

Bar

Television

THE BUSINESS MAGAZINE OF THE INDUSTRY

Seventh year of publication

MARKET ISSUE

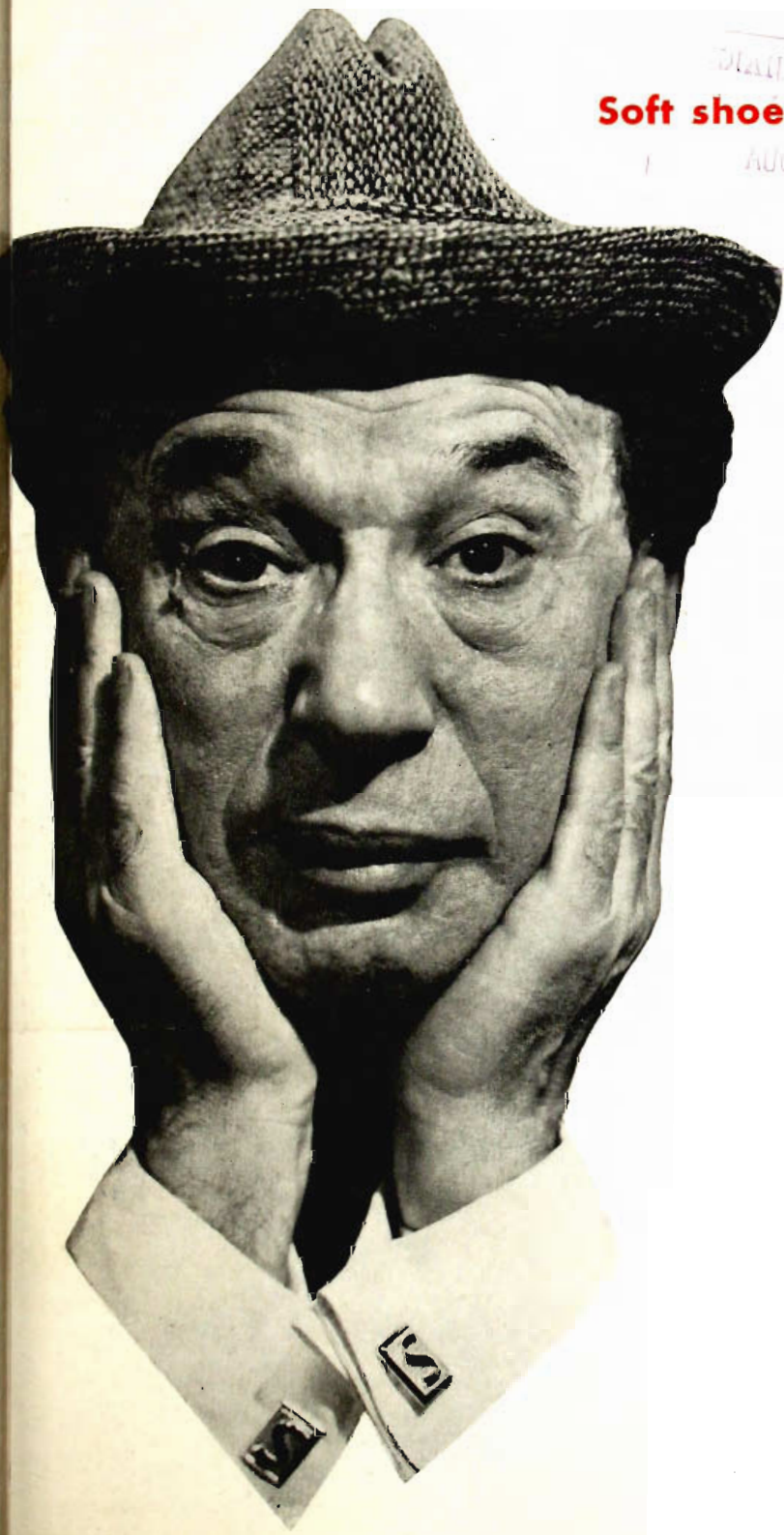
\$1.00

INDIANA UNIVERSITY
1
AUG 16 1950

Soft shoe comedy

another touch

IN 12750 R A
LIBRARY
INDIANA UNIVERSITY
BLOOMINGTON IND



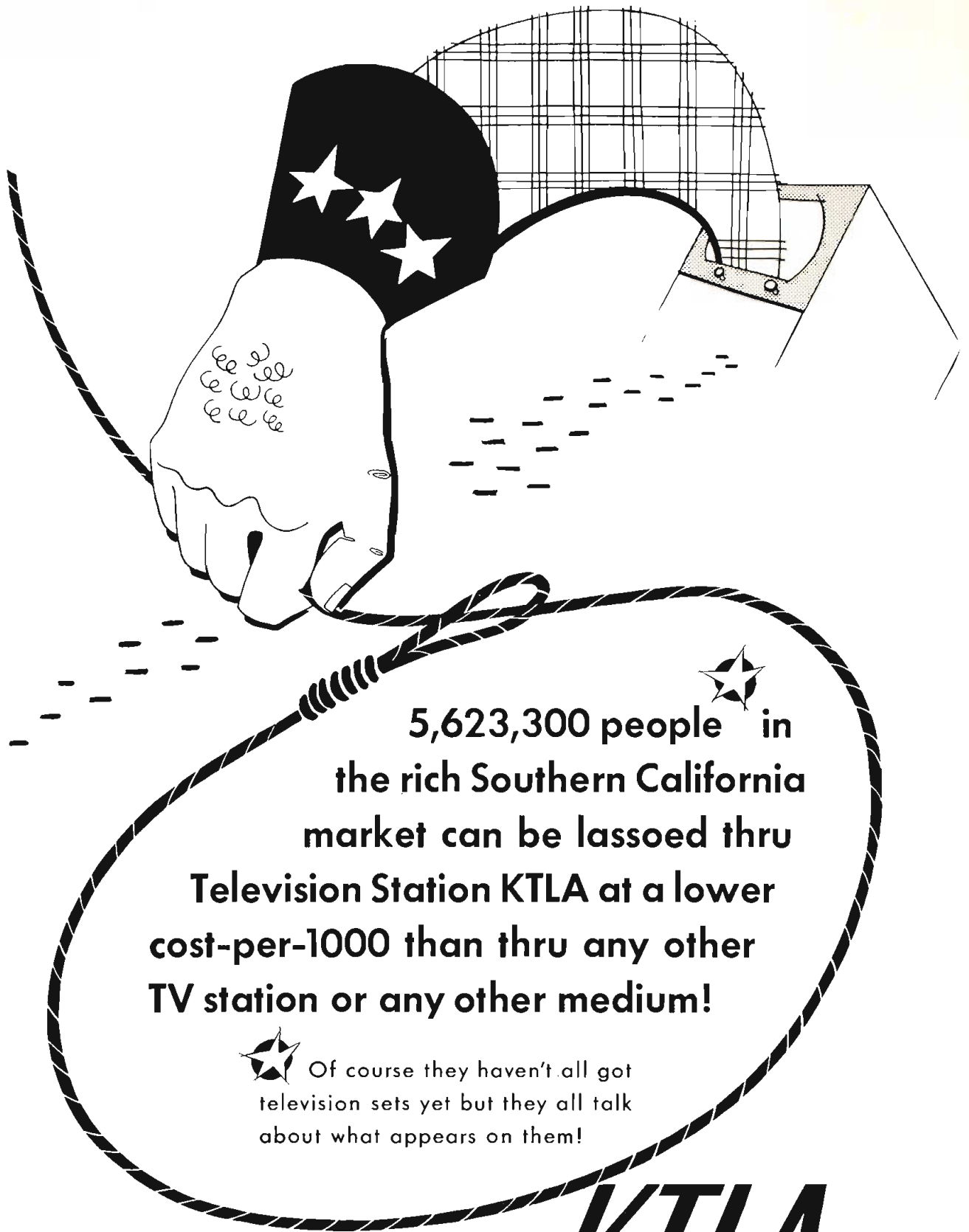
When Menasha Skulnik goes out over the TV airwaves, his comedy is as soft as a cumulus cloud, as gentle as an air foam pillow. Master of the light comic touch, Menasha uses the art of pantomime "... to the point of perfection seldom seen on the TV screen"—as *Radio Daily* so deftly puts it.

A comedian among comedians, Menasha is a keen favorite of people like Fred Allen, Henry Morgan, Moss Hart and George Kaufman—and of thousands of others who watch his weekly show *Menasha the Magnificent* on NBC-TV.

Mr. M.'s dialect is unique, but it contains the kind of artless, believable humour that ties in with equally believable sales messages for NBC's weekly audience of 26,000,000 viewers. *And more you shouldn't ask for!*

Menasha the Magnificent on

NBC television



5,623,300 people in
the rich Southern California
market can be lassoed thru
Television Station KTLA at a lower
cost-per-1000 than thru any other
TV station or any other medium!



Of course they haven't all got
television sets yet but they all talk
about what appears on them!



CHANNEL 5

KTLA

LOS ANGELES

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

TELEVISION MARKETS ISSUE

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Published monthly by Frederick Kugel Company, 600 Madison Ave., New York 22, N. Y. Plaza 3-3671, 3672, 3673. Single copy, 50 cents. Yearly subscription in the United States, its possessions and nations of the Pan American Union, \$5.00; in Canada, \$5.50; elsewhere, \$6.00. Entered as second class matter February 20, 1945, at the postoffice at New York, New York under the act of March 3, 1879. Copyright 1949 by Frederick Kugel Company. All rights reserved. Editorial content may not be reproduced in any form without permission.

COMMONWEALTH

Currently Serving the
 Nation's Leading TV Stations
 Offers the Following
TV FILM PACKAGES

26 MAJOR COMPANY FEATURE PROGRAMS
 with such stars as

Barbara STANWYCK	Paulette GODDARD
Robert YOUNG	Jimmy STEWART
Jimmy DURANTE	Merle OBERON
Claudette COLBERT	Melvyn DOUGLAS
Jack BENNY	Raymond MASSEY

39 TOP WESTERNS
 featuring
THE RANGE BUSTERS
KERMIT MAYNARD
SMITH BALLEW

52 FEATURE PROGRAMS
 with such stars as

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Frankie Darro	Pinky Tomlin
J. Carrol Naish	Buster Crabbe

13 MUSICAL VARIETIES
 12 1/2 min each • featuring
MOREY AMSTERDAM

13 SOUND CARTOONS

250 AESOP FABLE SILENT CARTOONS

12 CHARLIE CHAPLIN COMEDIES
 12 1/2 min each

For further information and complete list, write to



COMMONWEALTH
 Film and Television, Inc.
 723 Seventh Avenue, New York 19, N. Y.

Growing Like Magic

The WDEL-TV audience in the rich Wilmington, Delaware market

In one year, WDEL-TV has been phenomenally successful in building its audience in this wealthy market, fifth in per capita income. Set sales in this area have jumped more than 700%.

Consistent prosperity, NBC network shows, skillful local programming, clear pictures assure continuous audience growth.

Represented by

ROBERT MEEKER Associates

Chicago San Francisco
New York Los Angeles



A STEINMAN STATION

WDEL-TV

CHANNEL 7
WILMINGTON, DELAWARE

NBC

TV • Affiliate

FOCUS

'Variety' Scared?

"Radio versus TV is due for an almost overnight change . . . the almost incredible situation of major TV networks being sold out will be of short duration. Without the circulation, the advertisers won't stick."

What *Variety* forgot in this scare story dooming TV in their July 26 issue was that TV has proved to be a sound advertising buy which compares favorably with other media on a straight cost per 1000 basis (see statement by McCann-Erickson's President, Marion Harper, on page 10). Most advertisers are now using television, as Mr. Harper points out, as a straight advertising medium. For the past year Procter & Gamble, one of the most astute media buyers in the country, has found that their "Fire-side Theatre" is coming in on a cost per 1000 which compares very favorably with all other media used.

Receiver Production?

Precluding an all-out war, there is no apparent reason to expect any shutdown in receiver production. There will be cutbacks, but with greatly increased capacity, the set manufacturers should be able to take care of government requirements and still turn out almost as many sets during the balance of the year as they did during the first six months.

Fall Lineup of Network Advertisers as of July 15

ADMIRAL CORP.

Stop the Music
ABC Thursday 8:00-9:00 p.m.
Lights Out
NBC Monday 9:00-9:30 p.m.

Weed

is a **2** - way pioneer

see pages 16 & 17

AMERICAN DAIRY ASSOC.

TV Teen Club
ABC Saturday 8:00-8:30 p.m.

AMERICAN SAFETY RAZOR

The Sugar Bowl
ABC Monday* 8:00-8:30 p.m.
The Show Goes On
CBS Thursday 8:00-9:00 p.m.

AMM-I-DENT

Mystery Playhouse
CBS Tuesday 10:00-10:30 p.m.

ARMSTRONG CORK CO.

Armstrong Circle Theater
NBC Tuesday 9:30-10:00 p.m.

ARRID

Sing It Again
CBS Saturday 10:00-10:15 p.m.

ARTHUR MURRAY STUDIOS

Party Time of Arthur Murray's
ABC Thursday 9:00-9:30 p.m.

AUTO-LITE

Suspense
CBS Tuesday 9:30-10:00 p.m.

BEEMAN'S GUM

(co-op drug store chain prags.)
Cavalcade of Bands
DTN Tuesday 9:00-10:00 p.m.
Cavalcade of Stars
DTN Saturday 9:00-10:00 p.m.

BEST FOODS INC.

The Betty Furness Show
ABC Friday 10:00-10:30 p.m.

BLATZ BREWING CO.

Roller Derby
ABC Thursday 10:30-11:00 p.m.

BOND CLOTHING STORES

Inside Detective
DTN Friday 8:30-9:00 p.m.

BONAFIDE MILLS

Bonnie Maid Varieties
NBC Friday 9:00-9:30 p.m.

BUDWEISER BEER

Ken Murray Show
CBS Saturday 8:00-9:00 p.m.

CAMEL CIGARETTES

CBS Tuesday 9:00-9:30 p.m.
Man Against Crime
CBS Friday 8:30-9:00 p.m.

CANADA DRY

Super Circus
ABC Sunday 5:00-6:00 p.m.

CHESTERFIELD CIGARETTES

CBS Mon.-Wed.-Fri. 7:45-8:00 p.m.
A. Godfrey & Friends
CBS Wednesday 8:00-9:00 p.m.

CHEVROLET

Chevrolet TV Theater
NBC Monday 8:00-8:30 p.m.
Notre Dame Football
DTN Saturday 2:00 p.m.

CHRYSLER

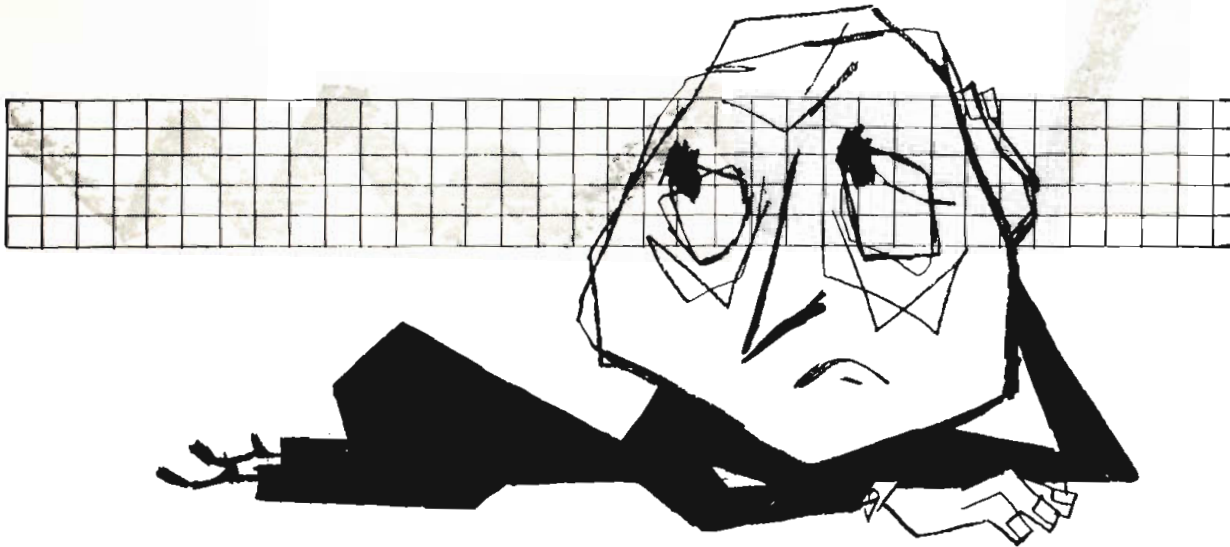
Treasury Men in Action
ABC Monday 8:00-8:30 p.m.

COLGATE

Colgate Theater
NBC Sunday 8:30-9:00 p.m.

(continued on page 13)

In a Quandary Over Sales Costs?



**Dollars
get more
dealers
on Du Mont!**

Say, if you're looking for TV, take a look where all the looking began; Du Mont—first in TV networking. Du Mont—covering 99% of America's telesees. Du Mont—where a small budget puts you in TV in a big way...You see Du Mont pays undivided attention to TV and that's why TV pays handsomely to Du Mont Sponsors. Meaning you.

The Nation's Window on the World
—60 Stations



515 Madison Avenue, New York 22, N. Y. • Phone MUrray Hill 8-2600

Copyright 1950. A Division of the Allen B. DuMont Laboratories, Inc.





The nation-wide reception accorded this bright, appealing animated 8 second station break speaks for itself, and merits pride for client, agency and producer.

ADVERTISER

Beechnut Packing Co.

AGENCY

Kenyon & Eckhardt, Inc.

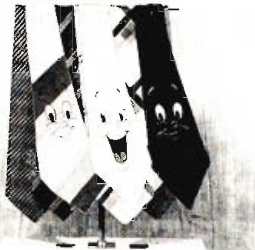
PRODUCED BY

PAUL J. FENNEL CO.

40 EAST 40th STREET, NEW YORK, N. Y.

Murray Hill 9-4268

1159 N. HIGHLAND AVE., HOLLYWOOD, CAL.



Tops for singing TV commercials is the new Five Star video ditty on Wembley Ties. The familiar "knot 'em, crush 'em, twist 'em" slogan comes to life in a happy demonstration by the crooning cravats. Special credits include: Production, Harry McMahan; lyrics, Bill Bates; animation, Howard Swift.

ADVERTISER

Wembley Ties

AGENCY

Walker Saussy Advertising

PRODUCED BY

FIVE STAR PRODUCTIONS

6526 SUNSET BLVD., HOLLYWOOD 28, CAL.

HEmpstead 4807



A still shot of Times Square with animated Broadway signs flashing the topics of the show projects excitement into the opening of the Art Ford Show. An animated sign then alternately flashes on and off "Art Ford" and "On the Broadways of the World."

ADVERTISER

Art Ford Show

AGENCY

Raymond Spector Company, Inc.

PRODUCED BY

NATIONAL SCREEN SERVICE

1600 BROADWAY, NEW YORK 19, N. Y.

Circle 6-5700

OFFICES IN 30 OTHER CITIES



Adroit combination of writing, editing and narration distinguish this series of one minute spots for C.A.R.E. Dramatic impact of subject is fully conveyed into moving appeal for help.

ADVERTISER

C.A.R.E.

AGENCY

Direct

PRODUCED BY

SEABOARD STUDIOS

157 EAST 69th STREET, NEW YORK 21, N. Y.

REgent 7-9200



Live action is skillfully switched to animation when an off-screen voice, asking for a glass of ale is made to emanate from cartoon character who then carries hard selling commercial.

ADVERTISER

Pickwick Ale

AGENCY

Alley & Richards, Inc.

PRODUCED BY

FLETCHER SMITH STUDIOS, INC.

1585 BROADWAY, NEW YORK 19, N. Y.

JUDson 6-3950



On The Air September, 1950

WSM celebrates its 25th Anniversary by bringing
television to the Central South

SCHEDULE, WSM-TV

SEPTEMBER, 1950 . . . On the air

OCTOBER, 1950 . . . Network TV
through microwave
relay from
Louisville

*Television's newest market ready in September
through....*

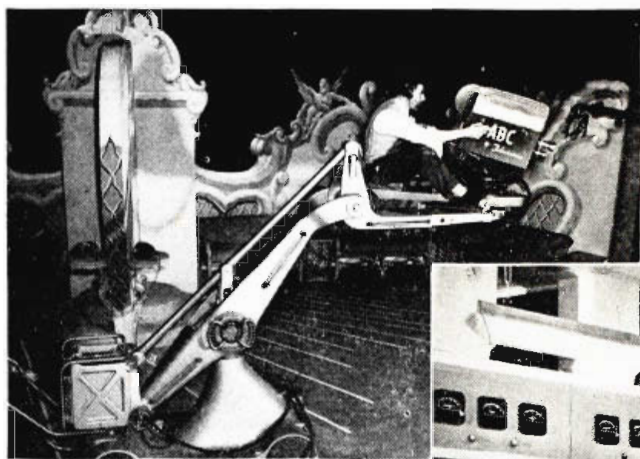
A smaller version of the WSM-TV logo, featuring the call letters "WSM" in a white serif font, followed by "-TV" in a bold, black, sans-serif font, all on a black background.

HARRY STONE
General Manager
IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

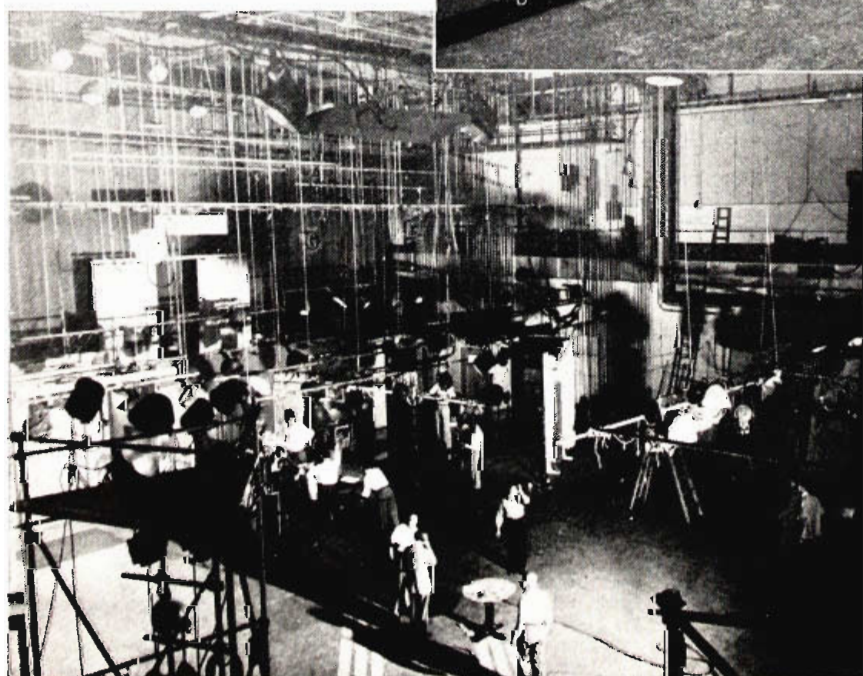
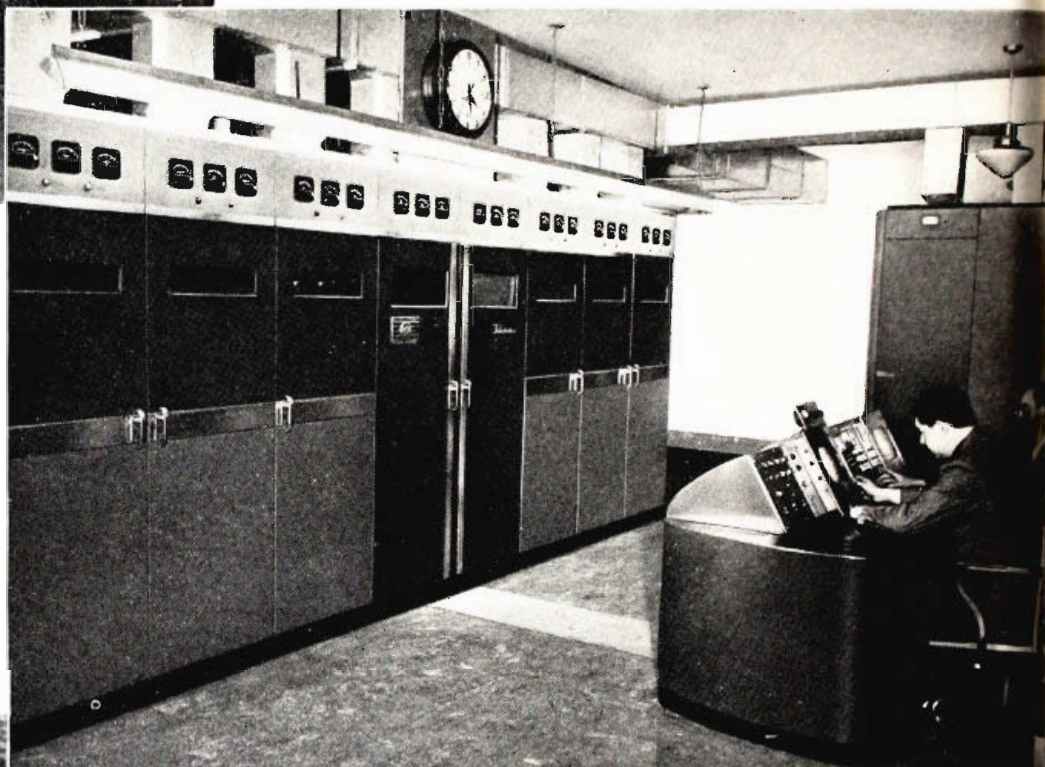
CHANNEL 4
NASHVILLE, TENN.

America's Key Network

TV Equipmen



WJZ-TV uses this RCA De Luxe studio crane to get dramatic viewing angles, smooth panning of big scenes, approaches, retreats.



WJZ-TV's famous ABC Studio One—and its six other TV studios—is RCA-equipped with cameras, dollies, booms, stands, mounts, microphones, and accessories.

WJZ-TV's Empire State transmitter room is completely RCA-equipped. It includes a 5-kw transmitter (plus 2.5 kw for FM sound), a 500-watt stand-by transmitter, control console, antenna diplexer, vestigial side-band filter, dummy load.



WJZ-TV
TELEVISION

WJZ-TV uses two fully-equipped RCA field trucks—including seven field cameras.

Stations Use RCA

WJZ-TV, for instance

Now ON THE AIR from atop the world's tallest television tower... the Empire State building in New York City... WJZ-TV is setting an enviable record for wider coverage, and brighter, clearer pictures over the vast Metropolitan area.

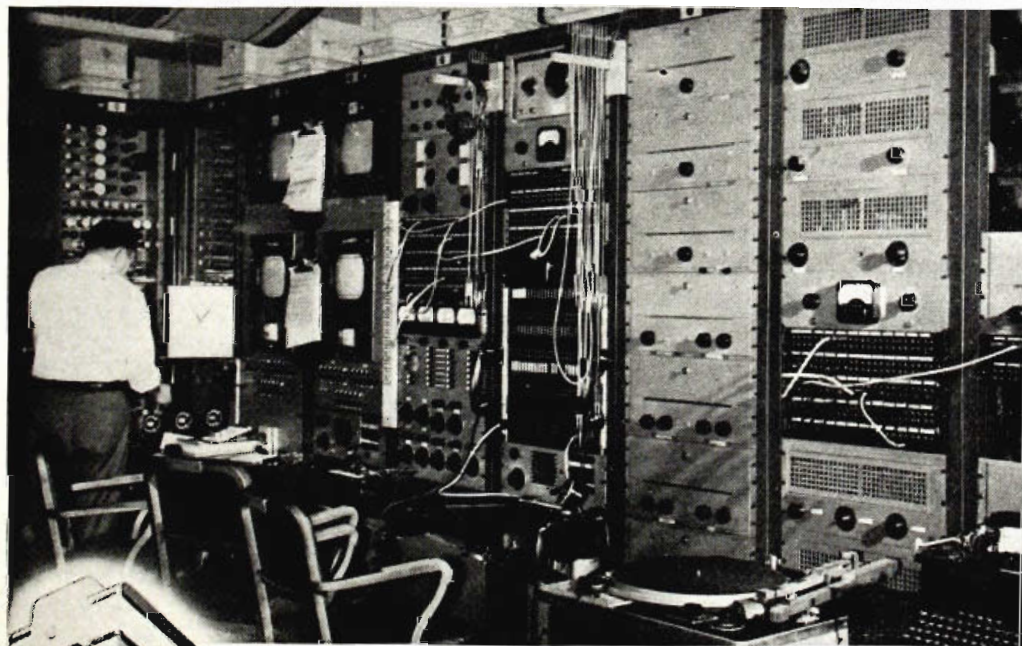
We are proud that the superior service of this important ABC network station is backed by equipment designed and built by RCA. Seven modern studios, complete

with RCA's new remote video relay switching system. A modern film-projection and film-recording room—complete with four Kinefoto film recorders. A fleet of field trucks—with all necessary gear. A complete transmitter room with all associated equipment.

Good reason why WJZ-TV can count on continued unexcelled performance from its new Empire State location.

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

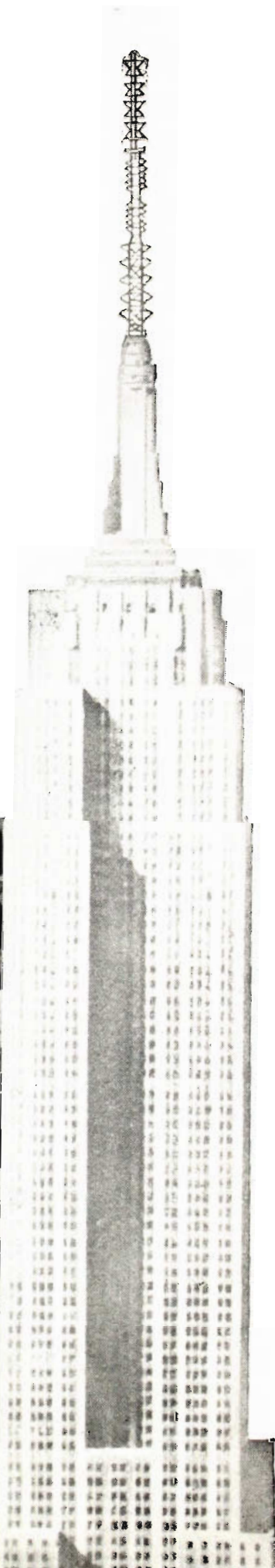
In Canada: RCA VICTOR Company Limited, Montreal



Master Control Room. All seven control rooms of WJZ-TV use RCA equipment—video consoles, program console, audio consoles, microphones, turntables.



WJZ-TV uses RCA Studio Cameras
www.americanradiohistory.com



**station
participating
programs**

**AN ADVERTISING DIRECTORY
OF CURRENT AVAILABILITIES**

"CLUB 11"



Club 11 . . . three-minute variety motion picture productions, featuring top talent like Gene Krupa, Spike Jones, Vincent Lopez, Louis Armstrong, Ginny Simms and over 1000 others. Program conducted by video disc jockey Bill Leyden, well-known Southern California personality. For more information, ask Radio Sales or KTTV direct.

KTTV

LOS ANGELES

COST:
Film: \$90.00
Live: \$100.00
per 1 minute spot

SCHEDULE:
Monday thru Friday
6 to 7 p.m.

"THE DEL COURTNEY SHOW"



A unique afternoon variety program, featuring former bandsman Del Courtney in three scintillating hours of plotters, chatter and interviews with top celebrities. Amazing success stories have made the slogan—SELL WITH DEL—a watchword for national, as well as local, advertisers.

KPIX

SAN FRANCISCO

COST:
\$35.00 weekdays
\$60.00 Sundays

SCHEDULE:
Wednesday thru Friday
1:30 to 4:30 p.m.
Sundays
2:00 to 5:00 p.m.

"CLUB 4"



Meet Spike Jones, one of hundreds of musical headliners whose sparkling three minute film performances make "Club 4" tops in audience appeal. Popular emcee Lex Boyd blends the acts and announcements into a bright, fast-paced revue—the perfect showcase for your spot. Check now with Free & Peters for availabilities. Reach the big S.F. Bay Area market with KRON-TV's "Club 4."

KRON-TV

SAN FRANCISCO

COST: \$60.00
per 1 minute spot

SCHEDULE:
Monday, Wednesday,
Friday
7:00 to 7:30 p.m.

WSPD-TV

TOLEDO

"SMITH TENNESSEANS"



Hillbilly music devotees are giving their old friends, the Smith Tennesseans, a mighty big welcome on their new daily television show. For sixteen years a favorite on WSPD-AM, this lively, talented quintet finds the fan mail piles bigger than ever since their switch to video.

COST: \$27.00 1 time
Frequency discounts

SCHEDULE:
Monday thru Friday
4:00 to 4:30 p.m.

CURRENT SPONSORS:
Post's Sugar Crisp
Cereal
U. S. Rubber
Balduff Bakeries

"SHOPPING PRE-VIEWS"



"Shopping Pre-Views," with emcee Valeria O'Neal, has developed into one of KOTV's most successful participating TV programs. Format, written by Miss O'Neal, highlights individual items to be shown or demonstrated. Prominent local persons and single entertainment acts occasionally make their appearance during the show. Miss O'Neal's wit and personality keep the commercial presentations informal and entertaining.

KOTV

TULSA

COST: \$50 1 time
per 1 minute spot
Minimum—13 spots

SCHEDULE:
Tuesdays 7:30 to 8 p.m.

CURRENT SPONSORS:
Muleskin Brown
Furniture Co.
Edna's Womens Shop
Moody's Jewelry Store
Davis Sporting Goods
Store and others

What's New in Television? Take a Look at WPTZ!



These TV Shows Aren't For Sale!

ON THE FACE of it, taking space to talk about programs that we won't even consider selling, may sound a little ridiculous.

For instance, there's "Public Invited"—a daily program on WPTZ which brings before the cameras some of the most interesting people and ideas seen on TV. Several sponsors have indicated an interest, but the show is not for sale.

Or there's "Community Call Board"—WPTZ's afternoon round-up of news on the neighborhood level . . . news that may never make headlines in the daily press but nonetheless has an important place in the lives of the folks in our area. Sorry, you can't buy that either.

Or "Young Philadelphia Presents"—the Board of Education show which consistently pulled down Tele-Pulse ratings of 14-16 all Spring. Even so, you won't find this program on WPTZ's list of

availabilities . . . nor will you find "How's Your Social I.Q.?" or "The World At Your Door".

No, none of these programs are for sale but nonetheless these shows are mighty important to you as a buyer or potential buyer of WPTZ time. We're convinced that our public service programming over the period of the past eleven years is a very important factor in developing Philadelphians' entrenched habit of tuning to WPTZ. It's a habit that shows up in bigger audiences when your program goes out over Channel 3.

Incidentally, we *do* have some highly attractive programs that *are* for sale. For complete information give us a call or get in touch with your NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC

TV-AFFILIATE

Television Markets Issue

9



putting overalls on tv

McCann-Erickson's

President, Marion Harper, Jr.

outlines what television

offers the advertiser today

TELEVISION, so recently not more than a precocious baby, is by now a full grown member of the big media league. And, the world situation permitting, it will continue to prosper. While its size is still relatively small (newspapers, radio, magazines, each attract at least three times as much money as television), its rate of growth outstrips any precedent: Close to 14 million dollars in May 1950, against around 4 million in May 1949, against close to nothing two years ago.

Not so long ago, farsighted major advertisers were putting money into "experimental" TV-budgets, just to be prepared when the fight should start in earnest. Today they are in there playing for keeps, big advertisers and smaller ones, too. TV is not any more an experiment in which one reckons on a loss, to be recouped in the future; today TV is asked to pay its way—or else, just as is any other advertising medium.

TV is well out of its swaddling clothes. Now the job is to get it into overalls and put it to work as a paying medium along with the others. While the arguments rage between Television's partisans and its antagonists, it is clear that to the advertising agency TV today presents an old and basic problem, wrapped up in some new and fancy headaches and challenges.

The problem can be summed up in these three questions:

Who is the TV audience?

What does it cost to reach it?

How much does TV advertising add to sales?

That these questions *can* be asked and answered with some degree of reliability, just as with any other medium, is the true sign of TV's maturity.

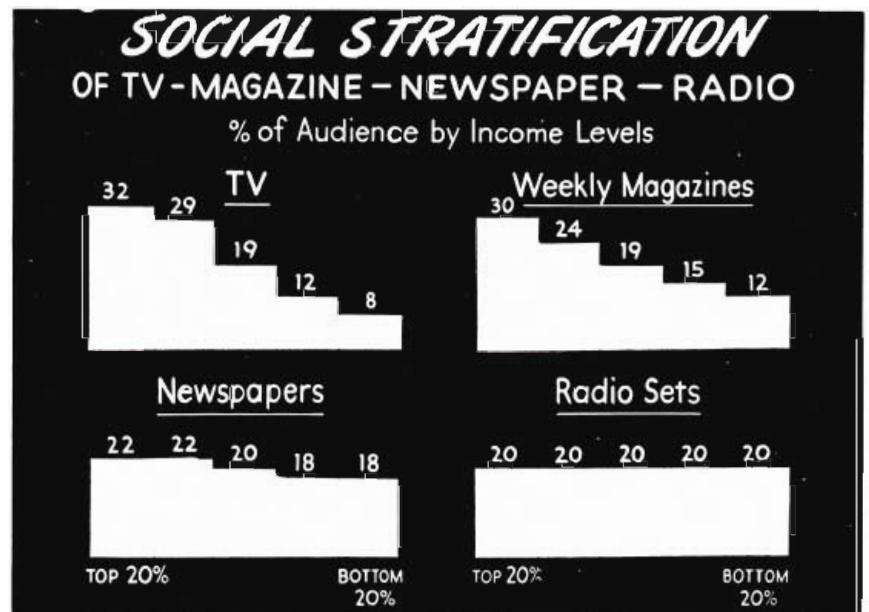
As to question number one, "Who is the TV audience?" it can be briefly described in these terms:

As of June 1, 1950 there were about 6.2 million TV homes in the United States. The present rate of increase is about 4 million homes per year.

Who is the TV audience? (Chart 1)

Chart I tells us something about the income distribution of TV homes. Compared with the other major media it still has a relatively high concentration in the upper income brackets. The income distribu-

Chart 1



MEDIA COVERAGE OF NEW YORK CITY

Metropolitan Area 100% = Total Families

% = 1951 estimate

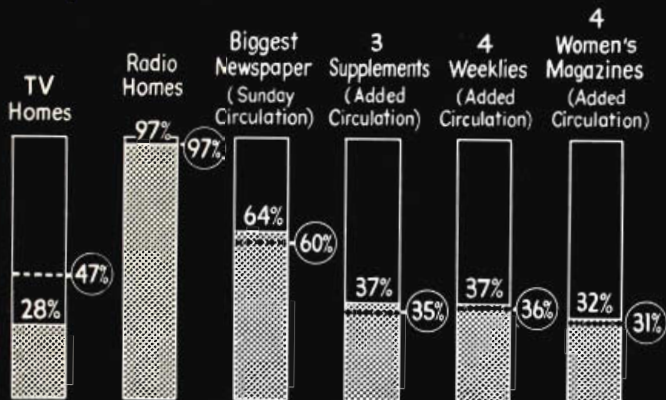


Chart 2

tion of TV homes is reproduced in the upper left hand corner of Chart I, along with the comparable distributions for the three other major media: the homes reached by weekly magazines, by newspapers, and AM radio. In the long run we must probably expect the slant of TV towards the higher income brackets to even out and become more similar to the distribution of newspapers and radio.

Under the present freeze, and prevailing transmission problems, TV today is concentrated in 61 markets, which account for about 63 per cent of the U. S. retail sales. This local concentration, while in some situations possibly a drawback, offers at least two advantages: it facilitates concentrated tie-in merchandising, and it offers unique opportunities for appraising the effectiveness of TV-advertising, of which we will say more below.

But within some of the local markets, TV has as extensive a penetration as many an older major medium. Let us take one of television's most important markets, New York, as an example.

Chart 2

On Chart II six major media are charted in relation to the proportion of coverage provided by each. The solid portion of the bar represents the 1950 degree of coverage. The dotted line and the circled figures at the right side of each bar indicate the coverage expected for 1951. Thus Television proves to be slightly below the Weekly and Women's magazines in 1950, while the

expected coverage of 47 per cent in 1951 places Television above all media but Radio and the Newspaper Sunday circulation.

How much does TV cost? (Chart 3)

The second important question is: How much does TV cost? There are many misapprehensions on this point, and it might be useful to clear up the picture. It is, of course, well known that local spots can be bought for relatively small amounts, the real problem is: how much does network TV cost?

Chart III summarizes the 73 network programs on the air in Janu-

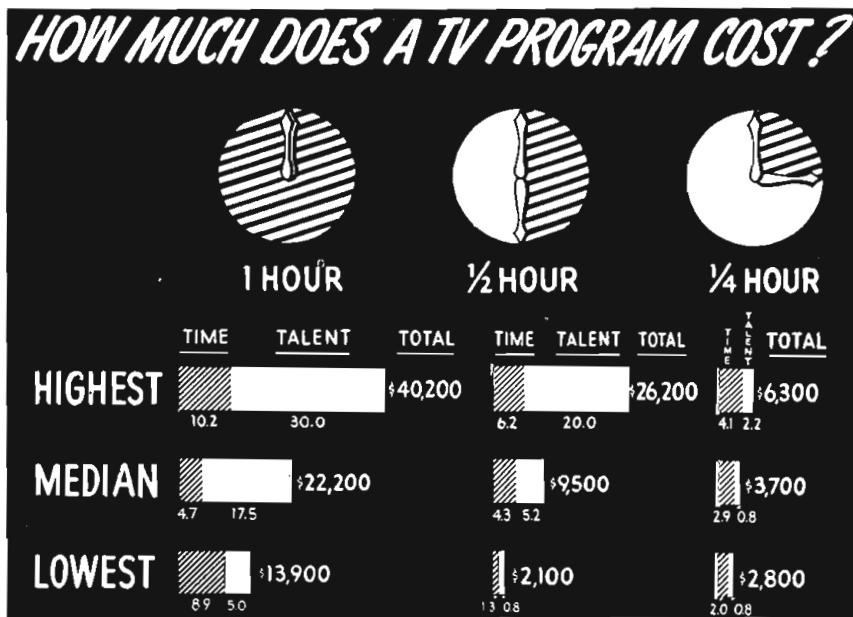
ary 1950. Since it would not be fair to compare programs of different lengths, they are classified by 1 hour, ½ hour and ¼ hour program lengths. Chart III shows the most expensive, the least expensive and the median program along this line for each of the three groups as estimated by McCann-Erickson's Research Department. Talent costs range between \$800 (for the lowest priced ¼ and ½ hour show) to \$30,000 (for the highest price 1 hour show). Total costs, that is, talent plus time, range from \$2,100 to \$40,200. The median program costs are \$3,700 for the ¼ hour show, \$9,500 for the ½ hour show, and \$22,200 for the full hour.

Yet while the absolute costs are an important consideration for any advertiser, there is also the other side of the problem: how much audience do you get for your money on Television? However, unless one defines very clearly the basis on which costs of different programs are compared, one is liable to confuse the issue more than to clarify it. McCann-Erickson's Research Department, therefore, has developed a system which seems to constitute a fair basis for such comparisons between programs of different length, coverage, time and talent cost. Five elements enter the computation:

- (1) the talent cost,
- (2) the time cost,
- (3) the number of minutes of commercial time in the program.
- (4) the rating among covered TV homes and

(continued on next page)

Chart 3



(5) the number of TV homes covered.

When all these data are properly related to each other, all programs can be put on the following common denominator: How much does it cost to reach 1000 TV homes through a commercial for the duration of one minute?

Chart 4

Chart IV explains the computation through an example, which assumes that the program's time and talent costs amount to \$14,000. It is furthermore assumed that there are three minutes of commercial time in this half hour program and that of the 4 million TV homes covered by this particular hook-up 25 per cent see the program. The first step consists of dividing the total time and talent cost (\$14,000) by 3 which yields \$4,667. Since 25 per cent of four million TV homes, or one million homes will see this program, the cost per thousand viewing homes per one minute commercial is \$4.67.

On this basis the 73 network programs can be put in rank order, by quartiles, with results shown on Chart V.

Chart 5

Expressed in the unit of "Cost per One Minute TV Commercial Reaching One Thousand Homes" the programs range from \$1.23—the best buy of the 73—to \$26.65—the costliest of the lot. The media cost, that is the 37th program—if lined up by size of cost—is \$4.57.

The general trend of the curve indicates that the major variation is among the 25 per cent of the most expensive programs which range from around seven dollars to over twenty-six dollars.

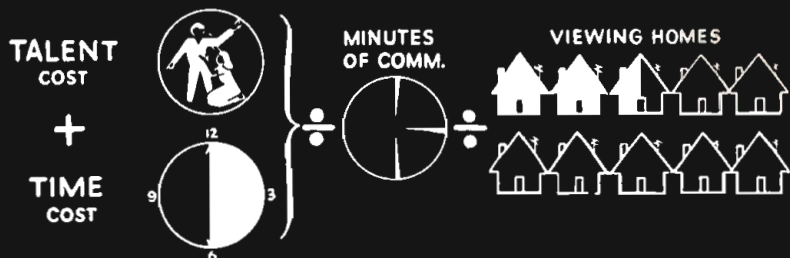
How much does TV advertising add to sales? (Chart 6)

This gives a pretty fair picture of what TV does in terms of coverage. But to appraise its dollar value cent for cent, one would also like to know what it does to a product in terms of sales effectiveness? Here we enter pioneer territory. But strangely enough, we already know quite a bit about it and new methods are developed daily to learn more about it.

Among the most significant results of this kind are the sales area tests which can be reconstructed thanks to the limited coverage of TV-networks. By comparing sales in the TV-areas with sales in the non-TV areas, one can attempt to gauge the net effect of TV.

Chart VI gives the story of a manufacturer who has been on TV

BASIS FOR COST COMPARISON



$$\text{TALENT COST } \$10,000 + \text{TIME COST } \$4,000 \div 3 \div 25\% \text{ OF } [4,000,000 \text{ TV HOMES}]$$

$$= \$4.67 = \text{COST per Minute of Commercial per 1000 homes}$$

Chart 4

COST PER 1-MINUTE TV COMMERCIAL

REACHING 1000 HOMES THROUGH NETWORK PROGRAMS

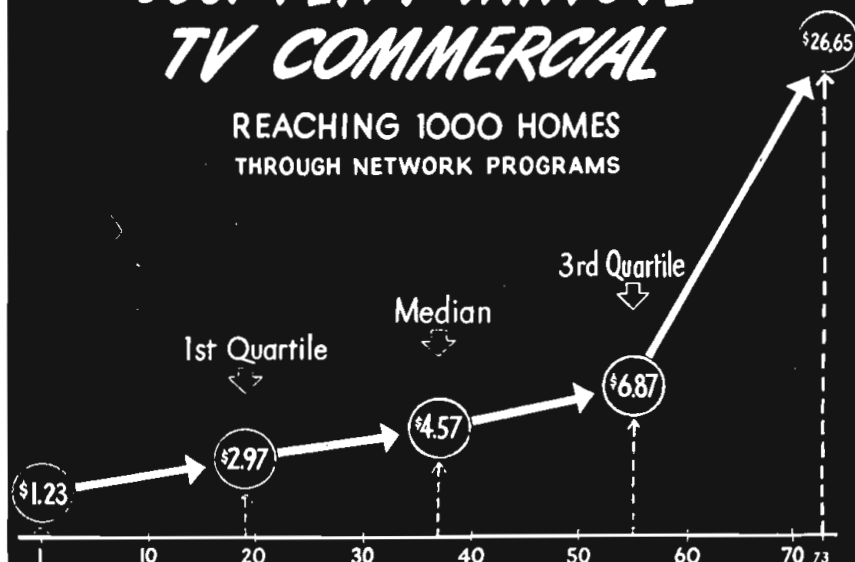


Chart 5

SALES AREA TEST

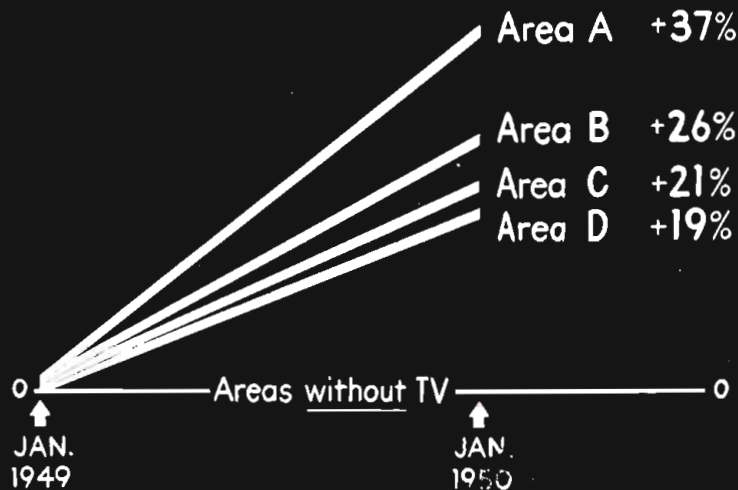


Chart 6

for one year, January 1949 to January 1950. Sales results of four areas covered by his TV program are compared with the areas that did not have it. Sales increase in TV areas range from 19 per cent to 37 per cent over the non-TV areas.

Figures such as these provide, of course, only one side of the equation: whatever effect there is, it must be related to amount of money invested in order to permit full evaluation.

Another, less specific, approach towards appraising the effectiveness of TV was the by now well known Hofstra Study. It demonstrated the very remarkable selling power of TV, at least for leading brands.

There are many unsolved problems for the advertiser in the TV field. One of them concerns the future of this medium. What—if anything—will it do to other media—to AM-radio, magazines and newspapers? Can it just be added to the other ones without hurting them—or will the other media suffer? The proper answer must be perhaps more specific than the question: *Some* printed media and *some* radio programs will probably be affected more than others. It will be part of the advertising agency's task to keep close track of all these possible shifts in the field.

For advertisers as well as their agencies the main problem, however, is not the proper appraisal of TV as a whole. The job is to accent the challenge of this new contender in the media field and make contributions to its growth, by working on the individual task at hand: creating a better program, creating a better commercial for each of our clients, making the TV dollar do a full dollar's worth of sales building, thereby contributing importantly to the development of a medium that has such great potentialities.

FALL LINEUP

(continued from page 2)

CONGOLEUM-NAIRN CORP.

Garway at Large
NBC Sunday 10:00-10:30 p.m.

CONSOLIDATED CIGAR CORP.

Plainclothesman
DTN Wednesday 9:30-10:00 p.m.

COLUMBIA RECORDS

The Show Goes On
CBS Thursday 8:00-9:00 p.m.

DUMONT TELESETS

Morey Amsterdam Show
DTN Thursday 9:00-9:30 p.m.

EMBASSY CIGARETTES

The Web
CBS Tuesday 10:30-11:00 p.m.

ESSO STANDARD OIL

Football Games
CBS Saturday 1:30 p.m.

FORD MOTOR CO.

Ford Theater
CBS Friday* 9:00-11:00 p.m.
Kukla, Fran & Ollie
NBC Wednesday 7:00-7:30 p.m.
Kay Kyser's College
NBC Thursday 9:00-10:00 p.m.

FRESH SOAP

(co-op drug store chain progs.)
Cavalcade of Bands
DTN Tuesday 9:00-10:00 p.m.
Cavalcade of Stars
DTN Saturday 9:00-10:00 p.m.

GENERAL ELECTRIC

Fred Waring Show
CBS Sunday 9:00-10:00 p.m.

GENERAL FOODS

Jello—The Aldrich Family
NBC Sunday 7:30-8:00 p.m.
Maxwell House Coffee—Ma-a
CBS Friday 8:00-8:30 p.m.
Sanka Coffee—The Goldbergs
CBS Monday 9:30-10:00 p.m.

GENERAL MILLS

The Lone Ranger
ABC Thursday 7:30-8:00 p.m.

GENERAL SHOE CO.

Acrobat Ranch
ABC Saturday 11:30-12:00 noon

B. F. GOODRICH CO.

Celebrity Time
CBS Sunday 10:00-10:30 p.m.

GOODYEAR TIRE CO.

Paul Whiteman Revue
ABC Sunday 7:00-7:30 p.m.

MINNESOTA CANNING

Green Giant—Art Linkletter Show
ABC Friday 7:30-8:00 p.m.

GRUEN WATCH CO.

Blind Date
ABC Thursday 9:30-10:00 p.m.

HEED DEODORANT

(co-op drug store chain progs.)
Cavalcade of Bands
DTN Tuesday 9:00-10:00 p.m.
Cavalcade of Stars
DTN Saturday 9:00-10:00 p.m.

HI-V ORANGE JUICE

A. Godfrey & Friends
CBS Wednesday 8:00-9:00 p.m.

HOMECRAFT PUBLISHING CO.

The Wrestling Scene
DTN Saturday after Wrestling

HOUSEHOLD FINANCE

People's Platform
CBS Friday 10:00-10:30 p.m.

IPANA

Lucky Pup
CBS Thursday 6:30-7:00 p.m.

IRONRITE CORP.

Hollywood Screen Test
ABC Monday 7:30-8:00 p.m.

JOHNSON & JOHNSON

(co-op drug store chain progs.)
Cavalcade of Bands
DTN Tuesday 9:00-10:00 p.m.
Cavalcade of Stars
DTN Saturday 9:00-10:00 p.m.

(continued on page 20)



WCPO-TV

has more viewers than the other two TV-Stations combined!

* April-May
C. E. Hooper

	<p>WCPO-TV Channel 7 Affiliated with the Cinti. Post Represented by the BRANHAM CO.</p>	<h1>WCPO-TV</h1> <p>CINCINNATI, OHIO</p>	<p>WEWS, Cleveland is another Scripps-Howard TV Station — 1st in the market.</p>
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Baltimore Television means WMAR-TV

As Maryland's pioneer television station, WMAR-TV consistently covers an area from Washington, P. C. to Wilmington, Delaware, and from Pennsylvania to the Potomac River.

WMAR-TV is the television station of the *Sun-papers* of Baltimore. It is on Channel Two, and carries the programs of the CBS network to tele-viewers in the entire Chesapeake basin area.

WMAR-TV's coverage of political campaigns, sports and special events — civic, patriotic, and cultural — is unequalled in this rich, productive area.

Represented by
THE KATZ AGENCY
INCORPORATED
ATLANTA ■ CHICAGO ■ DALLAS
DETROIT ■ KANSAS CITY ■ LOS ANGELES
NEW YORK ■ SAN FRANCISCO

TELEVISION MARKETS

Receiver Statistics June 1, Market Data May, 1950

The population and market statistics presented here apply to the area within the .5 millivolt per meter contour circle of the television station. This measure of signal strength is the one required by the FCC to show primary coverage area (approximately 40 mile radius).

There is considerable circulation even beyond fifty miles and some of the networks will shortly offer a .1 millivolt measurement for a station's coverage area (approximately 60 mile radius). However, the number of sets in this fringe area is considerably less than the saturation of the primary coverage area. And in many markets particularly in the East there is an important overlap and duplication of circulation of TV stations in neighboring cities in these fringe areas. It is impossible to accurately ascertain duplication until research is undertaken on viewing habits in these areas. Receiver statistics for the most part are based on sets sold in a specific market and therefore in almost all cases are unduplicated.

While conservative, the statistics presented here offer a realistic picture of television markets for the advertiser.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

ALBUQUERQUE, N.M.

Receiver Circulation: 3,358
Penetration: 9.4
Estimated Jan. '51: 4,358

Pop: 125,200 %U.S.: .08
Families: 34,500
Ret. Sales: \$135,769,000 %U.S.: .11
S.I.: \$190,630,000 %U.S.: .10

KOB-TV

ABC, CBS, DuMont, NBC

OWNER: Albuquerque Broadcasting Co. SCO: Nov. 29, 1948. GEN. MGR.: T. M. Pepperday.
FACILITIES: Cameras: 2 Studio; 1-16mm Film. Slides: Tr. 2x2:SUF double 35mm; Balop: Op. 3 3/4x4: SUF 2 1/2x3 3/4. 1 Mobile unit, microwave relay.
RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$30, 1: \$12.

AMES, IOWA

Receiver Circulation: 11,200
Penetration: 9.2
Estimated Jan. '51: 14,000

Pop: 395,900 %U.S.: .26
Families: 121,700
Ret. Sales: \$487,090,000 %U.S.: .38
S.I.: \$603,463,000 %U.S.: .33

WOI-TV

ABC, CBS, DuMont, NBC

OWNER: Iowa State College. SCO: Feb. 21, 1950. GEN. MGR.: Richard B. Hull.
FACILITIES: Cameras: 2-16mm Film. Slides: Tr. 2x2:SUF 13/16x1 1/8. Balop: Tr. & Op. 3x4: SUF 2 1/4x3.
RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$50, 1: \$25. REP: Weed.

ATLANTA, GEORGIA

Receiver Circulation: 41,362
Penetration: 7.1
Estimated Jan. '51: 56,762

Pop: 857,400 %U.S.: .57
Families: 242,200
Ret. Sales: \$792,945,000 %U.S.: .62
S.I.: \$1,009,399,000 %U.S.: .54

WAGA-TV

CBS

OWNER: Fort Industry Co., Detroit. SCO: Mar. 8, 1949. GEN. MGR.: George B. Storer, Jr.
FACILITIES: Cameras: 2 Studio; 2-16mm Film. Slides: Tr. 2x2:SUF 15/16x1 1/4; Op. 3x4: SUF 2 3/4x3 2/3. Balop: 8x10:SUF 6x8. 1 Mobile unit; microwave relay.
RATES: 60 min: \$260, 30: \$156, 15: \$90, 5: \$54, 1: \$40. REP: Katz.

WSB-TV

ABC, NBC, Paramount

OWNER: Atlanta Newspapers Inc. SCO: Sept. 29, 1948. GEN. MGR.: John M. Outler, Jr.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. & Op. 35mm.; Balop: 5x7. 1 Mobile unit; microwave relay.
RATES: 60 min: \$325, 30: \$195, 15: \$130, 5: \$81.25, 1: \$52. REP: Petry.

BALTIMORE, MD.

Receiver Circulation: 172,820
Penetration: 23.2
Estimated Jan. '51: 229,020

Pop: 2,674,700 %U.S.: 1.78
Families: 744,700
Ret. Sales: \$2,598,269,000 %U.S.: 2.03
S.I.: \$3,078,502,000 %U.S.: 2.13

WAAM

ABC, DuMont

OWNER: Radio-Television of Balt, Inc. SCO: Nov. 1, 1948. EXEC. V.P.: S. Carliner.
FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: Tr. 35mm. SUF: 5/8x1. Balop: 5 1/4x7.
RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$90, 1: \$70. REP: Harrington, Righter & Parsons.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

WBAL-TV

NBC

OWNER: Hearst Radio Inc. SCO: March 11, 1948. BUS. MGR.: D. Lancey Provost.
 FACILITIES: Cameras: 6 Studio. Slides: 2x2. 1 Mobile unit; 2 microwave relays.
 RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$90, 1: \$80. REP: Petry.

WMAR-TV

CBS

OWNER: A. S. Abell Co. SCO: Oct. 27, 1947. GEN. MGR.: E. K. Jett.
 FACILITIES: Cameras: 2 Studio, 7-16mm Film. Slides: 2x2:SUF 1 3/16x3/4. Balop.: 6x8:SUF 4 1/4x6. 2 Mobile units; 3 microwave relays.
 RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$90, 1: \$80. REP: Katz.

BINGHAMTON, N.Y.

Receiver Circulation: 14,600
 Penetration: 6.8
 Estimated Jan. '51: 17,600

Pop: 719,900 %U.S.: .48
 Families: 214,200
 Ret. Sales: \$574,578,000 %U.S.: .46
 S.I.: \$850,458,000 %U.S.: .44

WNBF-TV

ABC, CBS, DuMont, NBC

OWNER: Clark Assocs. Inc. SCO: Dec. 1, 1949. GEN. MGR.: Cecil D. Mastin.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 2x2.
 RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$50, 1: \$37.50. REP: Bolling Co.

BIRMINGHAM, ALABAMA

Receiver Circulation: 14,435
 Penetration: 7.0
 Estimated Jan. '51: 18,835

Pop: 754,500 %U.S.: .50
 Families: 203,400
 Ret. Sales: \$620,326,000 %U.S.: .48
 S.I.: \$802,844,000 %U.S.: .42

WAFM-TV

ABC, CBS

OWNER: Voice of Alabama, Inc. SCO: May 29, 1949. PRES., GEN. MGR.: Thad Holt.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 2x2:SUF 1 3/8x1. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$30. REP: CBS Radio Sales—Television.

WBRC-TV

DuMont, NBC

OWNER: Mrs. E. S. Hanna. SCO: July 1, 1949. GEN. MGR.: G. P. Hamann.
 FACILITIES: Cameras: 2-16 mm. Slides: Tr. 2x2:SUF 1 3/4x1 3/4. Op. 2 1/4x3 1/4:SUF 2x3.
 RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$30. REP: Blair TV.

BLOOMINGTON, IND.

Receiver Circulation: 6,100
 Penetration: 2.5
 Estimated Jan. '51: 8,100

Pop: 781,200 %U.S.: .52
 Families: 241,200
 Ret. Sales: \$670,863,000 %U.S.: .53
 S.I.: \$995,206,000 %U.S.: .51

WTTV

ABC, CBS, DuMont, NBC

OWNER: Sarkes Tarzian Inc. SCO: Nov. 11, 1949. GEN. MGR.: Glenn Van Horn.
 FACILITIES: Cameras: 2 Studio, 1-8mm, 1-16mm Film. Slides: Tr. 2x2: SUF double 35mm.
 Balop: 4 1/2x3 1/2: SUF 2 3/4x3 3/4. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$31.25, 1: \$22. REP: Robert Meeker.

BOSTON, MASS.

Receiver Circulation: 390,000
 Penetration: 28.5
 Estimated Jan. '51: 520,400

Pop: 4,876,900 %U.S.: 3.27
 Families: 1,366,100
 Ret. Sales: \$4,108,871,000 %U.S.: 3.21
 S.I.: \$6,430,372,000 %U.S.: 3.35

WBZ-TV

NBC

OWNER: Westinghouse Radio Sts. SCO: June 9, 1948. GEN. MGR.: W. C. Swartley.
 FACILITIES: Cameras: 5 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 2x2:SUF 24mmx32mm.
 Balop: Op. 2 13/16x3 1/4: SUF 2 1/4x2 7/8. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$700, 30: \$420, 15: \$280, 5: \$175, 1: \$125. REP: NBC Spot Sales.

WNAC-TV

ABC, CBS, DuMont

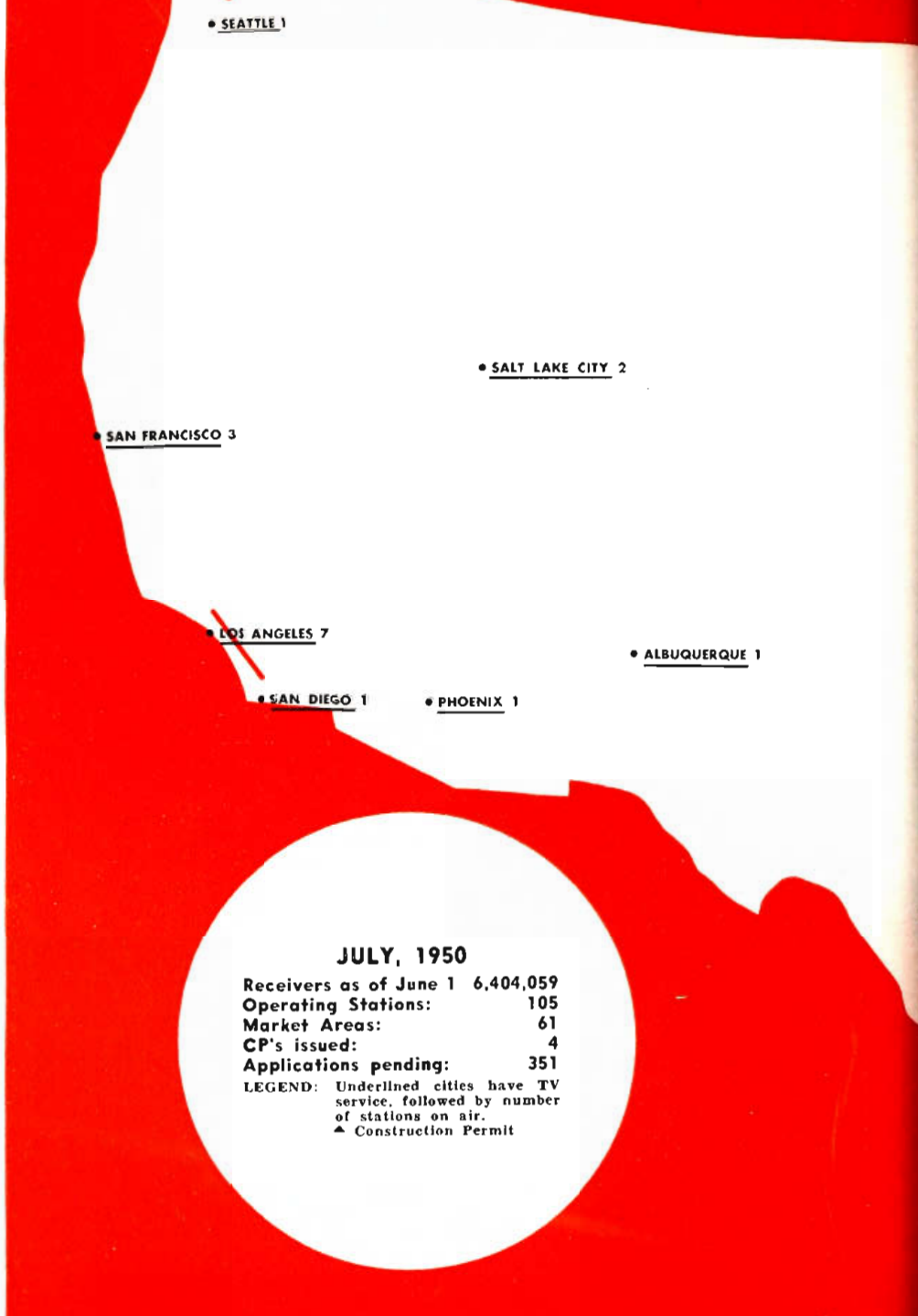
OWNER: Yankee Network Inc. SCO: June 21, 1948. GEN. MGR.: Linus Travers.
 FACILITIES: Cameras: 3 Studio; 2-16mm, 2-35mm Film. Slides: Tr. 2x2:SUF 1 5/16x7/8: 35mm Filmstrip. Balop: Op.&Tr. 3 1/4x4: SUF 2 1/4x1 7/8. 1 Mobile unit, 1 microwave relay.
 RATES: 60 min: \$600, 30: \$360, 15: \$240, 5: \$120, 1: \$70. REP: Petry.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

**BOSTON'S
 BIGGEST SHOWS**
 are on
WBZ-TV
 represented by NBC SPOT SALES

OPERATING STATIONS

(Network affiliation in parentheses; %'s indicate Depth of Penetration of area)	Receiver Circulation (June 1)
Albuquerque—9.4 KOB-TV (A, C, D, N)	3,358
Ames—9.2 WOI-TV (A, C, D, N)	11,200
Atlanta—7.1 WSB-TV (A, N, P) WAGA-TV (C, D)	41,362
Baltimore—23.2 WAAM (A, D); WBAL-TV (N, P); WMAR-TV (C)	172,820
Binghamton—6.8 WNBF-TV (A, C, D, N)	14,600
Birmingham—7.0 WAFM-TV (A, C, P) WBRC-TV (D, N)	14,435
Bloomington—2.5 WTTV (A, C, D, N)	6,100
Boston—28.5 WBZ-TV (N) WNAC-TV (A, C, D, P)	390,000
Buffalo—27.6 WBEN-TV (A, C, D, N)	98,082
Charlotte—6.5 WBTV (A, C, D, N)	15,183
Chicago—33.1 WBKB (C, P); WENR-TV (A); WGN-TV (D); WNBQ (N)	519,086
Cincinnati—29.5 WKRC-TV (C); WLW-T (N); WCPO-TV (A, D, P)	130,000
Cleveland-Akron—29.2 WEWS (A, C); WNBK (N); WXEL (A, D, P)	234,796
Columbus—33.4 WLW-C (N); WTVN (A, D); WBNS-TV (C, P)	71,000
Dallas-Ft. Worth—18.8 WFAA-TV (A, D, N, P); KRLD-TV (C); WBAP-TV (A, N)	56,740
Davenport-Rock Isl.—10.0 WOC-TV (N, P)	11,447
Dayton—11.8 WHIO-TV (A, C, D, P); WLW-D (N)	67,000
Detroit—28.7 WJBK-TV (C, D); WXYZ-TV (A); WWJ-TV (N)	247,000
Erie—30.9 WICU (A, C, D, N)	25,739
Ft. Worth-Dallas—17.8 WFAA-TV (A, D, N, P); KRLD-TV (C); WBAP-TV (A, N)	56,740
Grand Rapids—14.7 WLAV-TV (A, C, D, N)	34,410
Greensboro—5.3 WFMY-TV (A, C, D, N)	12,479
Houston—8.5 KPRC (A, C, D, N, P)	23,454
Huntington—8.6 WSAZ-TV (A, C, D, N)	12,296
Indianapolis—14.4 WFBM-TV (A, C, D, N)	38,551
Jacksonville—10.8 WMBR-TV (A, C, D, N)	10,931
Johnstown—8.0 WJAC-TV (A, C, D, N)	23,100
Kalamazoo—4.0 WKZO (A, C, D, N)	10,500
Kansas City—11.0 WDAF-TV (A, C, D, N)	35,793
Lancaster—18.0 WGAL-TV (A, C, D, N)	48,518



JULY, 1950

Receivers as of June 1 6,404,059
 Operating Stations: 105
 Market Areas: 61
 CP's issued: 4
 Applications pending: 351

LEGEND: Underlined cities have TV service, followed by number of stations on air.
 ▲ Construction Permit

Weed
and company

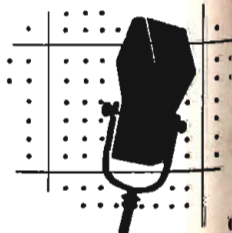


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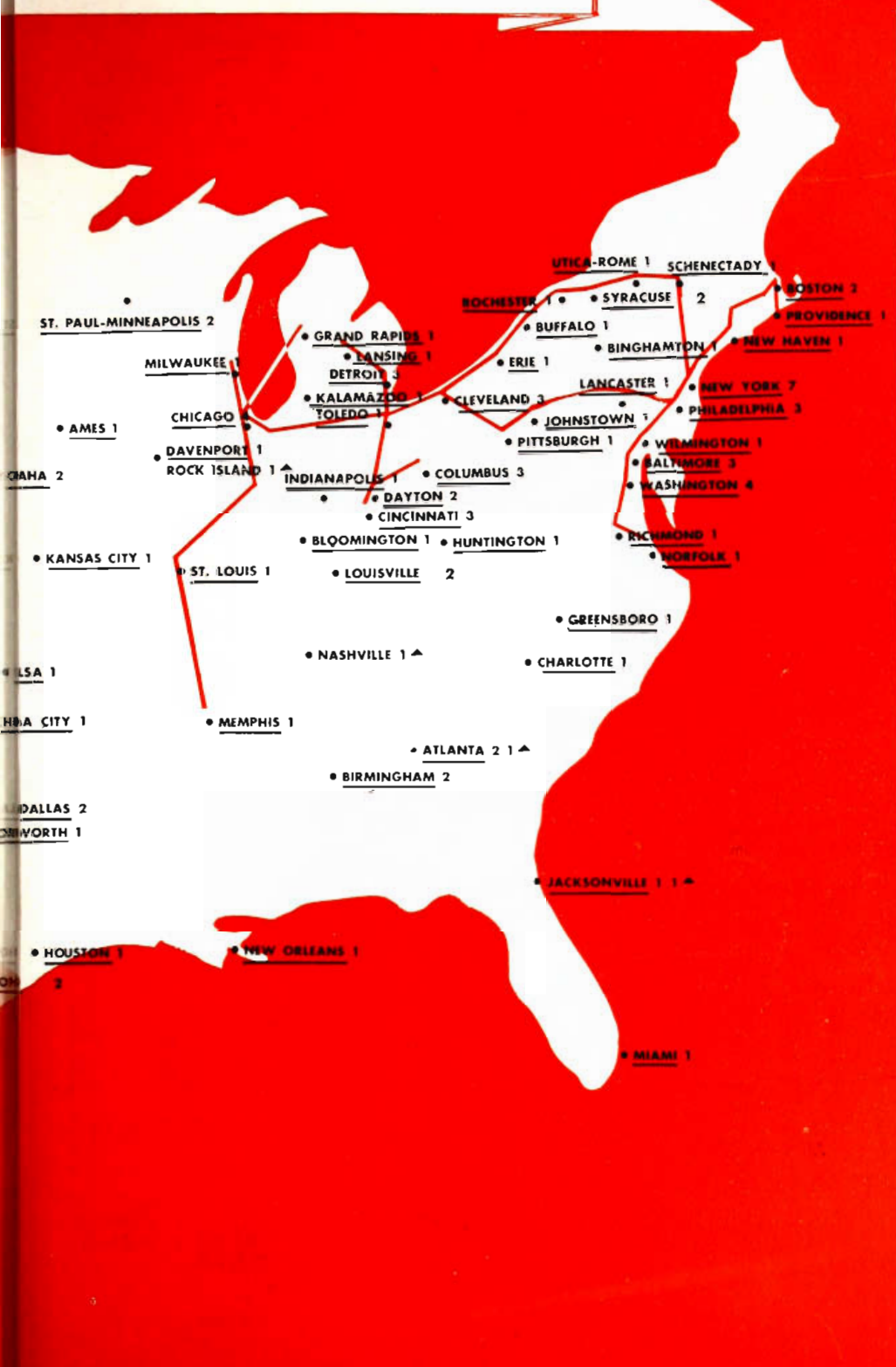
radio

New York

Boston



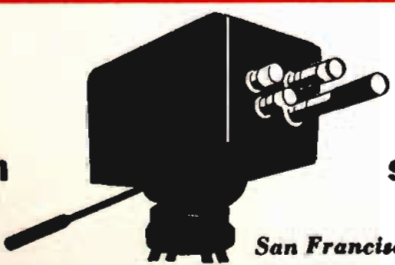
NE'S STATUS MAP



Lansing—8.3	8,500
WJIM-TV (A, C, D, N)	
Los Angeles—38.7	563,466
KFI-TV; KLAC-TV; KNBH (N); KTLA (P); KTSL (D); KTTV (C); KECA-TV (A)	
Louisville—17.1	34,100
WAVE-TV (A, D, N, P); WHAS-TV (C)	
Memphis—20.5	38,528
WMCT (A, C, D, N)	
Miami—16.9	26,154
WTVJ (A, C, D, N)	
Milwaukee—36.2	114,664
WTMJ-TV (A, C, D, N)	
Minneapolis-St. Paul—24.8	95,700
KSTP-TV (N); WTCN-TV (A, C, D, P)	
New Haven—22.0	81,800
WNHC-TV (A, C, D, N, P)	
New Orleans—13.1	27,771
WDSU-TV (A, C, D, N)	
New York—38.8	1,504,301
WABD (D); WATV; WCBS-TV (C); WJZ-TV (A); WNBT (N); WOR-TV (P); WPIX	
Norfolk—10.0	17,179
WTAR-TV (A, C, N)	
Oklahoma City—16.1	30,325
WKY-TV (A, C, D, N)	
Omaha—16.9	24,000
KMTV (A, C, D); WOW-TV (N, P)	
Philadelphia—41.3	501,000
WPTZ (N); WCAU-TV (C); WFIL-TV (A, D, P)	
Phoenix—10.9	10,800
KPHO (A, C, D, N)	
Pittsburgh—16.4	113,000
WDTV (A, C, D, N)	
Providence—5.6	62,200
WJAR-TV (C, N, P)	
Richmond—29.9	33,913
WTVR (C, D, N)	
Rochester—21.6	42,951
WHAM-TV (A, C, D, N)	
St. Louis—26.5	135,500
KSD-TV (A, C, D, N, P)	
Salt Lake City—12.8	17,304
KDYL-TV (N, P); KSL-TV (A, C, D)	
San Antonio—12.8	17,687
WOAI-TV (A, C, N); KEYL-TV (D, P)	
San Diego—22.0	40,100
KFMB-TV (A, C, N, P)	
San Francisco—6.8	60,289
KPIX (C, D, P); KGO-TV (A); KRON-TV (N)	
Schenectady-Albany-Troy	82,700
—30.8 WRGB (C, D, N)	
Seattle—8.4	30,300
KING-TV (A, C, D, N, P)	
Syracuse—23.1	47,476
WHEN (A, C, D); WSYR-TV (N)	
Toledo—17.3	45,000
WSPD-TV (A, C, D, N, P)	
Tulsa—24.4	29,239
KOTV (A, C, D, N, P)	
Utica-Rome—6.1	15,000
WKTU (A, C, N)	
Washington—30.0	136,600
WMAL-TV (A); WNBW (N); WOIC (C, P); WTTG (D)	
Wilmington—3.0	36,532
WDEL-TV (D, N)	

OPENING DATES:
 WHBF-TV, Rock Island, July 1;
 WSMT, Nashville, Sept. 6; WJAX-TV,
 Jacksonville, Fall, 1950.

Television



station representatives

Detroit

San Francisco

Atlanta

Hollywood

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

BUFFALO, N.Y.

Receiver Circulation: 98,082
 Penetration: 27.0
 Estimated Jan. '51: 142,682

Pop: 1,254,500 %U.S.: .84
 Families: 355,000
 Ret. Sales: \$ 1,035,387 %U.S.: .81
 S.I.: \$ 1,663,633 %U.S.: .88

WBEN-TV

ABC, CBS, DuMont, NBC

OWNER: Buffalo Evening News. SCO: May 14, 1948. GEN. MGR.: C. Robert Thompson.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr.2x2:SUF 21x28mm. Balop: 6x8: SUF 4x6. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$400, 30: \$240, 15: \$160, 5: \$100, 1: \$80. REP: Harrington, Righter & Parsons.

CHARLOTTE, N.C.

Receiver Circulation: 15,183
 Penetration: 6.5
 Estimated Jan. '51: 18,983

Pop: 955,400 %U.S.: .64
 Families: 231,500
 Ret. Sales: \$584,817,000 %U.S.: .45
 S.I.: \$847,712,000 %U.S.: .45

WBTV

ABC, CBS, DuMont, NBC

OWNER: Jefferson Stan'd Life Ins. Co. SCO: July 15, 1949. GEN. MGR.: C. H. Crutchfield.
 FACILITIES: Cameras: 2-16mm Film. Slides: Tr. 2x2:SUF 35mm.
 RATES: 60 min: \$225, 30: \$135, 15: \$90, 5: \$67.50, 1: \$45. REP: CBS Radio Sales.

CHICAGO, ILL.

Receiver Circulation: 519,086
 Penetration: 33.1
 Estimated Jan. '51: 726,086

Pop: 5,291,700 %U.S.: 3.55
 Families: 1,564,700
 Ret. Sales: \$5,704,556,000 %U.S.: 4.45
 S.I.: \$9,591,957,000 %U.S.: 5.00

WBKB

CBS

OWNER: Balaban & Katz. SCO: Oct., 1945. GEN. MGR.: John H. Mitchell.
 FACILITIES: 12 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 35mm: SUF 1 1/8x3/4. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$188, 1: \$105. REP: Weed.

WENR-TV

ABC

OWNER: ABC. SCO: Sept. 17, 1948. GEN. MGR.: James L. Stirton.
 FACILITIES: Cameras: 9 Studio, 1-16mm, 1-35mm Film. Slides: Tr. 2x2:SUF 3/4x1. Balop: special.
 RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$188, 1: \$125. REP: ABC Spot Sales.

WGN-TV

DuMont

OWNER: Tribune Co., Chicago. SCO: April 5, 1948. GEN. MGR.: F. P. Schreiber.
 FACILITIES: Cameras: 3 Studio, 2-16mm, 2-35mm Film. Slides: 3 1/4x4:SUF 1 7/8x2 3/8. 2 Mobile units, 2 microwave relays.
 RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$187.50, 1: \$105. REP: WGN, Inc.

WNBQ

NBC

OWNER: NBC. SCO: Jan. 7, 1949. GEN. MGR.: I. E. Showerman.
 FACILITIES: Cameras: 10 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 2x2:SUF 21mmx29mm.
 RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$188, 1: \$125. REP: NBC Spot Sales.

CINCINNATI, OHIO

Receiver Circulation: 130,000
 Penetration: 29.5
 Estimated Jan. '51: 208,000

Pop: 1,425,000 %U.S.: .96
 Families: 439,700
 Ret. Sales: \$1,205,913,000 %U.S.: .94
 S.I.: \$2,028,656,000 %U.S.: 1.06

WCPO-TV

ABC, DuMont

OWNER: Scripps-Howard. SCO: July 26, 1949. GEN. MGR.: M. C. Watters.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: 2x2:SUF 35mm, 3x4:SUF 2 1/4x3 1/4. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$100, 1: \$100. REP: Branham.

**CHICAGO'S
 BIGGEST SHOWS**
 are on
WNBQ
 represented by NBC SPOT SALES

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

WKRC-TV
CBS

OWNER: Radio Cinc. Inc. & Cinc. Times-Star. SCO: Apr. 4, 1949. GEN. MGR.: Hulbert Taft, Jr.
FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: 2x2, 3/4x4.
RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$125, 1: \$100. REP: Katz.

WLW-T
NBC

OWNER: Crosley B.C. SCO: Feb. 15, 1948. DIR. TV.: John Murphy.
FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: Tr. 2x2:SUF 1x1 1/2. Balop: 14x6: SUF 5x7.
1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$550, 30: \$330, 15: \$220, 5: \$137.50, 1: \$70. REP: WLW Sales.

CLEVELAND-AKRON, OHIO

Receiver Circulation: 234,796
Penetration: 29.2
Estimated Jan. '51: 298,396

Pop: 2,354,100 %U.S.: 1.84
Families: 802,000
Ret. Sales: \$2,476,373,000 %U.S.: 2.32
S.I.: \$4,084,055,000 %U.S.: 2.17

WEWS
ABC, CBS

OWNER: Scripps-Howard. SCO: Dec. 17, 1947. GEN. MGR.: James C. Hanrahan.
FACILITIES: Cameras: 7 Studio, 6-16mm Film. 1-35mm Filmstrip. Slides: Tr. 2x2:SUF 7/8x1 1/6.
Balop: 5x7:SUF 3 3/4x5. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$120, 1: \$100. REP: Branham.

WNBK
NBC

OWNER: NBC. SCO: Oct. 31, 1948. GEN. MGR.: John McCormick.
FACILITIES: Cameras: 3 Studio, 2-16mm, 2-35mm Film. Slides: 2x2. 1 Mobile unit, microwave relay.
RATES: 60 min: \$400, 30: \$240, 15: \$160, 5: \$100, 1: \$90. REP: NBC Spot Sales.

WXEL
ABC, CBS, DuMont

OWNER: Empire Coil Co. SCO: Dec. 17, 1949. ST. MAN.: Franklin C. Snyder.
FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: Tr. & Op. 2x2: SUF 24x32mm. Balop: 3 1/4x4:SUF 3x3 1/4. 1 Mobile unit, microwave relay.
RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$134, 1: \$80. REP: Katz.

**CLEVELAND'S
BIGGEST SHOWS**
are on
WNBK
represented by NBC SPOT SALES

COLUMBUS, OHIO

Receiver Circulation: 71,000
Penetration: 33.4
Estimated Jan. '51: 81,400

Pop: 707,300 %U.S.: .47
Families: 212,400
Ret. Sales: \$651,574,000 %U.S.: .51
S.I.: \$949,339,000 %U.S.: .50

WBNS-TV
CBS

OWNER: Colum. Dispatch Printing Co. SCO: Oct. 5, 1949. TV DIR.: Richard Borel.
FACILITIES: Cameras: 2 Studio, 3-16mm Film. Slides: Op. & Balop: 3 1/4x4:SUF 2 1/4x2 3/4. 1 Mobile unit.
RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$105, 1: \$75. REP: Blair TV.

WLW-C
NBC

OWNER: Crosley B.C. SCO: April 3, 1949. ST. MGR.: James Leonard.
FACILITIES: Cameras: 2 Studio, 1-16mm, 1-35mm Film. Slides: Tr. 2x2:SUF 1 3/8x1 7/8.
RATES: 60 min: \$375, 30: \$225, 15: \$150, 5: \$93.75, 1: \$50. REP: WLW Sales.

WTVN
ABC, DuMont

OWNER: Picture Waves, Inc. SCO: Sept. 30, 1949. GEN. MGR.: John Rossiter.
FACILITIES: Cameras: 2 Studio, 1-16mm, 2-35mm Film. Slides: Tr. 35mm, 1-35mm Filmstrip.
RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$90, 1: \$55. REP: Headley-Reed.

DALLAS-FORT WORTH, TEX.

Receiver Circulation: 56,740
Penetration: 18.8
Estimated Jan. '51: 75,340

Pop: 991,900 %U.S.: .67
Families: 301,700
Ret. Sales: \$1,288,362,000 %U.S.: .96
S.I.: \$1,456,381,000 %U.S.: .76

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operation, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

(continued from page 13)

KRLD-TV

CBS

OWNER: Dallas Times Herald. SCO: Dec. 3, 1949. MAN. DIR.: C. W. Rembert.
 FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: Op. 3 1/4x4; SUF 2 1/4x3. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$90, 1: \$36. REP: Branham.

WBAP-TV

ABC, NBC

OWNER: Carter Publ'g Inc. SCO: Sept. 29, 1948. GEN. MGR.: George Cranston.
 FACILITIES: Cameras: 3 Studio, 14-16mm Film. Slides: Tr. 2x2; Tr. & Op. 3x4. Telop: Op. 3x4. 1 Mobile unit, 3 microwave relays.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$36. REP: Free & Peters.

WFAA-TV

ABC, DuMont, NBC, Paramount

OWNER: Dallas Morning News. SCO: Sept. 15, 1949. GEN. MGR.: Martin B. Campbell.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Balop: Tr. & Op. 4x5; SUF 4x3. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$52.50, 1: \$37.50. REP: Adam Young.

DAVENPORT, IOWA-

ROCK ISLAND, ILL.

Receiver Circulation: 11,447
 Penetration: 10.0
 Estimated Jan. '51: 19,047

Pop: 372,500	%U.S.: .25
Families: 114,100	
Ret. Sales: \$368,445,000	%U.S.: .29
S.I.: \$600,411,000	%U.S.: .34

WHBF-TV

ABC, CBS, DuMont

OWNER: Rock Island Argus. SCO: July 1, 1950. GEN. MGR.: Leslie C. Johnson.
 FACILITIES: Cameras: 2 Studio, 16-mm Film. Slides: Balop. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$250. REP: Avery-Knodel.

WOC-TV

NBC

OWNER: Central Broad'g Co. SCO: Oct. 31, 1949. GEN. MGR.: Ernie Sanders.
 FACILITIES: Cameras: 3 Studio, 3-16mm Film. Slides: Tr. 2x2; SUF 35mm. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$40, 1: \$20. REP: Free & Peters.

DAYTON, OHIO

Receiver Circulation: 67,000
 Penetration: 11.8
 Estimated Jan. '51: 76,200

Pop: 1,837,700	%U.S.: 1.23
Families: 565,600	
Ret. Sales: \$1,548,586,000	%U.S.: 1.21
S.I.: \$2,567,524,000	%U.S.: 1.34

WHIO-TV

ABC, CBS, DuMont

OWNER: Dayton D'ly News & Journal Herald. SCO: Jan. 31, 1950. GEN. MGR.: R. H. Moody.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: 2x2. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$40. REP: G. P. Hollingbery Co.

WLW-D

NBC

OWNER: Crosley B.C. SCO: March 15, 1949. GEN. MGR.: H. P. Lasker.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2; SUF 1 1/2x1 1/2. Balop: 14x15; SUF 5 1/4x7.
 RATES: 60 min: \$375, 30: \$225, 15: \$150, 5: \$93.75, 1: 50. REP: WLW Sales.

DETROIT, MICH.

Receiver Circulation: 247,000
 Penetration: 28.7
 Estimated Jan. '51: 347,800

Pop: 3,080,200	%U.S.: 2.07
Families: 857,800	
Ret. Sales: \$3,486,658,000	%U.S.: 2.72
S.I.: \$4,559,661,000	%U.S.: 2.38

WJBK-TV

CBS, DuMont

OWNER: Fort Industry Co. SCO: Oct. 24, 1948. GEN. MGR.: Richard E. Jones.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2; SUF 1x1 3/8. Balop: 3x4; SUF 2 1/4x3 1/4.
 RATES: 60 min: \$800, 30: \$480, 15: \$320, 5: \$200, 1: \$125. REP: Katz.

WWJ-TV

NBC

OWNER: Detroit News. SCO: March, 1947. GEN. MGR.: Harry Bannister.
 FACILITIES: 9 Studio, 2-16mm Film. Slides: Tr. 2x2; SUF 1 1/4x7/8. 2 Mobile units, 2 microwave relays.
 RATES: 60 min: \$800, 30: \$480, 15: \$320, 5: \$200, 1: \$160. REP: G. P. Hollingbery Co.

WXYZ-TV

ABC

OWNER: ABC. SCO: Oct. 9, 1950. GEN. MGR.: James G. Riddell.
 FACILITIES: Cameras: 6 Studio, 2-16mm, 2-35mm Film. Slides: Tr. & Op. 2x2, 22mmx32mm. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$600, 30: \$360, 15: \$240, 5: \$140, 1: \$100. REP: ABC Spot Sales.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operation, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

WALTER H. JOHNSON CANDY

Captain Video
 DTN Tues., Thurs. 7:00-7:30 p.m.

KNOX GELATINE

Homemaker's Exchange
 CBS Wednesday 4:00-4:30 p.m.

KROGER FOOD CO.

Allan Young Show
 CBS Thursday 9:00-9:30 p.m.

LEVER BROTHERS

CBS Monday 8:00-8:30 p.m.
 CBS Thursday 9:30-10:00 p.m.

LINCOLN-MERCURY

Toast of the Town
 CBS Sunday 8:00-9:00 p.m.

LIPTON TEA

Talent Scouts—Godfrey
 CBS Monday 8:30-9:00 p.m.

LUCKY STRIKE CIGARETTES

This is Show Business
 CBS Sunday 7:30-8:00 p.m.
 Robert Montgomery Show
 NBC Monday* 9:30-10:30 p.m.

LUSTRE CREME SHAMPOO

(co-op drug store chain progs.)
 Cavalcade of Bands
 DTN Tuesday 9:00-10:00 p.m.
 Cavalcade of Stars
 DTN Saturday 9:00-10:00 p.m.

M & M CANDY CO.

Super Circus
 ABC Sunday 5:00-6:00 p.m.

MAGNAVOX

CBS Friday* 5:00-6:00 p.m.

MAIDEN FORM BRAS

Vanity Fair
 CBS Mon.-Wed.-Fri. 4:30-5:00 p.m.

C. H. MASLAND RUGS

At Home Party
 CBS Monday 11:00-11:15 p.m.

MILES LABORATORIES

Quiz Kids
 NBC Friday* 8:00-8:30 p.m.

MOHAWK CARPETS

Morton Downey
 NBC Mon.-Wed.-Fri. 7:30-7:45 p.m.

NATIONAL DAIRY CO.

Kukla, Fran & Ollie
 NBC Tues., Thurs. 7:00-7:30

NASH-KELVINATOR

Homemaker's Exchange
 CBS Mon.-Fri. 4:00-4:30 p.m.

NESTLE'S CHOCOLATE

Mr. I Magination
 CBS Sunday 6:30-7:00 p.m.

OLD GOLD CIGARETTES

Stop the Music
 ABC Thursday 8:00-9:00 p.m.

OLDSMOBILE

CBS News
 CBS Mon.-Fri. 7:30-7:45 p.m.

PABST BEER

International Boxing Club
 CBS Wednesday 10:00-11:00 p.m.

PACKARD MOTOR CO.

Holiday Hotel
 ABC Thursday 9:00-9:30 p.m.

PEBAMMO TOOTH PASTE

(co-op drug store chain progs.)
 Cavalcade of Bands
 DTN Tuesday 9:00-10:00 p.m.
 Cavalcade of Stars
 DTN Saturday 9:00-10:00 p.m.

PEPSI-COLA CO.

Faye Emerson Show
CBS Tues.-Thurs.-Sat. 7:45-8:00 p.m.

PETERS SHOE CO.

Super Circus
ABC Sunday 5:00-6:00 p.m.

PHARMA-CRAFT CORP.

The Sugar Bowl
ABC Monday* 9:00-9:30 p.m.

PHARMACEUTICALS INC.

[co-op drug store chain progs.]
Cavalcade of Bands
DTN Tuesday 9:00-10:00 p.m.
Cavalcade of Stars
DTN Saturday 9:00-10:00 p.m.

PHILCO CORP.

Philco TV Playhouse
NBC Sunday 9:00-10:00 p.m.

PHILIP MORRIS CIGARETTES

Candid Camera
CBS Monday 9:00-9:30 p.m.
Truth or Consequences
CBS Thursday 10:00-10:30 p.m.

PILLSBURY MILLS

A. Godfrey & Friends
CBS Wednesday 8:00-9:00 p.m.

PROCTER & GAMBLE

Beulah
ABC Tuesday 7:30-8:00 p.m.
Fireside Theater
NBC Tuesday 9:00-9:30 p.m.

RENUZIT CO.

Homemaker's Exchange
CBS Tuesday 4:00-4:30 p.m.

RCA VICTOR

Kukla, Fran & Ollie
NBC Mon.-Fri. 7:00-7:30 p.m.

STERLING DRUG CO.

Okoy Mother
DTN Mon.-Fri. 1:00-1:30 p.m.
Sing It Again
ABC Saturday 10:30-11:00 p.m.

STANDARD OIL OF IND.

Wayne King Show
NBC Thursday 10:30-11:00 p.m.

STOPETTE

What's My Line
CBS Sunday 10:30-11:00 p.m.

S.O.S. CO.

Homemaker's Exchange
CBS Monday 4:00-4:30 p.m.

SUN OIL CO.

National Football League
ABC Sunday 2:00 p.m.
Pro. Football Game Highlights
ABC Friday 8:30-9:00 p.m.

SUNDIAL SHOES

Lucky Pup
CBS Friday 6:30-7:00 p.m.

THE TEXAS CO.

Texaco Star Theater
NBC Tuesday 8:00-9:00 p.m.

TIDEWATER OIL CO.

Broadway to Hollywood
DTN Wednesday 10:00-10:30 p.m.

TONI CO.

CBS Wednesday 9:00-9:30 p.m.

UNITED STATES TOBACCO CO.

Martin Kane
NBC Thursday 10:00-10:30 p.m.

WESTINGHOUSE

Studio One
CBS Monday 10:00-11:00 p.m.

WRIGLEY'S GUM

Gene Autry
CBS Sunday 7:00-7:30 p.m.

*Alternate Weeks

*STATISTICS APPLY TO PRIMARY COVERAGE AREA (.5 mv/m contour).

ERIE, PA.

Receiver Circulation: 25,739
Penetration: 30.9
Estimated Jan. '51: 30,739

Pop: 225,100 %U.S.: .15
Families: 65,600
Ret. Sales: \$195,092,000 %U.S.: .15
S.I.: \$303,535,000 %U.S.: .16

WICU

ABC, CBS, DuMont, NBC

OWNER: Erie Dispatch. SCO: March 1, 1949. GEN. MGR.: Herb Stewart.
FACILITIES: Cameras: 1 Studio, 1-16mm Film. Slides: 35mm: 35mm mask. Balop: 3 7/8x4.
RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$105, 1: \$50. REP: Headley-Reed.

GRAND RAPIDS, MICH.

Receiver Circulation: 34,410
Penetration: 14.7
Estimated Jan. '51: 38,610

Pop: 777,600 %U.S.: .52
Families: 232,600
Ret. Sales: \$676,842,000 %U.S.: .60
S.I.: \$1,078,464,000 %U.S.: .55

WLAV-TV

ABC, CBS, NBC, DuMont

OWNER: Leonard A. Versluis. SCO: Aug. 15, 1949. GEN. MGR.: Hy M. Steed.
FACILITIES: Cameras: 1-16mm Film. Slides: Tr. 2x2 SUF:35mm; Op. 3x4. 3 microwave relays.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$45. REP: John E. Pearson Co.

GREENSBORO, N.C.

Receiver Circulation: 12,479
Penetration 5.3
Estimated Jan. '51: 13,679

Pop: 969,200 %U.S.: .63
Families: 234,300
Ret. Sales: \$617,990,000 %U.S.: .50
S.I.: \$981,386,000 %U.S.: .51

WFMY-TV

ABC, CBS, DuMont, NBC

OWNER: Greensboro News Co. SCO: Sept. 22, 1949. GEN. MGR.: Gaines Kelley.
FACILITIES: Cameras: 1 Studio, 1-16mm Film. Slides: Tr. 35mm:SUF 1x1.33. Balop: 8x10:SUF 6x8; 4x5: SUF 3x4.
RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$45, 1: \$30. REP: Harrington, Righter & Parsons.

HOUSTON, TEX.

Receiver Circulation: 23,454
Penetration: 8.5
Estimated Jan. '51: 29,654

Pop: 895,500 %U.S.: .66
Families: 274,800
Ret. Sales: \$953,106,000 %U.S.: .76
S.I.: \$1,319,114,000 %U.S.: .69

KPRC-TV

ABC, CBS, DuMont,
NBC, Paramount

OWNER: Houston Post. SCO: Jan. 1, 1949. GEN. MGR.: Jack Harris.
FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 3x4: SUF 2 1/4x3 3/4. 1 Mobile unit.
RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$90, 1: \$48. REP: Adam Young.

HUNTINGTON, W. VA.

Receiver Circulation: 12,296
Penetration: 8.6
Estimated Jan. '51: 16,896

Pop: 560,600 %U.S.: .37
Families: 142,400
Ret. Sales: \$334,982,000 %U.S.: .25
S.I.: \$540,700,000 %U.S.: .28

WSAZ-TV

ABC, CBS, DuMont, NBC

OWNER: Huntington Publ'g Co. SCO: Nov. 15, 1949. GEN. MGR.: Marshall L. Rosene.
FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 2x2:SUF 35mm. Balop: Op. 5x5: SUF 3x4. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$37.50, 1: \$24. REP: Katz.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

INDIANAPOLIS, IND.

Receiver Circulation: 38,551
 Penetration: 14.4
 Estimated Jan. '51: 49,951

Pop: 848,500 %U.S.: .57
 Families: 267,200
 Ret. Sales: \$853,551,000 %U.S.: .66
 S.I.: \$1,303,905,000 %U.S.: .68

WFBM-TV

ABC, CBS, DuMont, NBC

OWNER: WFBM, Inc. SCO: May 30, 1949. GEN. MGR.: Harry M. Bitner, Jr.
 FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: 3x4:SUF 2 1/2x3 1/2; 6x8:SUF 5x7. 1 Mobile unit, 1 microwave relay.
 RATES: 60 min: \$220, 30: \$132, 15: \$88, 5: \$55, 1: \$40. REP: Katz.

JACKSONVILLE, FLA.

Receiver Circulation: 10,931
 Penetration: 10.8
 Estimated Jan. '51: 14,731

Pop: 353,800 %U.S.: .24
 Families: 100,400
 Ret. Sales: \$316,284,000 %U.S.: .25
 S.I.: \$419,500,000 %U.S.: .22

WMBR-TV

ABC, CBS, DuMont, NBC

OWNER: Florida Broad'g Co. SCO: Oct. 16, 1949. GEN. MGR.: Glenn Marshall, Jr.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: 2x2:SUF 4/5x1. Balop: SUF 2 1/2x2.
 RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$50, 1: \$30. REP: Avery-Knodel.

JOHNSTOWN, PA.

Receiver Circulation: 23,100
 Penetration: 3.0
 Estimated Jan. '51: 29,300

Pop: 1,374,800 %U.S.: .79
 Families: 345,300
 Ret. Sales: \$836,650,000 %U.S.: .69
 S.I.: \$1,295,644,000 %U.S.: .67

WJAC-TV

ABC, CBS, DuMont, NBC

OWNER: Tribune Pub'g Co. SCO: Sept. 15, 1949. GEN. MGR.: Alvin D. Schrott.
 FACILITIES: Cameras: 2-16mm Film. Slides: Tr. 2x2, SUF 16x24mm.
 RATES: 60 min: \$225, 30: \$135, 15: \$90, 5: \$50, 1: \$40. REP: Headley-Reed.

KALAMAZOO, MICH.

Receiver Circulation: 10,500
 Penetration: 4.0
 Estimated Jan. '51:

Pop: 849,000 %U.S.: .57
 Families: 261,000
 Ret. Sales: \$819,473,000 %U.S.: .64
 S.I.: \$1,054,652,000 %U.S.: .55

WKZO-TV

CBS, DuMont

OWNER: Fetzer Broad'g Co. SCO: July 9, 1950. GEN. MGR.: J. W. O'Harrow.
 FACILITIES: Cameras: 2-16mm Film. Telop: Tr. & Op. 3x4.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$80, 1: \$40. REP: Avery-Knodel.

KANSAS CITY, MO.

Receiver Circulation: 35,793
 Penetration: 11.0
 Estimated Jan. '51: 60,593

Pop: 1,131,100 %U.S.: .66
 Families: 322,700
 Ret. Sales: \$1,355,715,000 %U.S.: 1.06
 S.I.: \$1,636,054,000 %U.S.: .88

WDAF-TV

ABC, CBS, DuMont, NBC

OWNER: Kansas City Star. SCO: Oct. 16, 1949. GEN. MGR.: Dean Fitzer.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. & Op. 4x5; SUF 3 3/4x4 1/4. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$78, 1: \$60. REP: Harrington, Righter & Parsons.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

LANCASTER, PA.

Receiver Circulation: 48,518
 Penetration: 10.5
 Estimated Jan. '51: 69,800

Pop: 946,200 %U.S.: .63
 Families: 269,300
 Ret. Sales: \$762,175,000 %U.S.: .59
 S.I.: \$1,246,166,000 %U.S.: .65

WGAL-TV

ABC, CBS, DuMont, NBC

OWNER: John F. & J. Hale Steinman. SCO: June 1, 1949. GEN. MGR.: Harold E. Miller.
 FACILITIES: Cameras: 2 Studio, 16mm Film. Slides: 2 1/4x3. Balop.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$40. REP: Robert Meeker.

LANSING, MICH.

Receiver Circulation: 8,500
 Penetration: 8.3
 Estimated Jan. '51: 12,300

Pop: 349,500 %U.S.: .23
 Families: 105,200
 Ret. Sales: \$341,935,000 %U.S.: .27
 S.I.: \$457,520,000 %U.S.: .25

WJIM-TV

ABC, CBS, NBC

OWNER: WJIM, Inc. SCO: May 1, 1950. GEN. MGR.: Harold F. Gross.
 FACILITIES: Cameras: 2-16mm Film. Slides: Tr. 2x2:SUF .98"x1.22"; Balop: Op. 3 7/8x5: SUF 3x4. Microwave relay.
 RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$50, 1: \$35. REP: H. R. Representatives, Inc.

LOS ANGELES, CALIF.

Receiver Circulation: 563,466
 Penetration: 38.7
 Estimated Jan. '51: 735,266

Pop: 4,437,200 %U.S.: 2.98
 Families: 1,453,900
 Ret. Sales: \$5,113,200,000 %U.S.: 3.99
 S.I.: \$7,289,175,000 %U.S.: 3.80

KECA-TV

ABC

OWNER: ABC. SCO: Sept. 16, 1949. V.P. ABC WEST, DIV.: Frank Samuels.
 FACILITIES: Camera: 11 Studio, Slides: Tr. 2x2:SUF 5/8x7/8. Balop: Tr. & Op. 3 1/2x4: SUF 1.85"x2.2". 1 Mobile unit, microwave relay.
 RATES: 60 min: \$700, 30: \$420, 15: \$280, 5: \$186.50, 1: \$150. REP: ABC Sales.

KFI-TV

OWNER: Earle C. Anthony Inc. SCO: Oct., 1948. MGR. TV.: Haan J. Tyler.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF 5/8x3/4. Balop: 3x4. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$125, 1: \$90. REP: Petry.

KLAC-TV

OWNER: KMTR Radio Corp. SCO: Sept. 17, 1948. GEN. MGR.: Don J. Feddersen.
 FACILITIES: Cameras: 3 Studio, 2-16mm Film. Slides: Tr. 2x2. Balop: Op. 8x10. 1 Mobile unit, 3 microwave relays.
 RATES: 60 min: \$600, 30: \$360, 15: \$240, 5: \$150, 1: \$90. REP: Katz.

KNBH

NBC

OWNER: NBC. SCO: Jan., 1948. GEN. MGR.: Thomas McFadden.
 FACILITIES: Cameras: 7 Studio, 2-16mm, 2-35mm Film. Slides: 2x2: SUF 1 1/8x2 7/8. Balop: 4 1/2x3 1/2:SUF 4x3. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$188, 1: \$125. REP: NBC Spot Sales.

KTLA

Paramount

OWNER: Paramount Television Prdtns. Inc. SCO: Jan. 22, 1947. GEN. MGR.: Klaus Landsberg.
 FACILITIES: Cameras: 4 Studio, 2-16mm, 1-35mm Film. Slides: Tr. double 35mm. Balop: 3x4: SUF 2 1/4x3 3/4. 2 Mobile units, 6 microwave relays.
 RATES: 60 min: \$750, 30: \$450, 15: \$300, 5: \$185, 1: \$125. REP: Paul H. Raymer.

KTSL

DuMont

OWNER: Thomas S. Lee Enterprises, Inc. SCO: May, 1949. V.P. chg. TV: Charles L. Glett.
 FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: 35mm double frame. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$1000, 30: \$600, 15: \$400, 5: \$280, 1: \$20. REP: Blair TV.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

LOS ANGELES'
BIGGEST SHOWS
 are on
KNBH
 represented by NBC SPOT SALES

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

KTTV
CBS

OWNER: L.A. Times-CBS. SCO: Nov. 24, 1948. GEN. MGR.: Harrison Dunham.
FACILITIES: Cameras: 10 Studio, 2-16mm, 1-35mm Film. Slides: 2x2: SUF: 10/16x15/16. Balop: 3/4x4: SUF 2 1/4x3. 1 Mobile unit, 4 microwave relays.
RATES: 60 min: \$1000, 30: \$600, 15: \$400, 5: \$280, 1: \$200. REP: CBS Radio Sales.

LOUISVILLE, KY.

Receiver Circulation: 34,100
Penetration: 17.1
Estimated Jan. '51: 45,500

Pop: 688,200 %U.S.: .44
Families: 199,300
Ret. Sales: \$588,725,000 %U.S.: .46
S.I.: \$908,015,000 %U.S.: .47

WAVE-TV

ABC, DuMont, NBC

OWNER: WAVE, Inc. SCO: Nov. 24, 1948. GEN. MGR.: Nathan Lord.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF 1 7/8x1 5/16; Tr. 3/4x4: SUF 2 3/4x3 3/8. Balop: 8x10: SUF 5 1/2x7 (lettering), 6x8 (pix). 1 Mobile unit, microwave relay.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$50. REP: Free & Peters.

WHAS-TV

CBS

OWNER: Courier-Journal, Louisville Times. SCO: March 27, 1950. DIR: Victor A. Sholis.
FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: Tr. & Op: 3/4x4: SUF 2 1/4x3. Balop: 5x6 1/2: SUF 4x5 1/2. 1 Mobile unit, microwave relay.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$40. REP: Petry.

MEMPHIS, TENN.

Receiver Circulation: 38,528
Penetration: 20.5
Estimated Jan. '51: 43,928

Pop: 628,400 %U.S.: .42
Families: 185,300
Ret. Sales: \$549,869,000 %U.S.: .43
S.I.: \$710,503,000 %U.S.: .37

WMCT

ABC, CBS, DuMont, NBC

OWNER: Scripps-Howard. SCO: Dec. 4, 1948. GEN. MGR.: H. W. Slavick.
FACILITIES: Cameras: 3 Studio, 2-16mm Film. Slides: Tr. 35mm single frame, 35mm Filmstrip. Balop: 3/4x4. 1 Mobile unit; microwave relay.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$50. REP: Branham.

MIAMI, FLA.

Receiver Circulation: 26,154
Penetration: 16.9
Estimated Jan. '51: 31,554

Pop: 484,200 %U.S.: .32
Families: 154,600
Ret. Sales: \$587,164,000 %U.S.: .46
S.I.: \$635,129,000 %U.S.: .33

WTVJ-TV

ABC, CBS, DuMont, NBC

OWNER: Wometco Theatres. SCO: March 21, 1949. GEN. MGR.: Lee Ruwitch.
FACILITIES: Cameras: 2 Studio, 1-16mm, 1-35mm Film. Slides: 3/4x4: SUF 2 3/4x3 1/2. Balop: 3/4x4: SUF 2 3/4x3 1/4. 1 Mobile unit, microwave relay.
RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$50. REP: Free & Peters.

MILWAUKEE, WIS.

Receiver Circulation: 114,664
Penetration: 36.2
Estimated Jan. '51: 149,664

Pop: 796,400 %U.S.: .74
Families: 316,400
Ret. Sales: \$1,330,822,000 %U.S.: 1.04
S.I.: \$1,739,628,000 %U.S.: .91

WTMJ-TV

ABC, CBS, DuMont, NBC

OWNER: The Milwaukee Journal. SCO: Dec. 3, 1947. Walter J. Damm.
FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: Tr. 2x2. Balop: 5x6 2/3: SUF 3 1/4x4 1/4. 1 Mobile unit, 3 microwave relays.
RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$112.50, 1: \$80. REP: Harrington, Righter & Parsons.

MINNEAPOLIS-ST. PAUL, MINN.

Receiver Circulation: 95,700
Penetration: 24.8
Estimated Jan. '51: 128,900

Pop: 1,291,000 %U.S.: .87
Families: 385,900
Ret. Sales: \$1,582,320,000 %U.S.: 1.19
S.I.: \$1,887,645,000 %U.S.: .98

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

KSTP

NBC
 OWNER: KSTP, Inc. SCO: April 27, 1948. PRES., GEN. MGR.: Stanley E. Hubbard
 FACILITIES: Cameras: 5 Studio, 1-16mm Film. Slides: Tr. 35mm. Balop: 5x6 1/2. SUF 4x5 1/2.
 3 Mobile units, 2 microwave relays.
 RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$126, 1: \$100. REP: Petry.

WTCN-TV

ABC, CBS, DuMont, Paramount
 OWNER: N'west Publ'ns & Minn. Trib. Co. SCO: July 1, '49. GEN. MGR.: F. Van Konyenburg.
 FACILITIES: Cameras: 4 Studio, 1-16mm Film. Slides: Tr. 2x2: 35mm. Balop: 6x8. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$126, 1: \$100. REP: Free & Peters.

NEW HAVEN, CONN.

Receiver Circulation: 81,800
 Penetration: 22.0
 Estimated Jan. '51: 109,800

Pop: 1,303,100 %U.S.: .65
 Families: 371,100
 Ret. Sales: \$1,291,721,000 %U.S.: 1.01
 S.I.: \$1,929,323,000 %U.S.: 1.01

WNHC-TV

ABC, CBS, DuMont, NBC
 OWNER: The Elm City Broad'g Co. SCO: June 13, 1948. GEN. MGR.: James T. Milne.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Tr. 2x2: SUF 1x1 11/32. Balop: 5x7: SUF 3 3/16x4 1/4.
 RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$112, 1: \$80. REP: Katz.

NEW ORLEANS, LA.

Receiver Circulation: 27,771
 Penetration: 13.1
 Estimated Jan. '51: 37,371

Pop: 731,200 %U.S.: .49
 Families: 210,400
 Ret. Sales: \$696,724,000 %U.S.: .54
 S.I.: \$954,831,000 %U.S.: .50

WDSU-TV

ABC, CBS, DuMont, NBC
 OWNER: WDSU-TV Broad'g Services, Inc. SCO: Dec. 18, 1948. GEN. MGR.: Robert D. Swezey.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: 7/8x1 1/8. Balop: 3 1/4x4: SUF 2 1/4x3.
 RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$75, 1: \$40. REP: Blair TV.

NEW YORK, N. Y.

Receiver Circulation: 1,504,301
 Penetration: 38.8
 Estimated Jan. '51: 1,903,701

Pop: 13,407,000 %U.S.: 8.99
 Families: 3,875,600
 Ret. Sales: \$12,491,053,000 %U.S.: 9.75
 S.I.: \$23,605,689,000 %U.S.: 12.31

WABD

DuMont
 OWNER: Allen B. DuMont Labs, Inc. SCO: 1941. GEN. MGR.: C. J. Whitting.
 FACILITIES: Cameras: 15 Studio, 1-16mm, 2-35mm Film. Slides: Tr. 2x2: SUF 1x1.33. Balop: 4x5: 3x4.
 RATES: 60 min: \$2000, 30: \$1200, 15: \$800, 5: \$500, 1: \$350. REP: DuMont Spot Sales.

WATV

OWNER: Bremer Broad'g Corp. SCO: May 15, 1948. GEN. MGR.: Irving R. Rosenhaus.
 FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: 35mm: SUF 36/32x27/32. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$600, 30: \$360, 15: \$240, 5: \$180, 1: \$125. REP: Weed.

WCBS-TV

CBS
 OWNER: Columbia Broad'g System, Inc. SCO: Nov. 1, 1946. GEN. MGR.: Richard Swift.
 FACILITIES: Cameras: 45 Studio, 7-16mm, 7-35mm Film. Balop: 4x5: SUF 3 1/4x4 1/4. Mobile units, microwave relays.
 RATES: 60 min: \$2000, 30: \$1200, 15: \$800, 1: \$350. REP: CBS Radio Sales.

WJZ-TV

ABC
 OWNER: American Broad'g Co. SCO: Aug. 1948. GEN. MGR.: Clarence Doty.
 FACILITIES: Cameras: 21 Studio, 3-16mm, 2-35mm Film. Slides: Tr. 2x2. Balop: 3x4. 2 Mobile units, 2 microwave relays.
 RATES: 60 min: \$2200, 30: \$1320, 15: \$880. REP: ABC Spot Sales.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

**SCHENECTADY'S
 BIGGEST SHOWS**

are on

WRGB

represented by NBC SPOT SALES

**WESTERN
 LEADER
 IN
 TELEVISION**



KDYL-TV

**NBC NETWORK
 CHANNEL 4
 Salt Lake City, Utah**

National Representative: John Blair & Co.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

**NEW YORK'S
BIGGEST SHOWS**
are on
WNBT
represented by NBC SPOT SALES

WNBT

NBC

OWNER: National Broad'g Co. SCO: July 1, 1941. GEN. MGR.: Ted Cott.
FACILITIES: Cameras: 33 Studio, 6-16mm, 35mm Film. Slides: Tr. 2x2. 5 Mobile units, 3 microwave relays.
RATES: 60 min: \$2200, 30: \$1320, 15: \$880, 5: \$550, 1: \$500. REP: NBC Spot Sales.

WOR-TV

Mutual

OWNER: Gen'l Teleradio, Inc. SCO: Oct. 11, 1949. PRES., GEN. MGR.: Theodore C. Streibert.
FACILITIES: Cameras: 11 Studio, 16mm, 35mm Film. Slides: Tr. 2x2: SUF, 21x28mm; Tr. & Op: 3 1/4x4. Balop: Op. 14x11: SUF 8x6. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$1200, 30: \$720, 15: \$480, 5: \$360, 1: \$250.

WPIX

OWNER: The New York News. SCO: June 15, 1948. GEN. MGR.: G. Bennett Larson.
FACILITIES: Cameras: 4 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 2x2: 7/8x1 1/8. Op. 5x7: 3 5/8x4 7/8. 2 Mobile units, 4 microwave relays.
RATES: 60 min: \$1200, 30: \$720, 15: \$480, 5: \$360, 1: \$200. REP: Free & Peters.

NORFOLK, VA.

Receiver Circulation: 17,179
Penetration: 10.0
Estimated Jan. '51: 24,379

Pop: 647,200 %U.S.: .40
Families: 172,300
Ret. Sales: \$489,335,000 %U.S.: .38
S.I.: \$801,116,000 %U.S.: .42

WTAR-TV

ABC, CBS, DuMont, NBC

OWNER: Norfolk Newspapers, Inc. SCO: April 2, 1950. GEN. MGR.: Campbell Arnoux.
FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: Op. 2x2: SUF 35mm. 1 Mobile unit, microwave relay.
RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$50, 1: \$30. REP: Petry.

OKLAHOMA CITY, OKLA.

Receiver Circulation: 30,325
Penetration: 16.1
Estimated Jan. '51: 38,725

Pop: 618,700 %U.S.: .41
Families: 187,900
Ret. Sales: \$521,333,000 %U.S.: .42
S.I.: \$811,358,000 %U.S.: .37

WKY-TV

ABC, CBS, DuMont, NBC

OWNER: Oklahoma Publ'g Co. SCO: June 6, 1949. ST. MGR.: P. A. Sugg.
FACILITIES: Cameras: 5 Studio, 2-16mm Film. Slides: 2x2: SUF 20x28mm. 1 Mobile unit, microwave relay.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$40. REP: Katz.

OMAHA, NEB.

Receiver Circulation: 24,000
Penetration: 16.9
Estimated Jan. '51: 32,400

Pop: 468,700 %U.S.: .30
Families: 141,300
Ret. Sales: \$492,261,000 %U.S.: .38
S.I.: \$687,732,000 %U.S.: .36

KMTV

ABC, CBS

OWNER: May Broad'g Co., Shenandoah, Iowa. SCO: Sept. 1, 1949. GEN. MGR.: Owen Saddler.
FACILITIES: Cameras: 2 Studio, 16mm Film. Slides: 35mm. 1 Mobile unit.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$62.50, 1: \$50. REP: Katz.

WOW-TV

DuMont, NBC

OWNER: Radio Station WOW, Inc. SCO: Aug. 29, 1949. GEN. MGR.: Lyle DeMoss.
FACILITIES: Cameras: 4 Studio, 16mm Film. Slides: Tr. & Op. 3 1/4x4: SUF 2 1/4x2 3/8. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 1: \$50. REP: Blair TV.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

PHILADELPHIA, PA.

Receiver Circulation: 501,000
 Penetration: 41.3
 Estimated Jan. '51: 669,000

Pop: 4,196,300 %U.S.: 2.81
 Families: 1,175,000
 Ret. Sales: \$3,847,861,000 %U.S.: 3.00
 S.I.: \$6,327,388,000 %U.S.: 3.30

WCAU-TV
 CBS

OWNER: Philadelphia Bulletin. SCO: May, 1948. PRES., GEN. MGR.: Donald W. Thornburgh.
 FACILITIES: Cameras: 11 Studio, 2-16mm Film. Slides: Tr. single 35mm: SUF .7x.6. Balop: Op. 3 1/2x4: SUF 2 1/16x2 13/16. 1 Mobile unit, 3 microwave relays.
 RATES: 60 min: \$700, 30: \$420, 15: \$280, 5: \$175, 1: \$100. REP: CBS Radio Sales.

WFIL-TV
 ABC, DuMont

OWNER: Phila. Inquirer Div., Triangle Pub's. SCO: Sept. 13, '47. GEN. MGR.: Roger W. Clipp.
 FACILITIES: Cameras: 3 Studio, 2-16mm Film. Slides: Tr. & Op.: 3 1/4x4: SUF 2 1/8x2 3/4. Balop: 3 1/4x4: SUF 2 1/8x2 3/4. 1 Mobile unit, 3 microwave relays.
 RATES: 60 min: \$700, 30: \$420, 15: \$280, 5: \$175, 1: \$150. REP: Katz.

WPTZ
 NBC

OWNER: Philco Television Broad'g Corp. SCO: Sept. 16, 1941. GEN. MGR.: Ernest B. Loveman.
 FACILITIES: Cameras: 8 Studio, 2-16mm, 2-35mm Film. Slides: Balop: 2 3/4x3 1/4: SUF 2 1/8x2 7/8. 2 Mobile units, 2 microwave relays.
 RATES: 60 min: \$700, 30: \$420, 15: \$280, 5: \$175, 1: \$150. REP: NBC Spot Sales.

**PHILADELPHIA'S
 BIGGEST SHOWS**
 are on
WPTZ
 represented by NBC SPOT SALES

PHOENIX, ARIZ.

Receiver Circulation: 10,800
 Penetration: 10.9
 Estimated Jan. '51: 14,800

Pop: 350,600 %U.S.: .24
 Families: 98,700
 Ret. Sales: \$355,228,000 %U.S.: .28
 S.I.: \$391,405,000 %U.S.: .20

KPHO
 ABC, CBS, DuMont, NBC

OWNER: Phoenix Television, Inc. SCO: Dec. 4, 1949. GEN. MGR.: E. R. Borroff.
 FACILITIES: Cameras: 3 Studio, 16mm Film. Slides: Tr. 2x2. 1 Mobile unit, microwave relays.
 RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$30, 1: \$24. REP: Petry.

PITTSBURGH, PA.

Receiver Circulation: 113,000
 Penetration: 16.4
 Estimated Jan. '51: 165,800

Pop: 3,151,400 %U.S.: 1.72
 Families: 685,900
 Ret. Sales: \$2,231,032,000 %U.S.: 1.72
 S.I.: \$3,469,958,000 %U.S.: 1.85

WDTV
 ABC, CBS, DuMont, NBC

OWNER: Allen B. DuMont Labs. Inc. SCO: Jan. 11, 1949. GEN. MGR.: Donald A. Stewart.
 FACILITIES: Cameras: 3 Studio, 1-16mm Film. Slides: 2x2: SUF 1x1.33. Balop: 3.5x6.5: SUF 3x4. 1 Mobile unit.
 RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$112.50, 1: \$75.

PROVIDENCE, RHODE ISLAND

Receiver Circulation: 62,200
 Penetration: 5.6
 Estimated Jan. '51: 70,800

Pop: 4,028,200 %U.S.: 2.70
 Families: 1,113,100
 Ret. Sales: \$3,917,189,000 %U.S.: 2.74
 S.I.: \$5,286,431,000 %U.S.: 2.76

WJAR-TV
 ABC, CBS, DuMont, NBC

OWNER: Outlet Company, Prov. SCO: July 10, 1949. GEN. MGR.: John J. Boyle.
 FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF double 35mm. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$88, 1: \$40. REP: Weed.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

**UGH! DON'T
SCALP UM—
SELL UM!**



**HAS THE
INDIAN SIGN
ON THE
SAN ANTONIO
MARKET!**

*(His Indian Sign is
the Dollar Sign!)*

**YOUR NATIONAL SALESMAN
WITH THE LOCAL
CASH REGISTER TOUCH!**

— Ask Um —

**ADAM YOUNG
TELEVISION, Inc.
National Representative**



*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

RICHMOND, VA.

Receiver Circulation: 33,913
Penetration: 29.9
Estimated Jan. '51: 77,513

Pop: 383,100 %U.S.: .26
Families: 104,200
Ret. Sales: \$420,592,000 %U.S.: .33
S.I.: \$543,614,000 %U.S.: .28

WTVR

NBC

OWNER: Havens & Martin Inc. SCO: April 22, 1948. PRES. & GEN. MGR.: Wilbur M. Havens.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF double 35mm. Balop: 1 1/8x8 7/8.
RATES: 60 min: \$300, 30: \$180, 15: \$135, 5: \$105, 1: \$60. REP: Blair TV.

ROCHESTER, N. Y.

Receiver Circulation: 42,951
Penetration: 29.9
Estimated Jan. '51: 66,751

Pop: 665,200 %U.S.: .45
Families: 198,700
Ret. Sales: \$580,454,000 %U.S.: .45
S.I.: \$942,411,000 %U.S.: .49

WHAM-TV

ABC, CBS, DuMont, NBC

OWNER: Stromberg Carlson Co. SCO: June 11, 1949. GEN. MGR.: William Fay.
FACILITIES: Cameras: 4 Studio, 1-16mm Film. Slides: Tr. & Op. 3 1/4x4: SUF 2 1/4x3. 1 Mobile unit, microwave relays.
RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75. REP: George P. Hollingbery Co.

ST. LOUIS, MO.

Receiver Circulation: 135,500
Penetration: 26.5
Estimated Jan. '51: 179,100

Pop: 1,571,600 %U.S.: 1.17
Families: 508,400
Ret. Sales: \$1,824,067,000 %U.S.: 1.42
S.I.: \$2,649,726,000 %U.S.: 1.38

KSD-TV

ABC, CBS, DuMont, NBC

OWNER: Pulitzer Publ'g Co. SCO: Feb. 10, 1947. GEN. MGR.: George M. Burbach.
FACILITIES: Cameras: 4 Studio, 1-16mm Film. Slides: Tr. 2x2. Balop: Op. 3x4; 6x8. 1 Mobile unit, microwave relay.
RATES: 60 min: \$500, 30: \$300, 15: \$200, 5: \$133, 1: \$100. REP: Free & Peters.

SALT LAKE CITY, UTAH

Receiver Circulation: 17,304
Penetration: 12.8
Estimated Jan. '51: 22,504

Pop: 489,300 %U.S.: .33
Families: 135,100
Ret. Sales: \$452,521,000 %U.S.: .35
S.I.: \$651,651,000 %U.S.: .34

KDYL-TV

NBC

OWNER: Intermountain Broad'g & TV Corp. SCO: July, 1948. PRES. & GEN. MGR.: S. S. Fox.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF 35mm double frame. 1 Mobile unit, microwave relay.
RATES: 60 min: \$200, 30: \$120, 15: \$80, 5: \$50, 1: \$30. REP: Blair-TV.

KSL-TV

ABC, CBS, DuMont

OWNER: Radio Service Corp. of Utah. SCO: June 1, 1949. GEN. MGR.: Richard C. Evans.
FACILITIES: Cameras: 4 Studio, 2-16mm Film, Slides: Tr. 2x2. Balop: 3 1/4x4: SUF 2 7/8x2 1/4.
RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$37.50, 1: \$30. REP: CBS Radio Sales—Television.

SAN ANTONIO, TEX.

Receiver Circulation: 17,687
Penetration: 12.8
Estimated Jan. '51: 26,487

Pop: 470,500 %U.S.: .32
Families: 137,800
Ret. Sales: \$424,310,000 %U.S.: .33
S.I.: \$578,937,000 %U.S.: .31

KEYL-TV

DuMont, Paramount

OWNER: Pickens, Coffield, Wheelock. SCO: Feb. 15, 1950. V.P.: W. D. Rogers, Jr.
FACILITIES: Cameras: 2 Studio, 2-16mm, 2-35mm Film. Slides: 2x2: SUF 1 3/8x3x4.
RATES: 60 min: \$250, 30: \$160, 15: \$115, 5: \$65, 1: \$35.

WOAI-TV

ABC, CBS, NBC

OWNER: Southland Industries, Inc. SCO: Dec. 11, 1949. PRES., GEN. MGR., Hugh A. L. Half.
FACILITIES: Cameras: 3 Studio, 1-16mm Film. Slides: Tr. 2x2, Op. 3x4. 1 Mobile unit, microwave relay.
RATES: 60 min: \$250, 30: \$150, 15: \$100, 5: \$50, 1: \$37.50. REP: Petry.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv/m contour).

SAN DIEGO, CALIF. Pop: 534,000 %U.S.: .36
 Receiver Circulation: 40,100 Families: 182,100
 Penetration: 22.0 Ret. Sales: \$515,687,000 %U.S.: .40
 Estimated Jan. '51: 59,900 S.I.: \$1,787,213,000 %U.S.: .32

KFMB-TV

ABC, CBS, NBC, Paramount

OWNER: Jack Gross Broad'g Co. SCO: May 16, 1949. PRES., GEN. MGR.: Jack Gross.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: 35mm single or double frame. Balop: 3 1/4x4. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$37.50. REP: Branham.

SAN FRANCISCO, CALIF. Pop: 2,665,500 %U.S.: 1.79
 Receiver Circulation: 60,289 Families: 881,100
 Penetration: 6.8 Ret. Sales: \$3,099,567,000 %U.S.: 2.42
 Estimated Jan. '51: 95,289 S.I.: \$4,435,662,000 %U.S.: 2.31

KGO-TV

ABC

OWNER: American Broad'g Co. SCO: May 5, 1949. GEN. MGR.: Gayle V. Grubb.
 FACILITIES: Cameras: 2 Studio, 2-16mm, 2-35mm Film. Slides: Tr. 2x2: 13/16x1 1/8. Balop: Tr. & Op. 3 1/4x4: SUF 2 1/8x2 7/8. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$262.50, 30: \$150.50, 15: \$105, 5: \$70, 1: \$52.50. REP: ABC Spot Sales.

KPIX

CBS, DuMont

OWNER: The Associated Broadcaster, Inc. SCO: Dec. 26, 1948. GEN. MGR.: Philip G. Lasky.
 FACILITIES: Cameras: 3 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF 35mm double frame. Balop: 11x14: SUF 5 1/2x8 1/16.
 RATES: 60 min: \$360, 30: \$216, 15: \$144, 5: \$92, 1: \$52. REP: Katz.

KRON-TV

NBC

OWNER: Chronicle Publ'g Co. SCO: Nov. 15, 1949. MGR.: Charles Thieriot.
 FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: 2x2: SUF 13/16x1 1/8. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$362.50, 30: \$217.50, 15: \$145, 5: \$91, 1: \$56. REP: Free & Peters.

SCHENECTADY-ALBANY-TROY Pop: 841,200 %U.S.: .59
 Receiver Circulation: 82,700 Families: 267,700
 Penetration: 30.8 Ret. Sales: \$796,460,000 %U.S.: .64
 Estimated Jan. '51: 107,300 S.I.: \$1,155,627,000 %U.S.: .60

WRGB

ABC, CBS, DuMont, NBC

OWNER: General Electric Co. SCO: Jan. 1, 1948. ST. MGR.: R. B. Hanna, Jr.
 FACILITIES: Cameras: 2 Studio, 1-16mm, 1-35mm Film. Slides: Tr. & Op. 2x2. Tr. & Op. 3x4: SUF 2 1/4x3. 1 Mobile unit, microwave relay.
 RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$87.50, 1: \$60. REP: NBC Spot Sales.

SEATTLE, WASH. Pop: 1,060,700 %U.S.: .71
 Receiver Circulation: 30,300 Families: 358,900
 Penetration: 8.4 Ret. Sales: \$1,165,938,000 %U.S.: .91
 Estimated Jan. '51: 40,000 S.I.: \$1,717,731,000 %U.S.: .90

KING-TV

ABC, CBS, DuMont, NBC, Paramount

OWNER: King Broad'g Co. SCO: Nov. 25, 1948. GEN. MGR.: Hugh Feltis.
 FACILITIES: Cameras: 2 Studio, 1-16mm Film. Slides: Balop: Tr. & Op. 3 1/4x4: SUF 2 1/4x3. 1 Mobile unit, 2 microwave relays.
 RATES: 60 min: \$350, 30: \$210, 15: \$140, 5: \$70, 1: \$55. REP: John Blair.

EXPLANATION — S.I.: Spendable Income; SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

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From KEYL — High Atop
 San Antonio's Transit Tower
 —Tallest Teepee in Town!

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 Service Area

470,500

FAMILIES

137,800

RETAIL
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TELEVISION
 SETS

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COVERAGE

50 Mile Radius



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Sherrill Edwards

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TWX S. A. 100

Atop the Transit Tower

San Antonio, Texas



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*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 mv m contour).

SYRACUSE, N. Y.

Receiver Circulation: 47,476
Penetration: 23.1
Estimated Jan. '51: 70,076

Pop: 684,400 %U.S.: .46
Families: 205,500
Ret. Sales: \$559,698,000 %U.S.: .44
S.I.: \$820,244,000 %U.S.: .43

WHEN

ABC, CBS, DuMont
NBC

OWNER: Meredith Publ'g Co. SCO: Dec. 1, 1948. GEN. MGR.: Paul Adanti.
FACILITIES: Cameras: 4 Studio, 2-16mm Film. Slides: Tr. 2x2: SUF 1 5/8x1 1/8. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$265, 30: \$158, 15: \$106, 5: \$66, 1: \$50. REP: Katz.

WSYR-TV

ABC, CBS, DuMont
NBC

OWNER: Central N.Y. Broad'g Co. SCO: Feb. 15, 1950. PRES.: Harry C. Wilder.
FACILITIES: Cameras: 3 Studio, 2-16mm Film. Slides: Tr. 3 1/4x4: SUF 1 7/8x2 3/8.
RATES: 60 min: \$250, 30: \$156, 15: \$106, 5: \$69, 1: \$56. REP: Headley-Reed.

TOLEDO, OHIO

Receiver Circulation: 45,000
Penetration: 17.3
Estimated Jan. '51: 70,200

Pop: 845,800 %U.S.: .56
Families: 259,700
Ret. Sales: \$770,586,000 %U.S.: .60
S.I.: \$1,098,572,000 %U.S.: .60

WSPD-TV

ABC, CBS, DuMont, NBC

OWNER: Fort Industry Co. SCO: July 21, 1948. GEN. MGR.: E. Y. Flanigan.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2: 35mm. 1 Mobile unit, microwave relay.
RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$45. REP: Katz.

TULSA, OKLA.

Receiver Circulation: 29,239
Penetration: 24.4
Estimated Jan. '51: 43,439

Pop: 402,000 %U.S.: .27
Families: 119,400
Ret. Sales: \$338,602,000 %U.S.: .26
S.I.: \$481,433,000 %U.S.: .25

KOTV

ABC, CBS, DuMont,
NBC, Paramount

OWNER: George E. Cameron, Jr. SCO: Nov. 30, 1949. PRES., GEN. MGR.: Maria H. Alvarez.
FACILITIES: Cameras: 2 Studio, 1-16mm. Slides: 2x2: SUF 6/8x5/8. Balop: 4x5: SUF 3x4. 1 Mobile unit, microwave relay.
RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$50. REP: Adam Young.

UTICA-ROME, N. Y.

Receiver Circulation: 15,000
Penetration: 6.1
Estimated Jan. '51: 18,400

Pop: 828,000 %U.S.: .55
Families: 245,000
Ret. Sales: \$668,094,000 %U.S.: .52
S.I.: \$959,787,000 %U.S.: .50

WKTV

ABC, CBS, DuMont, NBC

OWNER: Copper City Broad'g Corp. SCO: Dec. 1, 1949. GEN. MGR.: Michael C. Fusco.
FACILITIES: Cameras: 1 Studio, 2-16mm Film. Slides: Tr. & Op. 3 1/4x4.
RATES: 60 min: \$150, 30: \$90, 15: \$60, 5: \$37, 1: \$24. REP: Donald Cooke.

WASHINGTON, D. C.

Receiver Circulation: 136,600
Penetration: 30.0
Estimated Jan. '51: 177,800

Pop: 1,638,100 %U.S.: 1.09
Families: 455,200
Ret. Sales: \$1,390,361,000 %U.S.: 1.09
S.I.: \$2,429,143,000 %U.S.: 1.27

WMAZ-TV

ABC

OWNER: Evening Star Broad'g Co. SCO: Oct. 3, 1947. GEN. MGR.: K. H. Berkeley.
FACILITIES: Cameras: 4 Studio. Slides: Op. 2x2: SUF 5 7/8x4 1/8. 13/64, 35mm film strip. Balop: 6 1/8x4 9/16: SUF 5 7/8x4 5/16. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$400, 30: \$240, 15: \$160, 5: \$80, 1: \$60. REP: ABC Spot Sales.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: One Time, Class A.

(continued from page 4)

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TV MARKETS (continued)

*STATISTICS APPLY TO STATION'S PRIMARY COVERAGE AREA (.5 m.v.m. contour).

WNBW

NBC

OWNER: National Broad'g Co. SCO: June 27, 1947. GEN. MGR.: Wm. R. McAndrew.
FACILITIES: Cameras: 5 Studio, 1-16mm, 2-35mm Film. Slides: 2x2; SUF 35mm. Balop. 2
Mobile units, microwave relay.
RATES: 60 min: \$375, 30: \$225, 15: \$150, 5: \$94, 1: \$75. REP: NBC Spot Sales.

WOIC

CBS

OWNER: Wash. Post & CBS. SCO: Jan. 16, 1949. GEN. MGR.: John Hayes.
FACILITIES: Cameras: 4 Studio, 1-16mm Film. Slides: 2x2 SUF 1 1/2 x 1 1/32. Balop: 3 1/4 x 4;
SUF 2x2.67. 1 Mobile unit, 2 microwave relays.
RATES: 60 min: \$450, 30: \$270, 15: \$180, 5: \$90, 1: \$70. REP: CBS Radio Sales.

WTTG

DuMont

OWNER: Allen B. DuMont Labs, Inc. SCO: Jan., 1947. GEN. MGR.: Walter Compton.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: 2x2 SUF 1x1 1/32. 1 Mobile unit,
3 microwave relays.
RATES: 60 min: \$400, 30: \$240, 15: \$160, 5: \$100, 1: \$60. REP: Harrington, Righter & Parsons.

WILMINGTON, DEL.

Receiver Circulation: 36,532
Penetration: 3.0
Estimated Jan. '51: 46,942

Pop: 4,309,100 %U.S.: 2.89
Ret. Sales: \$3,926,879,000 %U.S.: 3.07
E.B.I.: \$6,509,608,000 %U.S.: 3.40
Families: 1,217,100

WDEL-TV

NBC

OWNER: WDEL, Inc. SCO: June 30, 1949. GEN. MGR.: J. Gorman Walsh.
FACILITIES: Cameras: 2 Studio, 2-16mm Film. Slides: Tr. 2x2, Tr. & Op. 3 1/4 x 4.
RATES: 60 min: \$300, 30: \$180, 15: \$120, 5: \$75, 1: \$40. REP: Meeke Assoc.

EXPLANATION — S.I.: Spendable Income, SCO: Start of Commercial Operations, Tr.: Transparent Slides, Op.: Opaque Slides, SUF: Size of Usable Field, RATES: On 5 Times, Class A.

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