

# Television

UNIVERSITY OF CALIFORNIA  
LOS ANGELES

AUG 18 1947

ENGINEERING LIBRARY

BUSINESS MAGAZINE OF THE INDUSTRY

Vol. IV, No. 8

AUGUST, 1947

## AUDIENCE

### Station figures show close to 57,000 sets in use in eight areas

As of July 20, nearly 57,000 sets are in operation in the 8 areas where there is television service. (This includes pre-war sets.)

Breakdown by area: *New York*—35,000; *Philadelphia*—7,600; *Chicago*—4,115; *Los Angeles*—3,000; *Detroit*—2,000; *Washington*—1,500; *St. Louis*—600; *Schenectady-Troy-Albany*—600.

Although estimates vary as to the number of persons viewing programs over a single receiver, five would seem to be a conservative figure even without the large audiences in bars and taverns added in. Taking this low figure of five then, circulation in each area would be:

*New York*—175,000; *Philadelphia*—38,000; *Chicago*—20,575; *Los Angeles*—15,000; *Detroit*—10,000; *Washington*—7,500; *St. Louis*—3,000; *Schenectady-Troy-Albany*—3,000. Total circulation country-wide—272,075.

While there have been many different estimates given, these figures have been obtained by TELEVISION from the operating stations in each area as of July 20th, and check with manufacturers' production figures, plus the pre-war sets known to have been in operation.

## BREAKDOWN OF SPONSORS

### 75 advertisers on in July; breakdown gives categories and programming formats

Seventy-five sponsors were on television during July, which reflects a jump of 52 over the March figure of 23, 39 over the April count of 36, 31 over the May total of 44, and 13 over the June figure of 62. Perhaps even more impressive is the fact that only 31 accounts were on television during the whole of 1946.

Analysis of the current sponsors shows 32 national advertisers and 43 local or regional accounts using the medium. Largest percentage in any one category are retailers or specialty stores with 25 outlets on the pix-waves, followed by foods and beverages with 11 accounts and beer and wine advertisers with 9 in the line-up. Advertisers by categories are as follows:

*Retailers*—25: American Stores, Jamaica Radio and Television Co., Teldisco, Wanamaker's, and Winston Radio and Television Co. over WABD; Gimbels, Good House Stores, Max Rusoff, Inc. and Wilf Bros. over WPTZ; The Fair, Kass Clothing and Terman Television Sales over WBKB; Grinnell Bros., Hot N' Kold Shops, J. L. Hudson Co., Sam's, Grissom Motor Sales and Harry Suffrin over WWJ-TV; Sears Roebuck, Pep Boys and Schwabacher Frey over KTLA; Lacy's, Henry Kaufman & Co., Kassen-Stein, George Radio Co. over WTTG.

*Foods, beverages*—12: Borden, General Foods, Kraft, Maxwell House and Swift over WNBT; Fischer Baking Co., Pepsi-Cola, Sanka over WABD; Post Cereals over WCBS-TV; Chex Candy over WPTZ; Purity Bakeries over KSD-TV; Dad's Root Beer over WBKB.

*Beers and wines*—9: Goebel Brewing Co., Tivoli Brewing Co. over WWJ-TV; Canadian Brewing, Fox Brewing and Keeley Brewing over WBKB; Dry Imperato Champagne and Mouquin Wines over WABD; Griesedieck Brothers and Hyde Park Breweries over KSD-TV.

*Automobiles*—2: Chevrolet, WABD; Ford, WCBS-TV, KSD-TV, WBKB, KTLA.

*Watches*—4: Benrus, WNBT; Bulova, WNBT, WCBS-TV, WWJ-TV; Elgin, WNBT, WABD, WCBS-TV, WPTZ, WBKB, KTLA; Longines-Wittenuer, WABD.

*Motor oil and fuel*—2: Atlantic, WPTZ; Gulf, WNBT, WCBS-TV.

*Utilities*—2: Commonwealth Edison, WBKB; Detroit Edison, WWJ-TV.

*Distributors*—3: DuMont, WABD; RCA, WNBT; Philco, WPTZ.

*Appliances*—3: General Electric, WRGB; Nash-Kelvinator, WNBT; Norge, WWJ-TV.

Frederick A. Kugel, Editor and Publisher; Mary Gannon, Managing Editor; Dorothy Holloway, Washington; T. R. Kennedy, Jr., Technical Editor; Jack Kilpatrick, Patents.

Peter B. James, Business Manager; M. M. Pritchard, Circulation Manager; Richard Rose, Art Director.

Published monthly by Frederick Kugel Company, 600 Madison Ave., New York 22, N. Y. Single copy, 35 cents. Yearly subscription in the United States, its possessions and nations of the Pan American Union, \$4.00; in Canada, \$4.50; elsewhere, \$5.00. Entered as second-class matter February 20, 1945, at the post office at New York, New York, under the Act of March 3, 1879. Copyright 1947 by Frederick Kugel Company. All rights reserved. Editorial content may not be reproduced in any form without permission.

*Toiletries, cosmetics*—2: Bristol-Myers (Ipana, Minit-Rub, Ingrams, Trushay) over WNBT; Richard Hudnut Corp. over WRGB.

*Men's items*—2: Botany Ties, WABD, WNBT, KSD-TV, WPTZ, KTLA, WBKB; Gillette, WNBT.

*Sports goods*—1: U. S. Rubber, WNBT.

*Toys*—1: American Pipe Cleaning Co., WABD.

*Home Furnishings*—2: Alexander Smith, WABD; Southern Venetian Blind Co., WTTG.

*Dog food*—1: Canine Food and Products, WPTZ.

*Household items*—1: Jiffy Starch, WPTZ.

*Jewelry*—1: Swope Jewelry, WTTG.

*Railroads*—2: Chicago and Northwestern Ry. and Southern Pacific Lines, WBKB.

## PROGRAMMING:

Of the total 75, 28 advertisers are using studio programs, 22 are sponsoring remotes, 17 are on with spot announcements and 8 favor film formats.

Breakdown of studio and film programming time segments shows the ¼ hour segment getting the nod from most advertisers with 15 picking that slot, as against 12 for ½ hour, 4 using 10 minute spots, 3 with twenty minute formats; Kraft programming a full hour with their weekly three-act play and Chevrolet filling their hour option with a Western film.

Analysis of formats shows the following classifications:

### Studio:

*Newscasts*—6: Three are handled live—The Fair, WBKB; Detroit Edison, Norge, WWJ-TV; two through INS newstape—Good House Stores and Wilf Bros., WPTZ; and one film—Gulf, WCBS-TV.

*Variety*—2: Borden, U. S. Rubber over WNBT.

*Sportscasts*—4: Griesedieck, KSD-TV; Kass Clothing, WBKB; Mouquin Wines, WABD; Southern Venetian Blind, WTTG.

*Women's*—3: Kelvinator and Swift, WNBT; Hudnut, WRGB.

*Shopping, demonstration*—6: Gimbels, WPTZ; Sears Roebuck, Pep Boys, Schwabacher Frey, KTLA; Wanamakers, WABD; J. L. Hudson Co., WWJ-TV.

*Participation*—4: Bristol-Myers, WNBT; Terman Television, WBKB; GE Appliance, WRGB; Grinnell Brothers, WWJ-TV.

*Children's*—2: "Small Fry", sponsored by American Pipe Cleaning Co. and Fischer Baking over WABD.

*Forum*—1: Maxwell House, WNBT.

*Cartoon*—2: Gulf over WNBT; Swope Jewelry over WTTG.

*Dramatic*—1: Kraft over WNBT.

*Film*—8: American Pipe Cleaning, Alexander Smith, Bristol-Myers, Chevrolet, Fischer Baking Co., General Foods, Gulf, RCA Victor.

### Remotes:

*Boxing, Wrestling*—8: Gillette, WNBT; American Stores, Teldisco, Winston Radio & Television, WABD; Hyde Park Brewery, KSD-TV; Keeley Brewing, WBKB; Ford, KTLA; Georges Radio, WTTG.

*Baseball*—8: Atlantic Refining Co., Philco Dis-

tributors, WPTZ; Commonwealth Edison and Ford, WBKB; Purity Bakeries and Ford, KSD-TV; Goebel Brewing Co., WWJ-TV; Post Cereals and Ford, WCBS-TV; Lacy's WTTG.

*Racing*—3: Canadian Ace Brewing Co., Peter Fox Brewing, WBKB; Grissom Motor Sales, WWJ-TV.

*Street or Store Pick-ups*—3: Grinnell Brothers, Sam's, Harry Suffrin, WWJ-TV.

*Railroad terminal departures*—2: Southern Pacific Lines and Chicago & Northwestern Lines, WBKB.

## STATION STATUS

### Transmitter production up; construction ban off on TV buildings

Station status stands at 12 operating (11 commercial and one experimental), 54 grants and 11 applications pending—with applications from WIND, Chicago re-filed last month and a new application from WNHC, New Haven, Connecticut. Station plans to start on the DuMont Acorn Plan with approximately \$100,000 allocated for initial equipment. Patrick J. Goode is President.

Bugaboos of equipment shortages, construction bans and limited receiver production are rapidly dissipating and industry should be able to move along at a rapid pace. Latest headache to vanish is VHP-1—the wartime ban on radio construction, along with all controls on non-amusement building. As a result TV builders will no longer have to tangle with a multiplicity of government forms . . . the only headaches now being high construction costs and scarce materials.

Transmitter production has stepped up with seven stations due to receive their equipment within the next few months. These are: Albuquerque Broadcasting Co.; A. S. Abell and WBAL (Hearst Radio), Baltimore; WBZ-TV, Westinghouse, Boston; Milwaukee Journal; KSTP, Minneapolis; WFIL-TV, Philadelphia; WGN, Chicago; Scripps-Howard, Cleveland, and the Evening Star in Washington.

Activity is increasing among the licensees . . . WTVR, Richmond, have received their transmitter equipment with the opening date set for late '47 or early '48 . . . WFIL-TV, Philadelphia, have broken ground for their new building. Television studio will be two stories high, with the clients' viewing room, photographic dark room, motion picture processing shop, men's and women's dressing rooms and general offices housed on the second floor. Scheduled fall opening date is underlined with the announcement that the station will televise the Temple-Villanova football games beginning September 26th.

Construction of WBAL's television tower in North Baltimore is being rushed to completion so that the Baltimore Colts' professional football games can be televised this fall. Pick-ups will be

# Advertising Breakdown by Stations

	NATIONAL	LOCAL & REGIONAL	REMOTES	STUDIO	SPOTS	FILM
<b>WNBT</b>	15		1—Gillette	8—Borden, Bristol-Myers, Gulf, Kraft, Maxwell House, Nash-Kelvinator, Swift, U. S. Rubber	4—Benrus, Botany, Bulova, Elgin	3—Bristol-Myers, General Foods, RCA Victor
<b>WCBS-TV</b>	5		2—Ford, Post Cereals		2—Bulova, Elgin	1—Gulf
<b>WABD</b>	8	9	3—American Stores, Teledisco, Winston Radio & Television	2—Mouquin Wines, Wanamakers	8—Botany, Dry Imperato Champagne, DuMont Telesets, Elgin, Jamaica Radio & Television, Longines-Wittnauer, Pepsi-Cola, Sanka	4—Alexander Smith, American Pipe Cleaning Co., Chevrolet, Fischer Baking Co.
<b>KSD-TV</b>	3	2	3—Ford, Hyde Park Brewery, Purity Bakeries.	1—Griesedieck Bros.	1—Botany	
<b>WPTZ</b>	4 6—network	7	2—Atlantic Refining, Philco Distributors	4—Gimbels, Good House Stores, M. Rusoff Inc., Wilf Bros.	5—Botany, Canine Food & Products, Chex, Elgin, Jiffy	<b>Network from WNBT</b> 6—Borden, Bristol-Myers, Gillette, Gulf, Nash-Kelvinator, U. S. Rubber
<b>WBKB</b>	5	8	7—Canadian Ace Brewing, Commonwealth Edison, Ford, Peter Fox Brewing, Keeley Brewing, Chicago & Northwestern Ry. and Southern Pacific Lines	3—The Fair, Kass Clothes, Terman Television Sales	3—Botany, Dad's Root Beer, Elgin	
<b>WWJ-TV</b>	2	9	5—Goebel Brewing Co., Grissom Motor Sales, Sam's, Harry Suffrin, Grinnell Bros.	3—Detroit Edison, J. L. Hudson Co., Norge	3—Bulova, Hot 'n Kold Shops, Tivoli Brewing Co.	
<b>KTLA</b>	3	3	1—Ford	3—Sears-Roebuck, Pep Boys, Schwabacher Frey	2—Botany, Elgin	
<b>WTTG</b>	1	6	2—Lacy's, Georges Radio Co.	2—Southern Venetian Blind, Swope Jewelry	3—Kassen-Stein, Henry Kaufman Co., Pepsi-Cola	
<b>WRGB</b> (no rate card in effect)	2 6—network			2—GE Appliances, Richard Hudnut Corp.		Borden's, Bristol-Myers, Gillette, Kraft, RCA, U. S. Rubber

related to WNBW, NBC's Washington outlet . . . WNBW has also secured rights to the Navy football games . . . WBZ-TV, with plans to have test patterns on in Boston by the end of the year, will use an RCA micro-wave relay unit for remote pickups.

Unhealthy precedent for other TV towns was laid down here recently by the House of Representatives, which approved a bill to prevent erection of tele towers and masts in all residential or semi-residential areas in the District of Columbia.



**American Tobacco Company makes debut. New rate cards.**

Latest big money advertiser to enter television is American Tobacco Company with sponsorship of the NBC network collegiate games, which will be relayed to Washington (WNBW), Schenectady (WRGB), as well as over WNBT, New York. Game pick-up will be made from Baltimore, Cambridge, Annapolis, Princeton and Philadelphia and include such teams as Princeton, Duke and Navy in the line-up. Company will also sponsor seven home games of Notre Dame and Northwestern over WBKB. Deal was swung by N. W. Ayer & Sons although Foote, Cone & Belding is the Lucky Strike agency. The reason is that Ayer had options on football for Goodyear who at last minute came through with a budget cut which affected their television plans. This left N. W. Ayer with options on a beautiful sports package which was pitched and signed by the American Tobacco Company in the record time of two days.

Hoffman Beverage Company debuts as a television advertiser this fall with sponsorship of the New York Giants professional football games over WNBT. Agency is Warwick & Legler, Inc.

Ford, in addition to sponsorship of half the baseball games still to be played in St. Louis, has an option on half of the games for the '48 season over KSD-TV. Contract with CBS for all events from Madison Square Garden, except boxing, has been renewed. Agency is J. Walter Thompson.

**WFIL-TV Rate Card**

Time	Live			
	To 5,000	To 10,000	To 15,000	To 20,000
1 hour	\$200	\$350	\$500	\$650
1/2	120	210	300	390
1/4	80	140	200	250
	Film			
1/2	\$75	\$125	\$200	\$250
1/4	50	85	130	175
	Spots			
Film	\$25	\$35	\$45	\$55
Live	35	45	55	65

**Special Time Segments**

- 5 minutes—50% of 15 minute rate
- 10 minutes—80% of 15 minute rate

**Camera Rehearsal Time**

2 to 1 ratio included in costs. \$25 per hour in excess of 2 to 1 and less than 4 to 1; \$75 per hour for time in excess of 4 to 1.

Spot charges include 15 minutes camera rehearsal time; \$15 per 1/2 hour additional if needed.

**Facsimile Tie-up**

A special combination rate will be offered to television users.

**WABD Rates**

	60 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	1 Min.
Class A 7-11PM	800	480	360	320	240	160	80
Class B 6-7PM	650	390	292	260	195	130	65
Class C 12 noon-6PM	500	300	225	200	150	100	50

20% less when film only is used on periods of five minutes or more.

**Studio Show Rehearsal**

\$75 for first hour. \$37.50 for each succeeding consecutive half hour or any portion thereof. Six to one ratio in studio rehearsal time is required except where the nature of the program is such that, in our opinion, a lesser rehearsal period will suffice.

**KSD-TV**

**General Telecasting Rates**

All Rates Are For Time Charges Only

60 Min. (Max. of 2 Hours Rehearsal Time)	\$155.00
40 Min. ( " " 1 1/2 " " " )	105.00
30 Min. ( " " 1 " " " )	90.00
20 Min. ( " " 1/2 " " " )	75.00
15 Min. ( " " 1/2 " " " )	67.50
10 Min. ( " " 1/2 " " " )	60.00
2 Min. Spot Announcement (Live or Film)	30.00
1 Min. Spot Announcement ( " " " )	20.00

FREQUENCY DISCOUNTS (Applicable to Above Listed Rates Only):

13 times	26 times	52 times	100 times	200 times
5%	10%	15%	20%	25%

15% Commission Paid on Above Listed Time Charges to Recognized Agencies

Charges for extra rehearsal time on any scheduled program will be made as follows:

- \$ 35.00 for each hour up to five hours;
- \$100 for each hour in excess of five hours.

The rates quoted are for the facilities of the station only; musical, dramatic and other talent charges are in addition to the time rates.

The cost of installing and leasing special telephone or telegraph or other transmitting equipment, and the furnishing, installation and operation of necessary equipment for remote control shall be borne by the advertiser.

All programs or announcements to be telecast are subject to the approval of the station management and any program or announcement may be revised or rejected. Any contract for telecasting may be cancelled by the management of Station KSD-TV upon written notice without incurring any liability therefor.

All contracts made with Station KSD-TV are subject to the same regulations as contracts made with Station KSD.

# 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 example, NBC on the chart is way down an percentage of commercial time. However, an analysis of their rate charges would show that they still have by far the largest time sales in dollar volume. The figures below are an average of operating time obtained by averaging two weeks—one with baseball pickups and one without.

Station	Average No. of Hours Weekly	Remotes	Studio	Film	Networks	Commercial	Sustaining
KSD-TV	20	30%	25%	45%	—	33%	67%
KTLA	27½	71%	6%	23%	—	25%	75%
WABD	29	66%	9%	22%	3% (from WTTG)	50%	50%
WBKB	31	80%	12½%	7½%	—	57½%	42½%
WCBS-TV	16½	73%	—	27%	—	52%	48%
WNBT	22	44%	21%	34%	1% (from WNBW)	26%	74%
WNBW	8 to 9	Station started operations June 28th Breakdown at this time would not be typical.				no rate card set	100%
WPTZ	32	50%	5%	20%	25% (from WNBT)	74% (55%—local 19%—network)	26%
WRGB	14	—	25%	11%	64% (from WNBT)	no rate card set	100%
WTTG	29½	42%	12%	12%	34% (from WABD)	38%	62%
WWJ-TV	20 to 22	50%	25%	25%	—	50%	50%
W6XAO	10	100%	—	—	—	experimental	100%

## WASHINGTON

### A. T. & T. withdraws coax charges; WIND re-files for Chicago

Under pressure from both the FCC and the entire television industry, the American Telephone & Telegraph Company has withdrawn tariffs which would have forced television broadcasters to pay a stiff \$40-per-circuit-mile rate for use of the coaxial cable between Washington and New York City, beginning August 1.

The phone company took the action, knowing that Television Broadcasters Association was ready to protest the rates and that FCC felt no enthusiasm for letting them become effective at this time. Commission engineers take the view it is too early to determine operating costs and equitable rates for the coax.

A.T.&T. said merely it was withdrawing the charges to "permit its technical men to undertake further studies with the television industry."

It appeared likely that FCC—once convinced licensees themselves would assume the responsibility of operating radio relays—would quickly give this service a green light. Meanwhile, DuMont director of research T. T. Goldsmith, Jr., has forwarded to FCC a more comprehensive outline of a paper network of stations linked by relays. His prospectus calls for the stations—all on the route between Washington and New York City—to pay an average cost of \$5.00 per hour for use of network facilities.

### WIND Refiles a TV Bid

Chicago station WIND had a change of heart again this month and refiled a bid for a Windy City station. Owner, the Johnson-Kennedy Corp., expects to spend \$211,500 for a 5 kw sound and picture station and to lose about \$6,000 a month during the first year's operation. Ralph L. Atlass, President and Treasurer of the TV station, will serve as station manager with Howard Miller, as program director.

The station is fortunate in its partial owner-

(Continued on page 7)



# CURRENT ADVERTISERS ON ALL STATIONS

- Alexander Smith**—"Magic Carpet". WABD, Friday. Fifteen minute studio magician series latest in experimental series. Agency, Anderson, Davis & Platt.
- American Pipe Cleaning Co.**—"Small Fry Club." WABD, Monday. Half hour children's program. Agency, Ruth Brooke.
- American Stores**—Boxing bouts, Wednesday; wrestling matches, Friday. WABD. Agency, Scheer Advertising Co.
- Atlantic Refining Co.**—Alternate sponsorship of Phillies and Athletics baseball games. WPTZ. Agency, N. W. Ayer & Sons.
- Benrus**—Time signal. WNBT, Friday. Agency, J. D. Tarcher & Co.
- Borden Co.**—Variety, marionette, dramatic and film programs. WNBT, Sunday. Agency, Kenyon & Eckhardt.
- Botany**—Weather reports. WABD, WNBT, WPTZ, KSD-TV, KTLA, WBKB. Agency, Alfred Silberstein, Bert Goldsmith.
- Bristol-Myers**—"Ringside." WNBT, Sunday. Half hour film show with Jinx and Tex McCreary, plugging Ipana and Minit-Rub alternate weeks. Agency, Young & Rubicam. "Party Line." WNBT, Sunday. Half hour viewer participation show, advertising Ipana and Ingrams' shaving cream. Agency, Doherty, Clifford & Sheffield. Both programs relayed to WRGB and WPTZ.
- Bulova Watch Co.**—Time signals. WNBT, WCBS-TV, WWJ-TV. Agency, Biow Co.
- Canadian Ace Brewing Co.**—Main events at Arlington races. WBKB, Saturday. Agency, Critchfield Co.
- Canine Food & Products Co.** (Trim Dog Food)—Weather signals. WPTZ. Packard Advertising Agency.
- Chevrolet**—Western film. WABD, Tuesday. Relayed to WTTG. Film, opening night WWJ-TV. Agency, Campbell-Ewald.
- Chex**—Weather signals, preceding Tuesday baseball games. WPTZ. Agency, Solis S. Cantor.
- Chicago & Northwestern Ry.**—WBKB Tuesday. Split sponsorship of "Streamliner Time". Twenty minute remote from Northwestern station. Agency, Caples Co.
- Commonwealth Edison Co.**—Split sponsorship of the Cubs games. WBKB. Agency, J. R. Pershall Co.
- Dad's Root Beer Co.**—Spot announcements, WBKB. Malcolm-Howard Advertising Agency.
- Detroit Edison Co.**—Two fifteen minute newscasts weekly. WWJ-TV, Wednesday and Friday. Agency, Campbell-Ewald.
- Dry Imperato Champagne** (Robinson & Lloyds Ltd.)—Spots, two night a week. WABD.
- DuMont**—Spot commercials. WABD. Brief films on DuMont Telesets.
- Elgin**—Time spots. WNBT, WABD, WCBS-TV, WPTZ, WBKB, KTLA. Agency, J. Walter Thompson.
- The Fair**—"Telechats". WBKB, Friday. Fifteen minute news program.
- Fischer Baking Co.**—"Small Fry Club." WABD, Thursday. Half hour children's program. Scheck Advertising Agency.
- Ford Motor Co.**—Split sponsorship of Dodgers over WCBS-TV. Split sponsorship of Cubs over WBKB. Boxing and wrestling over KTLA. Split sponsorship, baseball, KSD-TV. Agency, J. Walter Thompson.
- Peter Fox Brewing Co.**—Harness racing. Saturday night. WBKB. Agency, Jones Frankle and Schwimmer & Scott.
- G-E Appliances**—"On the Job". WRGB, bi-monthly. Twenty minute quiz program.
- General Foods**—Institutional. Six film and seven live programs on schedule. WNBT, Thursday half hour. Agency, Young & Rubicam.
- Georges Radio Co.**—Wrestling. WTTG. Enders Advertising Agency.
- Gillette Safety Razor Co.**—"Cavalcade of Sports". WNBT, Monday and Friday. Boxing bouts. Relayed to WRGB and WPTZ. Agency, Maxon, Inc.
- Gimbels**—"The Handy Man". WPTZ, Friday. Fifteen minute merchandise demonstration program.
- Goebel Brewing Co.**—Twice weekly games of the Tigers. WWJ-TV. Agency, Brooke, Smith, French & Dorrance, Inc.
- Good House Stores**—INS news tape. WPTZ. Five times a week, ¼ hour each before baseball game. Agency, Julian Pollock.
- Griesedieck Brothers Brewery**—Fifteen minute program preceding and one minute spot following home games of Cards. Weekly twenty minute sports' news show. KSD-TV. Agency, Ruthrauff & Ryan.
- Grinnell Bros.**—"Television Party", WWJ-TV, Thursday, 4 to 4:30. Half hour audience participation show originating at store. Agency, Simons-Michelson.
- Grissom Motor Sales**—Races from Detroit Track. WWJ-TV. Agency, J. L. Dumahaut.
- Gulf Refining Company**—"Television News." WCBS-TV, Thursday. Fifteen minute film program. "You Are An Artist." WNBT, Thursday. Fifteen minute art lesson format. Relayed to WRGB and WPTZ. Agency, Young & Rubicam.
- Hot N' Kold Shops**—Spot announcements. WWJ-TV. Agency, Charles Hargrave.
- Richard Hudnut Cosmetic Corp.**—(Dunbar Success School)—Twenty minute beauty, fashion format. WRGB. One shot.
- The J. L. Hudson Co.**—"Sketchbook", WWJ-TV, Wednesday. Quarter hour demonstration type program. Agency, Wolfe, Jickling, Dow & Conckey.
- Hyde Park Breweries Association, Inc.**—Boxing, wrestling, sports. KSD-TV. Agency, Gardner Advertising Co.
- Jiffy Products, Inc.**—Weather signals at network station break Sunday. Agency, Martin & Andrews.
- Jamaica Radio & Television Co.**—Three spots a week. WABD.
- Kassen-Stein**—Spots. WTTG. Agency, Henry J. Kaufmann & Associates.
- Henry Kaufman & Co.**—Spot commercials. WTTG. Agency, Henry J. Kaufmann & Associates.
- Kass Clothing Co.**—"The Scoreboard." Round-up of all big league baseball scores following Cubs' home games. WBKB. Malcolm Howard Agency.
- Keeley Brewing Co.**—Wrestling, Monday and Wednesday nights; boxing, Friday nights. WBKB. Malcolm Howard Agency.
- Kelvinator**—"In the Kelvinator Kitchen". WNBT, Wednesday. Fifteen minute cooking program. Relayed to WPTZ. Agency, Geyer, Newell and Ganger.
- Kraft Food**—"The Kraft Television Theatre". WNBT, Wednesday. Product plugged, MacLaren's Imperial Cheese. Hour dramatic show. Agency, J. Walter Thompson.
- Lacy's**—Sponsorship of Senators' baseball games. WTTG. Agency, Henry J. Kaufmann & Associates.
- Longines-Wittnauer**—Time spots. WABD. Agency, Arthur Rosenberg Co.
- Mouquin Wines**—"Faces to Remember". WABD, preceding pick-up of Yankee baseball games. Five to nine minute program on players in teams. Agency, Alfred Lilly Co.
- Maxwell House Coffee**—"Author Meets the Critic". WNBT, Thursday. Half hour video version of radio program. Agency, Benton & Bowles.
- Norge**—Fifteen minute newscast, WWJ-TV, Thursday. Agency, Campbell-Ewald.
- Pep Boys**—"Shopping at Home". KTLA, Sunday. Split sponsorship quarter hour shopping program.
- Pepsi-Cola**—40 second spot before and after Yankee games. WABD. Spots, WTTG. Agency, Newell Emmett.
- Philco Distributors, Inc.**—Alternate sponsorship of Phillies and Athletics baseball games. WPTZ. Agency, Julian Pollock.
- Post Cereals**—(General Foods)—Split sponsorship of Dodgers games over WCBS-TV. Agency, Benton & Bowles.
- Purity Bakeries**—Home games of Cards and Browns. KSD-TV. Agency, Young & Rubicam, Chicago.
- RCA Victor**—"World in Your Home". WNBT, Friday night. Fifteen minute film program. Relayed to WRGB and WNBW. Dealer program. KTLA. Hour film show four afternoons a week. Agency, J. Walter Thompson.
- Max Rusoff, Inc.**—"Miss Television of Philadelphia". WPTZ, Friday. Fifteen minute beauty contest. Agency, Solis S. Cantor.
- Sam's, Inc.**—"Meet the People". WWJ-TV, Friday, 4 to 4:30. Half hour show originating at the store. Agency, Stockwell & Marcose.
- Sanka Coffee**—Weather reports. WABD, five nights a week. Agency, Young & Rubicam.
- Schwabacher, Frey**—"Shopping at Home". KTLA, Sunday. Split sponsorship, quarter hour shopping program.
- Sears Roebuck**—"Shopping at Home". KTLA, Sundays. Split sponsorship, quarter hour shopping program.

**Southern Pacific Lines**—Split sponsorship of "Streamliner Time". WBKB, Tuesday. Twenty minute remote from Northwestern station. Agency, Caples Co.

**Southern Venetian Blind**—"Bob Wolf Sports Clinic". WTTG. Half hour sports show. Direct.

**Harry Suffrin**—"Man on the Street". WWJ-TV, Tuesdays, 4 to 4:30. Half hour remote show originating in Park across from store. Agency, Simons-Michelson.

**Swift**—"The Swift Home Service Club". WNBT, Friday, 1 to 1:30. Half hour

entertainment, decorating and cooking format. Agency, McCann-Erickson.

**Swope Jewelry**—Dick Manville cartoon show. WTTG. Quarter hour program. Agency, Henry J. Kaufmann & Associates.

**Teldisco**—Boxing bouts. Tuesday, WABD. Agency, John R. Allen.

**Terman Television Sales**—"Let's Face It." WBKB, Wednesday. Fifteen minute viewer participation show. Direct.

**Tivoli Brewing Co.**—Spot announcements for Altes Lager Beer. WWJ-TV. Agency, McCann-Erickson.

**U. S. Rubber**—"Campus Hoop-la". WNBT, Friday. Fifteen minute variety sports show. Relayed to WRGB, WPTZ and WNBW. Agency, Campbell-Ewald.

**Wanamaker's Department Store**—"Wanamaker Presents." WABD, Wednesday. Half hour shopping, merchandise program, presented in cooperation with various manufacturers.

**Wilf Bros.**—INS news tape. WPTZ. Five times weekly for ¼ hour before evening programs. Agency, Philip Klein.

**Winston Radio & Television Co.**—Amateur boxing. WABD, Monday.

## Washington (Con't. from page 5)

ship by the Chicago Daily News. Another stockholder is chewing gum magnate Philip K. Wrigley who owns the Chicago Cubs and will arrange for telecasts of major sporting events in the metropolitan area. Bert Wilson will handle the sports-casts. The station will serve an estimated 4,320,700 viewers, will operate on Channel #2 with DuMont equipment.

### Petrillo in a Pet!!

The small but mighty Petrillo called the plays in television this month, confirming for the first time existence of contracts with major film companies to ban rental of musical films to program-hungry video broadcasters.

As a result of the expose, however, the diminutive music czar may find himself in conflict with the anti-trust laws or with new legislation tailor-made to clip the musicians' union where it hurts most.

The restrictive movie contracts will form the No. 1 target of a week's hearings in Hollywood beginning August 4. Rep. Carroll Kearns (R., Pa.), chairman of the House Labor subcommittee which took Petrillo over the hurdles here last month, and committee investigator Irving McCann will conduct the Hollywood probe. The House Labor group are talking angrily of new legislation to nullify the contracts or the possibility of referring a complaint to the Justice Department for prosecution under the Sherman Act. (Though the antitrust laws do not ordinarily apply to labor unions, a Federal court recently invoked the statute against a CIO local in Honolulu.)

## RECEIVERS

### Last half should see '47 total zooming close to 200,000 mark

RMA figures show 46,389 receivers produced during the first half of 1947. Another couple of thousand for unreported production can be added to this total, which, with sets produced during July, would probably up this figure to about 60,000 sets the first seven months.

Last half of the year should show these figures zooming, with good possibility that the 200,000 mark will be reached. Bulk of production in the first half has been RCA's with DuMont, U. S. Television and Viewtone contributing to the overall figure. Now with Philco, General

Electric, Stewart Warner, Crosley and others in production, monthly total will go up. Farnsworth will start delivery next month on two sets—a table model retailing for \$349.50 and a console with FM-AM radio priced at \$497.50—both with 10" direct view tubes.

Emerson table model, with 10" screen and priced at \$375.00, is also being distributed. Company is now experimenting with a projection set—18"x24" screen size—which they hope to be ready to market in six to eight months.

## ROUND-UP

### Industry news and developments; personnel changes

The Paramount-DuMont issue, which has been hanging fire for some time now, seems close to a solution. Rumors are that Paramount will withdraw sufficiently from DuMont so that it will no longer be considered as a controlling factor. Each company would then be free to go ahead on their pending applications—Paramount for New England Theatres, Inc., Boston; Interstate Circuit, Inc., Dallas; United Detroit Theatres Corp., Detroit; and DuMont for one in Cincinnati and the other in Cleveland. DuMont has already been granted a license for Pittsburgh.

Recent announcement of the tie-up between RCA and Warner Brothers coupled with Paramount's experiments for over three years now, brings theatre television closer.

Demonstration of the Zoomar lens for sports pick-ups finally came off with WCBS-TV crew using it on baseball and racing. Excellent shots were obtained on the outfield plays, with the camera zooming to close-up as the fielder made the play and then drawing back to take in the field. General impression seems to be that the Zoomar lens has an important place in television, particularly in sports. Dramatic pictures are obtainable that are not possible otherwise.

### Persons and Places

Orrin E. Dunlap, Jr. has been elected vice-president in charge of advertising and publicity for RCA . . . Charles C. Barry has been elected ABC vice-president in charge of programs and television, succeeding Adrian Samish . . . Lawrence Phillips has been appointed director of the DuMont broadcast division. Roscoe Duncan has been appointed Acting Director of television operations for Crosley.





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