15 min.	80.00	77.75	77.00	76.25	75.50	74.75	74.00
10 min.	64.00	62.05	61.40	60.75	60.10	59.45	58.80
5 min.	44.00	42.57	42.10	41.62	41.15	40.67	40.20

**PROGRAM TIME AND USAGE CHARGES—
COMBINATION LIVE AND FILM STUDIO**

	Less than 26 times	26 to 38	39 to 51	52 to 103	104 to 155	156 to 207	208 or more
1 hour	\$ 365.00	359.37	357.50	355.62	353.75	351.87	350.00
45 min.	304.00	299.50	298.00	296.50	295.00	293.50	292.00
40 min.	280.00	275.80	274.40	273.00	271.60	270.20	268.80
30 min.	243.00	239.62	238.50	237.37	236.25	235.12	234.00
20 min.	210.00	207.15	206.20	205.25	204.30	203.35	202.40
15 min.	175.00	172.75	172.00	171.25	170.50	169.75	169.00
10 min.	145.00	143.05	142.40	141.75	141.10	140.45	139.80
5 min.	112.00	110.57	110.10	109.62	109.15	108.67	108.20

GENERAL INFORMATION

LIVE STUDIO USAGE: Following equipment and personnel included in rates listed under Live Studio Usage: 3 RCA Victor image orthicon studio cameras—1 with dolly, 1 microphone boom, fixed microphones as required, lighting equipment, 33½ and 78 rpm lateral and/or vertical double turntables. Crew consisting of maximum of 7 technicians, 1 production man and 1 program assistant. Any additional personnel required supplied at standard rates.

FILM STUDIO USAGE: Following equipment and personnel included in rates listed below under Film Studio Usage

Charges: Studio fully equipped for continuous showing of 16mm. and 35mm. silent or sound films, 35mm. slide projectors and balopticon, 33½ and 78 rpm lateral and/or vertical double turntables. Announcer studio. Crew consists of maximum of three technicians and one producer. Any additional personnel required supplied at standard rates.

NETWORK AND STATION TIME ALLOCATION: Network time—10 A.M. to 1 P.M., 3 P.M. to 6 P.M., 7:30 P.M. to 10:30 P.M. Station time—All other time.

Locally sponsored program periods may be scheduled in network time subject to removal on 56 days' notice for network requirements.

LENGTH OF COMMERCIAL COPY: (Applicable to program time periods unless otherwise specially designated by station for specific programs.)

Length of Program (Minutes)	News Programs*		All Other Programs	
	Day & Night	Before 6 p.m.	After 6 p.m.	
5	1:00	1:15	1:00	
10	1:45	2:10	2:00	
15	2:15	3:00	2:30	
20	-----	3:30	2:40	
25	-----	4:00	2:50	
30	-----	4:15	3:00	
40	-----	5:00	3:45	
45	-----	5:45	4:30	
60	-----	7:00	6:00	

* Placement and type of commercial subject to company approval.

CONTRACT REQUIREMENTS: Commitments made for time and studio usage charges prior to the effective date of this card and renewals thereof will be completed at rates called for by such commitments up to and including March 31, 1948. Advertisers, however, may elect to substitute new contracts effective October 1, 1948, or at any time thereafter at rates on this card for the unexpired portion of such commitments.

DISCOUNTS ON TIME CHARGES ONLY: Applicable to Sections 1, 2 and 3. Program periods (Section 1), one-minute announcements (Section 2) and 20-second service announcements (Section 3) establish their individual discount schedules and may not be combined to earn higher discounts. Program periods (Section 1) in different rate classifications (Classes A, B and C) may not be combined to earn higher discounts. For one-minute announcements (Section 2) and 20-second service announcements (Section 3) classes A, B and C may be combined to earn higher discounts within their own rate sections. Discounts are based on total number used within each rate section during an established 12-month period.

Less than 26 times	None	104 to 155 times	15%
26 to 38 times	7½%	156 to 207 times	17½%
39 to 51 times	10%	208 times or more	20%
52 to 103 times	12½%		

Frequency discounts are allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

WTTG

Allen B. DuMont Labs., Inc., 12th & E Streets, N.W., Washington, D.C.

STUDIO: 20'x40'.

FACILITIES: Two iconoscope cameras (studio image orthicons on order); remote unit with four image orthicon cameras; two 16mm. projectors, two slide projector adapters.

NETWORK FACILITIES: Eastern seaboard cable connection.

NETWORK AFFILIATION: DuMont.

PERSONNEL: Walter Compton, general manager; Roger Coelos, operations manager; Harold Sheffers, sales manager; Malcolm Burleson, chief engineer.

RATES*

CLASS A: 6:00 P.M. to sign-off Mondays through Saturdays and all day Sunday.

	TIMES PER YEAR				
	1 to 12	13 to 25	26 to 51	52 to 103	104 or More
1 hour	\$300.00	\$285.00	\$270.00	\$255.00	\$240.00
30 minutes	180.00	171.00	162.00	153.00	144.00
20 minutes	150.00	142.50	135.00	127.50	120.00
15 minutes	120.00	114.00	108.00	102.00	96.00
10 minutes	100.00	95.00	90.00	85.00	80.00
5 minutes	60.00	57.00	54.00	51.00	48.00

CLASS B: Sign-on to 6 P.M. Mondays through Saturdays.

	TIMES PER YEAR				
	1 to 12	13 to 25	26 to 51	52 to 103	104 or More
1 hour	225.00	213.75	202.50	191.25	180.00
30 minutes	135.00	128.25	121.50	114.75	108.00
20 minutes	112.50	106.88	101.25	95.63	90.00
15 minutes	90.00	85.50	81.00	76.50	72.00
10 minutes	75.00	71.25	67.50	63.75	60.00
5 minutes	45.00	42.75	40.50	38.25	36.00

* The above time charges are net frequency rates per program and include all facilities of the station, including film and slide projectors, use of studio and studio camera facilities including technical personnel. Please note "Special Facilities."

ANNOUNCEMENTS

1 Minute or less—(as available)

1 to 12	13 to 25	26 to 51	52 to 103	104 or More
\$35.00	\$33.25	\$31.50	\$29.75	\$28.00

Announcement rates apply to all times of day or night. Video copy is to be supplied on slide or film; audio copy may be sound-on-film, transcribed or live. All announcements may be combined to earn discounts, but announcements may not be combined with program time charges for discount purposes.

REMOTES: Rates on request.

ABC NETWORK RATE CARD

American Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

NETWORK FACILITIES: East coast and Midwest live interconnected networks.

PERSONNEL: Edward J. Noble, chairman of the board; Mark Woods, president; Robert E. Kintner, executive vice president; Charles Barry, vice president in charge of programming; Paul B. Mowrey, national director of television; Richard M. Moore, administrative assistant and attorney; Richard E. Rawls, manager of operations; Ivor Kenway, vice president, advertising, promotion and research; Fred Thrower, vice president, sales; Theodore Oberfelder, director, advertising and promotion; Frank Marx, vice president, engineering; George O. Milne, director, technical operations; Alexander Stronach, eastern program manager; Burke Crotty, executive producer.

REPRESENTATIVE: ABC Spot Sales, 30 Rockefeller Plaza, New York 20, N. Y.

RATE CLASSIFICATIONS (All Rates quoted are on basis of local time)

- A. Evening Rate (Mon-Fri 7:00-10:30 P.M. (Sat & Sun 12:00 Noon-10:30 P.M.))
- B. 75% of Evening Rate (Mon-Fri. 5:00-7:00 P.M. (Sun-Sat 10:30-11:00 P.M.))
- C. 60% of Evening Rate All other times day and night

PERCENTAGES OF THE HOUR: Rates for periods of time less than one hour are figured at the following percentages of the hour rate:

5 minutes	26 2/3 %	35 minutes	66 2/3 %
10 minutes	33 1/3 %	40 minutes	73 1/3 %
15 minutes	40 %	45 minutes	80 %
20 minutes	46 2/3 %	50 minutes	86 2/3 %
25 minutes	53 1/3 %	55 minutes	93 1/3 %
30 minutes	60 %	60 minutes	100 %

Rates for periods longer than one hour are in exact proportion to the hour rate (i.e., the 90-minute rate will be 150% of the hour rate).

GROSS TIME CHARGES

The following stations are owned by or affiliated with ABC. Other affiliated stations will be added to the ABC television network from time to time and advertisers will be informed concerning their availability.

Station	Location	ONE HOUR RATE			Chan. No.	Connec. Date	Approx. date on air
		Even'g.	75%	60%			
WJZ-TV	New York	\$1,000.00	\$750.00	\$600.00	7	#Connec.	On Air
WFIL-TV	Phila.	400.00	300.00	210.00	6	#Connec.	On Air
WAAM	Baltimore	250.00	187.50	150.00	13	#Connec.	11/1/48
WMAL-TV	Washington	300.00	225.00	180.00	7	#Connec.	On Air
WNAC-TV	Boston	350.00	263.00	210.00	7	#Connec.	On Air
WEWS	Cleveland	300.00	225.00	180.00	5	#Connec.	On Air
WXYZ-TV	Detroit	450.00	263.00	210.00	7	#Connec.	On Air
**WTMJ-TV	Milwaukee	250.00	187.50	150.00	3	#Connec.	On Air
*WENR-TV	Chicago	600.00	450.00	360.00	7	#Connec.	On Air
WSPD-TV	Toledo	150.00	112.50	90.00	13	#Connec.	On Air
**WAVE-TV	Louisville	200.00	150.00	120.00	5	Indefinite	11/1/48
WBAP-TV	Ft. Worth	150.00	112.50	90.00	5	Indefinite	On Air
WTCN-TV	Minn-S Paul	200.00	150.00	120.00	4	Indefinite	11/1/48
KECA-TV	Los Angeles	500.00	375.00	300.00	7	Indefinite	End of '48
KGO-TV	San Fran.	350.00	262.50	210.00	7	Indefinite	End of '48
WDSU-TV	New Orleans	200.00	150.00	120.00	6	Indefinite	1/1/49
KFMB-TV	San Diego	200.00	150.00	120.00	8	Indefinite	1/1/49
WSEE	Tampa-St. Pete	150.00	112.50	90.00	7	Indefinite	To Be Advised
Total 18 Stations		\$5900.00	4426.00	3540.00			

#These stations are connected by coaxial cable or radio relay and the time charges for these stations include the use of such connections. The other stations listed are not at present connected by coaxial cable or relay. Therefore, an advertiser ordering them will be required to make arrangements for broadcasting the program through the use of film.

The Eastern network and the Mid-Western network will be joined by coaxial cable approximately Dec. 25, 1948.

** Rate classifications and/or percentages of the hour vary slightly from those given in "percentages of the hour" above.

All rates for stations listed are subject to change at any time. However, advertisers ordering any of these stations prior to the effective date of a rate increase publicly announced by Company will receive protection at the rates listed for six months from such effective date, or from the date the station commences operations, whichever is later. KSD-TV, St. Louis, Mo., and WBEN-TV, Buffalo, N. Y., may be ordered by special arrangements.

STUDIO REHEARSAL CHARGES: The minimum charge for rehearsal will be one hour. Rehearsal periods in excess of the first hour will be charged for at the rate of 25% of the hourly rate for each additional 15 minutes or less. The rates for studio rehearsal time at ABC owned station origination points are given below:

Station & Location	One Hour Rate	
	Program* All Live	Program** All Film
WJZ-TV New York	\$200	\$75
WENR-TV Chicago	100	50
WXYZ-TV Detroit	100	50
KECA-TV Los Angeles	150	60
KGO-TV San Francisco	150	60

* If film is used in conjunction with a live program there will be an additional flat charge of \$75 in New York, \$50 in Chicago and Detroit, and \$60 in Los Angeles and San

Francisco for use of the film studio, regardless of the length of the rehearsal.

** If live voice over film is used, add 50% to film rates.
WEEKLY DISCOUNT (For 13 or more consecutive weeks of Network-TV broadcasting) The weekly station-hour discount will be based on two factors:

1. total amount of time used during the week up to one hour
2. the proportion of available ABC stations ordered.

Weekly Discount For Full Available Network
 (Based on Total Time ordered per week)

5 minutes.....	.8%	25 minutes.....	4.2%	45 minutes.....	7.5%
10 minutes.....	1.7%	30 minutes.....	5.0%	50 minutes.....	8.3%
15 minutes.....	2.5%	35 minutes.....	5.8%	55 minutes.....	9.2%
20 minutes.....	3.3%	40 minutes.....	6.7%	60 minutes	
				or more.....	10%

The maximum weekly station-hour discount is 10%, which maximum will be given to advertisers using one hour or more and ordering all available stations. Advertisers using less time or ordering fewer stations will receive a discount which is proportionately lower—the discount percentage being figured to the nearest tenth of one per cent. For example, an advertiser ordering one half-hour per week on all available stations will receive half the maximum discount, or 5% as shown below: If an advertiser orders only two-thirds of the available stations, he would receive two-thirds of the half-hour discount, i.e., two-thirds of 5%, or 3.3%. As another example, if an advertiser orders one half-hour per week on three-quarters of the available stations and another half-hour per week on two-thirds of the available stations, he will receive three-quarters of the half-hour discount plus two-thirds of the half-hour discount on both half-hours, while both are running concurrently, i.e., (three quarters of 5% or 3.8%, plus two-thirds of 5% or 3.3%, or a total discount of 7.1%)

For purposes of determining the weekly discount for each 13 week cycle of an advertiser's contract, the term "available stations" is defined as all stations in operation plus all stations which, as publicly announced by Company, are expected to commence operations during such 13 week cycle. The weekly discount for the first 13 week period will be based on the proportion of ordered stations to the total available stations as of the date the order is accepted, and for each succeeding 13 week cycle, as of thirty days prior to the end of the preceding 13 week cycle.

ADDITIONAL DISCOUNT FOR AM USERS: During each week that an ABC-TV network advertiser uses ABC-AM network facilities, he will receive an additional weekly TV discount as follows:

	AM WEEKLY GROSS CONTRACTED VALUE				
	LESS THAN \$6,000	\$6,000 to \$12,000	\$12,000 to \$18,000	\$18,000 or MORE	AM annual gross billing of \$1,500,000 or more
Additional TV Weekly Discounts	1/2%	1%	1 1/2%	2%	2 1/2%

7 1/2% ANNUAL REBATE: (For 52 consecutive weeks of network broadcasting) In addition to the weekly discounts an annual rebate of 7 1/2% of the gross billing will be allowed on each station used for the fifty-two consecutive weeks of the rebate-fiscal year. Station substitutions without lapse, may be made without loss of rebate if the gross weekly dollar volume is maintained. The rebate is also allowed on the gross billings for stations which are added during the year and are not discontinued prior to the end of the rebate-fiscal year. Rebate will be due and payable at the end of each fifty-two weeks of consecutive service, or will be paid currently on firm fifty-two week contracts.

REMOTES: Rates on request.

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 No. of Hours Weekly	Remotes	Studio	Film	Networks	Commercial	Sustaining
WCBS-TV	30	30%	46%	24%	—	40%	60%
WATV	25	20%	—	80%	—	—	—
WPIX	34	29%	38%	33%	—	27%	63%
WNBT	32	40%	35%	21%	4%	59%	41%
WFIL-TV	35	7%	18%	19%	56%	27%	73%
WCAU-TV	31 1/2	10%	27%	29%	34%	40%	60%
WTTG	29	36%	22%	13%	29%	43%	57%
WNBW	33	8%	19%	17%	56%	40%	60%
WMAR-TV	43	17%	1/2%	29 1/2%	53%	27%	73%
WBAL-TV	45	—	56%	13%	31%	42%	58%
WBKB	36	45%	28%	27%	—	58%	42%
KSD-TV	30	54%	24%	18%	4%	61%	39%
WWJ-TV	35	26%	32%	28%	14%	—	—
KTLA	36 1/2	44%	32%	24%	—	40%	60%
KTSL-W6XAO	16	20%	20%	50%	10%*	25%	75%
WLW-T	30	18%	53%	29%	—	30%	70%
WTMJ-TV	30	27%	21%	36%	16%	49%	51%
WGN-TV	38	50%	32%	18%	—	54%	46%
WTVR	23	—	35%	19%	46%	44%	56%
WBZ-TV	50	34%	1/2%	17 1/2%	49%	—	—
WBEN-TV	27	45%	15%	30%	10%	30%	70%
WRGB	30 1/2	—	28%	12%	60%	—	—
KDYL-W6XIS	19	10%	40%	50%	—	40%	60%

*Network films.

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.

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"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

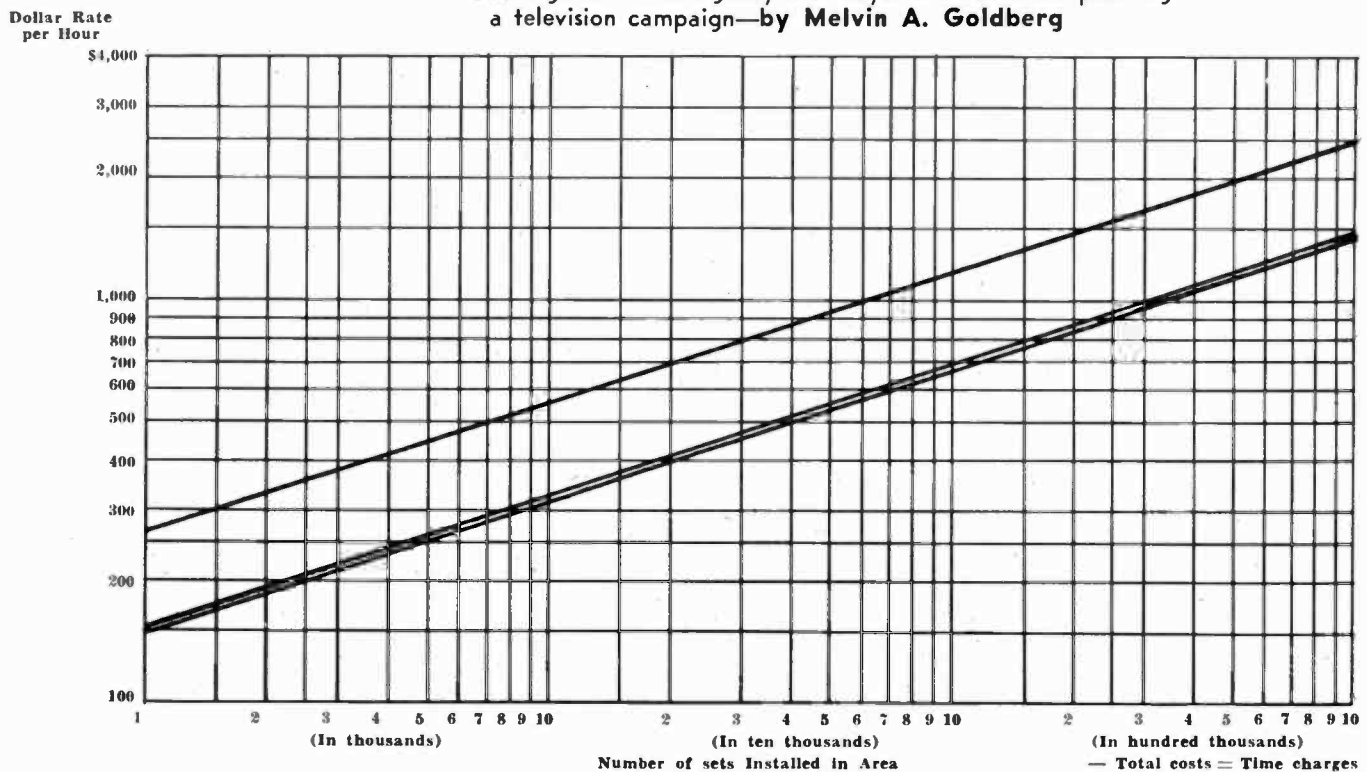
WWJ-TV

NBC TELEVISION NETWORK

ASSOCIATE AM-FM STATION WWJ

rate projection curve

... A guide for the agency time buyer and advertiser planning a television campaign—by Melvin A. Goldberg



TELEVISION MAGAZINE'S RATE PROJECTION CHART

The single line gives the average time charges while the double line is the overall charge including time, facilities and rehearsal charges. The rate projection chart naturally is based on an average of present operating stations and does not attempt to give rates for any one station or city.

OF PRIME concern in mapping a TV campaign today is the cost picture for the next six months or a year. In order to provide a guide for the prospective TV user, TELEVISION Magazine has attempted to project time rates and facilities charge increases, as well as the average rates for opening stations. Rates currently depend upon three factors: size of market (potential audience); number of sets installed; and cost of programming. Naturally any rate projection must be arbitrary at this time and should be used only as a possible indication of time costs. NBC in similar computations estimate that TV time rates will be approximately 3½ times that of AM broadcasting.

Opening rates for new stations are likely to depend more upon city size (population) than on number-of-sets in the market, a principle which may be considered applicable to the majority of communities with less than 1,000,000 population, according to a comprehensive study of TV charges to date.

For example, stations in cities of 250,000 or less usually begin

operations with an hourly rate ranging from \$100 to \$250, with \$150 to \$175 as the average, regardless of receiver circulation in the particular market. New stations in cities of 250,000 to 500,000 usually debut with an hourly rate around the \$200 bracket. Despite the fact that only four outlets currently on the air are located in markets of this size, it's estimated that the average figure of \$200 is generally applicable to stations in such market areas. Stations in cities with population of 500,000 to 1,000,000 usually start at an hourly rate of \$200 to \$450, with \$250 as the average.

Total Costs

Although time rates per se vary total costs per hour of stations in one city are usually about equal when rehearsal and facilities charges, etc., are included in the tabulation. For example, Station A will charge \$200 for straight time, plus \$250 for facilities and/or studio, including five hours rehearsal. Station B may charge \$200 for transmitter use plus \$50 for one-hour rehearsal, with a required minimum of five hours rehearsal per 60-min.

live program. Station C will charge \$450 for a complete one-hour show including rehearsal and facilities. Station D, on the other hand, may charge \$300 per hour per live show and include rehearsal at a two-to-one ratio (two hours rehearsal free per one hour program.) Rehearsal time in excess of the ratio in the latter case, however, may command a charge of \$50 per hour.

As a result it can be emphasized that computation of rates should in all cases include charges for rehearsals, facilities, etc. In ascertaining rates, therefore, it's felt that time costs as such would serve as the most logical base for projection of costs likely to be in effect six months or a year from now.

Rate increases do not generally appear until a market has reached the 5,000 receiver figure. At this point it's estimated that stations in the 250,000 population category can be expected to set an hourly rate of \$200. When the 5,000 receiver mark is passed the hourly rate is usually increased to \$250. Accordingly, stations in the 250,000 to 500,000 category, with 5,000 sets

installed, generally hike rates to \$250.

On the other hand cities in the 500,000 to 1,000,000 range can be expected to withhold initial rate increases until the receiver figure reaches 10,000. Reason for the delay in increase here is due to the fact that set sales are likely to be heavier in such markets, and attendant rate increases would be both frequent and unwieldy for sound operation. The first increase, therefore, from opening date to the 10,000-receiver figure, should approximate the \$250-\$300 bracket; at 20,000 sets the hourly rate may be expected to approach the \$350-\$400 per hour bracket.

Set Expectancy

Directly tying in with rate projection are these estimates on the chart below on receiver distribution expectancy. A comprehensive study of all existing markets and the rate of receiver distribution in each city has enabled us to plot the possible

number of receivers that may be expected in a city at various time periods after the station opening. Because the rate of increase is greater in a multiple city market, we have used two sets of estimates. The dotted line indicates the possibilities for a single station city and the straight line shows the expected rate of growth for multiple station cities.

Costs

And for those who want to go a step further and find the cost per thousand viewers, the recent analysis on this subject by Young & Rubicam's Research Director, Peter Langhoff, is most interesting.

\$7.70 per thousand viewers per commercial is the cost figure estimated by Langhoff. In arriving at this figure, he used Metropolitan New York. Taking a hypothetical evening half-hour and assuming five stations were telecasting, he estimated the total cost of the five television programs on the air during the half-hour—time and talent. The

costs were based on a variety of program types which might be found in a typical evening half-hour.

EVENING HALF-HOUR

Station	Program	Estimated Time and Talent Cost
A	Quiz	\$1,800.00
B	Sports	\$2,200.00
C	Dramatic	\$5,600.00
D	News	\$1,400.00
E	Film	\$1,000.00
		\$12,000.00

Assembling the estimates made for the four variables, Langhoff produced an average cost per thousand viewers for TV broadcasting under average conditions in Metropolitan New York. . . .

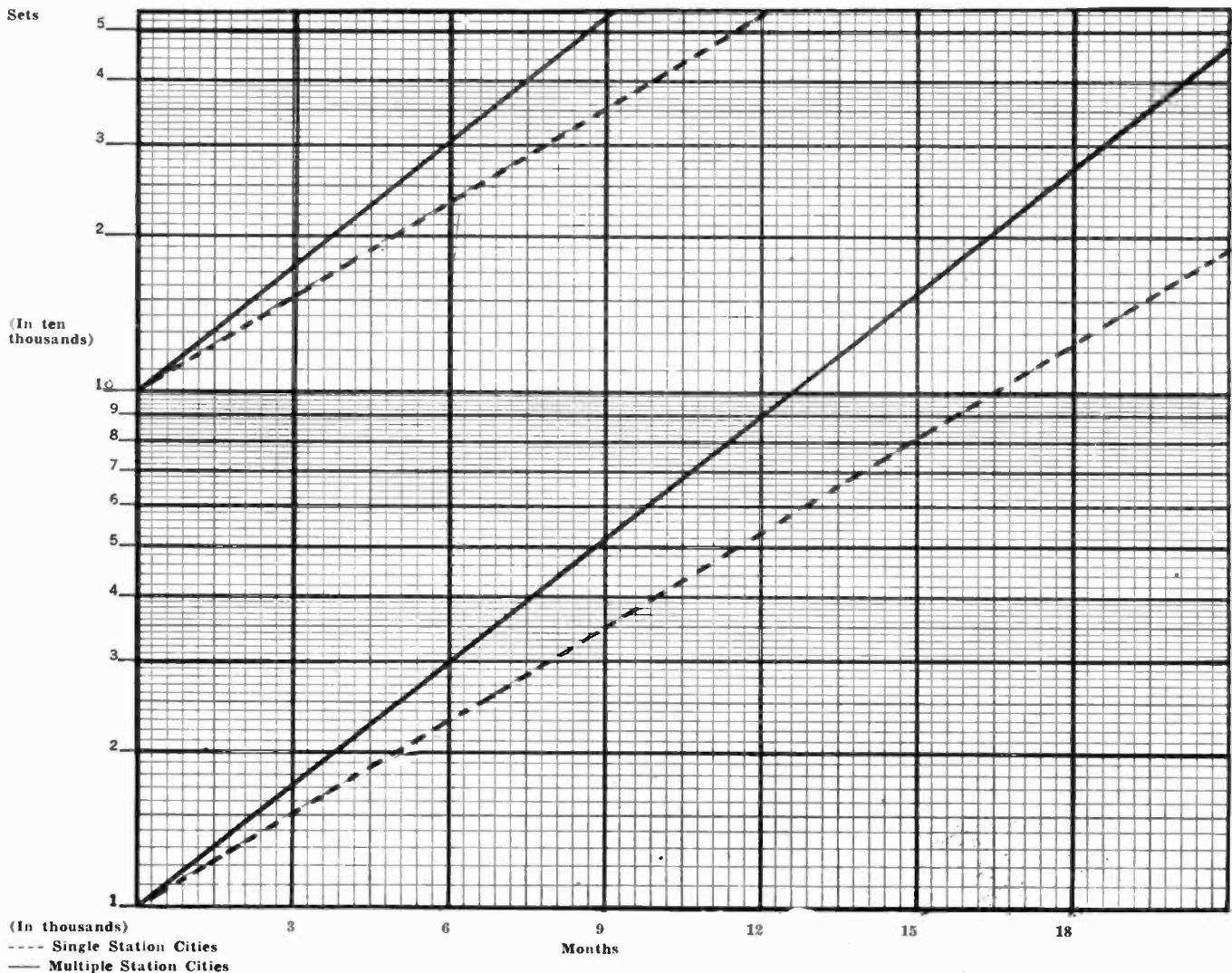
a) Sets owned	325,000
b) Sets in use	60%
c) Viewers per set	4
d) Total cost—half-hour	\$12,000.00

Cost per 1,000 viewers

per half-hour 15.40

Assume two commercials in the program and you get \$7.70 per 1,000 viewers per commercial.

TELEVISION MAGAZINE'S SET EXPECTANCY CHART



**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. DI. 1205
WASHINGTON, D. C.

WELDON & CARR
1605 Connecticut Ave., NW. MI 4151
WASHINGTON, D. C.
1728 Wood Street Riverside 3611
Dallas, Texas

WORTHINGTON C. LENT
Consulting Engineers
Ring Building Washington, D. C.
1200 18th St., NW. DIstrict 4127

A. D. RING & CO.
*25 Years' Experience in Radio
Engineering*
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
WASHINGTON, D. C.


JOHN CREUTZ
Consulting Radio Engineer
319 Bond Bldg. REpublic 2151
WASHINGTON, D. C.

JANSKY & BAILEY
*An Organization of
Qualified Radio Engineers
DEDICATED TO THE
Service of Broadcasting*
National Press Bldg., Wash., D. C.

**DIXIE B. McKEY
& ASSOCIATES**
1820 Jefferson Place, N.W.
Washington 6, D. C.
Telephones: Republic 7236
Republic 8296

JOHN BARRON
*Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering*
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

PAUL GODLEY CO.
Consulting Radio Engineers
Upper Montclair, N. J.
Labs: Great Notch, N. J.
Phones: Montclair 3-3000
Little Falls 4-1000

BROADCASTING STUDIOS
*Design and Construction
Television, also F.M. and A.M.*
THE AUSTIN COMPANY
Cleveland
A Nation-Wide  Organization

BERNARD ASSOCIATES
*Consulting
Radio and Television Engineers*
5051 Sunset Blvd. Normany 2-6715
Hollywood 27, California

**WINFIELD SCOTT McCACHREN
AND ASSOCIATES**
*Consulting Radio Engineers
TELEVISION SPECIALISTS*
410 Bond Bldg. 809B Windemere Ave.
Washington 5, D. C. Drexel Hill, Pa.
District 6923 Sunset 2537W

E. C. PAGE
**CONSULTING RADIO
ENGINEERS**
Bond Bldg. EXecutive 5670
WASHINGTON 5, D. C.

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. Sterling 7932
WASHINGTON, D. C.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
Consulting Radio Engineers
982 National Press Bldg.
Washington, D. C.

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 CONNECTICUT AVENUE
Washington 6, D. C.
MICHigan 2261

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

New York Washington Hollywood
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



Production Scene—"Miss Rheingold Candidates"—The most intensive promotion of this type ever planned for video

MAY NOT BE
"VIDERE ~~EST~~ CREDERE"

ERGO—CAVEAT EMPTOR!



30 YEARS
OF "VISUAL KNOW-HOW"
applied to Television

The technique of making films for television isn't something you learn from a book . . . or from shooting a lot of news-reel footage.

Caravel learned the *hard* way—by making hundreds of successful films to promote sales.

We suggest you profit the *easy* way—by bringing your television problems to Caravel.

EXCUSE US if our Latin is slipping, but it all started with the thought that television is basically a business of *translating*. Of translating sales-ideas into PICTURES.

Too many people, when they face this job, think primarily in terms of WORDS. Brought up on radio, they find it hard to switch the emphasis from ear to eye. Hence the many television shows that *sound* so much better than they *look*!

Caravel learned its craft in a different school. For thirty years its business has been the creating of dramatic VISUAL presentations. All with a view to promoting sales. Ask to see some of these presentations—especially those for television. "*To see is to believe.*"

As for that *other* bit of Latin, we commend it to those advertisers who think to save money by employing inexperienced producers. Again—*Caveat Emptor!*

CARAVEL FILMS

INCORPORATED

New York • 730 Fifth Avenue • Tel. Circle 7-6111

— Detroit • 3010 Book Tower • Tel. CAadillac 6617

ADVERTISING

548 advertisers sponsored programs during September.

ACCESSORIES—1

Ronson—Spots. WNBTV, WNBW, KTLA, WBKB, WMAR-TV, WWJ-TV, WTMJ-TV, KSD-TV, KSTP-TV, WEWS, WLW-T, WCBSTV, WPTZ, WTVR. Cecil & Presbrey.

AUTOMOTIVE—80

Auto Mfgs.—4

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

Dodge Div. (Chrysler Corp.)—"Sports Album." WJZ-TV. Five minute program.
Ford Motor Co.—Cubs, WBKB; Co-sponsorship of Dodgers, WCBSTV; Cardinals, KSD-TV; Senators, WTTG; Brewers, WTMJ-TV (now concluded). Spots. WNBTV, WTTG. J. Walter Thompson.
Oldsmobile—"NBC Newsreel." WNBTV. Wed. 10 min. Univ. of Michigan football. Spots. WWJ-TV. D. P. Brother & Co.

Dealers—64

Archway Motors—Spots. WMAR-TV, Dundon & Rosenbush.

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. "Chevrolet on Broadway." WNBTV. ½ hr. drama. Relayed to WBZ-TV, WPTZ, WRGB, WBAL-TV, WNBW, WTVR. Campbell-Ewald.

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

Criscon'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 (now concluded). J. Cunningham Cox.

Dodge Dealers (Greater Cincinnati)—"Dugout Dope." WLW-T. 15 min. pre-baseball interview (now concluded). Univ. of Cincinnati football. Ruthrauff & Ryan.

Ennis Motors of Milwaukee—Spots. High school football games. WTMJ-TV.

F-H Co. (Lincoln Mercury)—"The Sports Club." WCAU-TV. Friday. 7:45 p.m. 15 min. live studio show. Joseph Lowenthal.

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. Dundon & Rosenbush.

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

Girard Chevrolet—Spots. WCAU-TV, WFIL-TV. Ed Shapiro.

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

Grady Motors—15 min. sports format. WMAL-TV. Henry J. Kaufman & Assoc. Spots. WTTG. Harwood Martin.

Griebel Motors, Inc.—Spots. WBAL-TV.

Hamilton County Truck & Sales Co.—Co-sponsorship of Xavier Univ. football. WLW-T.

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.—Yankee football. WABD. Belmont Stake Races. WCBSTV. Spots. WNBTV, WCBSTV. Campbell-Ewald.

Lownsbury 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.

Nicholson-Jones Motor Co.—Spots. WBAP-TV. McBride Agency.

Northeast Lincoln-Mercury, Inc.—Sports show from field preceding Eagles games. WFIL-TV. 15 min. Philip Klein.

Pat O'Brien (Studebaker)—"Four Leaf Clover." WCAU-TV. Wed. 9 p.m. ½ hr. studio show. Joseph Lowenthal.

Oxford Motor Sales—Spots. WFIL-TV.

Park Circle Motors—"Sports Album." WBAL-TV. 5 min. film.

Paul Brothers—Spots. WFIL-TV. A. J. Gelula & Assoc.

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

Petty Motors (Ford)—Fights. KDYL-TV. Gilliam Advtg.

Pontiac Dealers (Greater Cincinnati)—"Who Am I?". WLW-T. Tues. 8 p.m. ½ hr. art quiz. Robt. Acomb, Inc.

Pontiac Dealers (Philadelphia)—"Football—Red & Blue." WPTZ. 15 min. film format. Harry Feigenbaum.

Robertson Chevrolet Co.—Spots. WTVR.

Ryan Motor Co.—Live spot. WBAP-TV. Vance Gilmore Adv.

Paul Schulte Motors—Spots. KSD-TV.

Raymond P. Scott (Lincoln-Mercury)—"Lower Merion Football Highlights." WCAU-TV. Thurs. 8:30 p.m. ½ hr. film. J. Cunningham Cox.

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

Skinker Motor Co.—Spots. WMAL-TV.

Smith-Utterbach Motor Co.—Spots. WTVR. Henry J. Kaufman & Assoc.

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.

Thornton-Fuller Co. (Plymouth-Dodge)—Spots. WCAU-TV. Aldridge Asso.

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

University Motors—"Listen Motorists." 10 min. studio show. WBAL-TV.

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

American Oil Co.—Redskins' football. WMAL-TV, WBAL-TV. Joseph Katz Co.

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.

Gulf Refining Co.—"We the People." WCBSTV. Relayed to WMAR-TV, WCAU-TV, WMAL-TV. Tuesday. 9:00 p.m. ½ hr. AM-TV show. "Gulf Road Show." ½ hr. variety program. WNBTV. Relayed to WRGB, WPTZ, WNBW, WBAL-TV, WBZ-TV, WTVR. Recordings on WLW-T. Young & Rubicam.

Pure Oil Co.—"Little Otto." 5 min., Wed., Fri. WBKB. Leo Burnett.

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, WCBSTV, WBEN-TV, WFIL-TV, WBZ-TV, WTVR, KDYL-TV, WRGB, WNBW, WRGB. Marsehalk & Pratt.

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

NOTE: Advertisers indicated with an * represent new accounts placed during September.



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Tires and other

Rubber Products—5

Burke-Savage Tire Co.—Spots. WBAL-TV.

Firestone Tire & Rubber Co.—"American." WNBT. Relayed to WNBW, WRGB, WPTZ, WBAL-TV, WBZ-TV, WTVR. Monday. 8:30 p.m. ½ hr. history quiz. Sweeney & James.

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

**Seventh St. Tire & Service Co.*—Co-sponsorship of Xavier Univ. football games. WLW-T.

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. (Now concluded). Campbell-Ewald.

BANKS, INSURANCE & LOAN COMPANIES—10

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.*—Spots preceding football. WTMJ-TV.

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—Sunday football. WBZ-TV.

**Local Loan Co.* — Post game scores. WGN-TV. 15 min. Van Hecker.

**Merrill Lynch, Pierce, Fenner & Beane*—"America Speaks." WCBS-TV. Sunday, 10 p.m. Ten minute analysis. Relayed to WCAU-TV, WMAR-TV, WMAL-TV, WNAC-TV. Recording on WEWS, WWJ-TV, KTLA, WBKB. Newell Emmett.

Minneapolis Savings and Loan Ass'n.—Dugout interviews. KSTP-TV.

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

Shawmut Bank of Boston—"Daily Newsletter." WBZ-TV. 10 min. news show.

BEDDING—3

Eclipse Sleep Products—Spots. WFIL-TV, WMAR-TV, WMAL-TV, WPTZ, WNBW, WCAU-TV. Henry J. Kaufman.

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

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

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. Olan Advtg.

P. Ballantine & Sons—Yankee baseball. WABD. (Now concluded). Boxing. WFIL-TV. J. Walter Thompson.

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

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

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

**Burkhardt Brewing Co.*—Annual Regatta of the Summit Motor Boat Ass'n. WEWS. Fuller, Smith & Ross.

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.

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 program preceding baseball. WCAU-TV. Lamb, Smith & Keen.

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

A. Gettelman Brewing Co.—Spots. Wrestling. Green Bay Packers football. WTMJ-TV. Scott, Inc.

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

Gunther Brewing Co. — "TeleSports," WNBW, WBAL-TV. "Sportcast." WMAR-TV. W. Wallace Orr.

Jacob Horning Brewing Co.—"The Horning 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. McCarthey & Co.

Hyde Park Breweries Ass'n. — Boxing, wrestling, sports. KSD-TV. Gardner Advtg.

Imperial Ale—Spots. WEWS. Ohio Advtg. *Krantz Brewing Corp.*—WSPD-TV.

Liebmann Breweries, Inc. (Rheingold)—Series of 5 min. films on "Miss Rheingold of 1949." 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. — Colts football. WTTG, WMAR-TV. Spots. WMAR-TV. 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. — Spots. WCBS-TV, WNBT, WJZ-TV. B.B.D.&O.

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

**Schoenling Brewing Co.*—Midget auto races. WLW-T. Ritt's Adv. Agency.

**Scott & Grauer* — Spots. WFIL-TV, WCAU-TV. Welsh Studios.

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

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

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“Chevrolet must naturally study every new advertising medium. We have always pioneered in new media and certainly want to be among the first in television.”

Thomas H. Keating

General Sales Manager

Chevrolet



Mr. Keating made this statement to TELEVISION magazine almost three years ago. And now Chevrolet is spending a lot of money in television. The local Chevrolet dealers Association of New York has a budget of over \$400,000 for 1948. The main office is sponsoring a half hour weekly dramatic series over NBC. Local dealer associations are sponsoring a 20 minute weekly newsreel in New York, Chicago, Toledo, St. Louis, Los Angeles, Washington and Baltimore. In addition, individual Chevrolet dealers are buying spot programs.

Selling Chevrolet takes a great many sales calls and presentations. How much bench squatting can you afford to reach the men responsible for placing this business, for okaying the television policy? Certainly the General Sales Manager, the Advertising Manager, and the Agency man, are three who have a lot to say about Chevrolet and television. These three executives, Keating, French and Case, are paid subscribers to TELEVISION magazine along with fifteen other key Chevrolet executives and top dealers. Through TELEVISION magazine you can economically and effectively make these eighteen important calls each month.

This is just one specific instance in one field. We would be glad to show you our readership among other leading advertisers.

Everyone in the advertising business is thinking and talking television these days and TELEVISION, the Business Magazine of the Industry, which is devoted 100% to television, is the first business publication turned to by advertising men because of the current high interest in television. Selling any national advertiser demands continuous contact and draws plenty of competition. Get your share of the national advertising dollar—let TELEVISION magazine call on the leading national advertisers for you every month.

BUILDING MATERIALS & SUPPLIES—16

Athey Paint Co.—Spots. WBAL-TV, WMAR-TV. Emery Adv. Agency.
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.
**William Cameron Co.*—“NBC Newsreel.” WBAP-TV. Richard Bush.
Day & Night Mfg. Co. (Water Heater)—Spots. KTLA, KTSL. Hixson-O'Donnell.
Dominion Hardware — Spots. WTVR.
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.
**Kessler's*—Spots. WCAU-TV. Cox & Tanz.
Kool-Vent Awnings—Spots. WMAR-TV, WBAL-TV. Azrael Advtg. Spots on “NBC Television Journal.” WNBW. Robt. J. Enders.
**Oliver Equipment Sales Co.* — Spots. WCAU-TV. J. Cunningham Cox.
A. L. Robertson — Spots. WMAR-TV. Katherine H. Mahool.
**Sherwin-Williams Co.* — Segment of “Mary Margaret McBride” show. WNBT. Tuesday. Relayed to WRGB, WBZ-TV, WPTZ, WBAL-TV, WNBW, WTVR.
Strong-Carlisle & Hammond — “Phileo Presents the Korda Film Series.” WEWS.

CIGARETTES—10

American Tobacco Company (Lucky Strikes) — Spots. WWJ-TV, WCBS-TV, WABD, WTTG, WBKB, KTLA, KSD-TV, WMAL-TV, WBNB-TV, WEWS, WMAR-TV, WTMJ-TV, WFIL-TV, WLW-TV, WBAL-TV, WTVR, KDYL-TV, WRGB, WNHC-TV. Illinois and Northwestern games. WGN-TV. Ivy League, WABD. Collegiate football. WNBT. 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.
**City Club Cigars* — Spot. WBAL-TV, WTTG, WNBW, WMAL-TV. Kronstadt Agency.

Edgeworth Tobacco—“Sportsman's Quiz.” WCBS-TV. Relayed to WMAR-TV, WCAU-TV. Warwick & Legler.
**Grubowsky Bros. (Royalist Cigars)* — Spots. WPTZ. Harry Feigenbaum.
Liggett & Myers Co. (Chesterfields)—Giants. WNBT. Night games WPIX. Co-sponsorship of Senators. WTTG. (now concluded). Giants football. WJZ-TV. Columbia football. WCBS-TV. Spots. WJZ-TV, WFIL-TV, WMAR-TV, WTVR, WMAL-TV, WWJ-TV, KTLA, WBKB, WGN-TV, WABD, KTSL, WTTG, WPIX, WBAP-TV, WCAU-TV, WCBS-TV, WEWS. Newell-Emmett Co.
P. Lorillard Co. (Old Golds)—Co-sponsorship of Dodgers, WCBS-TV. Alternate sponsorship of Cubs and White Sox. WGN-TV. (Now concluded). “Amateur Hour.” WABD. Relayed to WFIL-TV, WMAR-TV, WTTG, WNAC-TV, WNHC-TV. Teletranscriptions to WGN-TV, WEWS, KTSL. Lennen & Mitchell, Inc.
Philip Morris & Co., Ltd.—Spots. WBKB, KTLA, WNBT, WCBS-TV, WFIL-TV, WMAL-TV, WABD, WJZ-TV, WMAR-TV, KTSL, WGN-TV, WPIX, WCAU-TV. 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. “Rodeo,” WCBS-TV. Relayed to WCAU-TV. Intercollegiate football. WPIX. William Esty Co.

CLOTHING & APPAREL—23

Apco Mfg. Co.—Participation in “Women's World.” WBKB. 5 times weekly. 10:30 a.m. 15 min. shopping segment. Central Advtg. Service.
**Bates Fabrics, Inc.*—“Girl About Town.” WNBT. Wed. 20 min. format. Relayed to WRGB, WBZ-TV, WPTZ, WBAL-TV, WNBW, WTVR. James P. Sawyer, Inc.
**Bruce Hunt*—Spots. WNBW. Kal, Ehrlich & Merrick.
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, WGN-TV. Alfred Silberstein, Bert Goldsmith.
Brentwood Sportswear—Weather spots. WPTZ. WRGB, WTVR, WBKB. J. R. Kupsick.

Brown Shoe Co.—“Baseball Fan Fare.” WABD, 15 min. interview preceding games. (Now concluded). 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.
**Disney Hats*—“Sunday Review of the News.” WNBT. Relayed to WRGB, WBZ-TV, WPTZ, WBAL-TV, WNBW, WTVR. Spots. KSD-TV. Also on WWJ-TV, WLW-TV, KTLA, WTMJ-TV, WBN-TV, WBKB, WEWS, KDYL-TV. Grey Adv.

**Allen Edmond Shoes*—Spots. WBKB. Ruthrauff & Ryan.
Evans Fur Co.—“Fashion Quiz.” WBKB. Mon. 8:15 p.m. 15 min. quiz. Participation in “Woman's World.” 3 times weekly. State Advertisers.

Goodall Co.—“Players of the Day.” WGN-TV. Ten min. interview preceding baseball. (Now concluded.) Ruthrauff & Ryan.
Hill Shoe Co.—2 spots weekly. WCAU-TV. Solis S. Cantor.

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

**Julius Kayser & Co.* — “Girl of the Week.” WNBT. Thursdays. Five minute format. Relayed to WRGB, WBZ-TV, WPTZ, WBAL-TV, WNBW, WTVR.

**Lordhill Mfg. Co.*—Spots. Bloch Advtg.
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.

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.

FOODS, BEVERAGES—53

**Allied Food Industries*—Participation in “Meet Frances McGuire.” WFIL-TV. Byrne-Harrington-Roberts.
**American Chicle Co.* — Spots. WNBT. Badger, Browning & Hershey.
American Packing Co.—Live spots. KSD-TV. Winius-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 — WPTZ. WNBT, 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.
**California Fruit Produce Ltd.*—Spots. WWJ-TV. Gerth Pacific Adv. Co.
Canada Dry Ginger Ale Co. — Spots, WEWS, WTMJ-TV, WPTZ, WBKB, WABD. J. M. Mathes.
Cott Beverages—Spots. WNHC-TV.
Cotton Club Beverages—Spots, WEWS. Lang, Fischer & Stashower.



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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.

Fischer Baking Co. — Participation in "Small Fry Club." WABD. Thursday, 1/2 hr. children's program. Relayed to WTTG, WNAC-TV, WMAR-TV. Scheck Advtg.

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

***Independent Halvah & Candies**—Spots. WCBS-TV. Louis Schecter Advtg.

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-T. 4:00 p.m. 3 times weekly. William F. Holland.

Koester Bakery Co.—Spots. WBAL-TV.

Kraft Food—"The Kraft Television Theatre." WNBT. Wednesday, 1 hr. dramatic show. Relayed to WRGB, WPTZ, WBAL-TV, WNBW, WTVR, WBZ-TV. J. Walter Thompson.

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

***Leaf Gum Co.**—"Tom Mix." 20 min. film show. WBKB. Turner Adv.

***William B. Margerum**—Spots. WCAU-TV. Welsh Advtg.

Maxon Food Systems, Inc.—5 min. tele-transcription. WABD. Tracy, Kent Co.

Maxwell House Coffee (General Foods)—"Meet The Press." WNBT. Sunday. 8:30 p.m. 1/2 hr. interview. Relayed to WRGB, WPTZ, WBAL-TV, WNBW, WTVR, WBZ-TV. Benton & Bowles.

B. Meier & Son (Broadcast Brand Corned Beef)—3 spots weekly. WCBS-TV.

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—Participation in "The Fitzgeralds." WJZ-TV.

Parkway Baking Co. — 1 spot weekly. WCAU-TV, WPTZ. 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.

***Plankington Packing Co.**—"Sports Round-Up." 10 min. studio show following football. WTMJ-TV.

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.

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

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

Rubel Baking Co.—"Fans in the Stands." WLW-T. 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.

***Karl Seiler's & Sons**—Spots. WCAU-TV. Clements Co.

***Sunshine Biscuits** — Segment of "Mary Margaret McBride" show. WNBT. Tuesday. Relayed to WRGB, WBZ-TV, WPTZ, WBAL-TV, WNBW, WTVR. Newell Emmett.

***Supplee-Wills-Jones**—Temple and Villanova games. WFIL-TV. N. W. Ayer.

Suan 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. — Spots. WJZ-TV, WCBS-TV, WMAL-TV, WTVR, WFIL-TV, WCAU-TV. Ward-Wheelock Co.

***Wrigley's Gum**—Rodeo. WCBS-TV.

HOME APPLIANCES & HOUSEWARES—9

***Bendix**—Spot. WBAL-TV.

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

International Silver Co. — Segment of "Mary Margaret McBride" show. WNBT. Tuesday. Relayed to WRGB, WBZ-TV, WPTZ, WBAL-TV, WNBW, WTVR. Newell Emmett. Spots. WJZ-TV, WCBS-TV.

Kelvinator — Spots. KSD-TV, WLW-T, WWJ-TV, KTLA, WBKB. Geyer, Newell & Ganger.

***Kelvinator Dealers of Greater Cincinnati** — Participation in "Kitchen Klub." WLW-T.

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

***Proctor Electric Co.**—Segment of "Mary Margaret McBride" show. WNBT. Tuesday. Relayed to WRGB, WBZ-TV, WPTZ, WBAL-TV, WNBW, WTVR. Newell Emmett.

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

***Westinghouse Electric Supply Co.** — National Air Races. WEWS. Direct.

HOME INSTRUMENTS—47

Distributors and Manufacturers—43

Admiral Radio Corp.—Notre Dame football. WBKB, WXYZ-TV. Relayed to WEWS, WBEN-TV. Cruttenden & Eger.

GLASS COMPANIES—2

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

Binswanger Glass Co. — Spots. WTVR.

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Spots. Eagles football games. WFIL-TV. Robert J. Enders.

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

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

**R. Cooper Jr. (GE)*—Preview to grid games. WGN-TV.

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

DuMont Telesets—"Inquirer Television Newsreel." WFIL-TV. 7:30 p.m. 15 min. newsreel, 12 times weekly. Spots. WABD, WTTG.

**Emerson Radio*—"Toast of the Town." WCBS-TV. Sunday. Hour variety show. Relayed to WCAU-TV, WMAR-TV, WNAC-TV, WMAL-TV. Biow Agency.

**Fay-San Distributors (Admiral)*—Spots. WBEN-TV. Bowman & Block.

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

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

**Gough Industries* — Co-sponsorship of "Philco Touchdown." KTSL. Noble Adv. Co.

F. C. Hayer Co.—Spots. KTSP-TV. *Herbert Horne (Admiral)*—Feature films and boxing. KTLA. Atkins-Gilbert.

**Kierulff & Co. (Motorola)*—"Telenevs." KTSL. Three times weekly. W. B. Ross & Asso.

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

**Legum Distributing Co.*—Navy-California football game. WMAR-TV.

**Magnavox*—Spots. KTLA.

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

Motorola — "The Nature of Things." WPTZ. Thurs. 8:15 p.m. Relayed to WNBT, WRGB, WNBW, WTVR, WBAL-TV, WBZ-TV. 15 min. science show. Spots. KDYL-TV, WSPD-TV, WMAR-TV. Rock. KDYL-TV, WSPD-TV, WBKB. Boxing. WENR-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 Distributing Corp. (Detroit)*—"Touchdown." 20 minute film. WWJ-TV.

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

Philco Distributors (Phila.) — Co-spon-

sorship 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)—"Kukla, Fran & Ollie." WBKB. ½ hr., 5 times weekly. J. Walter Thompson.

**RCA Victor (Milwaukee)*—Co-sponsorship of 10 min. interview preceding football. WTMJ-TV.

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

RCA Victor Dealers (St. Louis)—"Russ David's Teen Bar." KSD-TV. ½ 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.

Simon Distributing Corp. (Motorola)—Spots. WNBW. Henry J. Kaufman & Asso. *Standard Supply (Stromberg-Carlson)*—5 min. show. KDYL-TV. Twice weekly. (Now concluded.)

Strevell-Patterson (Philco)—Korda feature films. KDYL-TV. Wed. 1½ 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.

**Teldisco, Inc.*—Tennis. WABD.

**Valley Forge Dist. Co.*—Spots. WTTG. Henry J. Kaufman & Asso.

**Zamoisky Co. (Philco)*—"Touch Down." WBAL-TV.

TV Accessories—4

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

Pioneer Scientific Corp. (Polaroid)—Participation in "Howdy-Doody." WNBT. 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, WGN-TV. Spots on "NBC Television Journal." WNBW. "Young & Victor." WBKB. Friday, 8:30 p.m. 10 min. comedy show. Cayton, Inc.

**Sylvania Electric Products, Inc.*—Segment of "Mary Margaret McBride" show. WNBT. Tuesday. Relayed to WRGB, WBZ-TV, WPTZ, WBAL-TV, WNBW, WTVR. Newell Emmett.

Walco (Tele-Vue-Lens)—Spots, KSD-TV, KTSL, WNHC-TV, WSPD-TV, WEWS, WLW-TV, WBAP-TV. 5 min. film show. WTTG. Cayton, Inc.

MARINE, AVIATION & RAILROADS—6

**Capitol Airlines* — Newsreels. WEWS. Direct.

**Colonial Airlines* — Participation in "Swing Into Sports." WABD. Mon. ½ hr. sports instruction. Seidel Adv.

Dolphin Paint and Varnish Co. — 1 min. spots. WSPD-TV. Wendt Advtg.

Evinrude Motors, Inc. — Spots following baseball. WTMJ-TV. Scott-Telander.

**Ft. Worth & Denver City Railroad* — Local newsreel. WBAP-TV. McBride Agency.

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Harbor Boat Co. — Spots. KTLA. Ross, Gardner & White.

OFFICE SUPPLIES—2

Clary Multiplier — Spots. KTLA. Dana Jones Co.

Royal Typewriter Co. — Spots. WCBS-TV, KTLA, WBKB, WJZ-TV, WPTZ, WNBT, KTSL, WGN-TV. Young & Rubicam.

OPTICAL & AURAL—6

Belhove Hearing Aid Co.—4 spots weekly. WGN-TV. Ruthrauff & Ryan.

Dr. Gould—Spots. WBAL-TV.

Dr. Kenaga (optometrist)—Spots. WSPD-TV. Direct.

*Gimbels Optical—Spots. WPTZ.

*Moran Audiphone Co.—Spots. WABD. Moore & Hamm.

Universal Optical Co.—Spots. WBAL-TV.

PHOTO EQUIPMENT—3

Beacon Camera—"Knickerbocker Show." WBKB. Sunday. 7 p.m. Hr. show. O'Neil, Larson, McMahon.

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, KTLA, WABD, WPTZ, WGN-TV, WPIX. B.B.D.&O.

The Evening Star — Spots. WMAL-TV. Kal, Ehrlich & Merrick.

*Mirror—Spots. KTLA, KTSL. J. Walter Thompson.

Philadelphia Inquirer — "Features for Women." WFIL-TV. Thurs. ½ hr. show.

*Sun Times—"Comic Capers." WBKB. 15 min. show. Friday. American Natural Video Productions.

TeleViews Magazine — Spots. KTLA. 3 times weekly. Direct.

William H. Wise & Co., Inc. — Spots. WJZ-TV.

REAL ESTATE—10

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.

*Richard E. Hess — Spots. WCAU-TV. Charles A. White.

R. A. Humphries—1 spot weekly. WMAL-TV. Henry J. Kaufman & Asso.

*Lane Realty—Spots. WABD. Newark Adv.

S. Loeb & Sons—Spots. WNHC-TV.

*Malice & Brooks—Spots. WNBW. Alvin Epstein.

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—127

Appliance Stores—34

American Appliance (Lewyt) — 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—Co-sponsorship of football. WTMJ-TV. Cramer-Krasselt.

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

*Dreidame's Appliance Mart—Co-sponsorship of "Philco Touchdown." WLW-TV. Sports film.

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.

*Ft. Worth Battery Co.—Spots. WBAP-TV.

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.

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

Al Kime Appliances—1 spot. WBEN-TV.

*Lacy's — Sports format. WMAL-TV. 15 min. Henry J. Kaufman & Assoc.

Loomis Temple of Music—Spots. WNHC-TV.

Lubar—Spots. WNBW. Alvin Epstein.

*Monitor Home Appliances—"The Laytons." WMAR-TV.

Music Center—Spots. WBAL-TV.

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

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.

*Star Outfitting Co.—Co-sponsorship of "Touchdown." KTSL. Noble Adv. Co.

*Strauss Stores—Spots. WCBS-TV. William Warren.

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

Taylor Electric Co. (RCA) — Spots. "Those Keen Teens." WTMJ-TV. Gus Marx.

Television Co. of Md. — Spots. WMAR-TV, WBAL-TV. Dundon & Rosenbush.

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

*Tri-State Distributing Corp. — Co-sponsorship of "Philco Touchdown." WLW-TV. Sports film.

Vincent Radio Co. — Spots. WNHC-TV.

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

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

Clothing Stores—35

Arrow Stores of Phila. — Spots. WPTZ. Harry Feigenbaum.

Barney's Clothes, Inc. — Spots preceding and following baseball. WABD, WCBS-TV. Emil Mogul Co.

A. S. Beck—The "Glamour on a Budget" segment of the "Gloria Swanson Hour." WPIX. Thursday. 8 p.m. Spots. WJZ-TV.

Dorland, Inc.

*Beck Furs—Spots. WRGB.

*Benson Shops—Participation in "Shopping at Home." KTLA. Hunter Adv.

*John David, Inc.—Spots. WNBT. Grey Advtg.



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Century Shoe Repair—Spots. WMAR-TV. Dundon & Rosenbush.
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Golden Star Valet—Spots on "NBC Television Journal." WNBW. Robt. J. Enders.
***Kennedy Beauty Institute**—Spots. WMAR-TV. Frank D. Webb Adv.
Solomon's—Spots. WMAR-TV. Louise Waite Adv.
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.
Coast to Coast Stores—½ hr. "Aquennial." KSTP-TV.
Grimes Stassforth (stationery)—"Shopping at Home." KTLA. Split sponsorship.
Midwest Salvage Co.—1 minute spots. WSPD-TV. Wendt Advtg.
***University Shop**—Spots. WTTG. I. T. Cohen.
L. K. Ward Stores—"Prime Ribbing." KTSL. Once weekly. R. S. Kellogg Co.
***Wurlitzer Co.**—Store opening. WGN-TV.

RECREATION—16

"Annie Get Your Gun" Co.—Spots. WBKB. Direct.
Chalfonte-Haddon Hall—Spots. WPTZ, WFIL-TV. Lamb, Smith & Keen.
***Hotel Allerton**—Opening of new lounge bar. WEWS. One shot.
Hotel Herman Dining Room—Spots. WMAR-TV. Harry J. Patz.
***Hudson Bros. Grill**—Spots. WTVR.
Indian Head Golf Course—Participation in "Pars, Birdies & Eagles." WBKB. Wed. ½ hr. golf show. Presba, Sellers & Presba.
***Howard Johnson**—5 min. newstape. WBZ-TV.
***Keith Theatre**—Spots. WMAR-TV. Elmer Free.
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.
***New England Raw Bar & Restaurant**—Spots. WTTG. WMAL-TV. Kal, Ehrlich & Merrick, Inc.
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.
Twentieth Century-Fox—Film trailers. WPTZ. Kayton-Spiere Co.
***Sunset Beach Amusement Corp.**—Remote. WCAU-TV. One shot. Cox & Tanz.

STORAGE—2

Melville Storage—Time spots. WPTZ. Three nights weekly. Solis S. Cantor.
Security Storage—Spots. WPTZ. Wednesday. L. M. Beresin.

TOILET ARTICLES—20

B. T. Babbitt, Inc.—"Missus Goes-A-Shopping." WCBS-TV. Participation in ½ hr. shopping program. Duane Jones.
***Blue Suds**—Spots. WPTZ. Clements Co.
***Bristol-Myers Co.**—Spots. WJZ-TV. Doherty, Clifford & Shenfield.
C. R. Bundt Co.—Spots. WSPD-TV.
Centaur Co. (Sterling Drugs)—Spots. WJZ-TV, WPIX, WNBW, WCBS-TV. Young & Rubicam.
Evergreen Soap—Spots. WMAR-TV. Martin & Andrews.
Gillette Safety Razor Co.—"Cavalcade of Sports." WNBW. Thursdays. Relayed to WRGB, WPTZ, WNBW, WBAL-TV, WBZ-TV, WTVR. Maxon, Inc.

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Jiffy Products, Inc.—Weather signals. WPTZ. Sunday. Martin & Andrews.
***Lambert Pharmaceutical Co.**—"Naturally Yours." Films, one shot. WWJ-TV. Lambert & Feasley, Inc.
Manhattan Soap Co.—"Missus Goes-A-Shopping." WCBS-TV. Participation in ½ hr. shopping program. Duane Jones.
Md. Pharmaceutical Co. (Rem)—Spots. WBAL-TV, WNBW, WRGB. Jos. Katz Co.
***Mennen Co.**—"Quarterback Quiz." WCBS-TV. 10 min. quiz before football games. Duane Jones.
***Murphy Laboratories Inc.**—Spots. WCAU-TV. Martin & Andrews.
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.
***Whitehall Pharnacal Co.**—"Small Fry Club." WABD. Mon., Wed., Fri., ½ hr. children's show. Agency Dancer-Fitzgerald-Sample.
Wildroot Co.—"Cartoon Capers." WBEN-TV. Once weekly, Saturday.
Zippy Products—1 spot weekly. WMAR-TV, WCAU-TV. Martin & Andrews.

TOYS & SPORTS—6

Cycloid Sporting Goods Co.—3 spots weekly. WGN-TV. Bennett, Petesch & O'Connor.
Dowd Sporting Goods Co.—"Sports Album." KSD-TV. Westheimer Advtg.
Merri-Ment Products—Spots, WFIL-TV, WTTG. Van Diver & Carlyle.

Meyer & Thalheimer (toy dept.)—Spots. WBAL-TV, WMAR-TV. Dundon & Rosenbush.
***Unique Art Mfg. Co.**—Participation in "Howdy Dooddy." WNBW. 5:45-6, Friday. Spots. WJZ-TV, KTLA, WGN-TV, WBKB, relayed to WPTZ. Grant Adv.
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.
***Illinois Bell Telephone**—Spots. WBKB. N. W. Ayer.
Philadelphia Electric Co.—Spots. WFIL-TV, WCAU-TV. Al Paul Lefton.

WATCH COMPANIES—6

Benrus Watch Co.—Spots preceding or following baseball. WNBW. Spots, WFIL-TV, WJZ-TV. J. D. Tarcher.
Bulova Watch Co.—Time signals. WNBW, WLW-TV, WNBW, WCBS-TV, WTTG, WWJ-TV, WGN-TV, KSD-TV, WEWS, WPIX, WBEN-TV, WBAL-TV, WMAR-TV, WBZ-TV, KDYL-TV, WSPD-TV, WABD, WCBS-TV. Biow Co.
Elgin—Time spots. WNBW, WCBS-TV, WPTZ, WBKB, WGN-TV, WNBW, WLW-TV, KSD-TV, KTLA, WWJ-TV. J. Walter Thompson.
***Gruen Watch Co.**—Spots. WLW-TV. Grey Adv.
Time Watches, Inc.—INS news preceding baseball. WPTZ. Sundays. Clements Co.
Waltham Watch Co.—Spots. WNBW. Kal, Ehrlich & Merrick.



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MISCELLANEOUS—32

ACRI — Spots. WMAR-TV. Dundon & Rosenbush.
 *Banning Sheehey—Spots. WTTG. James S. Beattie.
 *Louis Bowman Co.—Spots. WTVR.
 *Buffalo Better Homes Exposition—Spots. WBEN-TV. Finley Greene.
 Citizens Committee for Equal Representation—Spots. KTLA. Direct.
 Donaldson-Jones — Mobile pickup of baseball games. KDYL-TV.
 Virginia Driskill — “Fashion Show.” WMAR-TV.
 *Formstone Co.—Spots. WMAR-TV. L. E. Scheeter.
 Franks Nursery — Spots. KTLA. Allied Advtg.
 *Friendship Florist—Spots. WTTG.
 J. Norman Giepe—Spots. WMAR-TV. C. D. Ferguson.
 *Walter Grabski—Spots. WEWS. Leech Advtg.
 Great Gadgets Co. — Wrestling. WABD. Piedmont Advtg.
 *IRAC Corp.—INS news. WPTZ. Clements Co.
 *Johnson Bros.—Spots. WMAR-TV. Harry J. Patz Co.
 Martin R. Klitten, Inc. (advtg. agency) —Spots. KTSL.

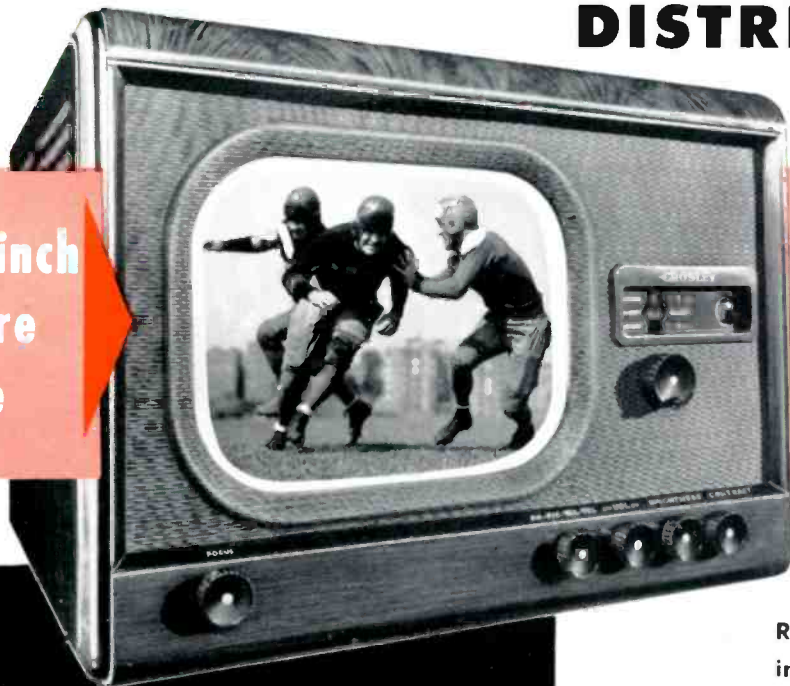
*Kuesel Coal Co.—Polo, special pickup. WTMJ-TV. Fustav Marx.
 Master Rule (tape measure) — Spots. WPIX. Ray Fuller.
 *National Automobile Transporters Ass’n.—“Roadeo.” WWJ-TV. One time.
 Norcross Greeting Cards — Spots. WGN-TV, WBEN-TV. Abbott-Kimball.
 Paul’s—Spots. WMAR-TV. Katherine H. Mahool.
 *Wm. H. Pitcher—Spots. WMAR-TV.
 *Poor, Bowen, Bartlett & Kennedy — “Our Town.” WMAR-TV. Azrael Advtg.
 Russell’s—Spots. KTLA. Smith Bull & McCreery.
 Patricia Stevens, Inc. (modeling school) “Cross Question.” WGN-TV. Sunday. 8:45 p.m. Arthur Meyerhoff.
 *Stuart Nursery—Spots. WBAP-TV. McBride Advtg.
 *Tulip Festival Farms—“Football Thrills of 1947.” WBKB. One shot. O’Neil, Larson & McMahon.
 *Thos. Unik—Safety film. WEWS. Direct.
 *U. S. Army—Spots. WBAP-TV. Conroy Advtg.
 William H. Wells — “Dan the Gadget Man.” WABD. 5 min. show. Screen Asso.
 *Westheimer & Co.—“It’s A Hit.” KSD-TV. 45 min. quiz format.
 *Al Williams—Spot. KTLA. Smith, Bull & McCreery.

Timetable of CP Holders (continued from page 20)

CITY	Channel	Call Letters	Opening Date
Omaha	6,	WOW-TV, WOW, Inc.	Summer '49
	3,	KMA, May B'castg (Shenandoah) Co.	Indefinite
Peoria	6,	WMBD-TV, Peoria B'castg. Co.	Indefinite
	12,	WEEK-TV, West Central B'castg. Co.	Indefinite
Phoenix	5,	KTLX, Phoenix Television Co.	Indefinite
Pittsburgh	3,	WDTV, Allen B. DuMont Laboratories	Late '48
Portland, Ore.	3,	KTVU, Video Broadcasting Co.	Indefinite
Providence	11,	WJAR-TV, The Outlet Co.	Early '49
Rochester	6,	WHTM, Stromberg-Carlson Co.	June '49
St. Petersburg	7,	WSEE, Sunshine Television Corp.	Indefinite
Salt Lake City	5,	KSL-TV, Radio Service Corp.	Indefinite
San Antonio	5,	KEYL, San Antonio Television Co.	Indefinite
	4,	WOAI-TV, Southland Industries, Inc.	Indefinite
San Diego	8,	KFMB-TV, Jack Gross B'castg.	Jan. '49
San Francisco	5,	KPIX, Assoc. B'casters, Inc.	Dec. '48
	4,	KRON-TV, San Francisco Chronicle	March '49
	7,	KGO-TV, ABC	Early '49
Seattle	5,	KRSC-TV, Radio Sales Corp.	Dec. '48
Stockton, Cal.	8,	KGDM-TV, E. F. Pepper	Late '48
Syracuse	5,	WTTE, WSYR, Radio Projects, Inc.	Fall '49
	10,	WAGE-TV, WAGE, Inc.	Indefinite
	8,	WJTV, Meredith-Syracuse Tele Corp.	Indefinite
Tulsa	6,	KOVB, Geo. E. Cameron, Jr.	Indefinite
Utica - Rome	3,	WVTL, Utica Observer-Dispatch, Inc.	Indefinite
	13,	WKAL-TV, Copper City B'castg Service	Indefinite
Washington	9,	WOIC, Bamberger B'castg. Corp.	Early '49
Wilmington	7,	WDEL-TV, WDEL, Inc.	Indefinite

FOR IMMEDIATE
Television profits

SEE YOUR CROSLEY DISTRIBUTOR



big 12-inch picture tube

complete FM broadcast receiver

Crosley Spectator 9-407M "Big Picture" Television-FM Receiver now being delivered in quantity to Crosley dealers.

Best sales kick off—ever!

CROSLEY

Spectator

"BIG PICTURE" TELEVISION

CROSLEY BUILDS A COMPLETE LINE OF SPECTATOR TABLE AND CONSOLE MODEL TELEVISION RECEIVERS

● Crosley television dealers give prospects the old one-two punch with an entertainment combination that's a knockout! (1) *Big Picture* television . . . features the size that sells! A big 12-inch direct view tube with a whopping 72 full square-inches of picture area. Bright, clear, steady pictures so absolutely real in quality there's no comparison! All-channels . . . easy to see with lights bright or dim. (2) *Complete FM receiver* . . . gets all FM broadcast stations with full lifelike clarity . . . virtually no interference from static, fading, adjacent channels. Has a jack for phonograph record player. A little simple addition—1+2—totals up to *quick profits!* How's *your* television sales picture? Talk it over with your Crosley distributor *pronto!*

CROSLEY

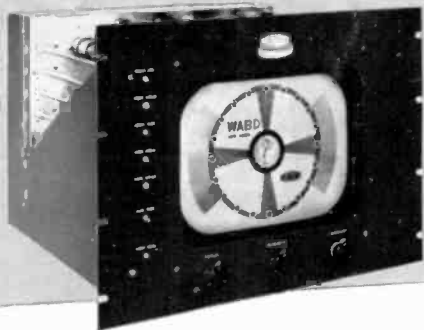
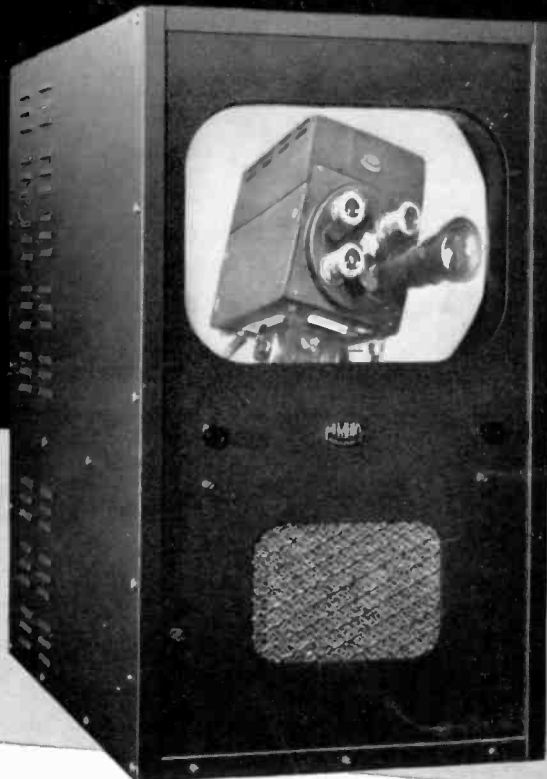
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Shelvador® Refrigerators • Frostmaster Freezers
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For the best "look-in" on television programming and transmission . . .

they are installing

DU MONT LARGE-SCREEN Picture Monitors



START AS SMALL AS YOU
WISH. WITH THE DU MONT
Acorn Package

TYPE 5108 12" PICTURE MONITOR

- ✓ Used in combination with companion unit, Type 5112-B Low Voltage Power Supply.
- ✓ Produces a comfortable-sized image on 12" picture tube for program monitoring of picture content.
- ✓ Operates from standard black negative composite picture signal with level in the range of 0.5 to 2.5 volts peak-to-peak. 1000-ohm input impedance.
- ✓ A 75-ohm input terminal is provided and is inserted across input terminal by means of toggle switch at rear.
- ✓ Type 5108-C fitted with 13³/₈" x 17¹/₈" panel fitting into control consoles.
- ✓ Type 5108-D fitted with standard 14" x 19" relay rack panel.
- ✓ Overall dimensions, less panel: 12-11¹/₁₆" h. x 16¹/₄" w. x 18³/₄" d. Weight, 50 lbs. Resolution exceeds that of usual commercial equipment.

TYPE 2116 20" PICTURE MONITOR

- ✓ Du Mont deflection system for better-than-usual focus.
- ✓ Full light output from 20" picture tube operated from 1.5KV supply. An excellent image thoroughly enjoyed even in lighted room.
- ✓ 215 square inches of picture. Excellent resolution - 450 lines.
- ✓ High voltage automatically removed should horizontal sweep fail, in order to protect picture tube.
- ✓ Monitor operates from a composite signal on a 75-ohm line with a level between .5 and 2.5 peak-to-peak voltage.
- ✓ Foolproof. Front panel carries brightness and contrast controls. At rear are the linearity, focus and other occasionally-adjusted controls.
- ✓ Type 2116-A includes a 10-inch high-fidelity speaker installed with baffle and grille assembly.
- ✓ Overall dimensions: 38" h. x 22" w. x 30" d. Weight, 300 lbs.

◆ Superlative rendition - that accounts for the growing popularity of Du Mont large-screen picture monitors.

Two models: Type 5108, 12-inch tube, 72-square-inch screen. Type 2116, 20-inch tube, 215-square-inch screen. The direct-view images are brilliant, sharp, and pleasingly contrasty yet retain the full range of all the half-tone values so

necessary for pictorial beauty.

The 12-inch model in combination with Type 5112-B Low Voltage Power Supply unit, is intended primarily for control functions. The 20-inch giant-image monitor is ideal for use on a dolly in the studio, for visual cueing of actors and studio personnel during a performance. It may also be placed in

the lobby, in the studio manager's office, in other executive offices, and in clients' rooms.

For superlative monitoring, as in every other TV function from camera to transmitter and again to receiver, make it DU MONT for "The First with the Finest in Television."

◆ Details on request. Submit your telecasting plans for that Du Mont "know-how" guidance.

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