

TV Directory No. 6

TELEVISION RATES & FACTBOOK

Rate Cards and Data of Networks and of All Stations Operating Commercially
as of January 1, 1949

with

Status of All Other Grantees and Applicants of January 1, 1949
Present and Proposed Allocations of TV Channels by Metropolitan Areas
Directory of Television Program Sources
Directory of TV Manufacturers and Receiving Sets
Maps of Present and Projected Intercity Circuits for Network TV

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NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

This Directory is kept up-to-date with weekly Addenda supplements reporting current actions of FCC, which are sent to subscribers only. It is republished quarterly

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TELEVISION DIGEST & FM REPORTS

EXPLANATORY NOTES

All rate cards, personnel and facilities data published as supplied by networks and stations.

TV Sets estimated as of Dec. 1, 1948. Total Families estimated within 40-mi. radius (.5Mv). Both figures by NBC Research.

STA means Special Temporary Authority pending license. CP means Construction Permit.

Powers are effective radiated powers.

TV Network Service refers to actual "off-the-line" service whether firm affiliation or not; does not relate to film syndication.

INSTRUCTIONS FOR FILING: This replaces TV Directory No. 5 of Oct. 1, 1948 and Addenda 5-A through 5-L (weekly blue sheets), which however should be retained in your file for reference. This Directory also begins a new series of weekly Addenda, reporting current FCC actions, additions and changes. Weekly Addenda 6-A, 6-B, etc., furnished only to subscribers to the full services of *Television Digest & FM Reports*, enable them to keep this Directory up-to-date. Directories are published quarterly as of Jan. 1, April 1, July 1 and Oct. 1.

Part I — TV Networks: Rates and Data

Intercity Hookups Presently Available via Coaxial-Microwave Connections

AMERICAN BROADCASTING CO. Television Network

Network Personnel: See Station WJZ-TV, New York.

Rate Card No. 1, revised as of Nov. 1, 1948, quotes full schedules of rates, discounts, etc., and offers the following schedule of gross rates interconnected affiliates thus far signed:

Rate Classifications (All rates are quoted on basis of local time):
Class A (evening rate)—Monday-Friday, 7 to 10:30 p.m.; Saturday and Sunday, 12 M to 10:30 p.m. Class B (75% of evening rate)—Monday-Friday, 5 to 7 p.m.; Saturday and Sunday, 10:30 to 11 p.m. Class C (60% of evening rate)—All other times day and night.

ONE HOUR GROSS RATE

Time charges include use of coaxial cable or microwave relay connections.

| Station | Evening | 75% | 60% |
|-----------------------|-----------|-----------|-----------|
| WJZ-TV, New York City | \$1000.00 | \$ 750.00 | \$ 600.00 |
| WFIL-TV, Philadelphia | 400.00 | 300.00 | 240.00 |
| WAAM, Baltimore | 250.00 | 187.50 | 150.00 |
| WMAL-TV, Washington | 300.00 | 225.00 | 180.00 |
| WNAC-TV, Boston | 300.00 | 225.00 | 180.00 |
| WENR-TV, Chicago | 600.00 | 450.00 | 360.00 |
| WEWS, Cleveland | 300.00 | 225.00 | 180.00 |
| WKYZ-TV, Detroit | 420.00 | 315.00 | 252.00 |
| WTMJ-TV, Milwaukee | 250.00 | 187.50 | 150.00 |
| WENR-TV, Chicago | 600.00 | 450.00 | 360.00 |
| WSPD-TV, Toledo | 150.00 | 112.50 | 90.00 |
| WBEN-TV, Buffalo | 250.00 | 187.50 | 150.00 |

KSD-TV, St. Louis may be ordered by special arrangements.

ABC also lists the following stations, now on or about to go on the air, as its additional network affiliates, though they are not yet connected by coaxial cable or microwave; see each station's rate card for its rates:

| | |
|-----------------------|------------------------|
| WAVE-TV, Louisville. | WBAP-TV, Fort Worth. |
| WSB-TV, Atlanta. | KECA-TV, Los Angeles. |
| WDSU-TV, New Orleans. | KGO-TV, San Francisco. |

Percentages of the Hour: Rates for periods of time less than one hour are figured at the following percentages of the hour rate: 5 minutes, 26 $\frac{2}{3}$ %; 10 minutes, 33 $\frac{1}{3}$ %; 15 minutes, 40%; 20 minutes, 46 $\frac{2}{3}$ %; 25 minutes, 53 $\frac{1}{3}$ %; 30 minutes, 60%; 35 minutes, 66 $\frac{2}{3}$ %; 40 minutes, 73 $\frac{1}{3}$ %; 45 minutes, 80%; 50 minutes, 86 $\frac{2}{3}$ %; 55 minutes, 93 $\frac{1}{3}$ %; 60 minutes, 100%. Rates for periods longer than one hour are in exact proportion to the hour rate (i.e., the 90-minute rate will be 150% of the hour rate).

Weekly Discount (For 13 or more consecutive weeks of Network-TV broadcasting): The weekly station-hour discount will be based on two factors—(1) total amount of time used during week up to one hour, (2) proportion of available ABC stations ordered.

WEEKLY DISCOUNT FOR FULL AVAILABLE NETWORK

Based on Total Time ordered per week

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

The maximum weekly station-hour discount is 10%, which maximum will be given to advertisers using one hour or more and ordering all available stations. Advertisers using less time or ordering fewer stations will receive a discount which is proportionately lower—the discount percentage being figured to the nearest tenth of one per cent. For purposes of determining the weekly TV discount for each firm cycle of an advertiser's contract, "available stations" will be defined as all stations in operation plus all stations which, as publicly announced by company, are expected to be in operation as of the starting date of each firm cycle. The weekly discount for the first firm cycle will be based on the proportion of ordered stations to the total "available stations" on the starting date of the order as determined on the date the order is accepted by ABC. The weekly discount for each succeeding firm cycle will be based on the proportion of ordered stations to the total "available stations" on the starting date of each such succeeding firm cycle as determined 45 days prior thereto.

Additional Discount for AM Users: During each week that an ABC-TV network advertiser uses ABC-AM network facilities, he will receive an additional weekly TV discount as follows:

AM WEEKLY GROSS CONTRACTED VALUE

| | | | |
|--------------|----------|----------|---------------------|
| Less \$6,000 | \$12,000 | \$18,000 | AM annual gross |
| Than to | to | or | billing of |
| \$6,000 | \$12,000 | More | \$1,500,000 or more |

| | | | | | |
|----------------------------|----|----|-----|----|-----|
| Additional TV Weekly Disc. | ½% | 1% | 1½% | 2% | 2½% |
|----------------------------|----|----|-----|----|-----|

Annual Rebate (For 52 consecutive weeks of network broadcasting): In addition to the weekly discounts, an annual rebate of 7½% of the gross billing will be allowed on each station used for the 52 consecutive weeks of the rebate-fiscal year. Station substitutions without lapse, may be made without loss of rebate if the gross weekly dollar volume is maintained. The rebate is also allowed on the gross billings for stations which are added during the year and are not discontinued prior to the end of the rebate-fiscal year. Rebate will be due and payable at the end of each 52 weeks of consecutive service, or will be paid currently on firm 52-week contracts. Interruptions of series due to broadcasts of special events will not affect advertiser's right to rebate.

COLUMBIA BROADCASTING SYSTEM Television Network

Network Personnel: See Station WCBS-TV, New York City.

RATE CARD NO. 1—Oct. 1, 1948

1. AIR TIME

Class A—6:00 - 11:00 pm Monday-Friday; 12 Noon - 11:00 pm Saturday and Sunday.

PRIMARY CBS AFFILIATES

| Station | 1 Hour | 40 Min. | 30 Min. | 20 Min. | 15 Min. | 10 Min. | 5 Min. |
|----------------------|-----------|----------|----------|----------|----------|----------|----------|
| WCBS-TV New York | \$1000.00 | \$800.00 | \$600.00 | \$500.00 | \$400.00 | \$335.00 | \$285.00 |
| WCAU-TV Philadelphia | 350.00 | 280.00 | 210.00 | 175.00 | 140.00 | 117.00 | 105.00 |
| WMAR-TV Baltimore | 250.00 | 200.00 | 150.00 | 125.00 | 100.00 | 85.00 | 75.00 |
| WOIC Washington | 300.00 | 240.00 | 180.00 | 150.00 | 120.00 | 100.00 | 90.00 |
| WGN-TV Chicago | 400.00 | 320.00 | 240.00 | 200.00 | 160.00 | — | — |
| WJBK-TV Detroit | 350.00 | 280.00 | 210.00 | 175.00 | 140.00 | 117.00 | 105.00 |
| WEWS Cleveland | 300.00 | 240.00 | 180.00 | 150.00 | 120.00 | 100.00 | 90.00 |

WORKING AGREEMENT STATIONS

| | | | | | | | |
|-------------------|----------|----------|----------|----------|----------|----------|----------|
| WNAC-TV Boston | \$300.00 | \$240.00 | \$180.00 | \$150.00 | \$120.00 | \$ 90.00 | \$ 60.00 |
| WNHC-TV New Haven | 250.00 | — | 150.00 | 120.00 | 100.00 | 75.00 | 50.00 |
| WRGB Schenectady | 200.00 | — | 125.00 | 100.00 | 88.00 | 75.00 | 50.00 |
| WTMJ-TV Milwaukee | 300.00 | 240.00 | 180.00 | 150.00 | 120.00 | 100.00 | 90.00 |
| KSD-TV St. Louis | 300.00 | 240.00 | 180.00 | 150.00 | 120.00 | 100.00 | 90.00 |
| WSPD-TV Toledo | 150.00 | 120.00 | 90.00 | 75.00 | 60.00 | 50.00 | 45.00 |

Class B—All other periods.

PRIMARY CBS AFFILIATES

| | | | | | | | |
|----------------------|----------|----------|----------|----------|----------|----------|----------|
| WCBS-TV New York | \$600.00 | \$480.00 | \$360.00 | \$300.00 | \$240.00 | \$200.00 | \$170.00 |
| WCAU-TV Philadelphia | 180.00 | 144.00 | 108.00 | 90.00 | 72.00 | 60.00 | 54.00 |
| WMAR-TV Baltimore | 150.00 | 120.00 | 90.00 | 75.00 | 60.00 | 50.00 | 45.00 |
| WOIC Washington | 180.00 | 144.00 | 108.00 | 90.00 | 72.00 | 60.00 | 54.00 |
| WGN-TV Chicago | 240.00 | 192.00 | 144.00 | 120.00 | 96.00 | — | — |
| WJBK-TV Detroit | 210.00 | 168.00 | 126.00 | 105.00 | 84.00 | 70.00 | 63.00 |
| WEWS Cleveland | 180.00 | 144.00 | 108.00 | 90.00 | 72.00 | 60.00 | 54.00 |

WORKING AGREEMENT CITIES

| | | | | | | | |
|-------------------|----------|----------|----------|----------|-----------------|---------|---------|
| WNAC-TV Boston | \$225.00 | \$180.00 | \$135.00 | \$112.50 | \$90.00 | \$67.50 | \$45.00 |
| WNHC-TV New Haven | — | — | — | — | NO CLASS B RATE | — | — |
| WRGB Schenectady | — | — | — | — | NO CLASS B RATE | — | — |
| WTMJ-TV Milwaukee | — | — | — | — | NO CLASS B RATE | — | — |
| KSD-TV St. Louis | 180.00 | 144.00 | 108.00 | 90.00 | 72.00 | 60.00 | 54.00 |
| WSPD-TV Toledo | 90.00 | 72.00 | 54.00 | 45.00 | 36.00 | 30.00 | — |

Frequency Discounts (See Section 6d): 26 times per year, 5%; 52 times per year, 10%; 104 times per year, 12½%; 208 times or more per year, 15%.

2. Use of Studio Facilities: The charge for use of studio facilities for rehearsal is at the rate of \$200 per hour. Maximum guaranteed availability at the ratio of 5 to 1 of air time. Additional facilities only as available. The foregoing charges apply to programs originating in our New York studios. Rates for originations outside of New York will be furnished on request.

3. Use of Film Facilities (For programs originating at WCBS-TV): 1 hour film, \$125; 40 minutes film, \$105; 30 minutes film, \$85; 20 minutes film, \$75; 15 minutes film, \$65; 10 minutes film, \$55; 5 minutes film, \$45. The above rates are for the pre-broadcast run-through normally required for sound film. For rehearsal of commentator, interpolation and cueing of material, etc., an additional film facilities charge is made at the rate of \$100 per hour of such rehearsal.

(Continued on next page)

NATIONAL BROADCASTING CO.

Television Network

Basic Rates in Effect Nov. 1, 1948
(Consult network for frequency discounts, specifications, etc.)

Network Personnel: See WNBT, New York City.

| Station | Time Charges for 6-11 p.m. | | | | | | |
|--------------------|----------------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | 1 Hour | 40 Min. | 30 Min. | 20 Min. | 15 Min. | 10 Min. | 5 Min. |
| WNBT, New York | \$1000.00 | \$750.00 | \$600.00 | \$500.00 | \$400.00 | \$350.00 | \$250.00 |
| WPTZ, Philadelphia | 400.00 | 300.00 | 240.00 | 200.00 | 160.00 | 140.00 | 100.00 |
| WRGB, Schenectady | 200.00 | 150.00 | 120.00 | 100.00 | 80.00 | 70.00 | 50.00 |
| WNBW, Washington | 250.00 | 187.50 | 150.00 | 125.00 | 100.00 | 87.50 | 62.50 |
| WBAL-TV, Baltimore | 250.00 | 187.50 | 150.00 | 125.00 | 100.00 | 87.50 | 62.50 |
| WTVR, Richmond | 100.00 | 75.00 | 60.00 | 50.00 | 40.00 | 35.00 | 25.00 |
| WBZ-TV, Boston | 200.00 | 150.00 | 120.00 | 100.00 | 80.00 | 70.00 | 50.00 |
| WNBK, Cleveland | 250.00 | 187.50 | 150.00 | 125.00 | 100.00 | 87.50 | 62.50 |
| WNBQ, Chicago | 500.00 | 375.00 | 300.00 | 250.00 | 200.00 | 175.00 | 125.00 |
| WBEN-TV, Buffalo | 250.00 | 187.50 | 150.00 | 125.00 | 100.00 | 87.50 | 62.50 |
| WWJ-TV, Detroit | 250.00 | 187.50 | 150.00 | 125.00 | 100.00 | 87.50 | 62.50 |
| KSD-TV, St. Louis | 250.00 | 187.50 | 150.00 | 125.00 | 100.00 | 87.50 | 62.50 |
| WTMJ-TV, Milwaukee | 250.00 | 187.50 | 150.00 | 125.00 | 100.00 | 87.50 | 62.50 |
| WSPD-TV, Toledo | 150.00 | 112.50 | 90.00 | 75.00 | 60.00 | 52.50 | 37.50 |
| Total | \$4500.00 | \$3375.00 | \$2700.00 | \$2250.00 | \$1800.00 | \$1575.00 | \$1125.00 |

NBC also lists the following stations, now on or about to go on the air, as its additional network affiliates, though they are not yet connected by coaxial cable or microwave relay; see each station's rate card for its rates:

| | |
|---------------------|-------------------------------|
| WSB-TV, Atlanta | WMCT, Memphis |
| KOB-TV, Albuquerque | KSTP-TV, Minneapolis-St. Paul |
| WBAP-TV, Fort Worth | KDYL-TV, Salt Lake City |
| WAVE-TV, Louisville | KRSC-TV, Seattle |
| WLW-TV, Cincinnati | KPIX, San Francisco |

- Use of Remote Pickup Facilities: For programs utilizing normal equipment and crew, including practicable rehearsal time at remote location, \$800 per pickup. The foregoing charge applies to pickups in the New York area. Rates for remote pickups in other cities will be furnished on request. Note: Charges on request for remote pickups requiring additional rehearsal time, additional facilities such as extra relay transmitter, cameras, special lighting, special telephone lines, film facilities, studio facilities, etc.
- Other Available Services: Charges on request for packaged programs, sports events, film and other programs and components, announcers, commentators, talent, etc.
- Miscellaneous: (a) *Commissions*—Charges for air time and/or use of facilities, under Sections 1 through 5 are subject to 15% commission to recognized advertising agencies. (b) *Frequency Discounts*—Air Time periods (under Section 1) of any length and in different time classifications may be combined for Frequency Discounts to the extent that the higher priced periods earn a discount for the lower, but not vice versa. Discounts are allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned. (c) *Time of Payment*—Charges are payable immediately after each broadcast unless other arrangements have been made prior to broadcast. (d) *Frequency of Programs*—Contracts are normally drawn for a minimum of 13 programs at intervals of not more than two weeks. Contracts on any other frequency basis must be made by special arrangement. (e) *Acceptability of Programs, Product, Continuity*—Facilities will be furnished only for programs, products and continuities acceptable to CBS. Type of audience and program balance may affect acceptability of program, product or continuity for specific time periods. CBS will be glad to discuss such acceptability for specific time periods in advance of receipt of order.

DuMONT TELEVISION NETWORK

Network Personnel: See Station WABD, New York City.

NO RATE CARD AVAILABLE—DuMont Television Network at present comprises basic hookup of WABD, New York City; WTTG, Washington; WNHC-TV, New Haven, Conn., with other stations available as follows: WFIL-TV, Philadelphia; WAAM, Baltimore; WNAC-TV, Boston; WDTV, Pittsburgh; WEWS, Cleveland; and others for which arrangements can be made. DuMont also offers Tele-Transcription service to various stations, interconnected or not.

Part II — TV Stations: Rates and Data

Includes 51 Stations Operating Commercially as of January 1, 1949

Plus 4 Others Due to Start in January:

WOIC, Washington, D. C.; WDTV, Pittsburgh, Pa.; KECA-TV, Los Angeles; KGO-TV, San Francisco

KNBH, Los Angeles, also due to start in January, but rate card not included.

Receiving sets and families are estimates as of Dec. 1, 1948 by NBC Research Dept., unless otherwise indicated.

Families are total estimated within 40-mi. radius (.5 Mv)

CALIFORNIA

LOS ANGELES

60,700 Sets; 1,372,000 Families

KFI-TV

Grantee (STA): Earle C. Anthony Inc. Address: 141 N. Vermont Ave.

Studio: 141 N. Vermont Ave. Transmitter: Mt. Wilson.

Telephone: Fairfax 2121.

AM Affiliate: KFI. 50,000 watts, 640 kc (NBC). FM Affiliate: KFI-FM. 287 kw, 105.9 mc (No. 290), 2,900 ft antenna height.

Began Commercial Operation: Aug. 14, 1948.

Personnel:

Earle C. Anthony, *president*.

W. B. Ryan, *general manager*.

Haan J. Tyler, *manager, KFI-TV*.

Ronald Oxford, *executive producer*.

Robert Livingston, *director of remote programming*.

James H. Love, *film editor*.

Curtis Mason and H. L. Blatterman, *chief engineers*.

Technical Facilities: Channel No. 9 (186-192 mc). Visual power, 31.4 kw. Aural power, 15.7 kw. Antenna height, 3,100 ft above average terrain; 199 ft above ground.

RATE CARD NO. 1—Sept. 15, 1948

GENERAL ADVERTISING

Rates are for station time only and do not include talent, production facilities and rehearsal charges, or remote charges.

Announcements and programs cannot be combined to earn dis-

counts. All broadcasts placed with the station for the advertiser for consecutive broadcasting within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five-minute or longer programs.

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

All rates guaranteed only for the number of weeks contracted for, (not to exceed 52 weeks). Contiguous rates will only be allowed when programs are run contiguously.

Contracts on programs accepted 60 days in advance of initial broadcast. Contracts on announcements and participations accepted 30 days in advance of initial broadcast.

This rate card is for informative purposes only and does not constitute an offer on the part of the station.

TIME RATES

(Studio, remote or film programs)

| Period | % | | | | | | |
|-------------|----------|----------|----------|----------|----------|----------|-------------|
| | 1-25 | 26-51 | 52-103 | 104-155 | 156-311 | 312-467 | 468 or more |
| 1 Hr. --- | \$400.00 | \$380.00 | \$360.00 | \$340.00 | \$320.00 | \$310.00 | \$300.00 |
| 40 Min. --- | 320.00 | 304.00 | 288.00 | 272.00 | 256.00 | 248.00 | 240.00 |
| 30 Min. --- | 240.00 | 228.00 | 216.00 | 204.00 | 192.00 | 184.00 | 180.00 |
| 20 Min. --- | 200.00 | 190.00 | 180.00 | 170.00 | 160.00 | 155.00 | 150.00 |
| 15 Min. --- | 160.00 | 152.00 | 144.00 | 136.00 | 128.00 | 124.00 | 120.00 |
| 10 Min. --- | 140.00 | 133.00 | 126.00 | 119.00 | 112.00 | 108.50 | 105.00 |
| 5 Min. --- | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 | 77.50 | 75.00 |
| 1 Min. --- | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 | 58.12 | 56.25 |
| 30 Sec. --- | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 | 38.75 | 37.50 |

Commercial Time Allotments: 5-minute program, 1:45 min.; 10 minutes, 2:00 min.; 15 minutes, 2:30 min.; 20 minutes, 2:45 min.; 30 minutes, 3:00 min.; 40 minutes, 4:00 min.; 60 minutes, 6:00 min.

Studio Rehearsal and Production Facilities Charges: Studio rehearsal time and production facilities charges for live programs quoted on request. KFI-TV reserves the right to require sufficient rehearsal time to assure proper program presentation. No studio rehearsal or production facilities charge for all-film programs with complete sound.

Announcement Production Facilities Charges: Studio rehearsal and production facilities charge for live announcements quoted on request. No studio rehearsal and production facilities charge for all-film announcements with complete sound.

Remotes: Remote charges on request.

Represented by: Edward Petry & Co. Inc.

KECA-TV

Grantee (STA): American Broadcasting Co. Inc. Address: 6363 Sunset Blvd.

Studio: 1708 Talmadge St. Transmitter: Mt. Wilson.

Telephone: Hudson 2-3141.

AM Affiliate: KECA. 5,000 watts, 790 kc (ABC). FM Affiliate: KECA-FM. 290 kw, 95.5 mc (No. 238), 2,900 ft antenna height.

Begins Commercial Operation: January, 1949.

Personnel:

Charles C. Barry, *v.p. in charge of Western Div.*
 Richard Goggin, *program manager, Western Div.*
 Philip G. Caldwell, *manager, technical operations, Western Div.*
 Frank Samuels, *sales manager, Western Div.*
 James T. Vandever, *field director, Western Div.*
 Clyde P. Scott, *general manager.*
 R. G. Denechoud, *engineering operations supervisor.*

Technical Facilities: Channel No. 7 (174-180 mc). Visual power, 29.4 kw. Aural power, 14.7 kw. Antenna height, 3,041 ft above average terrain; 291 ft above ground.

RATE CARD NO. 1

June 1, 1948

For specifications, see WJZ-TV, New York City, which are identical except for the following for KECA-TV:

Studio Rehearsal Charges: The hourly rates for KECA-TV studio rehearsal time are as follows: Program—All Live, \$150 (If film is used in conjunction with a live program an additional flat charge of \$60 will be made for use of the film studio, regardless of length of the rehearsal). Program—All Film, \$60 (If live voice over film is used, add 50% to "Program All Film" rates).

RATES

Class A—7 to 10:30 pm Monday through Friday and 12 Noon to 10:30 pm Saturday and Sunday.

| Period | Number of Times Per Year | | | | | | |
|----------------|--------------------------|----------|----------|-----------|------------|------------|----------|
| | 1 to 12 | 13 to 25 | 26 to 51 | 52 to 103 | 104 to 259 | 260 to 399 | Over 400 |
| 1 Hour | \$500.00 | \$475.00 | \$462.50 | \$450.00 | \$437.50 | \$425.00 | \$400.00 |
| 1/2 Hour | 300.00 | 285.00 | 277.50 | 270.00 | 262.50 | 255.00 | 240.00 |
| 1/4 Hour | 200.00 | 190.00 | 185.00 | 180.00 | 175.00 | 170.00 | 160.00 |
| 10 Minutes | 166.67 | 158.34 | 154.17 | 150.00 | 145.84 | 141.67 | 133.34 |
| 5 Minutes | 133.33 | 126.67 | 123.33 | 120.00 | 116.66 | 113.33 | 106.66 |
| 1 Min. or less | 100.00 | 95.00 | 92.50 | 90.00 | 87.50 | 85.00 | 80.00 |

Class B—5 to 7 pm Monday through Friday and 10:30 to 11 pm Daily.

| | | | | | | | |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$375.00 | \$356.25 | \$346.88 | \$337.50 | \$328.13 | \$318.75 | \$300.00 |
| 1/2 Hour | 225.00 | 213.75 | 208.13 | 202.50 | 196.88 | 191.25 | 180.00 |
| 1/4 Hour | 150.00 | 142.50 | 138.75 | 135.00 | 131.25 | 127.50 | 120.00 |
| 10 Minutes | 125.00 | 118.75 | 115.63 | 112.50 | 109.38 | 106.25 | 100.00 |
| 5 Minutes | 100.00 | 95.00 | 92.50 | 90.00 | 87.50 | 85.00 | 80.00 |
| 1 Min. or less | 75.00 | 71.25 | 69.38 | 67.50 | 65.63 | 63.75 | 60.00 |

Class C—All other times day and night.

| | | | | | | | |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$300.00 | \$285.00 | \$277.50 | \$270.00 | \$262.50 | \$255.00 | \$240.00 |
| 1/2 Hour | 180.00 | 171.00 | 166.50 | 162.00 | 157.50 | 153.00 | 144.00 |
| 1/4 Hour | 120.00 | 114.00 | 111.00 | 108.00 | 105.00 | 102.00 | 96.00 |
| 10 Minutes | 100.00 | 95.00 | 92.50 | 90.00 | 87.50 | 85.00 | 80.00 |
| 5 Minutes | 80.00 | 76.00 | 74.00 | 72.00 | 70.00 | 68.00 | 64.00 |
| 1 Min. or less | 60.00 | 57.00 | 55.50 | 54.00 | 52.50 | 51.00 | 48.00 |

Represented by: ABC Spot Sales.

Station Facilities: Two studios with four dolly-mounted cameras in each studio. Film facilities include two 16mm and two 35mm projectors, five slide projectors. Remote facilities include two sets of field equipment with three cameras in each unit.

KLAC-TV *

Grantee (STA): KMTR Radio Corp. Address: 1000 Cahuenga Blvd.

Studio: 1000 Cahuenga Blvd. Transmitter: Mt. Wilson.

Telephone: Hillside 1161.

AM Affiliate: KLAC. 1,000 watts (CP for 5,000 watts), 570 kc.

Began Commercial Operation: Sept. 17, 1948.

Personnel:

Mrs. Dorothy Thackrey, *president.*
 Don Fedderson, *v.p. and general manager.*
 David Lundy, *general sales manager.*
 Paul C. Schulz, *chief engineer.*

Technical Facilities: Channel No. 13 (210-216 mc). Visual power, 28.1 kw. Aural power, 14.8 kw. Antenna height, 2,955 ft above average terrain. 237 ft above ground.

Television Rates & Factbook

RATE CARD NO. 1

Sept. 15, 1948

TIME RATES

| Times | 1 Hr. | 40 Min. | 30 Min. | 20 Min. | 15 Min. | 10 Min. | 5 Min. |
|---|----------|----------|----------|----------|----------|----------|----------|
| Class A Time—6 to 11 p.m. Monday through Friday. 12 M to 11 p.m. Saturday and Sunday. | | | | | | | |
| 1 | \$450.00 | \$360.00 | \$270.00 | \$225.00 | \$180.00 | \$135.00 | \$112.50 |
| 13 | 405.00 | 324.00 | 243.00 | 202.50 | 162.00 | 121.50 | 101.25 |
| 26 | 393.75 | 315.00 | 236.25 | 197.00 | 157.50 | 118.25 | 98.50 |
| 39 | 382.50 | 306.00 | 229.50 | 191.25 | 153.00 | 114.75 | 95.75 |
| 52 | 371.25 | 297.00 | 222.75 | 185.75 | 148.50 | 111.50 | 93.00 |
| 104 | 360.00 | 288.00 | 216.00 | 180.00 | 144.00 | 108.00 | 90.00 |
| 260 | 337.50 | 270.00 | 202.50 | 168.75 | 135.00 | 101.25 | 84.50 |

Class B Time—All time not designated as Class A time.

| | | | | | | | |
|-----|----------|----------|----------|----------|----------|---------|---------|
| 1 | \$300.00 | \$240.00 | \$180.00 | \$150.00 | \$120.00 | \$90.00 | \$75.00 |
| 13 | 270.00 | 216.00 | 162.00 | 135.00 | 108.00 | 81.00 | 67.50 |
| 26 | 262.50 | 210.00 | 157.50 | 131.25 | 105.00 | 78.75 | 65.75 |
| 39 | 255.00 | 204.00 | 153.00 | 127.50 | 102.00 | 76.50 | 63.75 |
| 52 | 247.50 | 198.00 | 148.50 | 123.75 | 99.00 | 74.25 | 62.00 |
| 104 | 240.00 | 192.00 | 144.00 | 120.00 | 96.00 | 72.00 | 60.00 |
| 260 | 225.00 | 180.00 | 135.00 | 112.50 | 90.00 | 67.50 | 56.25 |

ONE-MINUTE TIME SIGNALS

| Times | 1-Minute | | Time Signals | |
|-------|----------|---------|--------------|---------|
| | Class A | Class B | Class A | Class B |
| 1 | \$67.50 | \$45.00 | \$50.00 | \$36.00 |
| 13 | 60.75 | 40.50 | 48.50 | 32.50 |
| 26 | 59.00 | 39.50 | 47.25 | 31.50 |
| 39 | 57.50 | 38.25 | 46.00 | 30.50 |
| 52 | 55.75 | 37.25 | 45.50 | 29.75 |
| 104 | 54.00 | 36.00 | 43.25 | 28.75 |
| 260 | 50.00 | 33.75 | 40.50 | 27.00 |

FILM PROJECTION

Class B time rates apply at all times on all film projection.

Rates shown above apply to contracts completed within 12 months. Program periods and announcements may not be combined to earn frequency discounts. Rates shown above are based on 25,000 to 40,000 television sets in the Greater Los Angeles Area. No contract has guaranteed rate-protection beyond 13 weeks of date of acceptance.

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

Remote Control: Complete facilities available. Rates on request.

Special Sets: Constructed at cost of material and labor.

Combination Rates: Simultaneous use of KLAC-TV and KLAC, 10% discount.

Agency Commission: 15% on time, only, to recognized advertising agencies. Commission on talent or service payable only when specified on accepted contract. Bills due and payable when rendered.

Cash Discount: 2% on time, only, may be deducted if paid within ten days from date of bill.

* Sale of KMTR Radio Corp. to Warner Brothers Pictures Inc. pending FCC approval.

KTLA

Grantee (STA): Paramount Television Productions Inc. Address: 5451 Marathon St.

Studio: 5451 Marathon St. Transmitter: Mt. Wilson.

Telephone: Hollywood 2411.

Motion Picture Company Affiliation: Paramount Pictures.

Began Commercial Operation: Jan. 22, 1947.

Personnel:

Paul Raibourn, *president.*
 Klaus Landsberg, *West Coast director of television and general manager, KTLA.*
 Philip Booth, *program director.*
 J. Gordon Wright, *production supervisor.*
 Harry Y. Maynard, *sales manager.*
 Leland G. Muller, *film program director.*
 John Rice, *news editor.*
 Raymond Moore, *engineering supervisor.*
 Charles Theodore, *studio operations supervisor.*
 John Silva, *remote operations supervisor.*
 John Dickinson, *Eastern Sales Representative, Paramount Pictures, 1501 Broadway, New York City.*

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 30 kw. Aural power, 15 kw. Operating with 17 kw interim power. Antenna height, 2,921 ft above average terrain; 250 ft above ground.

RATE CARD NO. 2

November 1, 1948

Class A—6:00 p.m. to 11:00 p.m. Monday through Friday, 12:00 noon-11:00 p.m. Saturday and Sunday.

| Period | Time | Live Studio | Film Studio |
|------------------|----------|-------------|-------------|
| 1 Hour | \$250.00 | \$250.00 | \$150.00 |
| 45 Minutes | 200.00 | 200.00 | 120.00 |
| 40 Minutes | 187.50 | 187.50 | 112.50 |
| 30 Minutes | 150.00 | 150.00 | 90.00 |
| 20 Minutes | 125.00 | 125.00 | 75.00 |
| 15 Minutes | 100.00 | 100.00 | 60.00 |
| 10 Minutes | 87.50 | 87.50 | 45.00 |
| 5 Minutes | 62.50 | 62.50 | 30.00 |
| 1 Minute or Less | 42.50 | 42.50 | 22.50 |

(Continued on next page)

Class B—5:00 p.m. to 6:00 p.m. Monday through Friday.

| | | | |
|------------------|----------|----------|----------|
| 1 Hour | \$137.50 | \$250.00 | \$150.00 |
| 45 Minutes | 102.00 | 200.00 | 120.00 |
| 40 Minutes | 95.60 | 187.50 | 112.50 |
| 30 Minutes | 76.50 | 150.00 | 90.00 |
| 20 Minutes | 63.70 | 125.00 | 75.00 |
| 15 Minutes | 51.00 | 100.00 | 60.00 |
| 10 Minutes | 45.50 | 87.50 | 45.00 |
| 5 Minutes | 33.00 | 62.50 | 30.00 |
| 1 Minute or Less | 22.30 | 42.50 | 22.50 |

Class C—All other times, day and night

| | | | |
|------------------|---------|----------|----------|
| 1 Hour | \$50.00 | \$250.00 | \$150.00 |
| 45 Minutes | 40.00 | 200.00 | 120.00 |
| 40 Minutes | 37.50 | 187.50 | 112.50 |
| 30 Minutes | 30.00 | 150.00 | 90.00 |
| 20 Minutes | 25.00 | 125.00 | 75.00 |
| 15 Minutes | 20.00 | 100.00 | 60.00 |
| 10 Minutes | 17.50 | 87.50 | 45.00 |
| 5 Minutes | 12.50 | 62.50 | 30.00 |
| 1 Minute or Less | 8.75 | 42.50 | 22.50 |

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

1. Agency Commission: KTLA will allow 15% commission on time and facilities charges to advertising agencies recognized by KTLA.
2. Frequency Discounts: (a) Frequency discounts will be allowed on time charges only and are based on total number used within each rate section during a consecutive 12-month period. Less than 13 times, none; 13 to 25 times, 5%; 26 to 38 times, 7½%; 39 to 51 times, 10%; 52 to 103 times, 12½%; 104 to 155 times, 15%; 156 to 207 times, 17½%; 208 or more times, 20%. (b) Announcements and programs may not be combined for purposes of obtaining a higher frequency discount.
3. Studio Services: Studio facilities for rehearsal will be charged for at the rate of \$25.00 per half hour. (A minimum charge for one-half hour of rehearsal will be made by the station except for live spot announcements.) No studio rehearsal charge on independent announcements of one minute or less if announcement is complete on film. KTLA reserves the right to require a minimum rehearsal time to maintain a high standard of program quality.
4. Special Services—Remotes: Cost of originating programs outside of KTLA studios are subject to individual estimate and quotation.
5. Program and Production Services: Services of KTLA program department in arranging and presenting programs are available to the advertiser. A charge will be made for programs requiring special production.
6. General Regulations: (a) The rates quoted herein are subject to change without notice. (b) One year contracts will be accepted for the purpose of earning discounts, but above rates are guaranteed for only twenty-six weeks from date of first telecast. (c) Separate contracts are required for announcements up to one minute, and programs of five minutes or longer. (d) All programs and copy are subject to station approval. (e) Contracts will not be accepted more than 30 days in advance of first telecast. (f) No periods are sold in bulk for resale.

Represented by: Weed & Co.

Station Facilities: Studio (50x65 ft) contains four cameras, includes separate rehearsal studio (24x30 ft). Film studio contains two film pickup cameras, two slide pickup cameras, three 16mm projectors, multiple slide projectors, one balopticon. News service is UP and Acme. Transcription service is World. Two mobile units for remote pickups include four image orthicons.

KTSL*

Grantee (STA): Don Lee Broadcasting System. Address: 1313 N. Vine St.

Studio: 1313 N. Vine St. and Mt. Lee. Transmitter: Mt. Lee.

Telephone: Hudson 2-2133.

AM Affiliate: KHJ. 5,000 watts, 930 kc (MBS). FM Affiliate: KHJ-FM. 4.8 kw, 101.1 mc (No. 266), 870 ft antenna height.

Personnel:

- Thomas S. Lee, *president.*
- Lewis Allen Weiss, *v.p. and general manager.*
- Willet H. Brown, *v.p. and asst. general manager.*
- A. M. Quinn, *secretary-treasurer.*
- Ward Ingram, *general sales manager.*
- Carlton Winckler, *program coordinator.*
- Harry R. Lubcke, *television technical director.*

Technical Facilities: Channel No. 2 (54-60 mc). Visual power, 18 kw. Aural power, 9 kw. Antenna height, 1,779 ft above average terrain; 300 ft above ground.

RATE CARD NO. TV-1
May 10, 1948

STATION TIME RATES—INCLUDING FILM PROJECTION

Class A—7 p.m. to 11 p.m. Mon. thru Fri.; 1 p.m. to 11 p.m. Sat. and Sun.

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

Class B—5 p.m. to 7 p.m. Mon. thru Fri.

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

Class C—All other time.

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

ANNOUNCEMENTS—INCLUDING FILM PROJECTION

| | | | | | | | |
|-------------|---------|-------|--------|---------|---------|---------|-------|
| Period | | 1-51 | 52-103 | 104-155 | 156-207 | 208-259 | 260+ |
| 1 Minute | Class A | 60.00 | 58.00 | 56.00 | 54.00 | 52.00 | 50.00 |
| | Class B | 48.00 | 46.40 | 44.80 | 43.20 | 41.60 | 40.00 |
| | Class C | 39.00 | 37.70 | 36.40 | 35.10 | 33.80 | 32.50 |
| 30 Seconds | Class A | 45.00 | 43.00 | 41.00 | 39.00 | 37.00 | 35.00 |
| | Class B | 36.00 | 34.40 | 32.80 | 31.20 | 29.60 | 28.00 |
| | Class C | 29.25 | 27.95 | 26.65 | 25.35 | 24.05 | 22.75 |
| 20 Seconds | Class A | 35.00 | 33.00 | 31.00 | 29.00 | 27.00 | 25.00 |
| | Class B | 28.00 | 26.40 | 24.80 | 23.20 | 21.60 | 20.00 |
| | Class C | 22.75 | 21.45 | 20.15 | 18.85 | 17.55 | 16.25 |
| Time Signal | Class A | 35.00 | 33.00 | 31.00 | 29.00 | 27.00 | 25.00 |
| | Class B | 28.00 | 26.40 | 24.80 | 23.20 | 21.60 | 20.00 |
| | Class C | 22.75 | 21.45 | 20.15 | 18.85 | 17.55 | 16.25 |

Studio Facility Rates for Live Telecasts: In order to provide minimum charges to clients, each live show will be figured on the basis of its requirements. This assures adequate time but no overcharge for time facilities not used.

Remote Pickup Rates: As there are many variables in remote pickups, each one will be quoted separately in order to insure minimum charges to clients.

Represented by: John Blair & Co.

Station Facilities: Vine Street studios measure 60x65x30 ft and each (of 4) has audience capacity of 350. Mt. Lee studios measure 60x100x30 ft and 26x45x16 ft. Cameras include three iconoscopes, four image orthicons, two orthicons, three studio image orthicons. News services are AP, INS, City News Service. Two mobile units are completely equipped.

* Experimental TV station W6XAO is operating under special temporary authority (STA) on a commercial basis. Call letters KTSL have been reserved when regular commercial grant is made.

KTTV

Grantee (STA): KTTV Inc.* Address: 1025 N. Highland Ave.

Studio: 1025 N. Highland Ave. Transmitter: Mt. Wilson.

Telephone: Hudson 2-1301.

AM Affiliate: KNX. 50,000 watts, 1070 kc (CBS). FM Affiliate: KNX-FM. 297 kw, 93.1 (No. 226), 2,800 ft antenna height. Newspaper Affiliates: Los Angeles Times and Los Angeles Mirror.

Began Commercial Operation: Jan. 1, 1949.

Personnel:

- Harry W. Witt, *general manager.*
- Hal Hudson, *program director.*
- Frank King, *sales manager.*
- Raymond Montfort, *chief engineer.*
- David Crandell, *director of program operations.*
- Robert Breckner, *director of film.*

Technical Facilities: Channel No. 11 (198-204 mc). Visual power, 31.5 kw. Aural power, 16.6 kw. Antenna height, 2,345 ft above average terrain; 142 ft above ground.

* Owned 51% by Times-Mirror Co., 49% by Columbia Broadcasting System Inc.

RATE CARD NO. 1

Jan. 1, 1949

1. Air Time

| | | |
|------------|----------|----------|
| Period | Class A* | Class B† |
| 1 Hour | \$500.00 | \$300.00 |
| 40 Minutes | 400.00 | 240.00 |
| 30 Minutes | 300.00 | 180.00 |
| 20 Minutes | 250.00 | 150.00 |
| 15 Minutes | 200.00 | 120.00 |
| 10 Minutes | 166.50 | 100.00 |
| 5 Minutes | 142.50 | 85.50 |

* Between 7 pm and 10:30 pm, Monday through Friday; 1 pm and 10:30 pm Saturdays and Sundays.
† All other times.

2. Announcements

- (a) Station breaks and service announcements on sound film \$ 75.00 \$ 45.00
- (b) One-minute announcements on sound film 100.00 60.00

Frequency Discounts: 26 times per year, 5%; 52 times per year, 10%; 104 times per year, 12½%; 208 times per year, 15%.

3. Use of Film Facilities: The above rates include the use of film facilities. On film programs requiring rehearsal of commentator, interpolation and cueing of material, etc., a film facilities charge is made at the rate of \$50 per hour of such rehearsal.

4. Use of Studio Facilities: Charge for use of studio facilities for rehearsal quoted on request. KTTV reserves the right to require sufficient rehearsal time to assure proper program presentation.

KPIX

5. **Remote Pickup Facilities:** Complete facilities for field originations available. Rates for specific pickups computed in relation to costs involved.
6. **Other Available Services:** Charges on request for packaged programs, sports events, film and other programs and components, announcers, commentators, talent, etc.
7. **Miscellaneous:** (a) *Commissions*—Charges for air time and/or use of facilities under Sections 1 through 5 are subject to 15% commission to recognized advertising agencies. (b) *Frequency Discounts*—Air Time periods (under Section 1) of any length and in different time classifications may be combined for Frequency Discounts to the extent that the higher priced periods earn a discount for the lower, but not vice versa. All station breaks, service and 1-minute announcements under Section 2, regardless of time class, may be combined for Frequency Discounts. Section 1 and Section 2 may not be combined. Discounts are allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned. (c) *Time of Payment*—Charges are payable immediately after each broadcast unless other arrangements have been made prior to broadcast. (d) *Acceptability of Programs, Product, Continuity*—Facilities will be furnished only for programs, products and continuities acceptable to KTTV. Type of audience and program balance may effect acceptability of program, product or continuity for specific time periods. KTTV will be glad to discuss such acceptability for specific time periods in advance of receipt of order.

Represented by: CBS Radio Sales.

Station Facilities: Main studio is 40x40 ft, with seven studio and remote image orthicon cameras. Film facilities include both 16mm and 35mm projectors. Transcription services include AP and Lang-Worth. Mobile unit contains standard field equipment.

SAN FRANCISCO

1,500 Sets; 825,000 Families

KGO-TV

Grantee (STA): American Broadcasting Co. Inc. Address: 155 Montgomery St.

Studio and transmitter: Mt. Sutro.

Telephone: Exbrook 2-6544.

AM Affiliate: KGO. 50,000 watts, 810 kc. (ABC). **FM Affiliate:** KGO-FM. 50 kw, 106.1 mc (No. 291), 1,200 ft antenna height.

Begins Commercial Operation: January, 1949.

Personnel:

Gayle V. Grubb, *general manager*.
Kirk Torney, *sales manager*.
A. E. Evans, *chief engineer*.

Technical Facilities: Channel No. 7 (174-180 mc). Visual power, 27 kw. Aural power, 13 kw. Antenna height, 1,261 ft above average terrain; 506 ft above ground.

RATE CARD NO. 1 June 1, 1948

For specifications, see WJZ-TV, New York City, which are identical except for the following for KGO-TV:

Studio Rehearsal Charges: The hourly rates for KGO-TV studio rehearsal time are as follows: Program—All Live, \$150 (If film is used in conjunction with a live program an additional flat charge of \$60 will be made for use of the film studio, regardless of the length of the rehearsal). Program—All Film, \$60 (If live voice over film is used, add 50% to "Program All Film" rates).

RATES

Class A—7 to 10:30 pm Monday through Friday and 12 Noon to 10:30 pm Saturday and Sunday.

| Period | Number of Times Per Year | | | | | | |
|----------------|--------------------------|----------|----------|-----------|------------|------------|----------|
| | 1 to 12 | 13 to 25 | 26 to 51 | 52 to 103 | 104 to 259 | 260 to 399 | Over 400 |
| 1 Hour | \$350.00 | \$332.50 | \$323.75 | \$315.00 | \$306.25 | \$297.50 | \$280.00 |
| 1/2 Hour | 210.00 | 199.50 | 194.25 | 189.00 | 183.75 | 178.50 | 168.00 |
| 1/4 Hour | 140.00 | 133.00 | 129.50 | 126.00 | 122.50 | 119.00 | 112.00 |
| 10 Minutes | 116.67 | 110.84 | 107.92 | 105.00 | 102.09 | 99.17 | 93.34 |
| 5 Minutes | 93.33 | 88.66 | 86.33 | 84.00 | 81.66 | 79.33 | 74.66 |
| 1 Min. or less | 70.00 | 66.50 | 64.75 | 63.00 | 61.25 | 59.50 | 56.00 |

Class B—5 to 7 pm Monday through Friday and 10:30 to 11 pm Daily.

| | | | | | | | |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$262.50 | \$249.38 | \$242.81 | \$236.25 | \$229.69 | \$223.13 | \$210.00 |
| 1/2 Hour | 157.50 | 149.63 | 145.69 | 141.75 | 137.81 | 133.88 | 126.00 |
| 1/4 Hour | 105.00 | 99.75 | 97.13 | 94.50 | 91.88 | 89.25 | 84.00 |
| 10 Minutes | 87.50 | 83.13 | 80.94 | 78.75 | 76.56 | 74.38 | 70.00 |
| 5 Minutes | 70.00 | 66.50 | 64.75 | 63.00 | 61.25 | 59.50 | 56.00 |
| 1 Min. or less | 52.50 | 49.88 | 48.56 | 47.25 | 45.94 | 44.63 | 42.00 |

Class C—All other times day and night.

| | | | | | | | |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$210.00 | \$199.50 | \$194.25 | \$189.00 | \$183.75 | \$178.50 | \$168.00 |
| 1/2 Hour | 126.00 | 119.70 | 116.55 | 113.40 | 110.25 | 107.10 | 100.80 |
| 1/4 Hour | 84.00 | 79.80 | 77.70 | 75.60 | 73.50 | 71.40 | 67.20 |
| 10 Minutes | 70.00 | 66.50 | 64.75 | 63.00 | 61.25 | 59.50 | 56.00 |
| 5 Minutes | 56.00 | 53.20 | 51.80 | 50.40 | 49.00 | 47.60 | 44.80 |
| 1 Min. or less | 42.00 | 39.90 | 38.85 | 37.80 | 36.75 | 35.70 | 33.60 |

Represented by: ABC Spot Sales.

Station Facilities: Two studios (23x40-ft and 23x36-ft), with three dolly-mounted cameras in each studio. Film facilities include two 16mm and two 35mm projectors, two slide projectors. Remote facilities consist of one set of field equipment with three cameras.

Grantee (STA): Associated Broadcasters Inc. Address: Mark Hopkins Hotel.

Studio and transmitter: Mark Hopkins Hotel.

Telephone: Exbrook 2-4567.

AM Affiliate: KSFO. 5,000 watts (1,000 night), 560 kc. Holds CP for 50,000 watts, 740 kc.

Began Commercial Operation: Dec. 25, 1948.

Personnel:

Wesley I. Dumm, *president*.
Philip G. Lasky, *v.p. and general manager*.
John G. Campbell, *commercial manager*.
A. E. Towne, *director of engineering*.
Keith Kerby, *program director*.

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 29.9 kw. Aural power, 15.4 kw. Antenna height, 540 ft above average terrain; 354 ft above ground.

RATE CARD NO. 1 Nov. 22, 1948

Class A Time—6 pm to 10:30 pm daily and 1 to 6 pm Sat. & Sun.
Class B Time—5 to 6 pm except Sat. & Sun.
Class C Time—All other hours.

| Period | Class A | Class B | Class C |
|----------------------------|----------|----------|----------|
| 1 Hour | \$250.00 | \$187.50 | \$125.00 |
| 40 Minutes | 200.00 | 150.00 | 100.00 |
| 30 Minutes | 150.00 | 112.50 | 75.00 |
| 20 Minutes | 125.00 | 94.00 | 62.50 |
| 15 Minutes | 100.00 | 75.00 | 50.00 |
| 10 Minutes | 87.50 | 66.00 | 44.00 |
| 5 Minutes | 62.50 | 47.00 | 31.50 |
| 2 Minutes (Film or Slides) | 50.00 | 37.50 | 25.00 |
| 1 Minute (Film or Slides) | 37.50 | 28.50 | 19.00 |

Prices quoted above include facilities for films or slides, but not live programs for rehearsal or pre-showings. Production, talent, technical charges and remote pick-ups quoted individually upon request. The above rates will be guaranteed for six months on non-cancellable contracts.

Studio Rehearsal Time: \$25 first half hour minimum, \$10 for each additional half hour.

Discounts: A discount of 20% will be allowed upon the completion of 52 consecutive weeks on KPIX and will be based on the lowest weekly billing in the 52 week period. This discount is for time periods only and is not allowed on announcements or participations.

KSFO Combination: When KSFO is used by the same advertiser in the amount of 50% or more of the billing on KPIX, an additional discount of 10% on KPIX time charges will be allowed.

Political Rates: Same as above; no discounts allowed.

Represented by: Bolling Co.

Station Facilities: Three studios, one being 25x40 ft, other two, 20x30 ft. Cameras consist of two field camera chains. Film facilities include two 16mm projectors, one slide projector. Mobile unit includes both field cameras and microwave relay equipment.

CONNECTICUT

NEW HAVEN

11,000 Sets; 557,000 Families

WNHC-TV

TV Network Service: DuMont.

Grantee (STA): Elm City Broadcasting Corp., 1110 Chapel St.

Studio: 1110 Chapel St. **Transmitter:** Gaylord Mt.

Telephone: 8-0196.

AM Affiliate: WNHC. 250 watts, 1340 kc. **FM Affiliate:** WNHC-FM. 20 kw, 99.1 mc (No. 256), 490 ft antenna height.

Personnel:

Patrick J. Goode, *president*.
Aldo De Dominicis, *secretary-treasurer*.
James T. Milne, *general manager*.
Vincent De Laurentis, *chief engineer*.

Technical Facilities: Channel No. 6 (82-88 mc). Visual power, 1.82 kw. Aural power, 957 watts. Antenna height, 510 ft above average terrain; 190 ft above ground. *Request pending to increase to 18.9 kw visual, 9.45 kw aural powers.*

RATE CARD NO. 1 May 1, 1948

STUDIO OR REMOTE PROGRAMS

| | 1 min. | 5 mins. | 10 mins. | 15 mins. | 20 mins. | 30 mins. | 60 mins. |
|--|--------|---------|----------|----------|----------|----------|----------|
| | \$25 | \$50 | \$75 | \$100 | \$120 | \$150 | \$250 |

Frequency Discounts (Applicable to Time Charges Only): 26 times, 5%; 52 times, 10%; 104 times, 15%.

Studio Show Rehearsal: \$25 per hour or any fraction thereof.

Special Facilities: Rates for network stations, remote pickups, package programs, participations, and for production services such as talent, sets, costumes, film cutting and editing, are available upon request. Additional charges will be made for the production of the commercial message. They will be determined by the type of commercial treatment agreed upon and the amount of preparation involved.

Represented by: William G. Rambeau Co.

DISTRICT OF COLUMBIA

WASHINGTON

24,500 Sets; 691,000 Families
Source of Set Figure: Stations Committee

WMAL-TV

TV Network Service: ABC.

Grantee (STA): Evening Star Broadcasting Co. Inc. Address: Translux Bldg.

Studio: 1625 K St. N.W. Transmitter: American University.

Telephone: National 5400.

AM Affiliate: WMAL. 5,000 watts, 630 kc. (ABC). FM Affiliate: WMAL-FM 20 kw, 107.3 mc (No. 297), 475 ft antenna height. Newspaper Affiliation: Washington Evening Star.

Began Commercial Operation: Oct. 3, 1947.

Personnel:

- Kenneth H. Berkeley, v.p. and general manager.
- Ben B. Baylor Jr., asst. general manager and sales manager.
- Fred Shawn, manager of television and broadcast operations.
- Harry Hoskinson, asst. manager of television.
- Arthur Weld Jr., television production director.
- Frank Harvey, television chief engineer.
- Earl Hilburn, asst. chief engineer.

Technical Facilities: Channel No. 7 (174-180 mc). Visual power: 27.7 kw. Aural power: 13.9 kw. Antenna height: 542 ft above average terrain: 400 ft above ground.

RATE CARD NO. 2
July 1, 1948

PROGRAMS—Net Frequency Rates Per Program

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

| | Times per Year | | | | | |
|--|----------------|----------|----------|-----------|------------|-------------|
| | 1 to 12 | 13 to 25 | 26 to 51 | 52 to 103 | 104 to 259 | 260 or more |
| Class A—7 to 11 p.m. Mon. thru Fri. & 12 n. to 11 p.m. Sat. & Sun. | | | | | | |
| 1 Hour | \$300.00 | \$285.00 | \$270.00 | \$255.00 | \$240.00 | \$225.00 |
| 30 Mins. | 180.00 | 171.00 | 162.00 | 153.00 | 144.00 | 135.00 |
| 20 Mins. | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 | 112.50 |
| 15 Mins. | 120.00 | 114.00 | 108.00 | 102.00 | 96.00 | 90.00 |
| 10 Mins. | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 | 75.00 |
| 5 Mins. | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 | 45.00 |
| Class B—5 to 7 p.m. Mon. thru Fri. | | | | | | |
| 1 Hour | 225.00 | 213.75 | 202.50 | 191.25 | 180.00 | 168.75 |
| 30 Mins. | 135.00 | 128.25 | 121.50 | 114.75 | 108.00 | 101.25 |
| 20 Mins. | 112.50 | 106.88 | 101.25 | 95.63 | 90.00 | 84.38 |
| 15 Mins. | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 | 67.50 |
| 10 Mins. | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 | 56.25 |
| 5 Mins. | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 | 33.75 |
| Class C—Sign-On to 5 p.m. Mon. thru Fri. & 11 p.m. to Sign-Off Sun. thru Sat. | | | | | | |
| 1 Hour | 180.00 | 171.00 | 162.00 | 153.00 | 144.00 | 135.00 |
| 30 Mins. | 108.00 | 102.60 | 97.20 | 91.80 | 86.40 | 81.00 |
| 20 Mins. | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 | 67.50 |
| 15 Mins. | 72.00 | 68.40 | 64.80 | 61.20 | 57.60 | 54.00 |
| 10 Mins. | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 | 45.00 |
| 5 Mins. | 36.00 | 34.20 | 32.40 | 30.60 | 28.80 | 27.00 |

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

Talent, Art, Scenery, etc.: Available on cost-plus basis. Rates quoted on request.

Remotes and Special Features: Mobile unit equipped with two Image Orthicon Camera chains and Zoomar lens available. Rates for specific events quoted on request.

ANNOUNCEMENTS—Net Rates Per Announcement

These rates apply to all hours, day or night. All announcements, minute or station, break, are to be supplied on slide or film; audio may be sound-on-film, transcribed, or live. All announcements may be combined to earn discounts, but cannot be combined with program time periods for discount purposes.

| Minute Station Breaks (when and where available) | Times Per Year | | | | | |
|--|----------------|----------|----------|-----------|------------|-------------|
| | 1 to 12 | 13 to 25 | 26 to 51 | 52 to 103 | 104 to 259 | 260 or more |
| | \$45.00 | \$42.75 | \$40.50 | \$38.25 | \$36.00 | \$33.75 |

| Minute Announcements in Participation Periods | 1 to 12 | 13 to 25 | 26 to 51 | 52 to 103 | 104 to 259 | 260 or more |
|---|---------|----------|----------|-----------|------------|-------------|
| | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 |

Represented by: ABC Spot Sales.

Station Facilities: Studio measures 50x25 ft. Cameras include three studio-type image orthicons, two field image orthicons, one with Zoomar lens. Film facilities include one 16mm and one 35mm film projectors, one slide projector. Transcription service is associated. Recording facilities for 33 1/3 and 78 r.p.m. lateral or vertical cutting, plus wire recorder.

WNBW

TV Network Service: NBC

Licensee: National Broadcasting Co. Inc. Address: Translux Bldg. Studio: Wardman Park Hotel. Transmitter: Wardman Park Hotel. Telephone: Republic 4000.

AM Affiliate: WRC. 5,000 watts. 980 kc (NBC). FM Affiliate: WRC-FM. 20 kw. 93.9 mc (No. 230), 330 ft antenna height.

Began Commercial Operation: June 27, 1947.

Personnel:

- Frank M. Russell, v.p. in charge of Washington office.
- William R. McAndrew, assistant to v.p., Washington.
- George Y. Wheeler, director of programs.
- George H. Sandefer, business manager.
- Mahlon Glascock, director of sales.
- Donald Cooper, engineer-in-charge.
- Charles Kelly, program manager.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power: 20.5 kw. Aural power, 10.5 kw. Antenna height, 330 ft above average terrain: 353 ft above ground.

RATE CARD NO. 2
Oct. 1, 1948

For specifications, see WNBW, New York City, which are identical except for following for WNBW:

GENERAL INFORMATION

7. Live Studio Usage: Following equipment and personnel included in rates listed under Live Studio Usage Charges (Section 1): 3 RCA Victor image orthicon studio cameras—1 with dolly, 1 microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78 rpm lateral and/or vertical double turntables. Crew consisting of maximum of 7 technicians, 1 production man and 1 program assistant. Any additional personnel required supplied at standard rates.
8. Film Studio Usage: Following equipment and personnel included in rates listed below under Film Studio Usage Charges (Section 1): Studio fully equipped for continuous showing of 16mm and 35mm silent or sound films, 35mm slide, projectors and balopticon, 33 1/3 and 78 rpm lateral and/or vertical double turntables. Announcer studio. Crew consists of maximum of three technicians and one producer. Any additional personnel required supplied at standard rates. Cutting, editing, screening, film transportation and storage services available. Rates on request.

RATES

SECTION 1

PROGRAM TIME RATES

| | 1 | 45 | 40 | 30 | 20 | 15 | 10 | 5 |
|--|------|------|------|------|------|------|------|------|
| | hour | min. |
| Class A | | | | | | | | |
| 6:00-10:30 pm | 150 | 120 | 112 | 90 | 75 | 60 | 52 | 38 |
| Class B | | | | | | | | |
| 5:00-6:00 pm 10:30-11:00 pm Mon. thru Fri. | 112 | 90 | 84 | 68 | 56 | 45 | 39 | 28 |
| 1:00-6:00 pm 10:30-11:00 pm Sat. and Sun. | | | | | | | | |
| Class C | | | | | | | | |
| All other times | 75 | 60 | 56 | 45 | 38 | 30 | 26 | 19 |

STUDIO USAGE

Studio usage for live programs includes time for rehearsal, stand-by, studio audience arrangements and other purposes; for film programs, time for rehearsal, pre-broadcast runthrough, etc. Minimum studio time required under standard studio usage charge is as follows: (Studio air time is provided for as part of program time rate.)

| Program Length | 1 hour | 45 min. | 40 min. | 30 min. | 20 min. | 15 min. | 10 min. | 5 min. |
|-------------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|
| Live Studio 3 hr. | 2 1/2 hr. | 2 1/4 hr. | 2 hr. | 1 3/4 hr. | 1 1/2 hr. | 1 1/4 hr. | 1 hr. | 1 hr. |
| Film Studio 2 hr. | 1 3/4 hr. | 1 3/4 hr. | 1 1/2 hr. | 1 1/4 hr. | 1 hr. | 3/4 hr. | 1/2 hr. | 1/2 hr. |

STUDIO USAGE CHARGE

| | 1 hour | 45 min. | 40 min. | 30 min. | 20 min. | 15 min. | 10 min. | 5 min. |
|--------------|--------|---------|---------|---------|---------|---------|---------|--------|
| Live Studio | \$240 | 200 | 180 | 160 | 140 | 120 | 100 | 80 |
| Film Studio | \$100 | 88 | 88 | 75 | 63 | 50 | 38 | 25 |
| Film Studio* | \$ 50 | 44 | 44 | 38 | 32 | 25 | 19 | 13 |

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

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

SECTION II

ONE-MINUTE ANNOUNCEMENTS

| | Less than 26 times | | | | | | | |
|--|--------------------|----------|-----------|------------|------------|-------------|---------|--|
| | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 | 156 to 207 | 208 or more | | |
| Class A | | | | | | | | |
| 6:00-10:30 pm | \$40.00 | \$37.00 | \$36.00 | \$35.00 | \$34.00 | \$33.00 | \$32.00 | |
| Class B | | | | | | | | |
| 5:00-6:00 pm 10:30-11:00 pm Mon. thru Fri. | 30.00 | 27.75 | 27.00 | 26.25 | 25.50 | 24.75 | 24.00 | |
| 1:00-6:00 pm 10:30-11:00 pm Sat. and Sun. | | | | | | | | |
| Class C | | | | | | | | |
| All other times | 20.00 | 18.50 | 18.00 | 17.50 | 17.00 | 16.50 | 16.00 | |

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

SECTION III

20 SECOND SERVICE ANNOUNCEMENTS (TIME WEATHER)

FILM STUDIO ONLY

| Class A | Less than | 26 to | 39 to | 52 to | 104 to | 156 to | 208 or more |
|----------------|-----------|---------|---------|---------|---------|---------|-------------|
| | 26 times | 38 | 51 | 103 | 155 | 207 | |
| 6:00-10:30 pm | \$40.00 | \$37.00 | \$36.00 | \$35.00 | \$34.00 | \$33.00 | \$32.00 |
| Class B | | | | | | | |
| 5:00-6:00 pm | 30.00 | 27.75 | 27.00 | 26.25 | 25.50 | 24.75 | 24.00 |
| 10:30-11:00 pm | | | | | | | |
| Mon. thru Fri. | | | | | | | |
| 1:00-6:00 pm | 30.00 | 27.75 | 27.00 | 26.25 | 25.50 | 24.75 | 24.00 |
| 10:30-11:00 pm | | | | | | | |
| Sat. and Sun. | | | | | | | |

Class C
All other times 20.00 18.50 18.00 17.50 17.00 16.50 16.00
Scheduled between established programs but not more frequently than 4 within each hour.
When announcer, music or sound effects are used in connection with film or slide there will be an additional charge. Rates on request.

WNBW FREQUENCY RATES
(Including studio usage charges)

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

SECTION I

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO

| Class A—6:00 - 10:30 pm | Less than | 26 to | 39 to | 52 to | 104 to | 156 to | 208 or more |
|-------------------------|-----------|----------|----------|----------|----------|----------|-------------|
| | 26 times | 38 | 51 | 103 | 155 | 207 | |
| 1 hr. | \$390.00 | \$378.75 | \$375.00 | \$371.25 | \$367.50 | \$363.75 | \$360.00 |
| 45 min. | 320.00 | 311.00 | 308.00 | 305.00 | 302.00 | 299.50 | 296.00 |
| 40 min. | 292.00 | 283.60 | 280.80 | 278.00 | 275.20 | 272.40 | 269.60 |
| 30 min. | 250.00 | 243.25 | 241.00 | 238.75 | 236.50 | 234.25 | 232.00 |
| 20 min. | 215.00 | 209.37 | 207.50 | 205.62 | 203.75 | 201.87 | 200.00 |
| 15 min. | 180.00 | 175.50 | 174.00 | 172.50 | 171.00 | 169.50 | 168.00 |
| 10 min. | 152.00 | 148.10 | 146.80 | 145.50 | 144.20 | 142.90 | 141.60 |
| 5 min. | 118.00 | 115.15 | 114.20 | 113.25 | 112.30 | 111.35 | 110.40 |

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

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

PROGRAM TIME AND USAGE CHARGES—COMBINATION LIVE AND FILM STUDIO

| | | | | | | | |
|---------|----------|----------|----------|----------|----------|----------|----------|
| 1 hr. | \$440.00 | \$428.75 | \$425.00 | \$421.25 | \$417.50 | \$413.75 | \$410.00 |
| 45 min. | 364.00 | 355.00 | 352.00 | 349.00 | 346.00 | 343.00 | 340.00 |
| 40 min. | 336.00 | 327.60 | 324.80 | 322.00 | 319.20 | 316.40 | 313.60 |
| 30 min. | 288.00 | 281.25 | 279.00 | 276.75 | 274.50 | 272.25 | 270.00 |
| 20 min. | 247.00 | 241.37 | 239.50 | 237.62 | 235.75 | 233.87 | 232.00 |
| 15 min. | 205.00 | 200.50 | 199.00 | 197.50 | 196.00 | 194.50 | 193.00 |
| 10 min. | 171.00 | 167.10 | 165.80 | 164.50 | 163.20 | 161.90 | 160.60 |
| 5 min. | 131.00 | 128.15 | 127.20 | 126.25 | 125.30 | 124.35 | 123.40 |

Class B—5:00-6:00 pm, 10:30-11:00 pm Mon. thru Fri.—1:00-6:00 pm, 10:30-11:00 pm—Sat. and Sun.

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO

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

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

| | | | | | | | |
|---------|----------|----------|----------|----------|----------|----------|----------|
| 1 hr. | \$212.00 | \$203.60 | \$200.80 | \$198.00 | \$195.20 | \$192.40 | \$189.60 |
| 45 min. | 178.00 | 171.25 | 169.00 | 166.75 | 164.50 | 162.25 | 160.00 |
| 40 min. | 172.00 | 165.70 | 163.60 | 161.50 | 159.40 | 157.30 | 155.20 |
| 30 min. | 143.00 | 137.90 | 136.20 | 134.50 | 132.80 | 131.10 | 129.40 |
| 20 min. | 119.00 | 114.80 | 113.40 | 112.00 | 110.60 | 109.20 | 107.80 |
| 15 min. | 95.00 | 91.62 | 90.50 | 89.37 | 88.25 | 87.12 | 86.00 |
| 10 min. | 77.00 | 74.07 | 73.10 | 72.12 | 71.15 | 70.17 | 69.20 |
| 5 min. | 53.00 | 50.90 | 50.20 | 49.50 | 48.80 | 48.10 | 47.40 |

PROGRAM TIME AND USAGE CHARGES—COMBINATION LIVE AND FILM STUDIO

| | | | | | | | |
|---------|----------|----------|----------|----------|----------|----------|----------|
| 1 hr. | \$402.00 | \$393.60 | \$390.80 | \$388.00 | \$385.20 | \$382.40 | \$379.60 |
| 45 min. | 334.00 | 327.25 | 325.00 | 322.75 | 320.50 | 318.25 | 316.00 |
| 40 min. | 308.00 | 301.70 | 299.60 | 297.50 | 295.40 | 293.30 | 291.20 |
| 30 min. | 266.00 | 260.90 | 259.20 | 257.50 | 255.80 | 254.10 | 252.40 |
| 20 min. | 228.00 | 223.80 | 222.40 | 221.00 | 219.60 | 218.20 | 216.80 |
| 15 min. | 190.00 | 186.82 | 185.50 | 184.37 | 183.25 | 182.12 | 181.00 |
| 10 min. | 158.00 | 155.07 | 154.10 | 153.12 | 152.15 | 151.17 | 150.20 |
| 5 min. | 121.00 | 118.90 | 118.20 | 117.50 | 116.80 | 116.10 | 115.40 |

Class C—All other times

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO

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

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

| | | | | | | | |
|---------|----------|----------|----------|----------|----------|----------|----------|
| 1 hr. | \$175.00 | \$169.37 | \$167.50 | \$165.62 | \$163.75 | \$161.87 | \$160.00 |
| 45 min. | 148.00 | 143.50 | 142.00 | 140.50 | 139.00 | 137.50 | 136.00 |
| 40 min. | 144.00 | 139.80 | 138.40 | 137.00 | 135.60 | 134.20 | 132.80 |
| 30 min. | 120.00 | 116.62 | 115.50 | 114.37 | 113.25 | 112.12 | 111.00 |
| 20 min. | 101.00 | 98.15 | 97.20 | 96.25 | 95.30 | 94.35 | 93.40 |
| 15 min. | 80.00 | 77.75 | 77.00 | 76.25 | 75.50 | 74.75 | 74.00 |
| 10 min. | 64.00 | 62.05 | 61.40 | 60.75 | 60.10 | 59.45 | 58.80 |
| 5 min. | 44.00 | 42.57 | 42.10 | 41.62 | 41.15 | 40.67 | 40.20 |

PROGRAM TIME AND USAGE CHARGES—COMBINATION LIVE AND FILM STUDIO

| | | | | | | | |
|---------|----------|----------|----------|----------|----------|----------|----------|
| 1 hr. | \$365.00 | \$359.37 | \$357.50 | \$355.62 | \$353.75 | \$351.87 | \$350.00 |
| 45 min. | 304.00 | 299.50 | 298.00 | 296.50 | 295.00 | 293.50 | 292.00 |
| 40 min. | 280.00 | 275.80 | 274.40 | 273.00 | 271.60 | 270.20 | 268.80 |
| 30 min. | 243.00 | 239.62 | 238.50 | 237.37 | 236.25 | 235.12 | 234.00 |
| 20 min. | 210.00 | 207.15 | 206.20 | 205.25 | 204.30 | 203.35 | 202.40 |
| 15 min. | 175.00 | 172.75 | 172.00 | 171.25 | 170.50 | 169.75 | 169.00 |
| 10 min. | 145.00 | 143.05 | 142.40 | 141.75 | 141.10 | 140.45 | 139.80 |
| 5 min. | 112.00 | 110.57 | 110.10 | 109.62 | 109.15 | 108.67 | 108.20 |

Represented by: NBC Spot Sales.

WOIC

TV Network Service: CBS.

Grantee (STA): Bamberger Broadcasting Service Inc. Address: Barr Bldg.

Studio and Transmitter: Fortleth & Brandywine Sts., N.W.

Telephones: Sterling 0600 and Ordway 7600.

Begins Commercial Operation: Jan. 16, 1949.

Personnel:

Eugene S. Thomas, general manager.

William D. Murdock, sales manager.

James S. McMurry, program manager.

R. D. Compton, technical manager.

John F. Hardesty, special events, promotion and publicity dir.

William K. Treynor, sales service and research director.

Technical Facilities: Channel No. 9 (186-192 mc). Visual power, 27.3 kw. Aural power, 14.4 kw. Antenna height, 460 ft above average terrain; 300 ft above ground.

RATE CARD NO. I

Jan. 1, 1949

| 1. Air Time | Class A* | Class B† | Class C‡ |
|-----------------------------------|----------|----------|----------|
| Period | | | |
| 1 Hour | \$300.00 | \$225.00 | \$150.00 |
| 30 Minutes | 180.00 | 135.00 | 90.00 |
| 20 Minutes | 150.00 | 112.50 | 75.00 |
| 15 Minutes | 120.00 | 90.00 | 60.00 |
| 10 Minutes | 96.00 | 72.00 | 48.00 |
| 5 Minutes | 55.00 | 40.00 | 27.50 |
| 1 Minute or less (when available) | 38.00 | 27.50 | 19.00 |

* Class A—7:00 pm to 10:30 pm all nights.

† Class B—4:59 pm to 6:59 pm Mondays through Fridays; Noon to 6:59 pm Saturdays and Sundays; 10:30 pm to 11 pm all nights.

‡ Class C—Sign-on to 4:59 pm Mondays through Fridays; sign-on to Noon Saturdays and Sundays.

2. Discounts and Rebates: Weekly Discounts—Gross time rates above are subject to the following discounts under contracts for 4 or more consecutive weeks of broadcasting: Less than \$90 a week, None; \$90 to \$134.99 a week, 5%; \$135 to \$179.99 a week, 10%; \$180 a week or more, 15%. Rebates may be earned as follows in addition to the above weekly discounts: For 13 weeks of consecutive broadcasting—2% of lowest gross billing for any week multiplied by 13. For 26 weeks—5% of lowest gross billing for any week multiplied by 26 less 13 week rebate already paid. For 39 weeks—7½% of lowest gross billing for any week multiplied by 39 less 13 and 26 week rebates already paid. For 52 weeks—10% of lowest gross billing for any week multiplied by 52 less 13, 26 and 39 week rebates already paid.

To earn frequency discounts, program time contracts may be combined, and announcement contracts may be combined, but program and announcement contracts cannot be combined for this purpose.

3. Time Signals (when available): Class A—4 ten-second time signals a night, 7 nights a week, 52-week firm contract, \$525 net a week. Class B—2 ten-sec. time signals a night, 7 nights a week, 52-week firm contract, \$195 net a week; 1 ten-sec. time signal a night, 7 nights a week, 52-week firm contract, \$108 net a week. Class C—4 ten-sec. time signals a day (or 1 hour of test pattern advertising in lieu of each signal), 7 days a week, 52-week firm contract, \$265 net a week; 2 ten-sec. time signals a day, 7 days a week, 52-week firm contract, \$145 net a week; 1 ten-sec. time signal a day, 7 days a week, 52-week firm contract, \$80 net a week.

4. Weather Reports (when available): Class A—Strip of 1 twenty-sec. report a night, 7 nights a week, 13-week firm contract, \$220 net a week. Class B—Strip of 1 twenty-sec. report a night, 7 nights a week, 13-week firm contract, \$160 net a week. Class C—Strip of 1 twenty-sec. report a day, 7 days a week, 13-week firm contract, \$125 net a week.

All announcements (minute, station-break, or in connection with time signal or weather report) are to be supplied on slide or film; audio may be sound on film, transcribed or live.

(Continued on next page)

5. **Basic Air Time Rates:** Include transmitter, film studio, film facilities, services of staff announcer and recorded music as background for film commercials. It does not cover remotes (cost quoted on request) nor films, nor programs or announcements using live talent or which require extra production facilities and personnel on the part of the station.
6. **Rate Protection:** Rates are subject to change without notice, but firm contracts up to 26 weeks will be accepted at existing rates.
7. **Rehearsal Time:** In ratio of 2-to-1 to air time included in above rates. \$50 per hour for rehearsal time in excess of 2-to-1 ratio.
8. **Conditions:** (a) All rates subject to 15% Agency Commission. No cash discount. (b) Bill rendered monthly; due and payable on the 10th of the month following telecast. (c) Closing time on all programs or announcements is 24 hours prior to the schedule time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. (d) All program content and commercial copy is subject to approval of station management. Station reserves the right to refuse any program for reasons satisfactory to itself.

Station Facilities: Two studios, one 30x40 ft, other small announce booth for news and film commentary. Cameras include six image orthicons, two iconoscopes. Film facilities include two 16mm projectors, four slide projectors for 2x2-in. transparencies, one Balopticon. Transcription facilities include four turntables (33 1/2 and 78 r.p.m.) for vertical or lateral acetate recording, also wire recorder. Mobile unit consists of required number of image orthicons, plus necessary associated equipment.

WTTG

TV Network Service: DuMont

Grantee (STA): Allen B. DuMont Laboratories Inc. Address: Twelfth & E Sts. N.W.
Studio and Transmitter: Harrington Hotel.
Telephone: Sterling 5300.
Began Commercial Operation: January 1947.
Personnel:
 Walter Compton, *general manager.*
 Roger M. Coelos, *operations manager.*
 Harold E. Sheffers, *sales manager.*
 Malcolm M. Burleson, *chief engineer.*
 Leslie G. Arries Jr., *special events director.*
 Jules Huber, *film and traffic manager.*
 Don Roper and Gordon Williamson, *producer-directors.*

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 6.25 kw. Aural power, 2.5 kw. Antenna height, 45 ft above average terrain; 221 ft above ground. *Granted modification of CP to move transmitter to Nineteenth Rd. & Harrison St., Arlington, Va., change powers to 17.5 kw visual, 10.5 kw aural, antenna height to 587 ft above average terrain; 465 ft above ground.*

RATE CARD NO. 3

Oct. 1, 1948

For specifications, see WABD, New York City, which are identical except for the following for WTTG.

Studio Show Rehearsal: (a) \$25 for first hour. (b) \$15 for each succeeding half hour or any portion thereof. (c) 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.

Class A—6 pm to sign-off Mondays through Saturdays and all day Sunday.

TIMES PER YEAR

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

Class B—Sign-on to 6 pm Mondays through Saturdays.

| Period | 1 to 12 | 13 to 25 | 26 to 51 | 52 to 103 | 104 or More |
|------------|----------|----------|----------|-----------|-------------|
| 1 Hour | \$225.00 | \$213.75 | \$202.50 | \$191.25 | \$180.00 |
| 30 Minutes | 135.00 | 128.25 | 121.50 | 114.75 | 108.00 |
| 20 Minutes | 112.50 | 106.88 | 101.25 | 95.63 | 90.00 |
| 15 Minutes | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 |
| 10 Minutes | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 |
| 5 Minutes | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 |

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

ANNOUNCEMENTS

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

| Period | 1 to 12 | 13 to 25 | 26 to 51 | 52 to 103 | 104 or More |
|-------------------------------|---------|----------|----------|-----------|-------------|
| 1 Min. or less (as available) | \$35.00 | \$33.25 | \$31.50 | \$29.75 | \$28.00 |

Station Facilities: Studio dimensions 20x40 ft. Studio facilities include two iconoscope type cameras, two 16mm projectors with associated iconoscope type film pickup camera for each 16mm film presentation. Remote facilities include four image orthicon turret cameras with associated equipment. News service, Transradio.

GEORGIA

ATLANTA

4,200 Sets; 233,000 Families

WSB-TV

Grantee (STA): Atlanta Journal Co. Address: Biltmore Hotel.
Studio and Transmitter: Peachtree St.
Telephone: Hemlock 1045.

AM Affiliate: WSB. 50,000 watts, 750 kc (NBC). **FM Affiliate:** WSB-FM. 48 kw, 104.5 mc (No. 283), 490 ft antenna height.
Newspaper Affiliate: Atlanta Journal.

Began Commercial Operation Sept. 29, 1948.

Personnel:

J. Leonard Reinsch, *managing director.*
 John M. Outler, Jr., *general manager.*
 Frank Gaither, *commercial manager.*
 Marcus Bartlett, *program manager.*
 M. K. Toalson, *production manager.*
 C. F. Daugherty, *chief engineer.*
 Jean Hendrix, *film director.*
 Wayne L. Anderson, *publicity director.*

Technical Facilities: Channel No. 8 (180-186 mc). Visual power, 23.8 kw. Aural power, 12.5 kw. Antenna height, 545 ft above average terrain; 598 ft above ground.

RATE CARD NO. 1

Jan. 1, 1948

GENERAL INFORMATION

1. **Frequency—Power—Time:** Effective radiated power—Video, 25,800 watts; Audio, 12,500 watts. Frequency—180-186 megacycles; Channel 8. Antenna height—546 ft above average terrain. Operating schedule: Afternoon and evening hours (Indeterminate).
2. **Commercial Time Allotment:** 5-minute program, 1:45 min.; 10-minutes, 2:00 min.; 15 minutes, 2:30 min.; 20 minutes, 2:45 min.; 30 minutes, 3 min.; 40 minutes, 4:00 min.; 60 minutes, 6:00 min.
3. **News Services:** Complete wire services. Daily picture features. Rates on request.
4. **Music Clearance:** Rates include music copyright fee.
5. **Talent and Production:** Cost of talent and services of Program and Production department submitted on request.
6. **Transcriptions:** Equipped to handle 33 1/2 and 78 rpm vertical and lateral transcriptions. Phonograph records and transcriptions acceptable. RCA equipment used.
7. **Transcription Library Services:** Standard; Associated.
8. **Technical Equipment:** For Outside Telecasts—Mobile Unit, 2 Image Orthicon Cameras, Microwave Transmitters and Receivers. For Studio Shows—2 Orthicon Cameras (all Dolly Mounted). For Film and Slides—Iconoscope camera, 2 16mm sound strobe-light projectors equipped for over 58 minutes continuous projection. For Silent Movie Production—Bell and Howell camera with complete lens complement. For Still Pictures—Graflex with complete lens complement. For Film Processing—Houston Speed Developer.
9. **Remote Control:** Charges for remote control telecasts furnished on request.
10. **Foreign Languages:** Not available.
11. **Unacceptable Products:** No liquor. Beer and light wines acceptable subject to copy approval.
12. **Political Telecasts:** One-time open rate, non-commissionable. Programs of five minutes or more only. Sale of political time subject to conditions as outlined on WSB-TV's STANDARD AGREEMENT FORM FOR POLITICAL TELECASTING contract. Contracts furnished on request.
13. **Commissions and Discounts:** (a) 15% commission paid to recognized advertising agencies on station time only. Time and talent-production are billed as separate items on station invoice. (b) No cash discount. (c) Bills rendered monthly. Due when rendered.
14. **Contract Requirements:** (a) No contract to exceed one year's duration. (b) ALL PROGRAM MATTER AND COMMERCIAL COPY IS SUBJECT TO APPROVAL OF STATION MANAGEMENT. (c) All contracts subject to the conditions of the WSB-TV published contract form. (d) All rates guaranteed only for number of weeks contracted for (not to exceed 52 weeks). (e) All commercial copy, either script or film, must be received by station at least 72 hours before telecast time.
15. **Discounts from Time Costs:** When 52 consecutive weeks of advertising are completed, a bonus discount of 20% will be allowed on the lowest weekly billing. Programs and announcements cannot be combined for purpose of bonus discount.

GENERAL ADVERTISING RATES

1. PROGRAMS

Class A—6:00 P.M. to 10:30 P.M.

| | |
|------------|----------|
| 1 Hour | \$200.00 |
| 40 Minutes | 160.00 |
| 30 Minutes | 120.00 |
| 20 Minutes | 100.00 |
| 15 Minutes | 80.00 |
| 10 Minutes | 70.00 |
| 5 Minutes | 50.00 |

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

| | |
|------------|----------|
| 1 Hour | \$150.00 |
| 40 Minutes | 120.00 |
| 30 Minutes | 90.00 |
| 20 Minutes | 75.00 |
| 15 Minutes | 60.00 |
| 10 Minutes | 52.50 |
| 5 Minutes | 37.50 |

Class C—All Other Hours.

| | |
|------------|----------|
| 1 Hour | \$100.00 |
| 40 Minutes | 80.00 |
| 30 Minutes | 60.00 |
| 20 Minutes | 50.00 |
| 15 Minutes | 40.00 |
| 10 Minutes | 35.00 |
| 5 Minutes | 25.00 |

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

2. ANNOUNCEMENTS

| | |
|---------------------------------------|---------|
| Class A—6:00 P.M. to 10:30 P.M. | |
| One minute or less | \$30.00 |
| Class B—5:00 P.M.-6:00 P.M. Weekdays; | |
| 1:00 P.M.-6:00 P.M. Sundays. | |
| One minute or less | 22.50 |
| Class C—All Other Hours. | |
| One minute or less | 15.00 |

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

Represented by: Edward Petry & Co. Inc.

ILLINOIS

CHICAGO

48,000 Sets; 1,438,000 Families

WBKB

Licensee: Balaban & Katz Corp. Address: 190 N. State St.
 Studio: 190 N. State St. Transmitter: American National Bank Building.
 Telephone: Randolph 8210.
 FM Affiliate: WBIK. 17 kw, 96.3 mc (No. 242), 665 ft antenna height. Motion Picture Company Affiliation: Paramount Pictures.
 Began Commercial Operation: Sept. 6, 1946.

Personnel:

John Balaban, *director of television.*
 John H. Mitchell, *business manager.*
 M. B. Wolens, *sales manager.*
 William Kusack, *chief engineer.*
 E. Jonny Graff, *director of programming and production.*
 Charles Buzzard, *technical director, telecast operations.*
 Richard Shapiro, *technical director, maintenance and remote operations.*
 Harry Birch, *chief of camera operations.*
 William Ryan, *studio manager.*

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 1.8 kw. Aural power, 1.8 kw. Antenna height, 390 ft above average terrain; 385 ft above ground. CP for: Visual power, 12.42 kw. Aural power, 7.5 kw. Antenna height, 627 ft above average terrain; 683 ft above ground. Requests modification of CP for 25.2 kw visual, 12.6 kw aural, 650 ft antenna height above average terrain; 686 ft above ground. Operating with interim power of 6 kw visual, 3.8 kw aural.

RATE CARD NO. 3

Sept. 22, 1948

Class A—6:00 p.m. - 11:00 p.m. Monday through Friday; 12:00 noon-11:00 p.m. Saturday and Sunday.

| | | | |
|--------------------|----------|----------|----------|
| 1 Hour | \$250.00 | \$250.00 | \$150.00 |
| 45 Minutes | 200.00 | 200.00 | 120.00 |
| 40 Minutes | 187.50 | 187.50 | 112.50 |
| 30 Minutes | 150.00 | 150.00 | 90.00 |
| 20 Minutes | 125.00 | 125.00 | 75.00 |
| 15 Minutes | 100.00 | 100.00 | 60.00 |
| 10 Minutes | 87.50 | 87.50 | 45.00 |
| 5 Minutes | 62.50 | 62.50 | 30.00 |
| 1 Minute | 42.50 | 42.50 | 22.50 |
| 30 Seconds or less | 30.00 | 35.00 | 20.00 |

Class B—5:00 p.m. - 6:00 p.m. Monday through Friday.

| | | | |
|--------------------|----------|----------|----------|
| 1 Hour | \$137.50 | \$250.00 | \$150.00 |
| 45 Minutes | 102.00 | 200.00 | 120.00 |
| 40 Minutes | 95.60 | 187.50 | 112.50 |
| 30 Minutes | 76.50 | 150.00 | 90.00 |
| 20 Minutes | 63.70 | 125.00 | 75.00 |
| 15 Minutes | 51.00 | 100.00 | 60.00 |
| 10 Minutes | 45.50 | 87.50 | 45.00 |
| 5 Minutes | 33.00 | 62.50 | 30.00 |
| 1 Minute | 22.30 | 42.50 | 22.50 |
| 30 Seconds or less | 20.00 | 35.00 | 20.00 |

Class C—All other times, day and night.

| | | | |
|--------------------|----------|----------|----------|
| 1 Hour | \$ 50.00 | \$250.00 | \$150.00 |
| 45 Minutes | 40.00 | 200.00 | 120.00 |
| 40 Minutes | 37.50 | 187.50 | 112.50 |
| 30 Minutes | 30.00 | 150.00 | 90.00 |
| 20 Minutes | 25.00 | 125.00 | 75.00 |
| 15 Minutes | 20.00 | 100.00 | 60.00 |
| 10 Minutes | 17.50 | 87.50 | 45.00 |
| 5 Minutes | 12.50 | 62.50 | 30.00 |
| 1 Minute | 8.75 | 42.50 | 22.50 |
| 30 Seconds or less | 8.00 | 35.00 | 20.00 |

Note: When film studio is used in conjunction with live studio or remote programs, a flat charge of \$25 will be made.

1. Agency Commission: WBKB will allow 15% commission on time and facilities charges to advertising agencies recognized by WBKB.

2. Frequency Discounts: (a) Frequency discounts will be allowed on time charges only and are based on total number used within each rate section during a consecutive 12-month period.

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

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

3. Studio Services: Studio facilities for rehearsal will be charged for at the rate of \$20 for the first half-hour, and \$10 for each succeeding half-hour or fraction thereof. (A minimum charge for one-half hour of rehearsal will be made by the station.) No studio rehearsal charge on independent announcements of one minute or less if announcement is complete on film. WBKB reserves the right to require additional rehearsal time if it is deemed necessary by WBKB program department to maintain a high standard of program quality.

4. Special Services—Remotes: Cost of originating programs outside of WBKB studios are subject to individual estimate and quotation.

5. Program and Production Services: Services of WBKB program department in arranging and presenting programs are available to advertiser. A charge will be made for programs requiring special production.

6. General Regulations: (a) The rates quoted herein are subject to change without notice. (b) One year contracts will be accepted for the purpose of earning discounts, but above rates are guaranteed for only 26 weeks. (c) Separate contracts are required for announcements up to one minute, and programs of five minutes or longer. (d) All programs and copy subject to approval of station. (e) Contracts not accepted more than 30 days in advance of first telecast. (f) No periods are sold in bulk for resale.

Represented by: Weed & Co.

Station Facilities: Studio A (25x25 ft) and Studio G (35x50 ft). Cameras are image orthicon—all dolly mounted. Film facilities include two 16mm projectors and two 35mm projectors feeding into two independent chains. Mobile unit consists of four image orthicon cameras—mobile generator for independent power supply—microwave facilities.

WENR-TV

TV Network Service: ABC.

Grantee (STA): American Broadcasting Co. Address: 20 N. Wacker Dr.

Studio and Transmitter: Civic Opera Bldg.

Telephone: Delaware 1900.

AM Affiliate: WENR. 50,000 watts, 890 kc (ABC). Shares time with WLS. FM Affiliate: WENR-FM. 25 kw, 94.7 mc (No. 234), 605 ft.

Began Commercial Operation: Sept. 17, 1948.

Personnel:

John H. Norton, Jr., *v.p. in charge of Central Div.*
 James L. Stirton, *general manager, Central Div.*
 Gill Berry, *sales manager, Central Div.*
 Roy McLaughlin, *manager, WENR-TV.*
 Harold Stokes, *program manager.*
 E. C. Horstman, *engineering director.*
 Gerald Vernon, *coordinator of television sales.*
 Jack Gibney, *executive producer.*
 Fred Killian, *director of television programming.*
 Carol Howard, *program coordinator.*
 Monte Fassnacht, *production director.*
 Furth Ullman, *art director.*
 Gregg Garrison, *staff director.*
 William Hallenbeck, *director of television remotes.*
 James Valentine, *television operations supervisor.*

Technical Facilities: Channel No. 7 (174-180 mc). Visual power, 25 kw. Aural power, 14 kw. Antenna height, 650 ft above average terrain; 670 ft above ground.

RATE CARD NO. 2

Sept. 17, 1948.

For specifications of rate card, see WJZ-TV, New York City. Details listed below are those portions of WENR-TV rate card that differ from those of WJZ-TV.

Studio Rehearsal Charges: The hourly rates for WENR-TV studio rehearsal time are as follows: Program—All Live, \$100 (If film is used in conjunction with a live program an additional flat charge of \$50 will be made for use of the film studio, regardless of the length of the rehearsal). Program—All Film, \$50 (If live voice over film is used, add 50% to "Program All Film" rates).

RATES

Class A—7:00 to 10:30 pm Monday through Friday and 12:00 Noon to 10:30 pm Saturday and Sunday.

| | | | | | | | | |
|----------------|----------|--------------------------|----------|----------|----------|----------|----------|----------|
| | | NUMBER OF TIMES PER YEAR | | | | | | |
| Period | | 1-12 | 13-25 | 26-51 | 52-103 | 104-259 | 260-399 | Over 400 |
| 1 Hour | \$600.00 | \$570.00 | \$555.00 | \$540.00 | \$525.00 | \$510.00 | \$480.00 | |
| ½ Hour | 360.00 | 342.00 | 333.00 | 324.00 | 315.00 | 306.00 | 288.00 | |
| ¼ Hour | 240.00 | 228.00 | 222.00 | 216.00 | 210.00 | 204.00 | 192.00 | |
| 10 Mins. | 200.00 | 190.00 | 185.00 | 180.00 | 175.00 | 170.00 | 160.00 | |
| 5 Mins. | 160.00 | 152.00 | 148.00 | 144.00 | 140.00 | 136.00 | 128.00 | |
| 1 Min. or less | 90.00 | 85.50 | 83.25 | 81.00 | 78.75 | 76.50 | 72.00 | |

(Continued on next page)

Class B—5:00 to 7:00 pm Monday through Friday and 10:30 to 11:00 pm Daily.

| | | | | | | | |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$450.00 | \$427.50 | \$416.25 | \$405.00 | \$393.75 | \$382.50 | \$360.00 |
| 1/2 Hour | 270.00 | 256.50 | 249.75 | 243.00 | 236.25 | 229.50 | 216.00 |
| 1/4 Hour | 180.00 | 171.00 | 166.50 | 162.00 | 157.50 | 153.00 | 144.00 |
| 10 Mins. | 150.00 | 142.50 | 138.75 | 135.00 | 131.25 | 127.50 | 120.00 |
| 5 Mins. | 120.00 | 114.00 | 111.00 | 108.00 | 105.00 | 102.00 | 96.00 |
| 1 Min. or less | 67.50 | 64.13 | 62.44 | 60.75 | 59.06 | 57.38 | 54.00 |

Class C—All other times, day or night.

| | | | | | | | |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$360.00 | \$342.00 | \$333.00 | \$324.00 | \$315.00 | \$306.00 | \$288.00 |
| 1/2 Hour | 216.00 | 205.20 | 199.80 | 194.40 | 189.00 | 183.60 | 172.80 |
| 1/4 Hour | 144.00 | 136.80 | 133.20 | 129.60 | 126.00 | 122.40 | 115.20 |
| 10 Mins. | 120.00 | 114.00 | 111.00 | 108.00 | 105.00 | 102.00 | 96.00 |
| 5 Mins. | 96.00 | 91.20 | 88.80 | 86.40 | 84.00 | 81.60 | 76.80 |
| 1 Min. or less | 54.00 | 51.30 | 49.95 | 48.60 | 47.25 | 45.90 | 42.75 |

Represented by: ABC Spot Sales.

Station Facilities: Two studios, one 25x46-ft, other Civic Theater, containing three cameras each. Film facilities include two 16mm and two 35mm film projectors, two slide projectors. Remote facilities include two sets of field equipment, each set containing two cameras.

WGN-TV

TV Network Service: CBS.

Grantee (STA): WGN Inc. Address: 441 N. Michigan Ave.

Studio and Transmitter: 400 W. Madison St.

Telephone: Financial 6-0011.

AM Affiliate: WGN. 50,000 watts, 720 kc (MBS). FM Affiliate: WGNB. 40 kw. 98.7 mc (No. 254), 500 ft antenna height. Newspaper Affiliation: *Chicago Tribune*.

Began Commercial Operation: April 5, 1948.

Technical Facilities: Channel No. 9 (186-192 mc). Visual power, 18.4 kw. Aural power, 9.4 kw. Antenna height, 496 ft above average terrain; 420 ft above ground.

Personnel:

Frank P. Schreiber, general manager.

Carl J. Meyers, director of engineering.

Vernon R. Brooks, director of operations.

Jay E. Faraghan, program director.

William McGuineas, commercial manager.

George W. Harvey, sales manager.

RATE CARD NO. 1*

April 5, 1948

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

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

Use of film studio facilities for commercials in connection with a live broadcast, \$30. Such use subject to availability of facilities.

| | 1 | 13 | 26 | 39 | 52 |
|------------------------------|---------|---------|---------|---------|---------|
| | Time | Times | Times | Times | Times |
| 1-Min. Live Announcements | \$60.00 | \$57.00 | \$55.50 | \$54.00 | \$52.50 |
| 1-Min. Film Announcements | 50.00 | 47.50 | 46.25 | 45.00 | 43.75 |
| 20 and 30-Sec. Announcements | 40.00 | 38.00 | 37.00 | 36.00 | 35.00 |
| | 78 | 104 | 156 | 260 | 312 |
| | Time | Times | Times | Times | Times |
| 1-Min. Live Announcements | \$51.00 | \$49.50 | \$48.00 | \$46.50 | \$45.00 |
| 1-Min. Film Announcements | 42.50 | 41.25 | 40.00 | 38.75 | 37.50 |
| 20 and 30-Sec. Announcements | 34.00 | 33.00 | 32.00 | 31.00 | 30.00 |

Spot Announcements: Rates quoted on request.

Remote Pickups: Rates quoted on request.

Rehearsal Time for Studio: \$30 for the first half hour or fraction thereof, \$10 for each succeeding half or fraction thereof. Rehearsals subject to availability of facilities.

Discounts (applicable to time charges only): 13 consecutive weeks, 5%; 26 consecutive weeks, 7½%; 52 consecutive weeks, 10%.

Additional Discounts (on time only): 2 times weekly for 13 or more weeks, 5% (Tues. & Thurs.); 3 times weekly for 13 or more weeks, 7½% (Mon., Wed., Fri.); 5 times weekly for 13 or more weeks, 10% (Mon., Fri. only).

All rates and discounts are based on consecutive weeks of broadcasting and no contract will be accepted for more than 52 weeks. Billing is at the contract rate. Announcement rates are subject to change without notice. Staff announcer, transcriptions and record facilities included in above rates. *Live announcements*—Art production and talent charges are not included in the rate. Fifteen-minute camera rehearsal time allowed on all announcements, if necessary. Additional rehearsal time will be charged at the regular rehearsal rate. Announcements may be combined with other announcements but cannot be combined with any other service or time to earn further discounts.

* Rate Card No. 2, Dec. 1, 1948, unavailable at press time. It does not change basic rates, but does revise discounts.

Station Facilities: Studio (42x38x20 ft) has four image orthicon cameras. Film facilities include two iconoscope cameras for film and slides, one 16mm projector, two 35mm projectors, both with sound. Mobile equipment includes 5 image orthicon cameras, one special events truck with two complete sets of portable remote equipment. Newsreel department includes an eight-man crew, with two station wagons, a developer and a printer.

WNBQ

TV Network Service: NBC

Grantee (STA): National Broadcasting Co. Inc. Address: Merchandise Mart.

Studio: Merchandise Mart. Transmitter: Civic Opera Bldg.

Telephone: Superior 7-8300.

AM Affiliate: WMAQ. 50,000 watts, 670 kc (NBC). FM Affiliate: WMAQ-FM. 24 kw, 101.1 mc (No. 266), 610 ft antenna height.

Began Commercial Operation: Oct. 9, 1948.

Personnel:

I. E. Showerman, v.p. in charge of Central Div.

Jules Herbuveaux, station manager.

Oliver Morton, sales manager.

Ted Mills, program manager.

Richard Von Albrecht, production manager.

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 21.8 kw. Aural power, 11.8 kw. Antenna height, 595 ft above average terrain; 625 ft above ground.

RATE CARD NO. 1

Jan. 8, 1949

SECTION 1

PROGRAM TIME RATES

Net Time Rates After Deduction of Applicable Discounts

Class A—6:00 - 10:30 pm.

| Period | Number of Times Within a Year | | | | | |
|------------|-------------------------------|----------|----------|----------|-----------|--|
| | 1 to 12 | 13 to 25 | 26 to 38 | 39 to 51 | 52 to 103 | |
| 1 Hour | \$500.00 | \$487.50 | \$475.00 | \$462.50 | \$450.00 | |
| 45 Minutes | 400.00 | 390.00 | 380.00 | 370.00 | 360.00 | |
| 40 Minutes | 375.00 | 365.62 | 356.25 | 346.87 | 337.50 | |
| 30 Minutes | 300.00 | 292.50 | 285.00 | 277.50 | 270.00 | |
| 20 Minutes | 250.00 | 243.75 | 237.50 | 231.25 | 225.00 | |
| 15 Minutes | 200.00 | 195.00 | 190.00 | 185.00 | 180.00 | |
| 10 Minutes | 175.00 | 170.62 | 166.25 | 161.87 | 157.50 | |
| 5 Minutes | 125.00 | 121.87 | 118.75 | 115.62 | 112.50 | |

| Period | 104 to 155 | 156 to 207 | 208 to 259 | 260 or more |
|------------|------------|------------|------------|-------------|
| | 1 Hour | \$437.50 | \$425.00 | \$412.50 |
| 45 Minutes | 350.00 | 340.00 | 330.00 | 320.00 |
| 40 Minutes | 328.12 | 318.75 | 309.37 | 300.00 |
| 30 Minutes | 262.50 | 255.00 | 247.50 | 240.00 |
| 20 Minutes | 218.75 | 212.50 | 206.25 | 200.00 |
| 15 Minutes | 175.00 | 170.00 | 165.00 | 160.00 |
| 10 Minutes | 153.12 | 148.75 | 144.37 | 140.00 |
| 5 Minutes | 109.37 | 106.25 | 103.12 | 100.00 |

Class B—5:00 - 6:00 pm, 10:30 - 11:00 pm Monday through Friday; 1:00 - 6:00 pm, 10:30 - 11:00 pm Saturday and Sunday.

| Period | 1 to 12 | 13 to 25 | 26 to 38 | 39 to 51 | 52 to 103 |
|------------|---------|----------|----------|----------|-----------|
| | 1 Hour | \$375.00 | \$365.62 | \$356.25 | \$346.87 |
| 45 Minutes | 300.00 | 292.50 | 285.00 | 277.50 | 270.00 |
| 40 Minutes | 280.00 | 273.00 | 266.00 | 259.00 | 252.00 |
| 30 Minutes | 225.00 | 219.37 | 213.75 | 208.12 | 202.50 |
| 20 Minutes | 190.00 | 185.25 | 180.50 | 175.75 | 171.00 |
| 15 Minutes | 150.00 | 146.25 | 142.50 | 138.75 | 135.00 |
| 10 Minutes | 130.00 | 126.75 | 123.50 | 120.25 | 117.00 |
| 5 Minutes | 95.00 | 92.62 | 90.25 | 87.87 | 85.50 |

| Period | 104 to 155 | 156 to 207 | 208 to 259 | 260 or more |
|------------|------------|------------|------------|-------------|
| | 1 Hour | \$328.12 | \$318.75 | \$309.37 |
| 45 Minutes | 262.50 | 255.00 | 247.50 | 240.00 |
| 40 Minutes | 245.00 | 238.00 | 231.00 | 224.00 |
| 30 Minutes | 196.87 | 191.25 | 185.62 | 180.00 |
| 20 Minutes | 166.25 | 161.50 | 156.75 | 152.00 |
| 15 Minutes | 131.25 | 127.50 | 123.75 | 120.00 |
| 10 Minutes | 113.75 | 110.50 | 107.25 | 104.00 |
| 5 Minutes | 83.12 | 80.75 | 78.37 | 76.00 |

Class C—All other times.

| Period | 1 to 12 | 13 to 25 | 26 to 38 | 39 to 51 | 52 to 103 |
|------------|---------|----------|----------|----------|-----------|
| | 1 Hour | \$250.00 | \$243.75 | \$237.50 | \$231.25 |
| 45 Minutes | 200.00 | 195.00 | 190.00 | 185.00 | 180.00 |
| 40 Minutes | 190.00 | 185.25 | 180.50 | 175.75 | 171.00 |
| 30 Minutes | 150.00 | 146.25 | 142.50 | 138.75 | 135.00 |
| 20 Minutes | 125.00 | 121.87 | 118.75 | 115.62 | 112.50 |
| 15 Minutes | 100.00 | 97.50 | 95.00 | 92.50 | 90.00 |
| 10 Minutes | 90.00 | 87.75 | 85.50 | 83.25 | 81.00 |
| 5 Minutes | 85.00 | 82.87 | 80.75 | 78.62 | 76.50 |

| Period | 104 to 155 | 156 to 207 | 208 to 259 | 260 or more |
|------------|------------|------------|------------|-------------|
| | 1 Hour | \$218.75 | \$212.50 | \$206.25 |
| 45 Minutes | 175.00 | 170.00 | 165.00 | 160.00 |
| 40 Minutes | 166.25 | 161.50 | 156.75 | 152.00 |
| 30 Minutes | 131.25 | 127.50 | 123.75 | 120.00 |
| 20 Minutes | 109.37 | 106.25 | 103.12 | 100.00 |
| 15 Minutes | 87.50 | 85.00 | 82.50 | 80.00 |
| 10 Minutes | 78.75 | 76.50 | 74.25 | 72.00 |
| 5 Minutes | 74.37 | 72.25 | 70.12 | 68.00 |

Rates for periods in excess of 1 hour are in exact proportion to the corresponding one-hour rate. The above rates include use of studio during broadcast.

SECTION 2

MINIMUM STUDIO CHARGE

The minimum studio charge for all program periods, which includes the first hour of rehearsal for programs of 31 minutes to one hour in length and the first half hour of rehearsal for programs of 5 to 30 minutes in length, is as follows:

| | 31 to 60 Minute Programs | 5 to 30 Minute Programs |
|---|--------------------------|-------------------------|
| Live Studio | \$200.00 | \$100.00 |
| Film Studio | 125.00 | 62.50 |
| Film Studio used in conjunction with live studio or mobile unit | 62.50 | 31.25 |

REHEARSAL CHARGE

Rehearsal time in excess of the minimum studio requirement will be charged at the rate of \$50 for each 15 minutes or less in the live studio and \$31.25 for each 15 minutes or less in the film studio. When the film studio is used in conjunction with the live studio or mobile unit beyond the minimum rehearsal allowed under minimum studio charges, the additional charge will be 50% of the film studio rehearsal charge.

SECTION 3 ONE-MINUTE ANNOUNCEMENTS Live or Film

| Time | Less than 13 | 13 to 25 | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 | 156 to 207 | 208 to 259 | 260 or more |
|---------|--------------|----------|----------|----------|-----------|------------|------------|------------|-------------|
| Class A | \$100.00 | \$97.50 | \$95.00 | \$92.50 | \$90.00 | \$87.50 | \$85.00 | \$82.50 | \$80.00 |
| Class B | 75.00 | 73.12 | 71.25 | 69.37 | 67.50 | 65.62 | 63.75 | 61.87 | 60.00 |
| Class C | 50.00 | 48.75 | 47.50 | 46.25 | 45.00 | 43.75 | 42.50 | 41.25 | 40.00 |

An additional charge will be quoted on request for announcements requiring special production, music, or sound effects.

SECTION 4 20-SECOND STATION BREAKS Live or Film

| Time | Less than 13 | 13 to 25 | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 | 156 to 207 | 208 to 259 | 260 or more |
|---------|--------------|----------|----------|----------|-----------|------------|------------|------------|-------------|
| Class A | \$100.00 | \$97.50 | \$95.00 | \$92.50 | \$90.00 | \$87.50 | \$85.00 | \$82.50 | \$80.00 |
| Class B | 75.00 | 73.12 | 71.25 | 69.37 | 67.50 | 65.62 | 63.75 | 61.87 | 60.00 |
| Class C | 50.00 | 48.75 | 47.50 | 46.25 | 45.00 | 43.75 | 42.50 | 41.25 | 40.00 |

An additional charge will be quoted on request for announcements requiring special production, music, or sound effects. Scheduled between established programs but not more frequently than four within each hour.

DISCOUNTS

Discounts on Time Charges Only—Applicable to Sections 1, 3 and 4. Program periods (Section 1), one-minute announcements (Section 3) and 20-second station break announcements (Section 4) establish their individual discount schedules and may not be combined to earn higher discounts. Program periods (Section 1) in different rate classifications (Classes A, B and C) may not be combined to earn higher discounts. For one-minute announcements (Section 3) and 20-second station break announcements (Section 4) classes A, B and C may be combined to earn higher discounts within their own rate sections. Discounts are based on total number used within each rate section during an established 12-month period.

| | |
|-------------------|------|
| Less than 13 | none |
| 13 to 25 times | 2½% |
| 26 to 38 times | 5% |
| 39 to 51 times | 7½% |
| 52 to 103 times | 10% |
| 104 to 155 times | 12½% |
| 156 to 207 times | 15% |
| 208 to 259 times | 17½% |
| 260 times or more | 20% |

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

RATE PROTECTION

Maximum length of contract, 1 year. However, commitments made under this rate card will be honored for a period of not more than six months from the effective date of any rate increase provided there is no lapse in schedule.

Represented by: NBC Spot Sales.

KENTUCKY

LOUISVILLE

2,300 Sets; 188,000 Families

WAVE-TV

Grantee (STA): WAVE Inc. Address: 334 E. Broadway.
Studio and Transmitter: 334 E. Broadway.
Telephone: Wabash 6543.

AM Affiliate: WAVE. 5,000 watts, 970 kc (NBC). FM Affiliate: WRXW. 16.7 kw, 95.1 mc (No. 236), 510 ft antenna height.

Began Commercial Operation: Nov. 24, 1948.

Personnel:

Nathan Lord, general manager.
George Patterson, program director.
John Boyle, studio production manager.
Ralph Jackson, commercial manager.
Eugene Leake Jr., publicity and promotion director.
Wilbur Hudson, chief engineer.

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 16.6 kw. Aural power, 10 kw. Antenna height, 355 ft above average terrain; 402 ft above ground. Requests 24.1 kw visual power, 12.7 kw aural power. Operating with interim power of 7 kw visual and antenna heights of 510 ft above average terrain; 570 ft above ground.

RATE CARD NO. 1

Sept. 1, 1948

TRANSMITTER CHARGES

Base transmitter charges effective Monday through Friday, 6:00 p.m. to closing, and Saturday and Sunday, 12 Noon to closing.

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

(Announcements)

| | | | | | |
|----------------|-------|-------|-------|-------|-------|
| 1 Min. or Less | | | | | |
| Live | 37.50 | 35.63 | 33.75 | 31.88 | 30.00 |
| Slide or Film | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |

(Completed slide or film furnished by advertiser.)

Base transmitter charges all other periods.

| | | | | | |
|------------|----------|----------|----------|----------|----------|
| 1 Hour | \$150.00 | \$142.50 | \$135.00 | \$127.50 | \$120.00 |
| 40 Minutes | 120.00 | 114.00 | 108.00 | 102.00 | 96.00 |
| 30 Minutes | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 |
| 20 Minutes | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 |
| 15 Minutes | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 |
| 10 Minutes | 52.50 | 49.88 | 47.25 | 44.63 | 42.00 |
| 5 Minutes | 37.50 | 35.63 | 33.75 | 31.88 | 30.00 |

(Announcements)

| | | | | | |
|----------------|-------|-------|-------|-------|-------|
| 1 Min. or Less | | | | | |
| Live | 28.15 | 26.74 | 25.33 | 23.92 | 22.52 |
| Slide or Film | 22.50 | 21.37 | 20.25 | 19.13 | 18.00 |

(Completed slide or film furnished by advertiser.)

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

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

PROGRAM FACILITIES CHARGE

| | 1 Hour | 40 M. | 30 M. | 20 M. | 15 M. | 10 M. | 5 M. |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| Live Studio | \$90.00 | \$72.00 | \$54.00 | \$45.00 | \$36.00 | \$27.00 | \$18.00 |
| Film Studio | 30.00 | 24.00 | 18.00 | 15.00 | 12.00 | 9.00 | 6.00 |

The Program Facilities Charges for Live Studio includes minimum rehearsal time of 30 minutes or in ratio of 2-1 for 15 minutes and longer transmitter time. Additional rehearsal time \$30 per half hour or part thereof. Rates for talent, artwork, and stage sets, copyrights, musical performance rights, telecasting rights and privileges as required quoted on request. The program facilities charges for film studio includes film projection facilities and rehearsal time in ratio of 2-1 transmitter time; \$15 per half hour or part thereof for additional rehearsal time.

Remote Pickup Rates: Sports and special events on request.

Miscellaneous: (a) Agency commission of 15% on transmitter charges to recognized advertising agencies. (b) No cash discount. Bills payable by 10th of following month. (c) Advertising of hard liquors not accepted. (d) Programs and advertising accepted subject to approval of station management. (e) Rates and conditions herein guaranteed for 120 days. (f) This rate card is for the convenient reference of advertisers and agencies, and does not constitute an offer on the part of the station.

Represented by: Free & Peters Inc.

Station Facilities: Main studio (36x55x21 ft), air-conditioned, two image orthicon cameras. Film facilities include film camera chain, slide projector, 35mm, 16mm film projector. Specially designed mobile unit equipped with relay transmitter.

LOUISIANA

NEW ORLEANS

1,500 Sets; 225,000 Families

WDSU-TV

Grantee (STA): Stephens Broadcasting Co. Inc. Address: Monteleone Hotel.

Studio and Transmitter: Hibernia Bank Bldg.
Telephone: Raymond 7135.

AM Affiliate: WDSU. 5,000 watts, 1280 kc (ABC). FM Affiliate: WDSU-FM(CP). 156 kw, 105.3 mc (No. 287), 390 ft antenna height.

Began Commercial Operation: Dec. 18, 1948.

Personnel:

Edgar B. Stern Jr., president.
Fred Weber, v.p. and general manager.
Stanley Holiday, program manager
John Muller, director of field programs.
Rose Wetzel, film director.
Byron Dowty, production director.
Paul Hozental, master control supervisor.
Lindsey Riddle, station engineer.
Carlos Dood, field supervisor.
Charles Price, commercial manager.
Walter Winnius, advertising manager.
Ray Liuzza, publicity director.

Technical Facilities: Channel No. 6 (82-88 mc). Visual power, 30.8 kw. Aural power, 15.4 kw. Antenna height, 390 ft above average terrain; 424 ft above ground.

(Continued on next page)

RATE CARD NO. 1

Dec. 1, 1948

TRANSMITTER, FILM AND/OR STUDIO CHARGES

| | |
|-------------|----------|
| 60 Minutes | \$100.00 |
| 45 Minutes | 90.00 |
| 40 Minutes | 80.00 |
| 30 Minutes | 60.00 |
| 20 Minutes | 50.00 |
| 15 Minutes | 40.00 |
| 10 Minutes | 35.00 |
| 5 Minutes | 30.00 |
| *1 Minute | 25.00 |
| *20 Seconds | 15.00 |
| *10 Seconds | 12.50 |

* Film only.

Basic Rate: Includes transmitter and film facilities. Does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station (costs quoted on request). Does not cover remotes (costs quoted on request).

Discounts: 10% discount for 52 weeks.

Represented by: John Blair Co.

Station Facilities: Studio is 21x36 ft, is equipped with three field cameras. Film facilities include two 16mm film cameras, one slide projector. Mobile unit contains necessary field equipment.

MARYLAND

BALTIMORE

30,000 Sets; 732,000 Families

Source of Set Figure: Stations' Committee

WAAM

TV Network Service: ABC, DuMont.

Grantee (STA): Radio-Television of Baltimore Inc. Address: 3725 Malden Ave.

Studio and Transmitter: 3725 Malden Ave.

Telephone: Mohawk 7600.

AM Affiliate: WTLS-CP. 1,000 watts (daytime), 1010 kc.

Began Commercial Operation: Nov. 2, 1948.

Personnel:

- Frederick L. Allman, executive v.p.
- Norman C. Kai, general manager.
- Armand Grant, commercial manager.
- Clark Reynolds, sales promotion manager.
- Herb Cohen, operations manager.
- Ted Estabrook, program manager.
- Warren L. Braun, chief engineer.

Technical Facilities: Channel No. 13 (210-216 mc). Visual power, 26.1 kw. Aural power, 13.8 kw. Antenna height, 529 ft above average terrain; 513 ft above ground.

RATE CARD NO. 1

Oct. 1, 1948

GENERAL RATES

LIVE STUDIO PROGRAMS

Class A—6:59 pm to 10:30 pm Daily.

| Period | 1 time | 13 times | 26 times | 39 times | 52 times |
|---------------|----------|----------|----------|----------|----------|
| 1 Hour | \$300.00 | \$292.50 | \$285.00 | \$277.50 | \$270.00 |
| 30 Minutes | 180.00 | 175.50 | 171.00 | 166.50 | 162.00 |
| 20 Minutes | 150.00 | 146.25 | 142.50 | 138.75 | 135.00 |
| 15 Minutes | 120.00 | 117.00 | 114.00 | 111.00 | 108.00 |
| 10 Minutes | 90.00 | 87.75 | 85.50 | 83.25 | 81.00 |
| 5 Minutes | 60.00 | 58.50 | 57.00 | 55.50 | 54.00 |
| Announcements | 52.50 | 51.25 | 50.00 | 48.50 | 47.25 |

| Period | 104 ti. | 156 ti. | 208 ti. | 260 ti. | 312 ti. or more |
|---------------|---------|---------|---------|---------|-----------------|
| 1 Hour | 255.00 | 247.50 | 240.00 | 232.50 | 225.00 |
| 30 Minutes | 153.00 | 148.50 | 144.00 | 139.50 | 135.00 |
| 20 Minutes | 127.50 | 123.75 | 120.00 | 116.25 | 112.50 |
| 15 Minutes | 102.00 | 99.00 | 96.00 | 93.00 | 90.00 |
| 10 Minutes | 76.50 | 74.25 | 72.00 | 69.75 | 67.50 |
| 5 Minutes | 51.00 | 49.50 | 48.00 | 46.50 | 45.00 |
| Announcements | 44.75 | 43.25 | 42.00 | 40.75 | 39.50 |

Class B—4:59 pm to 6:59 pm Monday through Saturday; 10:30 pm to sign off Daily; Sign-on to 6:59 pm Sunday.

| Period | 1 time | 13 times | 26 times | 39 times | 52 times |
|---------------|--------|----------|----------|----------|----------|
| 1 Hour | 225.00 | 219.25 | 213.75 | 208.00 | 202.50 |
| 30 Minutes | 135.00 | 131.75 | 128.25 | 125.00 | 121.50 |
| 20 Minutes | 112.50 | 109.75 | 106.75 | 104.00 | 101.25 |
| 15 Minutes | 90.00 | 87.75 | 85.50 | 83.25 | 81.00 |
| 10 Minutes | 67.50 | 65.75 | 64.00 | 62.50 | 60.75 |
| 5 Minutes | 45.00 | 43.75 | 42.75 | 41.50 | 40.50 |
| Announcements | 39.50 | 38.50 | 37.50 | 36.50 | 35.50 |

| Period | 104 ti. | 156 ti. | 208 ti. | 260 ti. | 312 ti. or more |
|---------------|---------|---------|---------|---------|-----------------|
| 1 Hour | 191.25 | 185.50 | 180.00 | 174.25 | 168.75 |
| 30 Minutes | 114.75 | 111.50 | 108.00 | 104.75 | 101.25 |
| 20 Minutes | 95.50 | 92.75 | 90.00 | 87.25 | 84.25 |
| 15 Minutes | 76.50 | 74.25 | 72.00 | 69.75 | 67.50 |
| 10 Minutes | 57.25 | 55.75 | 54.00 | 52.25 | 50.50 |
| 5 Minutes | 38.25 | 37.00 | 36.00 | 34.75 | 33.75 |
| Announcements | 33.50 | 32.50 | 31.50 | 30.50 | 29.50 |

Class C—Sign-on to 4:59 Monday through Saturday.

| Period | 1 time | 13 times | 26 times | 39 times | 52 times |
|---------------|--------|----------|----------|----------|----------|
| 1 Hour | 150.00 | 146.25 | 142.50 | 138.75 | 135.00 |
| 30 Minutes | 90.00 | 87.75 | 85.50 | 83.25 | 81.00 |
| 20 Minutes | 75.00 | 73.00 | 71.25 | 69.25 | 67.50 |
| 15 Minutes | 60.00 | 58.50 | 57.00 | 55.50 | 54.00 |
| 10 Minutes | 45.00 | 43.75 | 42.75 | 41.50 | 40.50 |
| 5 Minutes | 30.00 | 29.25 | 28.50 | 27.75 | 27.00 |
| Announcements | 26.25 | 25.50 | 25.00 | 24.25 | 23.50 |

| Period | 104 ti. | 156 ti. | 208 ti. | 260 ti. | 312 ti. or more |
|---------------|---------|---------|---------|---------|-----------------|
| 1 Hour | 127.50 | 123.75 | 120.00 | 116.25 | 112.50 |
| 30 Minutes | 76.50 | 74.25 | 72.00 | 69.75 | 67.50 |
| 20 Minutes | 63.75 | 61.75 | 60.00 | 58.00 | 56.25 |
| 15 Minutes | 51.00 | 49.50 | 48.00 | 46.50 | 45.00 |
| 10 Minutes | 38.25 | 37.00 | 36.00 | 34.75 | 33.75 |
| 5 Minutes | 25.50 | 24.75 | 24.00 | 23.25 | 22.50 |
| Announcements | 22.25 | 21.75 | 21.00 | 20.25 | 19.75 |

FILM PROGRAMS

Class A—6:59 pm to 10:30 pm Daily.

| Period | 1 time | 13 times | 26 times | 39 times | 52 times |
|---------------|----------|----------|----------|----------|----------|
| 1 Hour | \$250.00 | \$243.75 | \$237.50 | \$231.25 | \$225.00 |
| 30 Minutes | 150.00 | 146.25 | 142.50 | 138.75 | 135.00 |
| 20 Minutes | 125.00 | 121.75 | 118.75 | 115.50 | 112.50 |
| 15 Minutes | 100.00 | 97.50 | 95.00 | 92.50 | 90.00 |
| 10 Minutes | 75.00 | 73.00 | 71.25 | 69.25 | 67.50 |
| 5 Minutes | 50.00 | 48.75 | 47.50 | 46.25 | 45.00 |
| Announcements | 43.75 | 42.75 | 41.50 | 40.50 | 39.25 |

| Period | 104 ti. | 156 ti. | 208 ti. | 260 ti. | 312 ti. or more |
|---------------|---------|---------|---------|---------|-----------------|
| 1 Hour | 212.50 | 206.25 | 200.00 | 193.75 | 187.50 |
| 30 Minutes | 127.50 | 123.75 | 120.00 | 116.25 | 112.50 |
| 20 Minutes | 106.25 | 103.00 | 100.00 | 96.75 | 93.75 |
| 15 Minutes | 85.00 | 82.50 | 80.00 | 77.50 | 75.00 |
| 10 Minutes | 63.75 | 61.75 | 60.00 | 58.00 | 56.25 |
| 5 Minutes | 42.50 | 41.25 | 40.00 | 38.75 | 37.50 |
| Announcements | 37.25 | 36.00 | 35.00 | 34.00 | 32.75 |

Class B—4:59 pm to 6:59 pm Monday through Saturday; 10:30 pm to sign off Daily; Sign-on to 6:59 pm Sunday.

| Period | 1 time | 13 times | 26 times | 39 times | 52 times |
|---------------|--------|----------|----------|----------|----------|
| 1 Hour | 187.50 | 182.75 | 178.00 | 173.50 | 168.75 |
| 30 Minutes | 112.50 | 109.75 | 106.75 | 104.00 | 101.25 |
| 20 Minutes | 93.75 | 91.50 | 89.00 | 86.75 | 84.25 |
| 15 Minutes | 75.00 | 73.00 | 71.25 | 69.25 | 67.50 |
| 10 Minutes | 56.25 | 54.75 | 53.50 | 52.00 | 50.50 |
| 5 Minutes | 37.50 | 36.50 | 35.50 | 34.75 | 33.75 |
| Announcements | 32.75 | 32.00 | 31.25 | 30.25 | 29.50 |

| Period | 104 ti. | 156 ti. | 208 ti. | 260 ti. | 312 ti. or more |
|---------------|---------|---------|---------|---------|-----------------|
| 1 Hour | 159.25 | 154.75 | 150.00 | 145.25 | 140.50 |
| 30 Minutes | 95.50 | 92.75 | 90.00 | 87.25 | 84.25 |
| 20 Minutes | 79.75 | 77.25 | 75.00 | 72.75 | 70.25 |
| 15 Minutes | 63.75 | 61.75 | 60.00 | 58.00 | 56.25 |
| 10 Minutes | 47.75 | 46.50 | 45.00 | 43.50 | 42.25 |
| 5 Minutes | 31.75 | 31.00 | 30.00 | 29.00 | 28.00 |
| Announcements | 28.00 | 27.00 | 26.25 | 25.50 | 24.50 |

Class C—Sign-on to 4:59 Monday through Saturday.

| Period | 1 time | 13 times | 26 times | 39 times | 52 times |
|---------------|--------|----------|----------|----------|----------|
| 1 Hour | 125.00 | 121.75 | 118.75 | 115.50 | 112.50 |
| 30 Minutes | 75.00 | 73.00 | 71.25 | 69.25 | 67.50 |
| 20 Minutes | 62.50 | 61.00 | 59.25 | 57.75 | 56.25 |
| 15 Minutes | 50.00 | 48.75 | 47.50 | 46.25 | 45.00 |
| 10 Minutes | 37.50 | 36.50 | 35.50 | 34.75 | 33.75 |
| 5 Minutes | 25.00 | 24.25 | 23.75 | 23.00 | 22.50 |
| Announcements | 22.00 | 21.25 | 20.75 | 20.25 | 19.75 |

| Period | 104 ti. | 156 ti. | 208 ti. | 260 ti. | 312 ti. or more |
|---------------|---------|---------|---------|---------|-----------------|
| 1 Hour | 106.25 | 103.00 | 100.00 | 96.75 | 93.75 |
| 30 Minutes | 63.75 | 61.75 | 60.00 | 58.00 | 56.25 |
| 20 Minutes | 53.00 | 51.50 | 50.00 | 48.50 | 46.75 |
| 15 Minutes | 42.50 | 41.25 | 40.00 | 38.75 | 37.50 |
| 10 Minutes | 31.75 | 31.00 | 30.00 | 29.00 | 28.00 |
| 5 Minutes | 21.25 | 20.50 | 20.00 | 19.25 | 18.75 |
| Announcements | 18.50 | 18.00 | 17.50 | 17.00 | 16.50 |

Discounts—Rate Protection—Contract Requirements: (a) Programs and announcements cannot be combined to earn frequency discounts. (b) Fifty-two (52) week contracts for the purpose of earning frequency discounts are accepted, however, present rate protection is guaranteed for 26 weeks only, and all schedules must start within 30 days of contract date. Rates are subject to change without notice. (c) Program content and commercial copy subject to acceptance of management of WAAM. (d) All program content and advertising copy must be received at least 48 hours (exclusive of Saturdays, Sundays and Holidays) prior to schedule time.

Commission and Payment Time: (a) 15% commission allowed on net charges for station time to recognized advertising agencies. Short rate billing rendered if frequency is not earned. (b) Bills rendered on first of each month—due and payable when rendered. No cash discount.

Rehearsal Time: In ratio of 2 to 1 on air time is included in rates for all programs. If additional rehearsal time is required, rate for live studio programs is \$50 per hour or a portion thereof; for film studio, it is \$25 per hour or a portion thereof.

Remotes and Special Features: Mobile units available for outdoor and indoor telecasts. Rates are furnished upon request.

Rates Include: Full use of existing studio, staff announcer, and assigned studio facilities. Rates for talent, art and construction units are furnished upon request.

Political Broadcasts: Regular time rates apply with no agency discount, cash and copy at least 48 hours in advance.

Rates Upon Request: For complete program service including production, talent, music library and script writing.

Unacceptable Products and Service: Hard liquor, laxatives, deodorants, and other products or services considered unacceptable by the station.

Represented by: Free & Peters Inc.

Station Facilities: Main studio is 65x65x25-ft., capable of handling multi-set programs. Second studio is 20x30x10-ft. Announce studio is 14x12x10-ft., is equipped with monitor set. Film facilities include two 16mm projectors, two slide projectors for 3½x4-in. transparencies and one Balopticon for 5¼x7-in. material. Dual turntables are available in both studios and in master control, can reproduce both vertical and lateral transcriptions. Remote facilities include two camera chains and associated equipment. Clients audition room adjoins main studio. Special sound effects filters for all audio channels.

WBAL-TV

TV Network Service: NBC

Grantee (STA): Hearst Radio Inc. Address: 2610 N. Charles St. Studio: 2610 N. Charles St. Transmitter: Violet & Cottage Aves. Telephone: Hopkins 3000.

AM Affiliate: WBAL. 50,000 watts, 1090 kc (NBC). Newspaper Affiliation: *Baltimore News-Post*.

Began Commercial Operation: March 11, 1948.

Personnel:

Harold C. Burke, *general manager*.
Harold P. See, *director of television*.
John J. Dickman, *program manager*.
Kenneth L. Carter, *sales manager*.
Dr. David E. Weglein, *public service counselor*.
Dr. Allan Dash, *music and choral director*.
George Jacobs, *video operations engineer*.
Nick Campofreda, *sports director*.
Mollie Martin, *director of women's programs*.

Technical Facilities: Channel No. 11 (198-204 mc). Visual power, 32.6 kw. Aural power, 17.2 kw. Antenna height, 525 ft above average terrain; 447 ft above ground.

RATE CARD NO. 2—Aug. 1, 1948

LIVE STUDIO PROGRAMS

| Period | 25 times | 26 times | 52 times | 104 times | 208 or more |
|------------|----------|----------|----------|-----------|-------------|
| | or less | 5% | 10% | 15% | 20% |
| 1 Hour | \$350.00 | \$332.50 | \$315.00 | \$297.50 | \$280.00 |
| ½ Hour | 185.00 | 175.75 | 168.50 | 157.25 | 148.00 |
| 20 Minutes | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 |
| 15 Minutes | 125.00 | 118.75 | 112.50 | 106.25 | 100.00 |
| 10 Minutes | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| 5 Minutes | 85.00 | 81.75 | 78.50 | 75.25 | 72.00 |
| 1 Minute | 55.00 | 52.25 | 49.50 | 46.75 | 44.00 |

ALL FILM PROGRAMS

| | | | | | |
|-------------------------|----------|----------|----------|----------|----------|
| 1 Hour | \$250.00 | \$237.50 | \$225.00 | \$212.50 | \$200.00 |
| ½ Hour | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 |
| 20 Minutes | 125.00 | 118.75 | 112.50 | 106.25 | 100.00 |
| 15 Minutes | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| 10 Minutes | 85.00 | 80.75 | 76.50 | 72.25 | 68.00 |
| 5 Minutes | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 |
| 1 Minute | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 |
| 20 Sec. (film or slide) | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 |

Announcements: 20 second service announcement or one minute participating announcement on film or slide \$35. Live studio announcement \$50. Discounts: 26 times 5%, 52 times 10%, 104 times 15%, 208 or more times 20%.

Field Pickups: Charges quoted on request.

Rehearsal Time: Double the amount of broadcast time without extra charge. Additional rehearsal time: Studio \$60 per hour; film studio \$30 per hour.

Represented by: Edward Petry & Co. Inc.

Station Facilities: Studio (30x50 ft) with two image orthicon camera chains. Air Theatre (24x34 ft) accommodating audience of 160. Film facilities include two 16mm film projectors, two 35mm slide projectors for 2x2-in glass mounted transparencies. Mobile unit consists of two image orthicon cameras, microwave transmitter, etc. Recording facilities include 33½ and 78 r.p.m. equipment.

WMAR-TV

TV Network Service: CBS.

Grantee (STA): A. S. Abell Co. Address: O'Sullivan Bldg. Studios: O'Sullivan Bldg. and Sun Bldg. Transmitter: O'Sullivan Bldg.

Telephone: Lexington 7700.

AM Affiliate: WMAR (CP). 1,000 watts. 850 kc. FM Affiliate: WMAR-FM. 20 kw, 97.9 mc (No. 250), 390 ft antenna height. Newspaper Affiliation: *Baltimore Sunpapers*.

Began Commercial Operation: Oct. 30, 1947.

Personnel:

Paul Patterson, *president*.
E. K. Jett, *v.p. and director, radio division*.
Ernest A. Lang, *commercial manager*.
Robert Cochrane, *program director*.
C. G. Nopper, *chief engineer*.
P. S. Heisler, *chief, film department*.

Technical Facilities: Channel No. 2 (54-60 mc). Visual power, 17.1 kw. Aural power, 10 kw. Antenna height, 397.4 ft above average terrain; 591 ft above ground.

RATE CARD NO. 2

Sept. 1, 1948

Basic Rate applies to all film programs, includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials; also applies to programs and announcements relayed from other stations or by a network. It does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station. (See Studio Rates below). It does not cover remotes. (Costs quoted on request).

| Period | 1 time | 26 times | 52 times | 104 times | 208 times or more |
|--------------------------------|----------|----------|----------|-----------|-------------------|
| 1 Hour | \$250.00 | \$237.50 | \$225.00 | \$212.50 | \$200.00 |
| ½ Hour | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 |
| 20 Minutes | 125.00 | 118.75 | 112.50 | 106.25 | 100.00 |
| 15 Minutes | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| 10 Minutes | 85.00 | 80.75 | 76.50 | 72.25 | 68.00 |
| 5 Minutes | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 |
| Announcements (1 Min. or less) | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 |

STUDIO RATE

Studio Rate applies to all live-talent studio productions, includes facilities covered by the basic rate plus full use of studio and camera facilities, and the necessary technical staff. Also includes rehearsal time* as below. Talent, art and construction work are not included in these rates. Costs for these items will be quoted on request.

| Period | 1 time | 26 times | 52 times | 104 times | 208 times or more |
|--------------------------------|----------|----------|----------|-----------|-------------------|
| 1 Hour | \$350.00 | \$332.50 | \$315.00 | \$297.50 | \$280.00 |
| ½ Hour | 185.00 | 175.75 | 166.50 | 157.25 | 148.00 |
| 20 Minutes | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 |
| 15 Minutes | 125.00 | 118.75 | 112.50 | 106.25 | 100.00 |
| 10 Minutes | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| 5 Minutes | 65.00 | 61.75 | 58.50 | 55.25 | 52.00 |
| Announcements (1 Min. or less) | 55.00 | 52.25 | 49.50 | 46.75 | 44.00 |

Announcements and programs cannot be combined to earn lower rate.

*Studio Rehearsal Time—Twice the amount of air time without extra charge. Additional studio rehearsal time \$60.00 per hour.

Conditions: All of the above rates are subject to 15% Agency Commission. No cash discount. Bills rendered monthly; due and payable on the 20th of the month following telecast. WMAR-TV reserves the right to change its rates effective on such date as it may announce. Changes which increase rates will not apply to advertisers who are on the air at the time the increase is announced until six months after the effective date of any new rates, provided there is no interruption. One year contracts, however, will be accepted only for the purpose of earning frequency discounts. Contracts are subject to cancellation by a 28-day advance notice in writing for programs; 14 days for announcements. Cancelled contracts are subject to short rates. Schedules must start within 30 days of contract date. Closing time on all scripts, film, slides and other program material or announcements is 48 hours prior to the schedule time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. All program content and commercial copy is subject to approval of station management. Station reserves the right to refuse any program for reasons satisfactory to itself.

Represented by: Katz Agency, Inc.

Station Facilities: (a) Studios—One main, and one small auxiliary studio, with two studio-type image orthicon cameras. Field cameras also available. Main studio can be arranged to accommodate audience of 50. (b) Film Facilities—Includes two 16mm projectors, two film camera chains, one Balopticon projector, two Kodak slide projectors, one 35mm strip film projector, one Houston processor, one film printer, seven type 70 DE cameras, one Auricon 16mm sound camera, two 16mm Zoomar lenses, one station wagon, platform, portable lights, dollies, etc. (c) Viewing Room—Available without charge for the convenience of advertisers and agency representatives who may wish to preview film programs and commercial film and slides before telecasting. (d) Mobile Units—One unit equipped with three camera chains. Another unit with two chains. Three 7,000 mc microwave relay transmitters. One Zoomar lens for television camera, and other essential apparatus.

MASSACHUSETTS

BOSTON

32,900 Sets; 1,175,000 Families

WBZ-TV

TV Network Service: NBC.

Grantee (STA): Westinghouse Radio Stations Inc. Address: 1170 Soldiers Field Rd.

Studio and Transmitter: 1170 Soldiers Field Rd.

Telephone: Algonquin 4-5670.

AM Affiliate: WBZ. 50,000 watts, 1030 kc. (NBC). FM Affiliate: WBZ-FM. 20 kw, 92.9 mc (No. 225), 495 ft antenna height.

Began Commercial Operation: June 9, 1948.

Personnel:

Walter Evans, *president* (Baltimore).
J. B. Conley, *general manager* (Philadelphia).
W. C. Swartley, *station manager*.
W. H. Hauser, *chief engineer*.
Sidney V. Stadig, *technical supervisor*.
C. Herbert Masse, *sales manager*.
Lynn Morrow, *asst. sales manager*.
Dallas Wyant, *promotion supervisor*.
W. Gordon Swan, *program manager*.
Lucian Self, *program supervisor*.
Wendell A. Davis, *publicity manager*.
Horace A. Rolfs, *traffic manager*.
Iran Berlow, Ralph Giffen, *production*.
Norah Adamson, *film librarian*.

(Continued on next page)

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 14.3 kw. Aural power, 7.13 kw. Antenna height, 547 ft above average terrain; 656 ft above ground. Requests modification of CP for 15.61 kw visual, 7.07 kw aural, 536 ft above average terrain; 649 ft above ground.

RATE CARD NO. 2T
Dec. 1, 1948

- Live Studio Broadcasts

| | |
|------------|----------|
| 60 Minutes | \$350.00 |
| 30 Minutes | 210.00 |
| 20 Minutes | 175.00 |
| 15 Minutes | 140.00 |
| 10 Minutes | 120.00 |
| 5 Minutes | 85.00 |
- All-Film Broadcasts

| | |
|------------|----------|
| 60 Minutes | \$250.00 |
| 30 Minutes | 150.00 |
| 20 Minutes | 125.00 |
| 15 Minutes | 100.00 |
| 10 Minutes | 85.00 |
| 5 Minutes | 60.00 |
- Announcements

| | |
|----------------------------|---------|
| 1 Minute (Film or Slide) | \$50.00 |
| 20 Seconds (Film or Slide) | 50.00 |

Quotations for live one-minute announcements will be supplied on request.
- Rehearsal Charges: Live studio facilities, \$25 per 1/2 hour or any part thereof. Film facilities, \$15 per 1/2 hour or any part thereof.
- Miscellaneous: (a) Charges in Section 1 include transmitter and studio facilities during the broadcast. Charges in Sections 2 and 3 include the transmitter and film projection facilities during the broadcast. (b) Charges under Sections 1, 2 and 3 do not include talent (other than a regularly scheduled announcer for audio only), news service, script writing, art work, film, film editing, music, sound effects, production, etc., quotations for which will be supplied on request. (c) Quotations for remote pick-ups will be furnished upon request.
- Contract Requirements: (a) Maximum length of contract is one year. (b) Commitments made prior to the effective date of this card and renewals thereof will be completed at rates called for by such commitments up to and including May 31, 1949. Advertisers, however, may elect to substitute new contracts effective Dec. 1, 1948, or at any time thereafter at rates on this card for the unexpired portion of such commitments.
- Discounts: Discounts subject to the following conditions, are applicable to the gross charges listed in Section 1 (Live Studio Broadcasts), Section 2 (All Film Broadcasts), and Section 3 (Announcements). Program periods (Sections 1 and 2) and announcements (Section 3) establish their individual discount schedules and may not be combined to earn higher discounts. Discounts are based on the total number used during an established 12-month period. 25 times per year or less, no discount; 26 times per year, 7 1/2%; 39 times per year, 10%; 52 times per year, 12 1/2%; 104 times per year, 15%; 156 times per year, 17 1/2%; 260 times per year, or more, 20%. Frequency discounts are allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues. The rate of discount to which an advertiser would otherwise be entitled will not be affected if he is required by the station to relinquish the time or times specified in his contract and the broadcast and/or broadcasts are interrupted or cancelled for this reason.
- Agency Commission: Commission of 15% on net charges under Sections 1, 2 and 3 will be allowed to recognized advertising agencies.
- Length of Commercial Copy:

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

*Placement and type of commercial subject to company approval.
Represented by: NBC Spot Sales.

Station Facilities: General purpose studio (40x45 ft), with mezzanine operations room, auditorium-type studio (seating 175) with stage (34x28 ft), studio (40x45 ft) adaptable to television. Cameras include three image orthicons for studio use. One mobile unit is equipped with two image orthicon cameras and microwave relay facilities. Film facilities include two 35mm, two 16mm projectors and one slide projector. News services are AP, INS news tape. Transcription services are Associated and Thesaurus. Recording equipment consists of two turntables, one portable recorder and one film recorder.

WNAC-TV

TV Network Service: ABC, CBS, DuMont.

Grantee (STA): Yankee Network Inc. Address: 21 Brookline Ave. Studio: 21 Brookline Ave. Transmitter: Rear of Malden Hospital, on Medford-Malden line.
Telephone: Commonwealth 6-0800.
Began operation: June 21, 1948.

AM Affiliate: WNAC. 5,000 watts, 1260 kc (MBS). FM Affiliate: WNAC-FM. 19.5 kw, 98.5 mc (No. 253), 510 ft antenna height.

Personnel:
William F. O'Neil, president.
H. Linus Travers, executive v.p. and general manager.
Thomas O'Neil, v.p.
George Steffy, v.p. in charge of television.
David Shurtleff, director of promotion and publicity.
Irving B. Robinson, technical director.
Harry Whittemore, chief engineer.

Technical Facilities: Channel No. 7 (174-180 mc). Visual power, 26.6 kw. Aural power, 13.3 kw. Antenna height, 501 ft above average terrain; 437 ft above ground.

RATE CARD NO. 1
Sept. 1, 1948

GENERAL INFORMATION

- Frequency, etc.: [See above].
- Network Affiliations: WNAC-TV has interim affiliations with American Broadcasting Company, Columbia Broadcasting System, DuMont.
- Special Features: WNAC-TV has exclusive rights of fights, wrestling, high school football, pro football. Rates submitted on request.
- Transcriptions: Equipped to handle 33 1/3 and 78 rpm vertical and lateral transcriptions. Phonograph records and transcriptions acceptable.
- Technical Equipment: For outside telecasts—Mobile Unit, 3 image orthicon camera chains. For studio shows—3 image orthicon camera chains. For films and slides—2 simplex 35mm, 2 Bell & Howell 16mm, 1 slide projector 3 1/4 x 4-in., 1 slide projector 2x2-in., 2 camera chains. For silent movie production—16mm only, Bell & Howell camera with complete lens complement. For still pictures—Facilities quoted on request. For sound movie production—Facilities quoted on request. For film processing—Facilities quoted on request. For cutting and editing—Complete 16mm and 35mm equipment.
- Remote Control: Charges for remote control telecasts furnished on request.
- Foreign Languages: Not available.
- Political Telecasts: Programs of five minutes or more only. Sale of political time subject to conditions as outlined on WNAC-TV Standard Agreement Form for Political Telecasting contract. Contract furnished on request.

GENERAL RATES

- Programs:

| | |
|---|----------|
| Class A—(6 p.m. to 11 p.m.) | |
| 1 Hour | \$300.00 |
| 40 Minutes | 240.00 |
| 1/2 Hour | 180.00 |
| 20 Minutes | 150.00 |
| 1/4 Hour | 120.00 |
| 10 Minutes | 90.00 |
| 5 Minutes | 60.00 |
| Class B—(Before 6 p.m. - after 11 p.m.) | |
| 1 Hour | \$225.00 |
| 40 Minutes | 180.00 |
| 1/2 Hour | 135.00 |
| 20 Minutes | 112.50 |
| 1/4 Hour | 90.00 |
| 10 Minutes | 67.50 |
| 5 Minutes | 45.00 |

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

- Announcements:

| | |
|---|---------|
| Class A—(6 p.m. to 11 p.m.) | |
| One minute or less | \$45.00 |
| Class B—(Before 6 p.m. - after 11 p.m.) | |
| One minute or less | \$33.75 |

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

- Commissions and Discounts: (a) 15% commission paid to recognized advertising agencies on station time only. Time and talent-production are billed as separate items on station invoice. (b) No cash discount. (c) Bills rendered monthly. Due when rendered.
- Contract Requirements: (a) No contract to exceed one year's duration. (b) All program material and commercial content is subject to approval of station management. (c) All contracts subject to the conditions of the WNAC-TV published contract form. (d) All rates guaranteed only for number of weeks contracted for (not to exceed 52 weeks). (e) All commercial copy, either script or film, must be received at station at least 72 hours before telecast time.
- Discounts from Time Costs: When 52 consecutive weeks of advertising are completed a bonus discount of 20% will be allowed on the lowest weekly billing. Programs and announcements cannot be combined for purpose of bonus discount.
- Represented by: Edward Petry & Co. Inc.

MICHIGAN

DETROIT

22,000 Sets; 839,000 Families

WJBK-TV

TV Network Service: CBS.

Grantee (STA): Fort Industry Co. Address: 500 New Center Bldg.
Studio: 500 Temple Ave. Transmitter: Lyndon & Cloverdale.

AM Affiliate: WJBK. 250 watts, 1490 kc. FM Affiliate: WJBK-FM.
30 kw, 93.1 mc (No. 226), 440 ft antenna height.

Began Commercial Operation: Oct. 24, 1948.

Personnel:

George B. Storer, *president.*
Lee B. Wallis, *v.p. in charge of operations.*
Richard E. Jones, *general manager.*
Ralph G. Elvin, *managing director, WJBK-TV.*
Paul O. Frincke, *chief engineer.*

Technical Facilities: Channel No. 2 (54-60 mc). Visual power, 14.26 kw. Aural power, 7.51 kw. Antenna height, 500 ft above average terrain; 483 ft above ground. Operating with interim power of 8.2 kw visual, 4.2 kw aural. Requests 16.5 kw visual power, 8.3 kw aural power.

RATE CARD NO. 1

Oct. 1, 1948

BASIC RATE

Includes transmitter and film projection facilities, services of staff announcer and recorded music as background for film commercials. Also applies to programs and announcements relayed from other stations or by a network. Does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station. (See Studio Rates below). Does not cover remotes. (Costs quoted on request.)

| | 1 Time | 13 Times (5%) | 26 Times (10%) | 52 Times (15%) | 104 Times (20%) | 156 Times (25%) | 260 Times (30%) |
|------------|-----------|---------------------|----------------------|----------------------|-----------------------|-----------------------|-----------------------|
| 1 Hour | \$350.00 | \$332.50 | \$315.00 | \$297.50 | \$280.00 | \$262.50 | \$245.00 |
| 1/2 Hour | 210.00 | 199.50 | 189.00 | 178.50 | 168.00 | 157.50 | 147.00 |
| 20 Minutes | 175.00 | 166.25 | 157.50 | 148.75 | 140.00 | 131.25 | 122.50 |
| 15 Minutes | 140.00 | 133.00 | 126.00 | 119.00 | 112.00 | 105.00 | 98.00 |
| 10 Minutes | 105.00 | 99.75 | 94.50 | 89.25 | 84.00 | 78.75 | 73.50 |
| 5 Minutes | 70.00 | 66.50 | 63.00 | 59.50 | 56.00 | 52.50 | 49.00 |

Announcements

(1 Min. or less) 50.00 47.50 45.00 42.50 40.00 37.50 35.00

Announcements and programs cannot be combined to earn lower rate.

STUDIO RATE

Applies to all live-talent studio productions. Includes facilities covered by the basic rate plus full use of studio and camera facilities, and the necessary technical staff. Also includes camera rehearsal time* as shown below. Talent, art and construction work are not included in these rates. Costs for these items will be quoted on request.

| | 1 Time | 13 Times (5%) | 26 Times (10%) | 52 Times (15%) | 104 Times (20%) | 156 Times (25%) | 260 Times (30%) |
|------------|-----------|---------------------|----------------------|----------------------|-----------------------|-----------------------|-----------------------|
| 1 Hour | \$420.00 | \$399.00 | \$378.00 | \$357.00 | \$336.00 | \$315.00 | \$294.00 |
| 1/2 Hour | 252.00 | 239.40 | 226.80 | 214.20 | 201.60 | 189.00 | 176.40 |
| 20 Minutes | 210.00 | 199.50 | 189.00 | 178.50 | 168.00 | 157.50 | 147.00 |
| 15 Minutes | 168.00 | 159.60 | 151.20 | 142.80 | 134.40 | 126.00 | 117.60 |
| 10 Minutes | 126.00 | 119.70 | 113.40 | 107.10 | 100.80 | 94.50 | 88.20 |
| 5 Minutes | 84.00 | 79.80 | 75.60 | 71.40 | 67.20 | 63.00 | 58.80 |

Announcements

(1 Min. or less) 60.00 57.00 54.00 51.00 48.00 45.00 42.00

Announcements and programs cannot be combined to earn lower rate.

*Rehearsal Time: Camera rehearsal time in ratio of 2-1 included in above costs. \$25 per hour for time in excess of 2-1 ratio, but less than 4-1. \$75 per hour for time in excess of 4-1 ratio.

Special Features and Remotes: Special Features and Remotes, when offered for sponsorship, will be quoted on a fully-commissionable all-inclusive basis.

Conditions: All rates subject to 15% Agency Commission. No cash discount. Bills rendered monthly; due and payable on the 10th of the month following telecast. One year contracts will be accepted for the purpose of earning frequency discounts, but above rates are guaranteed only for 6 months from date of first telecast. Contracts are subject to cancellation by a 28-day advance notice in writing for programs; 14 days for announcements. Cancelled contracts are subject to short rates. Schedules must start within 30 days of contract date. Closing time on all programs or announcements is 48 hours prior to the schedule time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. All program content and commercial copy is subject to approval of station management. WJBK-TV reserves the right to refuse any program for reasons satisfactory to itself.

Represented by: The Katz Agency.

WWJ-TV

TV Network Service: NBC.

Grantee (STA): Evening News Assn. Address: 630 W. Lafayette Blvd.

Studio: 630 W. Lafayette Blvd. Transmitter: Penobscot Bldg.

Telephone: Randolph 2000.

AM Affiliate: WWJ. 5,000 watts, 950 kc (NBC). FM Affiliate: WWJ-FM. 10.5 kw. 97.1 mc (No. 246), 663 ft antenna height. Newspaper Affiliation: *Detroit News.*

Began Commercial Operation: June 3, 1947.

Personnel:

William J. Scripps, *director of radio and television.*
Harry Bannister, *general manager.*
Harry Betteridge, *general sales manager.*
W. E. Walbridge, *television sales manager.*
Mel Wissman, *general program manager.*
Keith McKenney, *program supervisor.*
James Eberle, *special events director.*
E. J. Love, *general engineering manager.*

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 17.1 kw. Aural power, 17.7 kw. Antenna height, 588 ft above average terrain; 616 ft above ground.

RATE CARD NO. 4

Sept. 1, 1948

AIR TIME RATE CARD (Live or Film)

| Period | 1 Time | 13 Times 5% Disc. | 26 Times 10% Disc. | 52 Times 12 1/2% Disc. | 100 Times 15% Disc. | 200 Times 20% Disc. | 260 Times 25% Disc. |
|--|-----------|----------------------------|-----------------------------|---------------------------------|------------------------------|------------------------------|------------------------------|
| Class A—Daily: 6:00 p.m. to 11:00 p.m. | | | | | | | |
| 1 hour | \$420.00 | \$399.00 | \$368.00 | \$367.50 | \$357.00 | \$336.00 | \$315.00 |
| 1/2 hour | 252.00 | 239.40 | 226.80 | 220.50 | 214.20 | 201.60 | 189.50 |
| 20 minutes | 210.00 | 199.50 | 189.00 | 183.75 | 178.50 | 169.00 | 157.50 |
| 15 minutes | 168.00 | 159.60 | 151.20 | 147.00 | 142.80 | 134.40 | 126.00 |
| 10 minutes | 126.00 | 119.70 | 113.40 | 110.25 | 107.10 | 100.80 | 94.50 |
| 5 minutes | 84.00 | 79.80 | 75.60 | 73.50 | 71.40 | 67.20 | 63.00 |

Announcements

1 minute or less - 60.00 57.00 54.00 52.50 51.00 48.00 45.00

Class B—Daily: 9:00 a.m. to 6:00 p.m.

| | | | | | | | |
|------------|----------|----------|----------|----------|----------|----------|----------|
| 1 hour | \$350.00 | \$332.50 | \$315.00 | \$306.25 | \$297.50 | \$280.00 | \$262.50 |
| 1/2 hour | 210.00 | 199.50 | 189.00 | 183.75 | 178.50 | 168.00 | 157.50 |
| 20 minutes | 175.00 | 166.25 | 157.50 | 153.15 | 148.75 | 140.00 | 131.25 |
| 15 minutes | 140.00 | 133.00 | 126.00 | 122.52 | 119.00 | 112.00 | 105.00 |
| 10 minutes | 105.00 | 99.75 | 94.50 | 91.89 | 89.25 | 84.00 | 78.75 |
| 5 minutes | 70.00 | 66.50 | 63.00 | 61.26 | 59.50 | 56.00 | 52.50 |

Announcements

1 minute or less - 50.00 47.50 45.00 43.75 42.50 40.00 37.50

Listed rates are for air time, including the use of studio, film, or remote facilities. Any additional charges for production, rehearsal, material, or field pick-up, will be based upon actual costs.

Film, art work, music, and dramatic talent available on request.

Program material and advertising copy are subject to approval according to the standards of station policy. WWJ-TV reserves the right to edit, refuse, or cancel any of the above.

Closing time on all programs or announcements is 72 hours prior to the scheduled time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligation to adhere to the schedule.

Represented by: George P. Hollingbery Co.

Station Facilities: Two studios (both approximately 30x40-ft) with three cameras in one, two in the other. News services include AP News and wirephotos, UP News, NBC Newsreel, Telenews-INS-IMP Newsreel, local newsreels shot by station cameramen. Transcription services include Standard and Lang-Worth. WWJ facilities used for recording. Film facilities consist of two 16mm projectors and one film slide projector. One complete remote crew.

WXYZ-TV

TV Network Service: ABC.

Grantee (STA): American Broadcasting Co. Inc. Address: 1700 Stroh Bldg.

Studio and Transmitter: Maccabees Bldg.

Telephone: Cherry 8321.

AM Affiliate: WXYZ. 5,000 watts, 1270 kc (ABC). FM Affiliate: WXYZ-FM. 23 kw, 100.1 mc (No. 266), 485 ft antenna height.

Begins Commercial Operation: Oct. 9, 1948.

Personnel:

James G. Riddell, *general manager.*
John Pival, *manager of television programming.*
Lawrence Pike, *producer.*
Theodore Johnson, *special events director.*
Donald Hallman, *remote director.*
Peter Strand, *Dave Greene, studio directors.*

Technical Facilities: Channel No. 7 (174-180 mc). Visual power, 27.9 kw. Aural power, 13.9 kw. Antenna height, 485 ft above average terrain; 480 ft above ground.

RATE CARD NO. 2

Oct. 9, 1948

For specifications of rate card, see WJZ-TV, New York City. Details listed below are those portions of WXYZ-TV rate card that differ from those of WJZ-TV.

(Continued on next page)

DETROIT: WXYZ-TV (Continued)

Studio Rehearsal Charges: The hourly rates for WXYZ-TV studio rehearsal time are as follows: Program—All Live, \$100 (If film is used in conjunction with a live program an additional flat charge of \$50 will be made for use of the film studio, regardless of the length of the rehearsal). Program—All Film, \$50 (If live voice over film is used, add 50% to "Program All Film" rates).

RATES

Class A—7:00-10:30 p.m. Monday through Friday and 12:00 Noon to 10:30 p.m. Saturday and Sunday.

NUMBER OF TIMES PER YEAR

| Period | 1-12 | 13-25 | 26-51 | 52-103 | 104-259 | 260-399 | Over 400 |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$420.00 | \$399.00 | \$388.50 | \$378.00 | \$367.50 | \$357.00 | \$336.00 |
| 1/2 Hour | 252.00 | 239.40 | 233.10 | 226.80 | 220.50 | 214.20 | 201.60 |
| 1/4 Hour | 168.00 | 159.60 | 155.40 | 151.20 | 147.00 | 142.80 | 134.40 |
| 10 Minutes | 140.00 | 133.00 | 129.50 | 126.00 | 122.50 | 119.00 | 112.00 |
| 5 Minutes | 112.00 | 106.40 | 103.60 | 100.80 | 98.00 | 95.20 | 89.60 |
| 1 Min. or Less | 84.00 | 79.80 | 77.70 | 75.60 | 73.50 | 71.40 | 67.20 |

Class B—5:00 to 7:00 p.m. Monday through Friday and 10:30 to 11:00 p.m. Daily.

| | | | | | | | |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$315.00 | \$299.25 | \$291.35 | \$283.50 | \$275.65 | \$267.75 | \$252.00 |
| 1/2 Hour | 189.00 | 179.55 | 174.85 | 170.10 | 165.35 | 160.65 | 151.20 |
| 1/4 Hour | 126.00 | 119.70 | 116.55 | 113.40 | 110.25 | 107.10 | 100.80 |
| 10 Minutes | 105.00 | 99.75 | 97.10 | 94.50 | 91.85 | 89.25 | 84.00 |
| 5 Minutes | 84.00 | 79.80 | 77.70 | 75.60 | 73.50 | 71.40 | 67.20 |
| 1 Min. or Less | 63.00 | 59.85 | 58.25 | 56.70 | 55.15 | 53.55 | 50.40 |

Class C—All other times, day and night.

| | | | | | | | |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$252.00 | \$239.40 | \$233.10 | \$226.80 | \$220.50 | \$214.20 | \$201.60 |
| 1/2 Hour | 151.20 | 143.65 | 139.85 | 136.10 | 132.30 | 128.50 | 120.95 |
| 1/4 Hour | 100.80 | 95.75 | 93.25 | 90.70 | 88.20 | 85.70 | 80.65 |
| 10 Minutes | 84.00 | 79.80 | 77.70 | 75.60 | 73.50 | 71.40 | 67.20 |
| 5 Minutes | 67.20 | 63.85 | 62.15 | 60.50 | 58.80 | 57.10 | 53.75 |
| 1 Min. or Less | 50.40 | 47.90 | 46.60 | 45.35 | 44.10 | 42.85 | 40.30 |

PARTICIPATIONS

Following rates are for participations on five minute segment basis with minimum of one minute live commercial. Include time, talent, rehearsal and all other charges. No more than five participating sponsors permitted per show. Rates are based on the number used within a 12 month period—fully commissionable. Independent AM or TV announcements—not programs—may be combined with any five minute participation segment to determine the frequency rate for each.

"Charm Kitchen"—4:30-5:00 p.m., Monday and Wednesday. Individual participation.

"Lady of Charm"—4:30-5:00 p.m., Tuesday. Individual participation.

| 1-12 | 13-25 | 26-51 | 52-103 | 104-259 | 260-399 | 400 or more |
|--------|--------|--------|--------|---------|---------|-------------|
| 112.20 | 108.85 | 107.15 | 105.50 | 103.80 | 102.10 | 98.75 |

Represented by: ABC Spot Sales.

Station Facilities: One studio (33x39-ft) with three cameras. Film facilities include two 16mm and two 35mm film projectors, two slide projectors. Remote facilities include one set of field equipment with two cameras.

MINNESOTA

MINNEAPOLIS - ST. PAUL

8,300 Sets; 333,000 Families

KSTP-TV

Grantee (STA): KSTP Inc. Address: 3415 University Ave.

Studio and Transmitter: 3415 University Ave.

Telephone: Prior 2717.

AM Affiliate: KSTP. 50,000 watts, 1500 kc (NBC). **FM Affiliate:** KSTP-FM. 57 kw, 102.1 mc (No. 271), 560 ft antenna height.

Began Commercial Operation: March 23, 1948.

Personnel:

Stanley Hubbard, *president and general manager.*

Kenneth M. Hance, *v.p.*

Miller C. Robertson, *general sales manager.*

Joseph C. Cook, *sales promotion manager.*

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 24.7 kw. Aural power, 17.3 kw. Antenna height, 560 ft above average terrain, 569 ft above ground. Population covered: 1,700,000.

RATE CARD NO. 1

April 27, 1948

TRANSMITTER CHARGES

| 1 Hr. | 40 M. | 30 M. | 20 M. | 15 M. | 10 M. | 5 M. | *1 M. | **20 S. |
|---|----------|----------|----------|---------|---------|---------|---------|---------|
| Class A—6:00 P.M. to 10:00 P.M., Monday through Friday; 1:00 P.M. to 10:00 P.M., Saturday and Sunday. | | | | | | | | |
| \$200.00 | \$160.00 | \$120.00 | \$100.00 | \$80.00 | \$70.00 | \$50.00 | \$45.00 | \$30.00 |
| Class B—5:00 P.M. to 6:00 P.M., Monday through Friday; 10:00 to 10:30 P.M., Sunday through Saturday. | | | | | | | | |
| \$150.00 | \$120.00 | \$90.00 | \$75.00 | \$60.00 | \$52.50 | \$37.50 | \$33.75 | \$22.50 |
| Class C—All other times. | | | | | | | | |
| \$100.00 | \$80.00 | \$60.00 | \$50.00 | \$40.00 | \$35.00 | \$25.00 | \$22.50 | \$15.00 |
| * Live and/or slide, film or card. ** Slide, film or card. | | | | | | | | |
| Bonus discount for 52 weeks continuous telecasting, 10% of the lowest net billing for any one week, multiplied by 52. | | | | | | | | |

Remote Pickups: Rates on request, based on program conditions.

Program Production Charges: Production, talent, sets and props rates on request.

Represented by: Edward Petry & Co. Inc.

Station Facilities: Two studios (19x24 ft and 27x60 ft). Three studio orthicon cameras. Film facilities include one 16mm film projector, two 35mm slide projectors, one 16mm sound on film camera, one 16mm silent camera. Mobile equipment consists of two small units and one large unit, with three field orthicon cameras and one field iconoscope, two microwave relay links. News services are Associated Press and United Press.

MISSOURI

ST. LOUIS

14,000 Sets; 474,000 Families

KSD-TV

TV Network Service: ABC and NBC.

Grantee (STA): Pultzer Publishing Co. Address: 1111 Olive St.

Studio: 1111 Olive St. Transmitter: Post-Dispatch Annex.

Telephone: Main 1111.

AM Affiliate: KSD. 5,000 watts, 550 kc (NBC). **FM Affiliate:** KSD-FM. 36 kw, 96.1 mc (No. 241), 520 ft antenna height. **Newspaper Affiliation:** St. Louis Post-Dispatch.

Began Commercial Operation: Feb. 8, 1947.

Personnel:

George M. Burbach, *general manager.*

Guy E. Yeldell, *sales manager.*

Harold Grams, *program director.*

David Pasternak, *promotion director.*

Ed Risk, *chief engineer.*

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 18.15 kw. Aural power, 18.7 kw. Antenna height, 524 ft above average terrain; 546 ft above ground. *Operating with authorized power of 20.138 kw visual and 9.8 kw aural.*

RATE CARD NO. 3

Jan. 1, 1949

TIME CHARGES

LIVE TALENT PROGRAMS AND ANNOUNCEMENTS

| Period | A Time | B Time |
|---|----------|----------|
| 60 Minutes (Maximum 2 Hours Rehearsal Time) | \$300.00 | \$180.00 |
| 40 Minutes (Maximum 1 1/2 Hours Rehearsal Time) | 240.00 | 144.00 |
| 30 Minutes (Maximum 1 Hour Rehearsal Time) | 180.00 | 108.00 |
| 20 Minutes (Maximum 1/2 Hour Rehearsal Time) | 150.00 | 90.00 |
| 15 Minutes (Maximum 1/2 Hour Rehearsal Time) | 120.00 | 72.00 |
| 10 Minutes (Maximum 1/2 Hour Rehearsal Time) | 100.00 | 60.00 |
| 5 Minutes (Maximum 1/2 Hour Rehearsal Time) | 80.00 | 48.00 |
| 1 Minute (Maximum 1/4 Hour Rehearsal Time) | 50.00 | 30.00 |

FILM PROGRAMS AND SPOT ANNOUNCEMENTS

Same as above rates less 20% discount.

Note: Class A Time—1:00 P.M. to 11:00 P.M. Saturdays and Sundays, 6:00 P.M. to 11:00 P.M. Mondays through Fridays. Class B Time—All hours other than Class A Time.

Frequency Discounts (Applicable to Above Listed Rates Only): 13 times, 5%; 26 times, 10%; 52 times, 15%; 100 times, 20%; 200 times, 25%.

Extra Rehearsal Time: \$50 for each hour up to five hours; \$150 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.

Represented by: Free & Peters Inc.

Station Facilities: Studio (25x40x21) includes four image orthicons. Film facilities consist of one 16mm projector. Mobile unit is standard equipment. News services are AP, INS Telenews, Telefilm. Transcription services are World and NBC Thesaurus. Recording facilities are standard equipment.

NEW JERSEY

NEWARK

TV Sets and Families: See New York City

WATV

Grantee (STA): Bremer Broadcasting Corp. Address: Television Center.

Studio: Television Center. Transmitter: West Orange, N. J.

Telephone: Mitchell 2-6400.

AM Affiliate: WAAT. 1,000 watts, 970 kc. Holds CP for 5,000 watts (1,000-night). **FM Affiliate:** WAAT-FM. 13.5 kw, 94.7 mc (No. 234), 540 ft antenna height.

Began Commercial Operation: May 15, 1948.

Personnel:

Irving R. Rosenhaus, *president and general manager.*
 Frank V. Bremer, *v.p.; engineering.*
 Edmund S. Lennon, *v.p., sales.*
 George Green, *program director.*

Technical Facilities: Channel No. 13 (210-216 mc). Visual power, 30.5 kw. Aural power, 15.3 kw. Antenna height, 595 ft above average terrain; 200 ft above ground.

RATE CARD NO 1b

Nov. 1, 1948

| Per Week | Hour | 40 Min. | 1/2 Hour | 20 Min. | 1/4 Hour | 10 Min. | 5 Min. |
|-----------------------------------|-----------|-----------|-----------|-----------|-----------|----------|----------|
| Class A—7:00 to 11:00 P.M. | | | | | | | |
| 1 | \$ 450.00 | \$ 375.00 | \$ 300.00 | \$ 250.00 | \$ 200.00 | \$160.00 | \$120.00 |
| 3 | 1282.50 | 1068.75 | 855.00 | 712.50 | 570.00 | 456.00 | 342.00 |
| 5 | 2025.00 | 1687.50 | 1350.00 | 1125.00 | 900.00 | 720.00 | 540.00 |

| | | | | | | | |
|----------------------------------|-----------|-----------|-----------|-----------|----------|----------|----------|
| Class B—3:00 to 7:00 P.M. | | | | | | | |
| 1 | \$ 360.00 | \$ 312.50 | \$ 250.00 | \$ 212.50 | \$170.00 | \$136.00 | \$102.00 |
| 3 | 1026.00 | 890.00 | 712.00 | 605.63 | 484.50 | 387.60 | 290.70 |
| 5 | 1620.00 | 1406.25 | 1125.00 | 956.25 | 765.00 | 612.00 | 459.00 |

Weekly Discounts on Time: 26 consecutive weeks, 5%; 52 consecutive weeks, 10%.

Announcements: Class A—7:00 to 11:00 P.M.—One minute, \$100; twenty seconds, \$80. Class B—3:00 to 7:00 P.M.—One minute, \$85; twenty seconds, \$70.

Frequency Discounts on Announcements: 100-250 times, 5%; 251-500 times, 10%; 501 or more times, 15%.

Rehearsal—Live Studio: \$50 first hour, \$25 each additional hour or fraction thereof.

Rehearsal—Film Studio: \$25 per hour or fraction thereof.

Remote Pickups: Rates furnished upon request.

Program Production Fees: A—Charges furnished upon request. Creative staff available, both for live programs, film and film commercials. B—Settings as required, based on cost of construction, painting, rental and transportation. Fully staffed department available.

Represented by: Weed & Co.

Station Facilities: Studio includes four cameras, transcription turntables, tilting apparatus, and complete lighting equipment. Projectors are available for 16mm silent or sound motion pictures as well as for transparent slides. Reproduction facilities consist of 33 1/3 or 78 r.p.m. equipment for lateral recordings, and instantaneous recording equipment. News service is Associated Press. Library services include World and Associated. Personnel and equipment are available for filming special events, film sequences and film commercials. Mobile units are equipped with image orthicons with turret lenses, portable transmitters for picture and sound.

NEW MEXICO

ALBUQUERQUE

200 Sets; 22,000 Families

KOB-TV

Grantee (STA): Albuquerque Broadcasting Co. Address: Box 1319.

Studio: 234 S. Fifth St. **Transmitter:** 905 S. Buena Vista Ave.

Telephone: 4411.

AM Affiliate: KOB. 50,000 watts (25,000-N), 770 kc (NBC). **Newspaper Affiliate:** *Albuquerque Journal.*

Began Commercial Operation: Nov. 29, 1948.

Personnel:

T. M. Pepperday, *president.*
 Rolf S. Nielsen, *station manager.*
 George S. Johnson, *chief engineer.*

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 4.5 kw. Aural power, 4.5 kw. Antenna height, 48 ft above average terrain; 118 ft above ground.

RATE CARD NO. 1

Nov. 15, 1948

Basic Rate includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. *Does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station. Does not cover remotes (costs quoted on request).*

| Period | 1 Time | 13 Times | | 26 Times | | 52 Times | | 105 Times | | 156 Times | | 260 Times | |
|----------------|----------|----------|----------|----------|----------|----------|----------|-----------|-----|-----------|-----|-----------|-----|
| | | 5% | 10% | 15% | 20% | 25% | 30% | 5% | 10% | 15% | 20% | 25% | 30% |
| 1 Hour | \$150.00 | \$142.50 | \$135.00 | \$127.50 | \$120.00 | \$112.50 | \$105.00 | | | | | | |
| 1/2 Hour | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 | 67.50 | 63.00 | | | | | | |
| 20 Minutes | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 | 56.25 | 52.50 | | | | | | |
| 1/4 Hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 | 45.00 | 42.00 | | | | | | |
| 10 Minutes | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 | 33.75 | 31.50 | | | | | | |
| 5 Minutes | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 | 21.00 | | | | | | |
| 1 Min. or less | 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | 9.00 | 8.40 | | | | | | |

(Announcements and programs cannot be combined to earn lower rates.)

Studio Rates: Quoted on request (this applies to all live talent studio production as well as rehearsal time).

Conditions: (a) All bills rendered monthly, due and payable on the tenth of the month following telecast. One year contracts will be accepted for the purpose of earning frequency discounts. (Above rates are guaranteed only for 6 months from date of first telecast.) (b) Contracts are subject to cancellation by 28 days advance notice in writing; 15 days for announcements. Canceled contracts are subject to earned rates. (c) Schedules must start within 30 days of contract date. (d) Closing time on all programs or announcements is 48 hours prior to scheduled time for telecast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. (e) All program content and commercial copy is subject to approval of the station management. KOB-TV reserves the right to refuse any programs that are considered not in the public interest, or to cancel programs in order to telecast other programs of outstanding public interest. (f) All rates subject to 15% Agency Commission. No cash discount.

Station Facilities: Studio includes two cameras. Film facilities include one 16mm projector, one slide projector. Mobile unit includes necessary microwave relay equipment.

NEW YORK

BUFFALO

8,000 Sets; 323,000 Families

WBEN-TV

TV Network Service: NBC and ABC.

Grantee (STA): WBEN Inc. Address: Hotel Statler.

Studio and Transmitter: Hotel Statler.

Telephone: Cleveland 6400.

AM Affiliate: WBEN. 5,000 watts, 930 kc (NBC). **FM Affiliate:** WBEN-FM. 3 kw, 106.5 (No. 293), 315 ft antenna height. **Newspaper Affiliation:** *Buffalo Evening News.*

Began Commercial Operation: May 14, 1948.

Personnel:

Edward H. Butler, *president.*
 Alfred H. Kirchofer, *v.p. and secretary.*
 Clayton G. Underhill, *asst. treasurer.*
 C. Robert Thompson, *station manager.*
 Frank W. Kelly, *asst. station manager in charge of sales.*
 George R. Torge, *program director.*
 Joseph A. Jenkins, *executive producer.*
 Ralph J. Kingsley, *technical director.*
 Howard J. Bergmann, *control room and transmitter supervisor.*

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 15 kw. Aural power, 8 kw. Antenna height, 335 ft above average terrain; 412 ft above ground. *Operating with 20.1 kw visual power, 12 kw aural power under STA.*

RATE CARD NO. 1

March 1, 1948

TRANSMITTER TIME CHARGE

| | | | |
|------------|----------|------------------|---------|
| 1 Hour | \$220.00 | 15 Minutes | \$88.00 |
| 40 Minutes | 176.00 | 10 Minutes | 77.00 |
| 30 Minutes | 132.00 | 5 Minutes | 55.00 |
| 20 Minutes | 110.00 | 1 Minute or less | 30.00 |

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

Live Studio Facilities: Use of live studio facilities for broadcast and/or rehearsal is charged at the rate of \$15 per 1/2 hour or fraction thereof.

Film Studio Facilities: Use of film studio facilities for broadcast, run-through and/or rehearsal is charged at the rate of \$10 per 1/2 hour or fraction thereof.

Combination Rate: Use of film studio facilities in conjunction with live studio or remote pickup carries a flat rate of \$10.

Remote Pickups: Rates for remote pickups dependent upon circumstances.

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

Represented by: Edward Petry & Co. Inc.

Station Facilities: Studio (36x22 ft) with two studio cameras. Motion picture facilities include one film camera, two motion picture projectors, two slide projectors, one still picture projector. News services are AP and Buffalo Evening News local service, AP Wirephoto and Photo Service and Buffalo Evening News staff pictures. Newsreels are INS and staff crew for local coverage. Transcriptions are Associated, Lang-Worth and Standard Popular Supplement. Mobile unit includes two field cameras and associated equipment, including microwave radio link.

NEW YORK CITY

370,000 Sets; 3,597,000 Families

WABD

TV Network Service: DuMont

Licensee: Allen B. DuMont Laboratories Inc. Address: 515 Madison Ave.

Studio: John Wanamaker Store. Transmitter: 515 Madison Ave.

Telephone: Murray Hill 8-2600.

Began Commercial Operation: May 2, 1944.

Personnel:

- Dr. Allen B. DuMont, *president.*
- Mortimer Loewi, *executive asst. to president.*
- Lawrence Phillips, *director, DuMont Television Network.*
- Rodney D. Chipp, *chief engineer, DuMont Television Network.*
- Robert Bigwood, *network facilities engineer.*
- James L. Caddigan, *director of program planning, DuMont Television Network.*
- Leslie G. Arrles, *director of sports, DuMont Television Network.*
- C. J. Witting, *director of administration, DuMont Television Network.*
- Bob Emery, *director of youth programs, DuMont Television Network.*
- Tom Gallery, *director of public relations, DuMont Television Network.*
- Leonard Hole, *general manager, WABD.*
- Sal Patremio, *chief engineer, WABD.*
- Wade Thompson, *sales promotion and advertising mgr., WABD.*
- Harry Coyle, *manager of remote operations, WABD.*
- Humboldt J. Greig, *sales manager, WABD.*
- Tony Kraber, *program manager, WABD.*

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 14.25 kw. Aural power, 9.25 kw. Antenna height, 640 ft above average terrain; 650 ft above ground.

RATE CARD NO. 4

Oct. 1, 1948

SECTION I

GENERAL TELECAST ADVERTISING

(Net Frequency Rates Per Program)

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

Class A—6 to 11 pm Monday thru Friday, 12 Noon to 11 pm Saturday and Sunday.

| Period | NUMBER OF TIMES PER YEAR | | | |
|---------------|--------------------------|----------|----------|----------|
| | 1-12 | 13-25 | 26-51 | 52-103 |
| 1 Hour | \$1000.00 | \$975.00 | \$950.00 | \$925.00 |
| 45 Minutes | 800.00 | 780.00 | 760.00 | 740.00 |
| 30 Minutes | 600.00 | 585.00 | 570.00 | 555.00 |
| 20 Minutes | 450.00 | 438.75 | 427.50 | 416.25 |
| 15 Minutes | 400.00 | 390.00 | 380.00 | 370.00 |
| 10 Minutes | 350.00 | 341.25 | 332.50 | 323.75 |
| 5 Minutes | 250.00 | 243.75 | 237.50 | 231.25 |
| 1 Minute | 165.00 | 160.75 | 156.75 | 152.50 |
| Station Break | 138.00 | 134.50 | 131.00 | 127.75 |

| Period | 104-155 | 156-259 | 260-399 | 400-More |
|---------------|---------|----------|----------|----------|
| | 1 Hour | \$900.00 | \$850.00 | \$800.00 |
| 45 Minutes | 720.00 | 680.00 | 640.00 | 600.00 |
| 30 Minutes | 540.00 | 510.00 | 480.00 | 450.00 |
| 20 Minutes | 405.00 | 382.50 | 360.00 | 337.50 |
| 15 Minutes | 360.00 | 340.00 | 320.00 | 300.00 |
| 10 Minutes | 315.00 | 297.50 | 280.00 | 262.50 |
| 5 Minutes | 225.00 | 212.50 | 200.00 | 187.50 |
| 1 Minute | 148.50 | 140.25 | 132.00 | 123.75 |
| Station Break | 124.25 | 117.25 | 110.50 | 103.50 |

Class B—9 am to 6 pm, 11 pm to 9 am to 12 Noon Saturday, Sign Off Monday thru Friday.

| Period | 1-12 | 13-25 | 26-51 | 52-103 |
|---------------|--------|----------|----------|----------|
| | 1 Hour | \$500.00 | \$487.50 | \$475.00 |
| 45 Minutes | 400.00 | 390.00 | 380.00 | 370.00 |
| 30 Minutes | 300.00 | 292.50 | 285.00 | 277.50 |
| 20 Minutes | 225.00 | 219.50 | 213.75 | 208.00 |
| 15 Minutes | 200.00 | 195.00 | 190.00 | 185.00 |
| 10 Minutes | 175.00 | 170.75 | 166.25 | 162.00 |
| 5 Minutes | 125.00 | 122.00 | 118.75 | 115.75 |
| 1 Minute | 75.00 | 73.25 | 71.25 | 69.50 |
| Station Break | 62.50 | 61.00 | 59.50 | 57.75 |

| Period | 104-155 | 156-259 | 260-399 | 400-More |
|---------------|---------|----------|----------|----------|
| | 1 Hour | \$450.00 | \$425.00 | \$400.00 |
| 45 Minutes | 360.00 | 340.00 | 320.00 | 300.00 |
| 30 Minutes | 270.00 | 255.00 | 240.00 | 225.00 |
| 20 Minutes | 202.50 | 191.25 | 180.00 | 168.75 |
| 15 Minutes | 180.00 | 170.00 | 160.00 | 150.00 |
| 10 Minutes | 157.50 | 148.75 | 140.00 | 131.25 |
| 5 Minutes | 112.50 | 106.25 | 100.00 | 93.75 |
| 1 Minute | 67.50 | 63.75 | 60.00 | 56.25 |
| Station Break | 56.25 | 53.25 | 50.00 | 47.00 |

Class C—7 am to 9 am Monday thru Friday.

| Period | 1-12 | 13-25 | 26-51 | 52-103 |
|---------------|--------|----------|----------|----------|
| | 1 Hour | \$330.00 | \$321.75 | \$313.50 |
| 45 Minutes | 264.00 | 257.50 | 250.75 | 244.25 |
| 30 Minutes | 200.00 | 195.00 | 190.00 | 185.00 |
| 20 Minutes | 148.50 | 144.75 | 141.00 | 137.25 |
| 15 Minutes | 130.00 | 126.75 | 123.50 | 120.25 |
| 10 Minutes | 120.00 | 117.00 | 114.00 | 111.00 |
| 5 Minutes | 83.00 | 81.00 | 79.00 | 76.75 |
| 1 Minute | 50.00 | 48.75 | 47.50 | 46.25 |
| Station Break | 42.00 | 41.00 | 40.00 | 38.75 |

| Period | 104-155 | 156-259 | 260-399 | 400-More |
|---------------|----------|----------|----------|----------|
| 1 Hour | \$297.00 | \$280.50 | \$264.00 | \$247.50 |
| 45 Minutes | 237.50 | 224.50 | 211.25 | 198.00 |
| 30 Minutes | 180.00 | 170.00 | 160.00 | 150.00 |
| 20 Minutes | 133.75 | 126.25 | 118.75 | 111.25 |
| 15 Minutes | 117.00 | 110.50 | 104.00 | 97.50 |
| 10 Minutes | 108.00 | 102.00 | 96.00 | 90.00 |
| 5 Minutes | 74.75 | 70.50 | 66.50 | 62.25 |
| 1 Minute | 45.00 | 42.50 | 40.00 | 37.50 |
| Station Break | 37.75 | 35.75 | 33.75 | 31.50 |

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

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

Contiguous Rates: Two or more program units of 15 minutes or more broadcast on the same day for the same advertiser within the same rate classifications, may be combined to earn the half-hour, three-quarter-hour, or one-hour rate, whichever applies. All programs so combined to earn a lower rate may be rescheduled contiguously at the station's option.

SECTION II

Studio Usage Charges

A. For Live Studio Usage: \$150 per hour for studio rehearsals. A standard "Studio Usage" (off camera) charge will be made in special situations.

B. For Film Studio Usage:

| | |
|-----------------|----------|
| 1 Hour Film | \$100.00 |
| 40 Minutes Film | 80.00 |
| 30 Minutes Film | 60.00 |
| 20 Minutes Film | 50.00 |
| 15 Minutes Film | 40.00 |
| 10 Minutes Film | 30.00 |
| 5 Minutes Film | 20.00 |

C. For Film and Live Studio Usage: \$50 per hour or any portion thereof when used in conjunction with live studio or mobile unit.

SECTION III

General Information: (a) *Agency Commission*—A commission of 15% will be allowed to recognized advertising agencies on net time charges, studio usage and rehearsal time. The rates on this card apply only if payments are made on or before the due date in the contract. Otherwise, the net amount due is subject to a 2% increase. (b) *Special Facilities*—Rates for remote pickups, DuMont produced programs, participations, talent, including services of staff announcers and for production service such as scenic design, construction and execution, set furnishings, properties, including studio installation of the foregoing, costumes, makeup and art work, are available on request. Additional charges will be made for the production of the commercial messages. They will be determined by the type of commercial treatment agreed upon and the amount of preparation involved. (c) *Program Production*—In arranging and presenting programs, advisory services of program, production and engineering staffs are available without additional charge. Charges will be quoted, on request, for programs requiring special production or originating outside of station studios. (d) All data herein are subject to change without notice.

SECTION IV

Regulations: (a) All classifications of accounts enjoy the same rates. (b) No periods are sold in bulk for resale. Advertisers participating in group telecasting are required to make individual contracts subject to card rates and regulations. (c) Spot announcements and participation features may be moved to other periods at the discretion of the station upon 24 hours' notice. Starting time of announcements determines rate classification. (d) Closing date is two weeks in advance of initial program and program material must be received by station one week in advance of telecast date. No change within two days preceding telecast. (e) All programs and advertising material are subject to the approval of the station. Program and advertising material must be submitted 48 hours (96 hours for film) in advance, not counting Saturdays, Sundays and holidays, to 515 Madison Avenue, New York City. (f) Maximum length of contract is one year. (g) DuMont reserves the right to recapture any time sold on WABD alone for network programming purposes. (h) Foreign language broadcasts accepted under certain conditions. Details on request. (i) Time and facilities are sold for political telecasting on the basis of conformity with company policies, the Federal Communications Act, and rules and regulations of Federal and State governments. (j) The ratio of commercial time to program time is determined largely on the interest value of the commercial for the majority of viewers. The standard times, from which we may depart on occasions, are as follows:

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

Station Facilities: Studio A (50x60 ft) is equipped with four cameras, two of which are mounted on special dollies, and is capable of handling six to eight sets simultaneously. Accommodations for 700 guests are available. Studio C (34x35 ft) contains three cameras. Studio D (20x38 ft) contains three cameras and one 16mm iconoscope chain with associated Balopticon equipment. Included in facilities is an art department and prop room. Dressing rooms and talent waiting rooms are equipped with intercommunicating systems. Film equipment includes two 35mm and one 16mm motion picture projectors, two 35mm film and slide projectors, one Balopticon, complete sight and sound transcription service for 16mm film. Mobile unit consists of two mobile crews, one station wagon and one mobile truck containing a complete control room with component equipment.

WCBS-TV

TV Network Service: CBS

Licensee: Columbia Broadcasting System Inc. Address: 485 Madison Ave. (sales). 51 E. 42nd St. (TV operations).

Studio: 15 Vanderbilt Ave. Transmitter: Chrysler Bldg.

Telephone: Plaza 5-2000 and Murray Hill 7-8700.

AM Affiliate: WCBS. 50,000 watts. 880 kc (CBS). FM Affiliate:

WCBS-FM. 5.8 kw. 101.1 mc (No. 266), 790 ft antenna height.

Began Commercial Operation: July 1, 1941.

Personnel:

Frank Stanton, *president*.
Lawrence W. Lowman, *v.p.*
William B. Lodge, *v.p. and director of general engineering*.
J. L. Van Volkenburg, *v.p. and director of television operations*.
David Sutton, *television sales manager*.
George L. Moskovics, *manager of television sales development*.
Charles M. Underhill, *director of programs*.
Worthington M. Miner, *manager of program development*.
Jerry Danzig, *associate director of programs*.
Edmund Chester, *director of news, special events and sports*.
Robert Bendick, *asst. director of news, special events and sports*.
Paul Wittlig, *director of technical operations*.

Technical Facilities: Channel No. 2 (54-60 mc). Visual power, 1.72 kw. Aural power, 1.67 kw. Antenna height, 937 ft visual, 965 ft aural above average terrain; 965 ft above ground. CP for 13.7 kw visual power, 10 kw aural power, 910 ft antenna height above average terrain.

RATE CARD NO. 4

Oct. 1, 1948

| 1. Air Time: | Class A* | Class B† |
|--------------|-----------|----------|
| 1 hour | \$1000.00 | \$600.00 |
| 40 minutes | 800.00 | 480.00 |
| 30 minutes | 600.00 | 360.00 |
| 20 minutes | 500.00 | 300.00 |
| 15 minutes | 400.00 | 240.00 |
| 10 minutes | 335.00 | 200.00 |
| 5 minutes | 285.00 | 170.00 |

2. 20-Second and 1-Minute Announcements: All announcement time costs include use of film facilities.

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

Frequency Discounts (See Section 7b)

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

3. Use of Film Facilities:

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

The above rates are for the pre-broadcast run-through normally required for sound film. For rehearsal of commentator, interpolation and cueing of material, etc., an additional film facilities charge is made at the rate of \$100 per hour of such rehearsal.

4. Use of Studio Facilities: The charge for use of studio facilities for rehearsal is at the rate of \$200 per hour. Maximum guaranteed availability at the ratio of 5 to 1 of air time. Additional facilities only as available.
5. Use of Remote Pickup Facilities: For programs utilizing normal equipment and crew, including practicable rehearsal time at remote location, per pickup: \$800.
- Note: Charges on request for remote pickups requiring additional rehearsal time, additional facilities, such as extra relay transmitter, camera, special lighting, special telephone lines, film facilities, studio facilities, etc.
6. Other Available Services: Charges on request for packaged programs, sports events, film and other programs and components, announcers, commentators, talent, etc. Charges on request for pickups in cities other than New York, and for CBS Television Network.

7. Miscellaneous: (a) Commissions: Charges for air time and/or use of facilities under Sections 1 through 5 are subject to 15% Commission to recognized advertising agencies.

(b) Frequency Discounts: Air Time periods (under Section 1) of any length and in different time classifications may be combined for Frequency Discounts to the extent that the higher priced periods earn a discount for the lower, but not vice versa. All station breaks, service and 1-minute announcements under Section 2, regardless of time class, may be combined for Frequency Discounts. Section 1 and Section 2 may not be combined. Discounts are allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned.

(c) Time of Payment: Charges are payable immediately after each broadcast unless other arrangements have been made prior to broadcast.

(d) Acceptability of Programs, Product, Continuity: Facilities will be furnished only for programs, products and continuities acceptable to CBS. Type of audience and program balance may affect acceptability of program, product or continuity for specific time periods. CBS will be glad to discuss such acceptability for specific time periods in advance of receipt of order.

Represented by: CBS Radio Sales.

Station Facilities: Studio 41 (55x75x45 ft) with 3 image orthicon cameras with turret lenses, associated equipment. Studio 42, under construction (55x85x45 ft), with 3 image orthicon cameras with turret lenses and associated equipment. Studio 43, Film Control Room, control of five film projectors and slide projectors. Studio 44, Audience Studio, with three image orthicon cameras with turret lenses, associated equipment; contains two separate control rooms, one for audio and one for video. Three mobile units, with field crews, image orthicon cameras with turret lenses and associated equipment. Film facilities include three 16mm and two 35mm projectors, three iconoscope cameras and two bal-opticons. Transcription services include Associated Library and recording equipment is available for 33½ r.p.m. lateral or vertical cutting. News services consist of AP, UP, Tele-News, Acme and own camera crew for remote coverage.

*6:00-11:00 p.m. Mon.-Fri.; 12:00 Noon-11:00 p.m. Sat. and Sun.
†All Other Periods.

WJZ-TV

TV Network Service: ABC.

Grantee (STA); American Broadcasting Co. Inc. Address: 7 West 66th St.

Studio: 30 Rockefeller Plaza. Transmitter: Hotel Pierre.

Telephone: Trafalger 3-7000.

AM Affiliate: WJZ. 50,000 watts, 770 kc (ABC). FM Affiliate: WJZ-FM. 6.5 kw, 95.5 mc (No. 238), 760 ft antenna height.

Began Commercial Operation: Aug. 10, 1948.

Personnel:

Mark Woods, *president*.
Robert E. Kintner, *executive v.p.*
J. Donald Wilson, *director of programming*.
Paul Mowrey, *national director of television*.
Alexander Stronach, *Eastern television programming manager*.
Richard Rawls, *manager, television operations*.
Burke Crotty, *executive producer*.
Ralph Warren, *Howard Cordery, producers*.
Charles Holden, *production manager*.
James McNaughton, *art director*.
Nat Fowler, *film editor*.
Fred Thrower, *v.p. in charge of sales*.
Slocum Chapin, *television sales manager*.
Angus Mackintosh, *television sales*.
Murray B. Grabhorn, *v.p. and manager of owned and operated stations (local and spot sales)*.
Clarence Doty, *executive asst. to Mr. Grabhorn*.
Ernest Lee Jahncke, *manager of television station relations*.
Frank Marx, *v.p. in charge of general engineering*.
George Milne, *director of technical operations*.
David Miller, *television operations supervisor*.

Technical Facilities: Channel No. 7 (174-180 mc). Visual power, 29.5 kw. Aural power, 14.8 kw. Antenna height, 565 ft above average terrain; 588 ft above ground.

RATE CARD NO. 2

Aug. 11, 1948

GENERAL INFORMATION

Terms of Use: (a) All accounts are subject to the same rates. No periods are sold in bulk for resale. (b) All programs and advertising copy are subject to approval of the station.

Production Services: The services of our Program Department in arranging and presenting programs are available to clients. A charge will be made for programs requiring special production.

Studio Rehearsal Charges: One hour of rehearsal time will be charged for as a minimum, except for announcements of one minute or less. Rehearsal periods in excess of the first hour will be charged for at the rate of 25% of the hourly rate for each additional 15 minutes or less. The hourly rates for WJZ-TV studio rehearsal time are as follows: Program All Live, \$200. (If film is used in conjunction with a live program an additional flat charge of \$75 will be made for use of the film studio, regardless of the length of the rehearsal). Program All Film, \$75. (If live voice over film is used, add 50% to "Program All Film" rates). Independent Announcements of One Minute or Less—(a) No studio rehearsal charge if announcement is complete on film. (b) Studio rehearsal charges will be quoted on request for any announcement requiring the use of live action, voice, music, or sound effects.

(Continued on next page)

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

RATES

Class A—7 to 10:30 p.m. Monday through Friday and 12 Noon to 10:30 p.m. Saturday and Sunday.

NUMBER OF TIMES PER YEAR

| Period | 1-12 | 13-25 | 26-51 | 52-103 | 104-259 | 260-399 | Over 400 |
|----------------|-----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$1000.00 | \$950.00 | \$925.00 | \$900.00 | \$875.00 | \$850.00 | \$800.00 |
| 1/2 Hour | 600.00 | 570.00 | 555.00 | 540.00 | 525.00 | 510.00 | 480.00 |
| 1/4 Hour | 400.00 | 380.00 | 370.00 | 360.00 | 350.00 | 340.00 | 320.00 |
| 10 Minutes | 333.00 | 316.35 | 308.02 | 299.70 | 291.37 | 283.05 | 266.40 |
| 5 Minutes | 266.00 | 252.70 | 246.05 | 239.40 | 232.75 | 226.10 | 212.80 |
| 1 Min. or less | 200.00 | 190.00 | 185.00 | 180.00 | 175.00 | 170.00 | 160.00 |

Class B—5:00-7:00 pm Monday through Friday and 10:30-11:00 pm Daily.

| | | | | | | | |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$750.00 | \$712.50 | \$693.75 | \$675.00 | \$656.25 | \$637.50 | \$600.00 |
| 1/2 Hour | 450.00 | 427.50 | 416.25 | 405.00 | 393.75 | 382.50 | 360.00 |
| 1/4 Hour | 300.00 | 285.00 | 277.50 | 270.00 | 262.50 | 255.00 | 240.00 |
| 10 Minutes | 250.00 | 237.50 | 231.25 | 225.00 | 218.75 | 212.50 | 200.00 |
| 5 Minutes | 200.00 | 190.00 | 185.00 | 180.00 | 175.00 | 170.00 | 160.00 |
| 1 Min. or less | 150.00 | 142.50 | 138.75 | 135.00 | 131.25 | 127.50 | 120.00 |

Class C—All other times day and night.

| | | | | | | | |
|----------------|----------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$600.00 | \$570.00 | \$555.00 | \$540.00 | \$525.00 | \$510.00 | \$480.00 |
| 1/2 Hour | 360.00 | 342.00 | 333.00 | 324.00 | 315.00 | 306.00 | 288.00 |
| 1/4 Hour | 240.00 | 228.00 | 222.00 | 216.00 | 210.00 | 204.00 | 192.00 |
| 10 Minutes | 200.00 | 190.00 | 185.00 | 180.00 | 175.00 | 170.00 | 160.00 |
| 5 Minutes | 160.00 | 152.00 | 148.00 | 144.00 | 140.00 | 136.00 | 128.00 |
| 1 Min. or less | 120.00 | 114.00 | 111.00 | 108.00 | 105.00 | 102.00 | 96.00 |

PARTICIPATING RATES

| | 1-12 | 13-25 | 26-51 | 52-103 | 104-259 | 260-399 | Over 400 |
|-----------------|----------|----------|--------|--------|---------|---------|----------|
| The Fitzgeralds | \$250.00 | \$237.50 | 231.25 | 225.00 | 218.75 | 212.50 | 200.00 |

Independent Announcements of One Minute or Less: (a) No studio rehearsal charge if announcement is complete on film. (b) Studio rehearsal charges will be quoted on request for any announcement requiring the use of live action, voice, music, or sound effects.

Joint AM and TV Net Frequency Rates: The total number of announcements used by an advertiser on WJZ-AM and WJZ-TV may be combined to determine the respective net frequency rates for each AM and TV announcement schedule. The total number of programs used on both AM and TV may also be combined to determine the respective net frequency rates for each program schedule. However, announcements and programs may not be combined.

Percentages of the Hour: Rates for periods of time less than one hour are figured at the following percentages of the hour rate:

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

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

Agency Commission: A commission of 15% will be allowed to recognized advertising agencies on rates and studio rehearsal charges shown herein.

Regulations: (a) This rate card is subject to change without notice. (b) No cash discounts. Bills due and payable when rendered. (c) Contracts accepted 30 days in advance of initial broadcast. (d) This rate card is for informative purposes, and does not constitute an offer on the part of the station.

Represented by: ABC Spot Sales.

Station Facilities: Three studios, largest (100x200-ft) contains four cameras, two smaller ones (40x60-ft and 32x63-ft) containing three cameras each. Film facilities include four 16mm and four 35mm film projectors, five slide projectors. Remote facilities include two sets of field equipment, each set containing three cameras.

WNBT

TV Network Service: NBC

Licensee: National Broadcasting Co. Inc. Address: 30 Rockefeller Plaza.

Studios: 30 Rockefeller Plaza and 106th St. & Park Ave. Transmitter: Empire State Bldg.

Telephones: Circle 7-8300 and Sacramento 2-2600.

AM Affiliate: WNBC, 50,000 watts, 660 kc. (NBC). FM Affiliate: WNBC-FM. 1.6 kw, 97.1 mc (No. 246). 1,300 ft antenna height.

Began Commercial Operation: July 1, 1941.

Personnel:

Niles Trammell, president.
 Charles R. Denny Jr., executive v.p.
 Sidney N. Strotz, administrative v.p. in charge of television.
 Carleton D. Smith, director of television operations.
 J. Robert Myers, administrative asst. to director of television operations.
 Norman Blackburn, national program director.
 Warren Wade, production manager.
 O. B. Hanson, engineering v.p.
 Robert E. Shelby, in charge of TV engineering operations.
 Harry C. Kopf, administrative v.p. in charge of sales and station relations.
 George H. Frey, director of network sales.
 James V. McConnell, director of national spot sales and local sales.
 Easton C. Woolley, director of station relations.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 7 kw. Aural power, 5.75 kw. Antenna height, 1,280 ft above average terrain. Request pending for change to 15.2 kw visual power, 7.61 kw aural power.

RATE CARD NO. 4

Oct. 1, 1948

GENERAL INFORMATION

1. Frequency, etc.: [see above].
2. Length of Commercial Copy: (Applicable to program time periods unless otherwise specially designated by station for specific programs.)

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

- * Placement and type of commercial subject to company approval.
- 3. News Services: NBC Television Newsreel and AP.
- 4. Music Performing Rights: Time rates include music performing rights fees only on compositions which station approves and for which station assumes liability.
- 5. Program Production: (a) Advisory services of program, production and engineering staffs for live and film programs and commercials available at no charge. (b) Charges quoted on request for live or film NBC produced programs, NBC Feature Service, or for programs and commercials specially created and produced. (c) Script mimeographing: Charges quoted on request for mimeographing scripts for agency or client produced programs and commercials.
- 6. Production Services: Production services consisting of scenic design, construction and execution, set furnishings, dressings, properties, including studio installation of foregoing, costuming, make-up, visual and audio effects, titles and orthographic work, including necessary research, available for use as a service of station. Charges based on time and material quoted on request.
- 7. Live Studio Usage: Following equipment and personnel included in rates listed under Live Studio Usage Charges (Section I): 3 RCA Victor Image orthicon studio cameras—1 with dolly, 1 microphone boom, fixed microphones as required, lighting equipment, 33 1/2 and 78 rpm lateral and/or vertical double turntables. Crew consisting of maximum of 9 technicians, 2 production men and 3 stage hands. Any additional personnel required supplied at standard rates.
- 8. Film Studio Usage: Following equipment and personnel included in rates listed below under Film Studio Usage Charges (Section I): Studio fully equipped for continuous showing of 16mm and 35mm silent or sound films, 35mm slide projectors and balopticon, 33 1/2 and 78 rpm lateral and/or vertical double turntables. Announcer studio. Crew consists of maximum of four technicians and one producer. Any additional personnel required supplied at standard rates. Cutting, editing, screening, film transportation and storage services available. Rates on request.
- 9. Mobile Unit: Quotations on request.
- 10. Film Library Services: NBC Feature Service—completed subjects and stock footage. Quotations on request.
- 11. Transcription Library Services: Associated, Thesaurus and NBC Libraries. Quotations on request.
- 12. NBC Television Recording (Kinescope): Available for distribution to and exhibition on NBC affiliated stations or for reference purposes. Quotations on request.
- 13. No Foreign Language Broadcasts.
- 14. Commissions and Time of Payment: Commission to recognized advertising agencies on net time charges, studio usage, production services, extra rehearsal time and station-bullt programs—15%. The rates specified herein apply only if payments are made on or before the due date specified in the contract. Otherwise the net amount due (before deduction of advertising agency commission, if any) shall be increased by 2%.
- 15. Product Acceptability: All products and/or services are subject to acceptance by the company.
- 16. Program Acceptability: All program and commercial material is subject to approval of the company. Films and transcriptions including full music information must be submitted in script form before filming or recording.
- 17. Political Broadcasts: Time and facilities are sold for political broadcasting on the basis of conformity with company policies, the Federal Communications Act, and rules and regulations of Federal and State governments.

18. Network and Station Time Allocation: Network time—10 am to 1 pm, 3 pm to 6 pm, 7:30 pm to 10:30 pm. Station time—All other time. (For current operating schedule consult NBC Spot Sales). Locally sponsored program periods may be scheduled in network time subject to removal on 56 days' notice for network requirements.

19. Contract Requirements: Advertisers participating in group broadcasts are required to make individual contracts, subject to card rates and regulations. No periods are sold in bulk for resale. Closing date is two weeks in advance of initial program and program material must be received by station one week in advance of broadcast date. No changes within two days preceding broadcast. All programs are subject to cancellation for broadcasts of significant events. Contracts for one-minute announcements, participations, and 20-second service announcements accepted 30 days in advance of initial broadcast. Firm contracts for program periods of 13 weeks or more accepted 60 days in advance of initial broadcast; otherwise 30 days. Maximum length of contract—one year. Commitments made for time and studio usage charges prior to the effective date of this card and renewals thereof will be completed at rates called for by such commitments up to and including December 31, 1948. Advertisers, however, may elect to substitute new contracts effective October 1, 1948, or at any time thereafter at rates on this card for the unexpired portion of such commitments.

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

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

Frequency discounts are allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues. The rate of discount to which an advertiser would otherwise be entitled will not be affected if he is required by the station to relinquish the time or times specified in his contract and the broadcast and/or broadcasts are interrupted or cancelled for this reason.

RATES

SECTION I

PROGRAM TIME RATES

| Class | PROGRAM TIME | RATES | | | | | | | |
|---------|---|--------|---------|---------|---------|---------|---------|---------|--------|
| | | 1 hr. | 45 min. | 40 min. | 30 min. | 20 min. | 15 min. | 10 min. | 5 min. |
| Class A | 6:00-10:30 pm | \$1000 | 800 | 750 | 600 | 500 | 400 | 350 | 250 |
| Class B | 5:00-6:00 pm 10:30-11:00 pm Mon. thru Fri. 1:00-6:00 pm 10:30-11:00 pm Sat. and Sun. | 750 | 600 | 560 | 450 | 375 | 300 | 260 | 190 |
| Class C | All other times | 500 | 400 | 375 | 300 | 250 | 200 | 175 | 125 |

STUDIO USAGE

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

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

| Program Length | 1 hr. | 45 min. | 40 min. | 30 min. | 20 min. | 15 min. | 10 min. | 5 min. |
|----------------|-------|---------|---------|---------|---------|---------|---------|--------|
| Live Studio | 5 hr. | 4 hr. | 3½ hr. | 3 hr. | 2½ hr. | 2 hr. | 1½ hr. | 1 hr. |
| Film Studio | 3 hr. | 2¾ hr. | 2½ hr. | 2 hr. | 1½ hr. | 1 hr. | ¾ hr. | ½ hr. |

STUDIO USAGE CHARGE

| Program Length | 1 hr. | 45 min. | 40 min. | 30 min. | 20 min. | 15 min. | 10 min. | 5 min. |
|----------------|--------|---------|---------|---------|---------|---------|---------|--------|
| Live Studio | \$1000 | 800 | 700 | 600 | 500 | 400 | 300 | 200 |
| Film Studio | 250 | 225 | 200 | 175 | 150 | 125 | 100 | 75 |
| Film Studio* | 125 | 112.50 | 100 | 87.50 | 75 | 62.50 | 50 | 37.50 |

*When used in conjunction with live studio or mobile unit.

(a) Where more than the allotted studio time is indicated as necessary, the following additional studio charges apply:

Live Studio at the rate of \$200 per hour
Film Studio at the rate of \$125 per hour

(b) Where less than the allotted studio time is indicated as necessary, the following studio charges may be substituted:

Live Studio at the rate of \$200 per hr—Minimum charge \$200
Film Studio at the rate of \$125 per hr—Minimum charge \$75

SECTION II

ONE-MINUTE ANNOUNCEMENTS—FILM STUDIO ONLY

(\$200 net minimum additional charge for live studio, visual announcements)

| Class | PROGRAM TIME | Less than 26 times | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 | 156 to 207 | 208 or more |
|---------|--|--------------------|---------------|----------|-----------|------------|------------|-------------|
| | | Class A | 6:00-10:30 pm | \$175.00 | 161.87 | 157.50 | 153.12 | 148.75 |
| Class B | 5:00-6:00 pm 10:30-11:00 pm Mon. thru Fri. | 130.00 | 120.25 | 117.00 | 113.75 | 110.50 | 107.25 | 104.00 |
| Class B | 1:00-6:00 pm 10:30-11:00 pm Sat. and Sun. | | | | | | | |
| Class C | All other times | | | | | | | |
| Class C | All other times | 90.00 | 83.25 | 81.00 | 78.75 | 76.50 | 74.25 | 72.00 |

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

SECTION III

20 SECOND SERVICE ANNOUNCEMENTS (TIME OR WEATHER) FILM STUDIO ONLY

| Class | PROGRAM TIME | Less than 26 times | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 | 156 to 207 | 208 or more |
|---------|--|--------------------|---------------|----------|-----------|------------|------------|-------------|
| | | Class A | 6:00-10:30 pm | \$175.00 | 161.87 | 157.50 | 153.12 | 148.75 |
| Class B | 5:00-6:00 pm 10:30-11:00 pm Mon. thru Fri. | 130.00 | 120.25 | 117.00 | 113.75 | 110.50 | 107.25 | 104.00 |
| Class B | 1:00-6:00 pm 10:30-11:00 pm Sat. and Sun. | | | | | | | |
| Class C | All other times | | | | | | | |
| Class C | All other times | 90.00 | 83.25 | 81.00 | 78.75 | 76.50 | 74.25 | 72.00 |

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

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

FREQUENCY RATES

(including studio usage charges)

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

SECTION I

Class A—6:00 - 10:30 PM

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO

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

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

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

PROGRAM TIME AND USAGE CHARGES—COMBINATION LIVE AND FILM STUDIO

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

Class B—5:00 - 6:00 PM, 10:30 - 11:00 PM Mon thru Fri.—1:00 - 6:00 PM, 10:30 - 11:00 PM—Sat. and Sun.

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO

| PROGRAM TIME | Less than 26 times | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 | 156 to 207 | 208 or more |
|--------------|--------------------|-----------|----------|-----------|------------|------------|-------------|
| | 1 hr. | \$1750.00 | 1693.75 | 1675.00 | 1656.25 | 1637.50 | 1618.75 |
| 45 min. | 1400.00 | 1355.00 | 1340.00 | 1325.00 | 1310.00 | 1295.00 | 1280.00 |
| 40 min. | 1260.00 | 1218.00 | 1204.00 | 1190.00 | 1176.00 | 1162.00 | 1148.00 |
| 30 min. | 1050.00 | 1016.25 | 1005.00 | 993.75 | 982.50 | 971.25 | 960.00 |
| 20 min. | 875.00 | 846.87 | 837.50 | 828.12 | 818.75 | 809.37 | 800.00 |
| 15 min. | 700.00 | 677.50 | 670.00 | 662.50 | 655.00 | 647.50 | 640.00 |
| 10 min. | 560.00 | 540.50 | 534.00 | 527.50 | 521.00 | 514.50 | 508.00 |
| 5 min. | 390.00 | 375.75 | 371.00 | 366.25 | 361.50 | 356.75 | 352.00 |

(Continued on next page)

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

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

PROGRAM TIME AND USAGE CHARGES—COMBINATION LIVE AND FILM STUDIO

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

Class C—All other times.

PROGRAM TIME AND USAGE CHARGES—LIVE STUDIO

| | Less than 26 times | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 | 156 to 207 | 208 or more |
|---------|--------------------|----------|----------|-----------|------------|------------|-------------|
| 1 hr. | \$1500.00 | 1462.50 | 1450.00 | 1437.50 | 1425.00 | 1412.50 | 1400.00 |
| 45 min. | 1200.00 | 1170.00 | 1160.00 | 1150.00 | 1140.00 | 1130.00 | 1120.00 |
| 40 min. | 1075.00 | 1046.87 | 1037.50 | 1028.12 | 1018.75 | 1009.37 | 1000.00 |
| 30 min. | 900.00 | 877.50 | 870.00 | 862.50 | 855.00 | 847.50 | 840.00 |
| 20 min. | 750.00 | 731.25 | 725.00 | 718.75 | 712.50 | 706.25 | 700.00 |
| 15 min. | 600.00 | 585.00 | 580.00 | 575.00 | 570.00 | 565.00 | 560.00 |
| 10 min. | 475.00 | 461.87 | 457.50 | 453.12 | 448.75 | 444.37 | 440.00 |
| 5 min. | 325.00 | 315.62 | 312.50 | 309.37 | 306.25 | 303.12 | 300.00 |

PROGRAM TIME AND USAGE CHARGES—FILM STUDIO

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

PROGRAM TIME AND USAGE CHARGES—COMBINATION LIVE AND FILM STUDIO

| | Less than 26 times | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 | 156 to 207 | 208 or more |
|---------|--------------------|----------|----------|-----------|------------|------------|-------------|
| 1 hr. | \$1625.00 | 1587.50 | 1575.00 | 1562.50 | 1550.00 | 1537.50 | 1525.00 |
| 45 min. | 1312.50 | 1282.50 | 1272.50 | 1262.50 | 1252.50 | 1242.50 | 1232.50 |
| 40 min. | 1175.00 | 1146.87 | 1137.50 | 1128.12 | 1118.75 | 1109.37 | 1100.00 |
| 30 min. | 987.50 | 965.00 | 957.50 | 950.00 | 942.50 | 935.00 | 927.50 |
| 20 min. | 825.00 | 806.25 | 800.00 | 793.75 | 787.50 | 781.25 | 775.00 |
| 15 min. | 662.50 | 647.50 | 642.50 | 637.50 | 632.50 | 627.50 | 622.50 |
| 10 min. | 525.00 | 511.87 | 507.50 | 503.12 | 498.75 | 494.37 | 490.00 |
| 5 min. | 362.50 | 353.12 | 350.00 | 346.87 | 343.75 | 340.62 | 337.50 |

Represented by: NBC Spot Sales.

WPIX

Grantee (STA): WPIX Inc. Address: 220 E. 42nd St.

Studio and Transmitter: 220 E. 42nd St.

Telephone: Murray Hill 2-1234.

Newspaper Affiliation: *New York News*.

Began Commercial Operation: June 15, 1948.

Personnel:

- F. M. Flynn, *president*.
- Robert L. Coe, *station manager*.
- B. O. Sullivan, *commercial manager*.
- Thomas Howard, *chief engineer*.
- Carl Warren, *manager of news and special events*.
- James S. Pollak, *film manager and acting program manager*.
- Clifford E. Denton, *manager of research and development*.
- Frank Young, *publicity manager*.

Technical Facilities: Channel No. 11 (198-204 mc). Visual power, 16.3 kw. Aural power, 8.17 kw. Antenna height, 560 ft above average terrain; 754 ft above ground. Operating with requested powers of 18.5 kw visual, 9.25 kw aural and antenna height of 733 ft above average terrain, 754 ft above ground.

RATE CARD NO. 1
June 15, 1948

FILM OR REMOTE RATES

Includes transmitter and film facilities, services of staff announcer and recorded musical background for film commercials. Does not apply to programs and announcements using live talent or which require extra production facilities and personnel on the part of the station. Mobile units available for coverage of outdoor and indoor remote telecasts—costs on request.

Class A—Monday through Friday, 6:00 PM to closing. Saturday and Sunday, 12 Noon to closing.

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

Class B—Monday through Friday, 12:00 Noon to 6:00 PM.

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

STUDIO RATES

Includes facilities covered by Film and Remote rate schedule plus full use of existing studio and camera facilities and the necessary technical staff. Also includes camera rehearsal time in ratio of 3—1. Talent, art and construction costs are not included in these rates.

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

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

B—Monday through Friday, 12:00 Noon to 6:00 PM

| Period | 1 time | 13 | 26 | 52 | 104 | 260 |
|------------|--------|-------|-------|-------|-------|-------|
| One hour | \$720 | \$680 | \$650 | \$610 | \$580 | \$540 |
| 30 Minutes | 430 | 410 | 390 | 370 | 350 | 320 |
| 20 Minutes | 360 | 340 | 320 | 310 | 290 | 270 |
| 15 Minutes | 290 | 270 | 260 | 240 | 230 | 220 |
| 10 Minutes | 250 | 240 | 230 | 220 | 210 | 200 |
| 5 Minutes | 200 | 190 | 180 | 170 | 160 | 150 |
| 1 Minute | 150 | 140 | 130 | 120 | 110 | 100 |
| 20 Seconds | 75 | 70 | 65 | 60 | 55 | 50 |

Rehearsal Time: Camera rehearsal time in ratio of 3—1. In excess of this ratio there will be a charge of \$100.00 per hour or any portion thereof.

Represented by: Free & Peters Inc.

Station Facilities: Studio I (46x28x20½ ft) has four stage areas, three image orthicon cameras, fluorescent and incandescent lighting. News studio (15x21 ft) contains one image orthicon camera. Two mobile units are each equipped with two image orthicon cameras. News services include AP, World-Wide, Acme and Dally News pictures. Transcription services include Associated and Sesac. Film facilities include two 35mm and two 16mm projectors, three film cameras, one panopticon.

SCHENECTADY

11,800 Sets; 258,000 Families

WRGB

TV Network Service: NBC

Licensee: General Electric Co. Address: 1 River Rd.

Studio: 60 Washington Ave. Transmitter: New Scotland, N. Y.

Telephone: 3-2121.

AM Affiliate: WGY. 50,000 watts, 810 kc (NBC). FM Affiliate:

WGFM. 6 kw, 99.5 mc (No. 258), 805 ft antenna height.

Began Commercial Operation: Dec. 1, 1947 (On air since Nov 6, 1939).

Personnel:

- Robert S. Peare, *v.p. in charge of broadcasting*.
- B. J. Rowan, *asst. manager, broadcasting*.
- G. Emerson Markham, *station manager*.
- A. G. MacDonald, *sales and promotion*.
- A. G. Zink, *programs*.
- W. J. Purcell, *engineer*.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 18.25 kw. Aural power, 9.125 kw. Antenna height, 832 ft above average terrain; 88 ft above ground.

RATE CARD NO. 2*
April 1, 1948

TIME CHARGES

Charges include transmitter and studio or film projection facilities during the broadcast. No charge is made for film previewing or handling. Charges for that portion of a program which exceeds 60 minutes will be computed on a pro-rata basis of the hourly rate; less 20%. Gross charges are subject to a 25% reduction for local originations until further notice.

| Period | Gross Rate |
|------------|--|
| 60 Minutes | \$200 |
| 30 Minutes | 125 |
| 20 Minutes | 100 |
| 15 Minutes | 88 |
| 10 Minutes | 75 |
| 5 Minutes | 50 |
| 1 Minute | 50 |
| 20 Seconds | Only time, weather and service announcements accepted 40 |

Rehearsal Facilities Charges: Studio Facilities—Live Programs, \$25 per ½ hour or any part thereof; Live Spots, \$10 (up to 15 min.). Discounts on Station Time and Rehearsal Facilities Charges: Discounts in the following table are based on the number of broadcasts used in an established one-year period and become effective from beginning of service only on firm contracts or as contracts become firm: 25 times or less, none; 26 times, 7½%; 52 times, 10%; 78 times, 12½%; 104 times, 15%; 208 times, 17½%; over 208 times, 20%.

Program Charges: Quotations for package shows, talent, scenery, props, etc., or program charges for spots in certain cooperative programs on which an additional charge is required furnished upon request.

Network Facilities: Rates upon request.
Represented by: NBC Spot Sales.

* Rate card in process of revision.

Station Facilities: Studio (40x70 ft) contains three cameras, automatic water-cooled lighting system, air-conditioned. Film projection room contains one 16mm and two 35mm sound projectors. Also standard slide projector for both transparent and opaque slides, a projection machine for 8x10-in. photo prints and a 35mm strip film projector. Transcription service is NBC Thesaurus and Lang-Worth. Reproduction facilities include 33⅓ and 78 r.p.m. lateral double turntables. Network facilities from New York City.

SYRACUSE

100 Sets; 199,000 Families

WHEN

Grantee (STA): Meredith Syracuse Television Corp. Address: 101 Court St.

Studio and Transmitter: 101 Court St.
Telephone: 3-1126.

Began Commercial Operation: Dec. 1, 1948.

Personnel:

E. T. Meredith Jr., *president*.
Paul Adanti, *general manager*.
William Bell, *commercial manager*.
H. E. Crow, *chief engineer*.

Technical Facilities: Channel No. 8 (180-186 mc). Visual power, 15 kw. Aural power, 7.5 kw. Antenna height, 810 ft above average terrain; 500 ft above ground. *Requests modification of CP for 26.7 kw visual power, 13.4 kw aural power, 379 ft antenna height.* Operating with interim power of 3.42 kw visual, 1.71 kw aural; —8.5 ft antenna height.

RATE CARD NO. 1 Dec. 1, 1948

BASIC RATE

Basic Rate includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. It does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station (see Studio Rates below). It does not cover remotes (costs quoted on request).

| Period | 1 Time | 13 Times | 26 Times | 52 Times | 104 Times |
|-----------------------------------|----------|----------|----------|----------|-----------|
| 1 Hour | \$150.00 | \$142.50 | \$135.00 | \$127.50 | \$120.00 |
| 30 Minutes | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 |
| 20 Minutes | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 |
| 15 Minutes | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 |
| 10 Minutes | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 |
| 5 Minutes | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |
| Announcements (1 Min. or less) | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 |

STUDIO RATE

Studio Rate applies to all live-talent studio productions, includes facilities covered by the basic rate plus full use of existing studio and camera facilities, and the necessary technical staff. Talent, art and construction work are not included in these rates. Costs for these items will be quoted on request.

| Period | 1 Time | 13 Times | 26 Times | 52 Times | 104 Times |
|-----------------------------------|----------|----------|----------|----------|-----------|
| 1 Hour | \$250.00 | \$237.50 | \$225.00 | \$212.50 | \$200.00 |
| 30 Minutes | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 |
| 20 Minutes | 125.00 | 118.75 | 112.50 | 106.25 | 100.00 |
| 15 Minutes | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| 10 Minutes | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 |
| 5 Minutes | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 |
| Announcements (1 Min. or less) | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 |

Announcements and programs cannot be combined to earn lower rate.

Rehearsal Time: Above rates include normal rehearsal time. Costs for additional rehearsal time will be quoted on request.

Special Features and Remotes: Special features and remotes, when offered for sponsorship, will be quoted on a fully-commissionable all-inclusive basis.

Conditions: (a) All rates subject to 15% Agency Commission. No cash discount. (b) Bills rendered monthly; due and payable on the 10th of the month following telecast. (c) WHEN reserves the right to change its rates effective on such date as it may announce. Changes which increase rates will not apply to advertisers who are on the air at the time the increase is announced until six months after the effective date of any new rates, provided there is no interruption. One-year contracts, however, will be accepted only for the purpose of earning frequency discounts. (d) Contracts are subject to cancellation by a 28-day advance notice in writing for programs; 14 days for announcements. Cancelled contracts are subject to short rates. (e) Schedules must start within 30 days of contract date. (f)

Closing time on all programs or announcements is 48 hours prior to the schedule time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. (g) All program content and commercial copy is subject to approval of station management. WHEN reserves the right to refuse any program for reasons satisfactory to itself.

Represented by: Katz Agency Inc.

Station Facilities: Studio is 35x50 ft with two studio image orthicon cameras. There is also a voice studio (6x8 ft). Film facilities include two 16mm projectors, one iconoscope film pickup camera, one slide projector for 35mm and 2x2-in. transparencies. Mobile unit includes two image orthicon field cameras with associated microwave relay equipment.

OHIO

CINCINNATI

10,000 Sets; 384,000 Families

WLW-T

Grantee (STA): Crosley Broadcasting Corp. Address: 140 W. 9th St.
Studio and Transmitter: Chickasaw & Warner Sts., Clifton Heights.
Telephone: Cherry 1822.

AM Affiliate: WLW. 50,000 watts, 700 kc (NBC). FM Affiliate: WLWA. 9 kw, 101.1 mc (No. 266), 670 ft antenna height.

Began Commercial Operation: Feb. 9, 1948.

Personnel:

J. D. Shouse, *president*.
R. E. Dunville, *v.p. and general manager*.
M. N. Terry, *v.p. in charge of television activities*.
E. J. Boos, *v.p. and treasurer*.
Dwight Martin, *v.p. and asst. general manager*.
R. J. Rockwell, *v.p. in charge of engineering*.
J. M. McDonald, *asst. to v.p. in charge of engineering*.
J. R. Duncan, *director of television engineering*.
M. F. Allison, *sales manager*.
James B. Hill, *manager, sales service*.
William H. Struble, *TV promotion manager*.
W. J. McCluskey, Neal Smith, Don Chapin, *sales dept.*
Warren Jennings, *sales (New York)*.
Harry Albrecht, *sales (Chicago)*.
Tracy Moore, *sales (Los Angeles)*.
Chester Herman, *director of television programming*.
Rikel Kent, Bernie Barth, *television producers*.
Red Thornburgh, *sports director*.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 23.5 kw. Aural power, 19.5 kw. Antenna height, 670 ft above average terrain; 571 ft above ground.

RATE CARD NO. 2-T July 1, 1948

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

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

All other hours

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

RATE CARD NO. 3-T Feb. 9, 1949

| | |
|------------|----------|
| 1 Hour | \$350.00 |
| 40 Minutes | 300.00 |
| 30 Minutes | 250.00 |
| 20 Minutes | 200.00 |
| 15 Minutes | 150.00 |
| 10 Minutes | 100.00 |
| 5 Minutes | 75.00 |
| 1 Minute | 40.00 |

All other hours

| | |
|------------|----------|
| 1 Hour | \$210.00 |
| 40 Minutes | 180.00 |
| 30 Minutes | 150.00 |
| 20 Minutes | 125.00 |
| 15 Minutes | 100.00 |
| 10 Minutes | 75.00 |
| 5 Minutes | 50.00 |
| 1 Minute | 25.00 |

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Rates for any portion of one minute are same as full minute.

(Continued on next page)

Discounts: (Applicable only to services charged for in accordance with the rates specified above. Charges for sports and other special or remote events available on request and such charges are not subject to discount.)

First (consecutive weeks)—Fall-Winter-Spring (January thru April and October thru December) 13 to 25 weeks, net; 25 weeks or more, (10%). Summer (May thru September) 1 to 4 weeks, 25%; 5 to 10 weeks, 30%; 11 to 16 weeks, 35%; 17 to 22 weeks, 40%

Second (weekly time volume)—Up to 29 minutes per week, no discount; 30 to 44 minutes, 5%; 45 to 74 minutes, 7½%; 75 minutes to 3 hours, 10%; 3 hours and over, 12½%.

Third (annual discount)—An annual rebate will be allowed to the advertiser for each 52 weeks of consecutive WLWT telecasting, said rebate to be 5% of the largest amount of weekly net video services billing which has been common to each and every week. All WLWT contracts with the same advertiser may be combined for determining rate of discount, except that period of 5 minutes or less may not be combined with program periods of more than 5 minutes to qualify the advertiser for consecutive weeks telecasting discounts. The rebate will be due and payable at the end of each 52 weeks of consecutive service. Interruptions of the series necessitated by the telecasting of special events of importance will not affect the client's right to the rebate. That which constitutes a special event of importance will be determined solely by WLWT.

Studio Services: The studio facilities for rehearsal and telecasting of both film and live programs are included at the rates quoted on this card.

Production and Production Services: Rates for production, technical, and program personnel on quotation. Length of rehearsal time, number and type of production and technical personnel, and amount of technical equipment required to be determined by mutual agreement between agency, clients and WLWT on individual programs. WLWT reserves the right to require additional rehearsal time if it is deemed necessary by responsible production and technical directors in the interest of maintaining a high standard of program quality.

Special Telecasting Services: Cost of originating programs outside WLWT studios, employing the microwave mobile transmitter, are subject to individual estimate and quotation.

One Minute Video Service, and One Minute Video Service in Participating Programs: One minute video service available only under specific conditions. WLWT reserves the right to re-schedule such service to accommodate necessary schedule changes, or in the interest of maintaining compatibility between programs. One minute video participations in WLWT features will be available at card rates, for programs originating from the home studios. Participation in programs originating outside the studios will be charged at the published rate for one minute video service, plus charge for additional costs incident to a remote origination.

Station Facilities: Main studio (40x90x35 ft) has two cameras. There is also a rehearsal studio (60x30 ft). Film facilities consist of two cameras, two 16mm and two 35mm sound projectors, one 35mm slide projector, one balopticon; also complete 16mm picture (sound) equipment including camera and automatic developing machine. Mobile unit, complete with microwave transmitter, contains three cameras. News services are AP, UP, INS. Recording facilities include 33⅓ r.p.m. vertical or lateral equipment, 78 r.p.m. lateral equipment.

CLEVELAND

18,500 Sets; 695,000 Families

WEWS

TV Network Service: ABC, CBS, DuMont.

Grantee (STA): Scripps-Howard Radio Inc. Address: 1816 E. Thirteenth St.

Studio: 1816 E. Thirteenth St. Transmitter: Parma, O.

Telephone: Superior 6111.

FM Affiliate: WEWS-FM. 10.3 kw, 102.1 mc (No. 271), 640 ft antenna height. Newspaper Affiliation: *Cleveland Press* (Scripps-Howard).

Began Commercial Operation: Dec. 17, 1947.

Personnel:

James C. Hanrahan, *general manager*.
J. Harrison Hartley, *station director*.
J. B. Epperson, *chief engineer*.
J. R. Schmunk, *sales manager*.
P. H. Crafton, *program manager*.

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 16.3 kw. Aural power, 8.15 kw. Antenna height, 640 ft above average terrain; 439 ft above ground.

RATE CARD NO. 2

Sept. 1, 1948

Class A—6:30-10:30 p.m. Monday through Friday, 12:00 Noon-10:30 p.m. Saturday and Sunday.

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

Class B—All times other than Class A.

| | | | | | |
|-------------------|----------|----------|----------|----------|----------|
| 60 Minutes | \$180.00 | \$171.00 | \$162.00 | \$153.00 | \$144.00 |
| 40 Minutes | 144.00 | 136.80 | 129.60 | 122.40 | 115.20 |
| 30 Minutes | 108.00 | 102.60 | 97.20 | 91.80 | 86.40 |
| 20 Minutes | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 |
| 15 Minutes | 72.00 | 68.40 | 64.80 | 61.20 | 57.60 |
| 10 Minutes | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 |
| 5 Minutes | 48.00 | 45.60 | 43.20 | 40.80 | 38.40 |
| 1 Minute or less* | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |

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

Extra Discounts: In addition to and after discounts quoted on this card, the following discounts will apply to programs of 5 minutes or more in length presented within one week—3 programs, 10%; 4 programs, 15%; 5 or more programs, 20%.

Rehearsal and Other Facility Charges: On both live and film programs camera rehearsal time in ratio of 2:1 included in time rates. Seventy-five dollars per hour for rehearsal time in excess of 2:1 ratio if and when facilities are available.

Remotes: Full facilities available, charges quoted on request.

Studios: Three in downtown Cleveland. Auditorium studio seating 400 available when sponsor wants invited audience, at additional charge for guards, ushers, etc.

Projection Equipment: Two 16mm film projectors, one 35mm film strip projector, one 35mm slide projector and one balopticon.

Television Cameras: Seven. Three dual image orthicon chains—one iconoscope projection chain.

Film Laboratory: Five 16mm cameramen, one laboratory technician, six silent 16mm cameras, one Houston 16mm processing machine, one Bell & Howell 16mm printer. Complete facilities for making still photographs, prints, 35mm film strips and slides.

General Information: (1) Charges for air time and/or use of facilities are subject to 15% commission to recognized advertising agencies. No cash discount. (2) Programs and announcements may not be combined to earn a lower rate. (3) Advertisers placing business with WEWS after Oct. 3, 1948, will buy time and facilities at the rates listed in this rate card and will receive 26 weeks' rate protection from Oct. 3, 1948.

Represented by: Branham Co.

WNBK

TV Network Service: NBC.

Grantee (STA): National Broadcasting Co. Inc. Address: 815 Superior Ave.

Studio and Transmitter: 815 Superior Ave.

Telephone: Cherry 0942.

AM Affiliate: WTAM. 50,000 watts, 1100 kc (NBC). FM Affiliate: WTAM-FM. 11.5 kw, 105.7 mc (No. 289), 620 ft antenna height.

Began Commercial Operation: Oct. 31, 1948.

Personnel:

John McCormick, *general manager*.
Charles C. Bevis, *station manager*.
Harold L. Gallagher, *sales manager*.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 18.8 kw. Aural power, 9.6 kw. Antenna height, 585 ft above average terrain; 412 ft above ground.

RATE CARD NO. 1

Dec. 15, 1948

SECTION 1

PROGRAM TIME RATES

Net Time Rates After Deduction of Applicable Discounts
Class A—6:00 - 10:30 pm.

| Period | Number of Times Within a Year | | | | | |
|------------|-------------------------------|------------|-------------|----------|-----------|------------|
| | 1 to 12 | 13 to 25 | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 |
| 1 Hour | \$200.00 | \$195.00 | \$190.00 | \$185.00 | \$180.00 | \$175.00 |
| 45 Minutes | 160.00 | 156.00 | 152.00 | 148.00 | 144.00 | 140.00 |
| 40 Minutes | 150.00 | 146.25 | 142.50 | 138.75 | 135.00 | 131.25 |
| 30 Minutes | 120.00 | 117.00 | 114.00 | 111.00 | 108.00 | 105.00 |
| 20 Minutes | 100.00 | 97.50 | 95.00 | 92.50 | 90.00 | 87.50 |
| 15 Minutes | 80.00 | 78.00 | 76.00 | 74.00 | 72.00 | 70.00 |
| 10 Minutes | 70.00 | 68.25 | 66.50 | 64.75 | 63.00 | 61.25 |
| 5 Minutes | 50.00 | 48.75 | 47.50 | 46.25 | 45.00 | 43.75 |
| Period | 156 to 207 | 208 to 259 | 260 or more | | | |
| 1 Hour | \$170.00 | \$165.00 | \$160.00 | | | |
| 45 Minutes | 136.00 | 132.00 | 128.00 | | | |
| 40 Minutes | 127.50 | 123.75 | 120.00 | | | |
| 30 Minutes | 105.00 | 102.00 | 99.00 | | | |
| 20 Minutes | 87.50 | 85.00 | 82.50 | | | |
| 15 Minutes | 70.00 | 68.00 | 66.00 | | | |
| 10 Minutes | 61.25 | 59.50 | 57.75 | | | |
| 5 Minutes | 43.75 | 42.50 | 41.25 | | | |

Class B—5:00 - 6:00 pm, 10:30 - 11:00 pm Monday through Friday; 1:00 - 6:00 pm, 10:30 - 11:00 pm Saturday and Sunday.

| Period | Number of Times Within a Year | | | | | |
|------------|-------------------------------|----------|----------|----------|-----------|------------|
| | 1 to 12 | 13 to 25 | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 |
| 1 Hour | \$150.00 | \$146.25 | \$142.50 | \$138.75 | \$135.00 | \$131.25 |
| 45 Minutes | 114.00 | 110.60 | 107.20 | 103.80 | 100.40 | 97.00 |
| 40 Minutes | 112.00 | 109.20 | 106.40 | 103.60 | 100.80 | 98.00 |
| 30 Minutes | 90.00 | 87.75 | 85.50 | 83.25 | 81.00 | 78.75 |
| 20 Minutes | 75.00 | 73.12 | 71.25 | 69.37 | 67.50 | 65.62 |
| 15 Minutes | 60.00 | 58.50 | 57.00 | 55.50 | 54.00 | 52.50 |
| 10 Minutes | 52.00 | 50.70 | 49.40 | 48.10 | 46.80 | 45.50 |
| 5 Minutes | 38.00 | 37.05 | 36.10 | 35.15 | 34.20 | 33.25 |

| Period | 104 to 155 | 156 to 207 | 208 to 259 | 260 or more |
|------------|------------|------------|------------|-------------|
| 1 Hour | \$131.25 | \$127.50 | \$123.75 | \$120.00 |
| 45 Minutes | 105.00 | 102.00 | 99.00 | 96.00 |
| 40 Minutes | 98.00 | 95.20 | 92.40 | 89.60 |
| 30 Minutes | 78.75 | 76.50 | 74.25 | 72.00 |
| 20 Minutes | 65.62 | 63.75 | 61.87 | 60.00 |
| 15 Minutes | 52.50 | 51.00 | 49.50 | 48.00 |
| 10 Minutes | 45.50 | 44.20 | 42.90 | 41.60 |
| 5 Minutes | 33.25 | 32.30 | 31.35 | 30.40 |

Class C—All other times.

| Period | 1 to 12 | 13 to 25 | 26 to 38 | 39 to 51 | 52 to 103 |
|------------|----------|----------|----------|----------|-----------|
| 1 Hour | \$100.00 | \$97.50 | \$95.00 | \$92.50 | \$90.00 |
| 45 Minutes | 80.00 | 78.00 | 76.00 | 74.00 | 72.00 |
| 40 Minutes | 75.00 | 73.12 | 71.25 | 69.37 | 67.50 |
| 30 Minutes | 60.00 | 58.50 | 57.00 | 55.50 | 54.00 |
| 20 Minutes | 50.00 | 48.75 | 47.50 | 46.25 | 45.00 |
| 15 Minutes | 40.00 | 39.00 | 38.00 | 37.00 | 36.00 |
| 10 Minutes | 35.00 | 34.12 | 33.25 | 32.37 | 31.50 |
| 5 Minutes | 25.00 | 24.37 | 23.75 | 23.12 | 22.50 |

| Period | 104 to 155 | 156 to 207 | 208 to 259 | 260 or more |
|------------|------------|------------|------------|-------------|
| 1 Hour | \$87.50 | \$85.00 | \$82.50 | \$80.00 |
| 45 Minutes | 70.00 | 68.00 | 66.00 | 64.00 |
| 40 Minutes | 65.62 | 63.75 | 61.87 | 60.00 |
| 30 Minutes | 52.50 | 51.00 | 49.50 | 48.00 |
| 20 Minutes | 43.75 | 42.50 | 41.25 | 40.00 |
| 15 Minutes | 35.00 | 34.00 | 33.00 | 32.00 |
| 10 Minutes | 30.62 | 29.75 | 28.87 | 28.00 |
| 5 Minutes | 21.87 | 21.25 | 20.62 | 20.00 |

Rates for periods in excess of one hour are in exact proportion to the corresponding one-hour rate. The above rates include use of studio during broadcast.

SECTION 2

MINIMUM STUDIO CHARGE

The minimum Studio Charge for all program periods, which includes the first hour of rehearsal for programs of 31 minutes to one hour in length and the first half hour of rehearsal for programs of 5 to 30 minutes in length, is as follows:

| | 31 to 60 Minute Programs | 5 to 30 Minute Programs |
|---|--------------------------|-------------------------|
| Live Studio | \$150.00 | \$75.00 |
| Film Studio (Through 3/31/49) | 60.00 | 30.00 |
| (Beginning 4/1/49) | 90.00 | 45.00 |
| Film Studio when used in conjunction with live studio or mobile unit: | | |
| (Through 3/31/49) | 30.00 | 15.00 |
| (Beginning 4/1/49) | 45.00 | 22.50 |

REHEARSAL CHARGE

Rehearsal time in excess of the minimum studio requirement will be charged at the rate of \$37.50 for each 15 minutes or less in the live studio and \$15 for each 15 minutes or less in the film studio. Effective April 1, 1949, the film studio charge will be \$22.50 for each 15 minutes or less. When the film studio is used in conjunction with the live studio or mobile unit beyond the minimum rehearsal allowed under minimum studio charges, the additional charge will be 50% of the film studio rehearsal charge.

SECTION 3

ONE-MINUTE ANNOUNCEMENTS

| | Less than 13 | 13 to 25 | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 | 156 to 207 | 208 to 259 | 260 or more |
|---------|--------------|----------|----------|----------|-----------|------------|------------|------------|-------------|
| Class A | \$50.00 | \$48.75 | \$47.50 | \$46.25 | \$45.00 | \$43.75 | \$42.50 | \$41.25 | \$40.00 |
| Class B | 40.00 | 39.00 | 38.00 | 37.00 | 36.00 | 35.00 | 34.00 | 33.00 | 32.00 |
| Class C | 25.00 | 24.37 | 23.75 | 23.12 | 22.50 | 21.87 | 21.25 | 20.62 | 20.00 |

An additional charge will be quoted on request for announcements requiring special production, music, or sound effects.

SECTION 4

20-SECOND STATION BREAKS

| | Less than 13 | 13 to 25 | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 | 156 to 207 | 208 to 259 | 260 or more |
|---------|--------------|----------|----------|----------|-----------|------------|------------|------------|-------------|
| Class A | \$50.00 | \$48.75 | \$47.50 | \$46.25 | \$45.00 | \$43.75 | \$42.50 | \$41.25 | \$40.00 |
| Class B | 40.00 | 39.00 | 38.00 | 37.00 | 36.00 | 35.00 | 34.00 | 33.00 | 32.00 |
| Class C | 25.00 | 24.37 | 23.75 | 23.12 | 22.50 | 21.87 | 21.25 | 20.62 | 20.00 |

An additional charge will be quoted on request for announcements requiring special production, music or sound effects. Scheduled between established programs but not more frequently than four within each hour.

DISCOUNTS

Discounts on Time Charges Only—Applicable to Sections 1, 3 and 4. Program periods (Section 1), one-minute announcements (Section 3) and 20-second station break announcements (Section 4) establish their individual discount schedules and may not be combined to earn higher discounts. Program periods (Section 1) in different rate classifications (Classes A, B and C) may not be combined to earn higher discounts. For one-minute announcements (Section 3) and 20-second station break announcements (Section 4) Classes A, B and C may be combined to earn higher discounts within their own rate sections. Discounts are based on total number used within each rate section during an established 12-month period.

| | |
|-------------------|------|
| Less than 13 | none |
| 13 to 25 times | 2½% |
| 26 to 38 times | 5% |
| 39 to 51 times | 7½% |
| 52 to 103 times | 10% |
| 104 to 155 times | 12½% |
| 156 to 207 times | 15% |
| 208 to 259 times | 17½% |
| 260 times or more | 20% |

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

RATE PROTECTION

Maximum length of contract, one year. However, commitments made under this rate card will be honored for a period of not more than six months from the effective date of any rate increase provided there is no lapse in schedule.

Represented by: NBC Spot Sales.

TOLEDO

4,500 Sets; 241,000 Families

WSPD-TV

TV Network Service: ABC, CBS and NBC.

Grantee (STA): Fort Industry Co. Address: 136 Huron St. Studio: 136 Huron St. Transmitter: Corner Superior & Lafayette. Telephone: Adams 3175.

AM Affiliate: WSPD, 5,000 watts, 1370 kc (NBC). FM Affiliate: WSPD-FM, 20 kw, 101.5 mc (No. 268), 470 ft antenna height. Began Commercial Operation: July 10, 1948.

Personnel:

- E. Y. Flanigan, general manager.
- Glenn Jackson, program director.
- Al Reufel, studio production.
- Westford Shannon, local sales manager.
- Elaine Phillips, film director.
- Ashley Dawes, remote director.
- Jerry Peacock, art director.
- W. M. Stringfellow, engineer-in-charge of television.

Technical Facilities: Channel No. 13 (210-216 mc). Visual power, 27.4 kw. Aural power, 14.4 kw. Antenna height, 524 ft above average terrain; 555 ft above ground.

RATE CARD NO. 1

June 1, 1948

(Rates to be revised in February)

BASIC RATE

Includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. Also applies to programs and announcements relayed from other stations or by a network. Does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station (see Studio Rates below). Does not cover remotes. (Costs quoted on request).

| Period | 1 Time | 13 Times | 26 Times | 52 Times | 104 Times |
|--------------------------------|----------|----------|----------|----------|-----------|
| 1 Hour | \$150.00 | \$142.50 | \$135.00 | \$127.50 | \$120.00 |
| ½ Hour | 90.00 | 85.50 | 81.00 | 76.50 | 72.00 |
| 20 Minutes | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 |
| ¼ Hour | 60.00 | 57.00 | 54.00 | 51.00 | 48.00 |
| 10 Minutes | 45.00 | 42.75 | 40.50 | 38.25 | 36.00 |
| 5 Minutes | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 |
| Announcements (1 Min. or less) | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 |

STUDIO RATE

Applies to all live-talent studio productions. Includes facilities covered by the basic rate plus full use of existing studio and camera facilities, and the necessary technical staff. Also includes camera rehearsal time as shown below. Talent, art and construction work are not included in these rates. Costs for these items will be quoted on request.

| Period | 1 Time | 13 Times | 26 Times | 52 Times | 104 Times |
|--------------------------------|----------|----------|----------|----------|-----------|
| 1 Hour | \$250.00 | \$237.50 | \$225.00 | \$212.50 | \$200.00 |
| ½ Hour | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 |
| 20 Minutes | 125.00 | 118.75 | 112.50 | 106.25 | 100.00 |
| ¼ Hour | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 |
| 10 Minutes | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 |
| 5 Minutes | 50.00 | 47.50 | 45.00 | 42.50 | 40.00 |
| Announcements (1 Min. or less) | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 |

Announcements and programs cannot be combined to earn lower rate.

Rehearsal Time: Camera rehearsal time in ratio of 2-1 included in above costs. \$25 per hour for time in excess of 2-1 ratio, but less than 4-1. \$75 per hour for time in excess of 4-1 ratio.

Special Features and Remotes: Special features and remotes, when offered for sponsorship, will be quoted on a fully-commissionable all-inclusive basis.

Conditions: All rates subject to 15% Agency Commission. No cash discount. Bills rendered monthly; due and payable on the 10th of the month following telecast. One year contracts will be accepted for the purpose of earning frequency discounts, but above rates are guaranteed only for 6 months from date of first telecast. Contracts are subject to cancellation by a 28-day advance notice in writing for programs; 14 days for announcements. Cancelled contracts are subject to short rates. Schedules must start within 30 days of contract date. Closing time on all programs or announcements is 48 hours prior to the schedule time of broadcast. Failure on the part of the advertiser to comply relieves the station of all obligations to adhere to the schedule. All program content and commercial copy is subject to approval of station management. WSPD-TV reserves the right to refuse any program for reasons satisfactory to itself.

Represented by: The Katz Agency Inc.

Station Facilities: Studio (45x25x20-ft) contains two studio-type image orthicon cameras mounted on dollies. Film facilities include two 16mm projectors, one slide projector for 2x2-in. and 4x3¼-in. transparencies, one balopticon for 10x8-in. opaques. Mobile unit includes two field image-orthicon cameras, microwave relay links, carries a 6-man crew.

PENNSYLVANIA

PHILADELPHIA

95,000 Sets; 1,184,000 Families

WCAU-TV

TV Network Service: CBS

Grantee (STA): WCAU Inc. Address: 1622 Chestnut St.
 Studio: 1622 Chestnut St. Transmitter: 12 S. Twelfth St.
 Telephone: Locust 7-7700.
 AM Affiliate: WCAU. 50,000 watts, 1210 kc (CBS). FM Affiliate:
 WCAU-FM. 10 kw, 98.1 mc (No. 231), 650 ft antenna height.
 Newspaper Affiliation: *Philadelphia Bulletin*
 Began Commercial Operation: March 15, 1948.

Personnel:
 Dr. Leon Levy, *president and general manager.*
 Joseph L. Tinney, *v.p. and assistant general manager.*
 G. Bennett Larson, *v.p. and director of television.*
 John McClay, *program coordinator.*
 Roy A. Meredith, *production director.*
 John G. Leitch, *technical director.*
 David Kaigler, *junior producer.*
 William Sears, *junior producer.*
 Warren Wright, *junior producer.*
 Joseph L. Tinney, *junior producer.*
 Bob Heintz, *newsreel photographer.*
 Alfred Ringler, *news editor.*
 Helen Buck, *film editor.*
 Martin Katz, *sales department.*
 Charles Fish, *sales department.*

Technical Facilities: Channel No. 10 (192-198 mc). Visual power, 25 kw. Aural power, 14 kw. Antenna height, 670 ft. above average terrain; 737 ft above ground.

RATE CARD NO. 2

Sept. 1, 1948

RATES

Class A—Between 7:00 p.m. and 10:30 p.m. Monday through Friday, 1:00 p.m. and 10:30 p.m. Saturday and Sunday.

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

Class B—Between 5:00 p.m. and 7:00 p.m., Monday through Friday.

| Period | 1 time | 13 times | 39 times | 52 times |
|-------------------|----------|----------|----------|----------|
| 60 minutes (live) | \$270.00 | \$256.50 | \$243.00 | \$229.50 |
| (film) | 202.50 | 192.37 | 182.25 | 172.12 |
| 30 minutes (live) | 162.00 | 153.90 | 145.80 | 137.70 |
| (film) | 121.50 | 115.42 | 109.35 | 103.27 |
| 20 minutes (live) | 135.00 | 128.25 | 121.50 | 114.75 |
| (film) | 101.25 | 96.19 | 91.13 | 86.06 |
| 15 minutes (live) | 108.00 | 102.60 | 97.20 | 91.80 |
| (film) | 81.00 | 76.95 | 72.90 | 68.85 |
| 10 minutes (live) | 90.00 | 85.50 | 81.00 | 76.50 |
| (film) | 67.50 | 64.12 | 60.75 | 57.37 |
| 5 minutes (live) | 72.00 | 68.40 | 64.80 | 61.20 |
| (film) | 54.00 | 51.30 | 48.60 | 45.90 |

Class C—All other hours.

| Period | 1 time | 13 times | 39 times | 52 times |
|-------------------|----------|----------|----------|----------|
| 60 minutes (live) | \$225.00 | \$213.75 | \$202.50 | \$191.25 |
| (film) | 168.75 | 160.31 | 151.88 | 143.43 |
| 30 minutes (live) | 135.00 | 128.25 | 121.50 | 114.75 |
| (film) | 101.25 | 96.12 | 91.13 | 86.06 |
| 20 minutes (live) | 112.50 | 106.87 | 101.25 | 95.62 |
| (film) | 84.37 | 80.15 | 75.93 | 71.71 |
| 15 minutes (live) | 90.00 | 85.50 | 81.00 | 76.50 |
| (film) | 67.50 | 64.12 | 60.75 | 57.37 |
| 10 minutes (live) | 75.00 | 71.25 | 67.50 | 63.75 |
| (film) | 56.25 | 53.44 | 50.63 | 47.81 |
| 5 minutes (live) | 60.00 | 57.00 | 54.00 | 51.00 |
| (film) | 45.00 | 42.75 | 40.50 | 38.25 |

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

Announcements: 1 minute or less, slide or film:

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

Rehearsals: Camera rehearsals—\$25 per half hour.

Contract Information: Rates subject to change without notice. Rates protected for six months from time change of rates takes effect. (a) Maximum length of contract—one year. (b) All programs and copy subject to approval of station. (c) Program copy and material must be received 72 hours prior to telecast.

(d) Advertising copy must be received 24 hours in advance of telecast. Copy for Saturday, Sunday and Monday must be received by 5:00 p.m. on Thursday.

Commissions: 15% to recognized advertising agencies. Bills due and payable on or before the 20th of the month following the telecasts.

Studio Facilities: Two specially designed studios and a 250 seat auditorium, with complete camera and lighting equipment.

Film Facilities: Two 16mm sound projectors. Two automatic 2" by 2" slide projectors and Balopticon for opaques and 3x4 slides.

Remotes: Complete facilities for field pick-ups including specially designed mobile unit.

Props and Scenery: Basic Scenery and Flats which are available in the studio—supplied at no additional cost. Construction and Artwork for special scenery and properties are available at the rate of \$5 per man hour (labor and material included).

Represented by: CBS Radio Sales.

WFIL-TV

TV Network Service: ABC and DuMont.

Grantee (STA): Triangle Publications Inc. Address: Widener Bldg. Studio: Market at 46th St. Transmitter: Widener Bldg. Telephone: Evergreen 6-8090.

AM Affiliate: WFIL. 5,000 watts, 560 kc (ABC). FM Affiliate: WFIL-FM. 9 kw, 102.1 mc (No. 271), 670 ft antenna height. Newspaper Affiliation: *Philadelphia Inquirer*.

Began Commercial Operation: Sept. 13, 1947.

Personnel:
 Roger W. Clipp, *general manager.*
 Donald Kellett, *administrative assistant.*
 John E. Surrick, *sales director.*
 Kenneth W. Stowman, *television sales manager.*
 Louis E. Littlejohn, *chief engineer.*
 Henry Rhea, *asst. chief engineer for TV.*
 Jack Steck, *manager of program and production.*
 Herbert K. Horton, *program director.*

Technical Facilities: Channel No. 6 (82-88 mc). Visual power, 17.2 kw. Aural power, 9.3 kw. Antenna height, 725 ft above average terrain; 502 ft above ground. *Granted modification of CP to move transmitter to Roxborough, Pa., change powers to 27 kw visual, 13.4 kw aural, antenna height to 650 ft above average terrain; 635 ft above ground.*

RATE CARD NO. 4

Jan. 1, 1949

LIVE PROGRAMS

| Period | 1 Time | 26 Times | 52 Times |
|------------|----------|----------|----------|
| 1 Hour | \$400.00 | \$380.00 | \$360.00 |
| 1/2 Hour | 240.00 | 228.00 | 216.00 |
| 20 Minutes | 200.00 | 190.00 | 180.00 |
| 1/4 Hour | 160.00 | 152.00 | 144.00 |
| 10 Minutes | 120.00 | 114.00 | 108.00 |
| 5 Minutes | 80.00 | 76.00 | 72.00 |

ANNOUNCEMENTS (Live and Film)

1 Minute or Less.....\$50.00 \$47.50 \$45.00

Special rates apply to announcements adjacent to special features.

FILM PROGRAMS

| Period | 1 Time | 26 Times | 52 Times |
|------------|----------|----------|----------|
| 1 Hour | \$300.00 | \$285.00 | \$270.00 |
| 1/2 Hour | 180.00 | 171.00 | 162.00 |
| 20 Minutes | 150.00 | 142.50 | 135.00 |
| 1/4 Hour | 120.00 | 114.00 | 108.00 |
| 10 Minutes | 90.00 | 85.50 | 81.00 |
| 5 Minutes | 60.00 | 57.00 | 54.00 |

Film Rate: Includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials, normal rehearsal time. Does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station. (See Live Rates.) Does not cover remotes. (Costs quoted on request.)

Live Rate: Applies to all live-talent studio production. Includes facilities covered by the film rate plus full use of existing studio and camera facilities, and the necessary technical staff. Also includes normal rehearsal time. Talent, art and construction work are not included in these rates. Costs for these items will be quoted on request.

Contract Information: All rates guaranteed for 26 weeks. WFIL-TV reserves the right to change its rates effective on such date as it may announce. Changes which increase rates will not apply to advertisers who are on the air at the time the increase is announced until six months after the effective date of any new rates, provided there is no interruption. One year contracts, however, will be accepted only for the purpose of earning frequency discounts.

Agency Commission: 15% on net time only to recognized agencies. No cash discount.

Represented by: The Katz Agency Inc.

Station Facilities: Main studio (26x55x20 ft). Smaller studio, for interviews and single-camera shows, (12x15 ft). Special effects studio is used for all titling work and 16mm projection. Cameras include two image orthicons for studios, four field cameras (two at the Philadelphia Arena for sports programs and two for mobile unit), two film pickup cameras. Film facilities consist of two 16mm projectors, six 16mm cameras, and one 16mm sound camera. Also included is one transparent still projector for 2x2-in. slides, two transparent still projectors for 3 1/4x4 1/4 slides, one opaque projector for 8x10-in. cards, newspapers, pictures, etc. Mobile unit is completely equipped with two cameras (including Zoomar lens), master monitor and an off-the-air monitor. Transcription service is associated. Station maintains a complete newsreel laboratory for processing station's daily newsreel. Most pictures for newsreel are taken by station's motion picture staff. News is furnished by affiliated-*Philadelphia Inquirer*.

WPTZ

TV Network Service: NBC

Licensee: Philco Television Broadcasting Corp. Address: Architects Bldg.

Studio: 1619 Walnut St. Transmitter: Wyndmoor, Pa.

Telephone: Locust 4-2244.

Began Commercial Operation: September 1941.

Personnel:

E. B. Loveman, *v.p. and general manager.*
 Alexander W. Dannenbaum, Jr., *commercial manager.*
 R. V. Tooke, *assistant general manager.*
 Ernest Walling, *program manager.*
 R. J. Bowley, *chief engineer.*

Technical Facilities: Channel No. 3 (60-66 mc). Visual power, 18 kw. Aural power, 9 kw. Antenna height, 720 ft above average terrain; 914 ft above ground.

WPTZ RATE CARD NO. 3

Oct. 1, 1948

GENERAL INFORMATION

1. Frequency, etc.: [See Technical Facilities].
2. News Service: International News Service television news tape. NBC Television News.
3. Transcription and Record Service: Reproduction equipment for either 78 or 33½ rpm lateral or vertical recordings and instantaneous recording equipment. NBC Thesaurus transcription library service.
4. Studio Facilities: Two studio cameras, four microphone channels, transcription turntables, titling apparatus and complete lighting equipment. Auditorium studio seating 200 available.
5. Projection Studio Facilities: Projectors for 16mm and 35mm silent or sound motion pictures as well as for opaque and transparent slides and INS news tape service.
6. Remote Pick-up Equipment: Six image orthicon camera channels with a full complement of lenses, including the Zoomar, portable transmitters for picture and sound and mobile unit trucks provide complete coverage for outdoor and indoor remote telecasts.
7. Motion Picture Unit: Personnel and equipment are available for filming special events, film sequences and film commercials on both 16mm and 35mm film.
8. Network Facilities: The Philco radio relay system permits the telecasting by WPTZ of programs originating in New York City. Similarly, programs originating in Philadelphia may be relayed to New York for telecasting there. Facilities are available for telecasts to and from other cities.
9. Staff: A complete engineering, operating and production staff is available. Service of the program department is available in arranging and presenting programs.
10. Program Policy: The station reserves the right to reject advertising of any product or service which in the station's judgment is unsuitable. The station reserves the right to eliminate all parts of programs which it may consider contrary to its policy or interest. All program material is subject to federal, state or municipal decisions, laws and regulations now and hereafter made and in force.
11. Commission and Discounts: A commission of 15% will be allowed to recognized advertising agencies on gross billings for broadcast time. No cash discounts are granted.

GENERAL RATES

| Period | Live Studio Program | All-Film Program |
|------------|---------------------|------------------|
| 1 Hour | \$400 | \$300 |
| 30 Minutes | 240 | 180 |
| 20 Minutes | 200 | 150 |
| 15 Minutes | 160 | 120 |
| 10 Minutes | 120 | 90 |
| 5 Minutes | 80 | 60 |

Camera Rehearsal Charges: \$25 per half hour or fraction thereof. Design, layout and construction of special scenery, properties and artwork: Cost of materials plus labor at \$5 per man hour.

Remote Pick-ups: Rates on request.

Network Programs: Rates on request.

Time or Weather Spots: 20-second station breaks and one-minute announcements, \$50. Preferential announcements (one minute or less), \$75. Staff announcer if required and transcribed music from our library supplied at no charge. 20-second spot announcements may use a maximum of two slides or 16mm or 35mm motion picture film with live, motion picture sound track or transcribed narration and transcribed musical background. One-minute spot announcements must use motion picture film with no more than one slide. Narration may be presented live, transcribed or on motion picture sound track.

Represented by: NBC Spot Sales.

PITTSBURGH

2,500 Sets; 742,000 Families

WDTV

TV Network Service: DuMont and others.

Grantee (STA): Allen B. DuMont Laboratories Inc. Address: Nixon Theatre Bldg.

Transmitter: Montana & Grazella Sts.

Telephone: Atlantic 2171.

Begins Commercial Operation: Jan. 11, 1949.

Personnel:

Donald A. Stewart, *general manager.*
 Raymond W. Rodgers, *acting chief engineer.*

Television Rates & Factbook

Technical Facilities: Channel No. 3 (60-66 mc). Visual power, 16.6 kw. Aural power, 8.3 kw. Antenna height, 818 ft above average terrain; 550 ft above ground.

RATE CARD NO. 1

Oct. 20, 1948

For specifications, see WABD, New York City, which are identical except for the following for WDTV:

AIR TIME RATES

One Class Time Only—Sunday through Saturday from sign-on to sign-off

| Period | 1-25 | 26-51 | 52-103 | 104-259 | 260-399 | 400-more |
|---------------|----------|----------|----------|----------|----------|----------|
| 1 Hour | \$250.00 | \$237.50 | \$225.00 | \$212.50 | \$200.00 | \$187.50 |
| 30 Minutes | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 | 112.50 |
| 20 Minutes | 112.50 | 107.00 | 101.25 | 95.50 | 90.00 | 84.50 |
| 15 Minutes | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 | 75.00 |
| 10 Minutes | 87.50 | 83.25 | 78.75 | 74.50 | 70.00 | 65.50 |
| 5 Minutes | 62.50 | 59.50 | 56.25 | 53.25 | 50.00 | 47.00 |
| 1 Minute | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 | 30.00 |
| Station Break | 34.50 | 32.75 | 31.00 | 29.25 | 27.75 | 26.00 |

Frequency Discounts: Net frequency rates shown are based on the total number of programs or announcements used within one year by the same advertiser. However, programs and announcements may not be combined for frequency rate.

Studio Usage: Rates for studio show rehearsal will be made available prior to the opening of the station.

General Information: (b) *Special Facilities*—Rates for network stations, remote pick-ups, package programs, participations, and for production services such as talent, sets, costumes, film cutting and editing, will be made available prior to the opening of the station. Additional charges will be made for the production of the commercial message. They will be determined by the type of commercial treatment agreed upon and the amount of preparation involved.

Regulations: (a) All data herein are subject to change without notice. (j) Advertisers are protected on rates for 13 weeks beyond the effective date of the next rate increase.

Station Facilities: Film equipment includes one 16mm projector, one flying spot scanner which will accommodate standard slides and other material. Mobile unit consists of one dual orthicon camera chain, including complete sound pickup equipment, microwave relay equipment and monitoring facilities.

TENNESSEE

MEMPHIS

1,100 Sets; 177,000 Families

WMCT

Grantee (STA): Memphis Publishing Co. Address: 495 Union Ave. Studio: Goodwyn Institute Bldg. Transmitter: U. S. Highway 70 & Macon Rd.

Telephone: 8-7464.

AM Affiliate: WMC. 5,000 watts, 790 kc (NBC). FM Affiliate: WMCF. 260 kw, 99.7 mc (No. 259), 590 ft antenna height. Newspaper Affiliation: *Memphis Commercial Appeal.*

Began Commercial Operation: Nov. 13, 1948.

Personnel:

H. W. Slavick, *general manager.*
 J. C. Eggleston, *commercial manager.*
 Wilson Mount, *program director.*
 E. C. Frase Jr., *chief engineer.*
 William Brazzil, *production manager.*

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 13.6 kw. Aural power, 7.12 kw. Antenna height, 650 ft above average terrain; 750 ft above ground.

RATE CARD NO. 1

Dec. 1, 1948.

Class A—7 to 10:30 pm Monday through Friday, 12 Noon to 10:30 pm Saturday and Sunday.

| Period | Number of Times | | | | | | | |
|----------------|-----------------|----------|----------|-----------|------------|------------|-------------|--|
| | 1 to 25 | 26 to 38 | 39 to 51 | 52 to 103 | 104 to 155 | 156 to 207 | 208 or More | |
| 60 Min. | \$100.00 | \$92.50 | \$90.00 | \$87.50 | \$85.00 | \$82.50 | \$80.00 | |
| 45 Min. | 80.00 | 74.00 | 72.00 | 70.00 | 68.00 | 66.00 | 64.00 | |
| 40 Min. | 75.00 | 69.40 | 67.50 | 65.60 | 63.70 | 61.80 | 60.00 | |
| 30 Min. | 60.00 | 55.50 | 54.00 | 52.50 | 51.00 | 49.50 | 48.00 | |
| 20 Min. | 50.00 | 46.25 | 45.00 | 43.75 | 42.50 | 41.25 | 40.00 | |
| 15 Min. | 40.00 | 37.00 | 36.00 | 35.00 | 34.00 | 33.00 | 32.00 | |
| 10 Min. | 35.00 | 32.40 | 31.50 | 30.60 | 29.70 | 28.80 | 28.00 | |
| 5 Min. | 25.00 | 23.10 | 22.50 | 21.90 | 21.30 | 20.70 | 20.00 | |
| 1 Min. or less | 17.50 | 16.20 | 15.80 | 15.40 | 15.00 | 14.50 | 14.00 | |

Above rates are for Air Time only, and subject to 15% commission to recognized agencies. No cash discount. Program, talent, production and technical charges quoted on request, and are net costs. Programs and announcements may not be combined to earn a lower rate. Above rates guaranteed for 180 days from effective date, and subject to change on 60 days notice thereafter. Represented by: Branham Co.

Station Facilities: Auditorium seating 1,000 people, with stage, property rooms, etc., plus large 28x34 ft studio. There are four cameras, and one mobile unit. Complete film facilities.

TEXAS

FORT WORTH

2,000 Sets, 269,000 Families (Ft. Worth Area)
2,500 Sets; 277,000 Families (Dallas Area)

WBAP-TV

Covers Fort Worth and Dallas Areas

Grantee (STA): Carter Publications Inc. Address: Medical Arts Bldg., Fort Worth.

Studio and Transmitter: 3900 Barnett St.

Telephone: 3-1234.

AM Affiliate: WBAP. 50,000 watts, 820 kc (NBC) and 5,000 watts, 570 kc (ABC). Shares time on both frequencies with WFAA, Dallas. FM Affiliate: WBAP-FM. 50 kw, 100.5 mc (No. 263), 435 ft antenna height. Newspaper Affiliation: Fort Worth Star-Telegram.

Began Commercial Operation: Sept. 29, 1948.

Personnel:

Amon Carter, *president*.
Harold Hough, *director*.
George Cranston, *manager*.
Roy Bacus, *commercial manager*.
R. C. Stinson, *engineering director*.
Seymour C. Andrews, *program director*.
Frank Mills, *chief announcer*.
Marshal Atwell, *art director*.
Lyman Brown, *continuity chief*.
Lynn Trammell, *film program manager*.
James A. Byron, *news editor*.
George McCullough, *photography and film chief*.
A. M. Woodford, Robert Gould, *production chiefs*.
Jack Rogers, *publicity, promotion, merchandising director*.

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 17.6 kw. Aural power, 8.2 kw. Antenna height, 490 ft above average terrain; 502 ft above ground.

RATE CARD NO. 1—Sept. 1, 1948

TIME

Class A—6 to 11 PM Monday thru Friday; 1 to 11 PM Saturday-Sunday.

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

Class B—5 to 6 PM Monday thru Friday.

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

Class C—All other periods.

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

ADDITIONAL CHARGES

| | Film Studio* | Live Studio* |
|------------------|--------------|--------------|
| 1 Hour | \$52.50 | \$150.00 |
| 40 Minutes | 42.00 | 120.00 |
| 30 Minutes | 31.50 | 90.00 |
| 20 Minutes | 26.25 | 75.00 |
| 15 Minutes | 21.00 | 60.00 |
| 10 Minutes | 16.50 | 52.50 |
| 5 Minutes | 13.50 | 37.50 |
| 1 Minute or less | 10.00 | 20.00 |

No frequency discounts on film and studio facilities.

*Film Rates (completed film supplied by advertiser): Film rates are all inclusive—air time, adequate rehearsal time, film projection facilities and staff announcer. WBAP-TV uses 16mm film only.

*Studio Rates: Include air time, staff announcer, full use of existing studio and camera facilities and their necessary technical staff, plus minimum rehearsal time of 30 minutes—or in ratio of 6-1 for 10-minute and longer air time. Additional rehearsal time, \$20.00 per ½ hour. Additional rates on request for talent, art work and stage sets, telecasting rights and privileges as required.

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

Film Production: Rates on request for production of TV commercials on 16mm film, with or without sound.

Miscellaneous: (a) Commission of 15% on Studio, Film or Remote Rates to recognized advertising agencies. (b) No cash discount. Bills payable by 20th of following month. (c) Last 30 seconds of program time reserved for station use and identification. (d)

Advertising of hard liquors not accepted. (e) Programs and advertising accepted subject to approval of station management. (f) Rates guaranteed for 120 days. (g) Frequency discounts guaranteed for one year.

Represented by: Free & Peters Inc.

Station Facilities: Two studios (45x82x28-ft and 20x30x20-ft) and one announcer's booth (14x18-ft), with two studio cameras. Film facilities include one film camera, one 16mm film projector, balopticon and slide projector for 2x2-in transparencies. One mobile unit with two field cameras and microwave relay.

HOUSTON

200 Sets; 217,000 Families

KLEE-TV

Grantee (STA): W. Albert Lee. Address: Milby Hotel.

Studio and transmitter: Post Oak Rd.

Telephone: Preston 1161.

AM Affiliate: KLEE. 5,000 watts, 610 kc. AM Affiliate: KLEE-FM. 45 kw, 95.7 mc (No. 239), 380 ft antenna height.

Began Commercial Operation: Jan. 1, 1949.

Personnel:

Sidney Balkin, *manager*.
Bernard A. Brink Jr., *consulting engineer*.
Ken Bagwell, *program director*.
Paul Huhndorf, *chief engineer*.
Bud Johnson, *chief of operations*.
Richard F. Altman, *sports director*.

Technical Facilities: Channel No. 2 (54-60 mc). Visual power, 16 kw. Aural power, 8.5 kw. Antenna height, 500 ft above average terrain; 537 ft above ground.

RATE CARD NO. 1

Jan. 1, 1949

All Rates Listed Are For Time Charges Only

FILM PROGRAMS AND SPOT ANNOUNCEMENTS

Include transmitter and film facilities, services of staff announcer and recorded musical background for film commercials. Does not apply to programs and announcements using live talent, or which require extra production facilities and personnel on the part of the station.

| | |
|------------|----------|
| 1 Hour | \$200.00 |
| 40 Minutes | 160.00 |
| 30 Minutes | 120.00 |
| 20 Minutes | 100.00 |
| 15 Minutes | 80.00 |
| 10 Minutes | 70.00 |
| 5 Minutes | 55.00 |
| 1 Minute | 30.00 |

Live Talent Programs and Announcements: Same as above rates plus 20%. Studio rates include facilities covered by Film and Remote Rate schedule plus full use of existing studio and camera facilities and the necessary technical staff. Also include camera rehearsal time in ratio of 2 to 1. Talent, art, and construction costs are not included in these rates.

Rehearsal Time: Restricted to two times the amount of air time. Rates for extra rehearsal time—\$50 per hour up to 5 hours; \$150 per hour, over 5 hours.

Frequency Discounts (Applicable to General Telecasting Rates Only): 26 weeks, 5%; 52 weeks, 10%.

Remotes: Rate for mobile unit is \$230 each time used.

Represented by: Adam J. Young Jr. Inc.

Station Facilities: Studio measures 28x40 ft, includes up to three image orthicon cameras. Film facilities include two 16mm projectors, two complete film camera chains, Balopticon and slide equipment. Transcription service is Associated. Mobile unit consists of two image orthicon cameras with microwave equipment for both video and audio signals.

UTAH

SALT LAKE CITY

1,200 Sets; 93,000 Families

KDYL-TV

Grantee (STA): Intermountain Broadcasting Corp. Address: Tribune-Telegram Bldg.

Studio: KDYL Television Playhouse. Transmitter: Walker Bldg. Telephone: 5-2991.

AM Affiliate: KDYL. 5,000 watts, 1320 kc (NBC). FM Affiliate: KDYL-FM. 900 watts, 98.7 mc (No. 254), —450 ft antenna height.

Began Commercial Operation: July 1, 1948.

Personnel:

S. S. Fox, *president and general manager*.
John M. Baldwin, *v.p. and technical director*.
Harry Golub, *director of television and sales*.
Allen L. Gunderson, *chief television engineer*.

Technical Facilities: Channel No. 4 (66-72 mc). Visual power, 14.5 kw. Aural power, 7 kw. Antenna height, —542 ft above average terrain; 330 ft above ground. Requests modification of CP for 4.13 kw visual, 2.3 kw aural, —499 ft above average terrain; 378 ft above ground. Operating with interim power of 2 kw visual.

RATE CARD NO. 2

Oct. 1, 1948

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

Class A—6:00 p.m. to 11:00 p.m. Sunday through Friday.

| Period | 1 Time | 13 Times | 26 Times | 52 Times |
|------------|----------|----------|----------|----------|
| 1 Hour | \$150.00 | \$145.00 | \$140.00 | \$135.00 |
| 1/2 Hour | 90.00 | 85.50 | 81.00 | 76.50 |
| 20 Minutes | 75.00 | 71.25 | 67.50 | 63.75 |
| 1/4 Hour | 60.00 | 57.00 | 54.00 | 51.00 |
| 10 Minutes | 45.00 | 42.75 | 40.50 | 38.25 |
| 5 Minutes | 30.00 | 28.50 | 27.00 | 25.50 |
| 1 Minute | 23.00 | 21.65 | 20.30 | 18.95 |

Class B—Before 6:00 p.m.

| | | | | |
|------------|----------|---------|---------|---------|
| 1 Hour | \$100.00 | \$95.00 | \$90.00 | \$85.00 |
| 1/2 Hour | 60.00 | 57.00 | 54.00 | 51.00 |
| 20 Minutes | 50.00 | 47.50 | 45.00 | 42.50 |
| 1/4 Hour | 40.00 | 38.00 | 36.00 | 34.00 |
| 10 Minutes | 30.00 | 28.50 | 27.00 | 25.50 |
| 5 Minutes | 20.00 | 19.00 | 18.00 | 17.00 |
| 1 Minute | 15.00 | 14.00 | 13.00 | 12.00 |

Rehearsal Time: Live studio camera rehearsals, \$25 for one-half hour or any part thereof. For studio rehearsal time requirements, consult management.

Remote Control: Facilities subject to extra charges. Rates on request.

Represented by: John Blair & Co.

VIRGINIA

RICHMOND

4,600 Sets; 130,000 Families

WTVR

TV Network Service: NBC.

Grantee (STA): Havens & Martin Inc. Address: 3301 W. Broad St. Studio: 3301 W. Broad St. Transmitter: Staples Mill Rd., near Broad St.

Telephone: 5-8611.

AM Affiliate: WMBG. 5,000 watts. 1380 kc (NBC). FM Affiliate: WCOD. 46 kw, 98.1 mc. (No. 251), 430 ft antenna height.

Began Commercial Operation: April 15, 1948.

Personnel:

Wilbur M. Havens, *general manager.*
Conrad Rlanhard, *program manager.*
John V. Shand, *asst. program manager.*
Wilfred H. Wood, *chief engineer.*

Technical Facilities: Channel No. 6 (82-88 mc). Visual power, 12.16 kw. Aural power, 6.4 kw. Antenna height, 431 ft above average terrain; 417 ft above ground.

RATE CARD C

Jan. 1, 1949

| Period | Class A* | Class B† | Class C‡ |
|------------------|----------|----------|----------|
| 60 Minutes | \$200.00 | \$150.00 | \$100.00 |
| 40 Minutes | 160.00 | 120.00 | 80.00 |
| 30 Minutes | 140.00 | 105.00 | 70.00 |
| 20 Minutes | 120.00 | 90.00 | 60.00 |
| 15 Minutes | 100.00 | 75.00 | 50.00 |
| 10 Minutes | 80.00 | 60.00 | 40.00 |
| 5 Minutes | 60.00 | 45.00 | 30.00 |
| 1 Minute or less | 40.00 | 30.00 | 20.00 |

* 6 to 10:30 pm.

† Monday through Friday, 5-6 pm and 10:30-11 pm; Saturday and Sunday, 1-6 pm and 10:30-11 pm.

‡ All other times.

Charges are complete and all-inclusive, unless additional rehearsal time over and above the unit purchased is required, in which event the rate will be \$15 per 1/4 hour or fraction thereof.

All present contracts will be protected against rate changes for the duration of their present contract, however, in no event for a longer period than one year.

Announcements in Special Programs: (a) One minute announcements accepted in Tele News Program Monday through Friday evenings. Rate, \$48.50 per announcement. (b) One minute announcements accepted in Tele Disc Program Monday through Friday evenings. Rate, \$45 per announcement. Limited to three announcements per program.

Discounts: When 52 consecutive weeks are completed a 10% bonus discount will be allowed on the lowest net weekly billing for time service only.

Scenery & Property: At cost and non-commissionable.

Talent & Programs: Prices upon request.

Represented by: John Blair & Co. and NBC Spot Sales.

Station Facilities: At present one studio (29'x17'6"x11'3"). A second studio (29'8 1/2"x27'8 1/2") is to be added. Cameras include two image orthicons for studio and one mobile. Movie equipment consists of two 16mm and two 35mm projectors and one slide projector. Recording equipment consists of RCA lateral. News and photo services include Transradio Press, INS Photo Service, supplemented by local photographic services.

WASHINGTON

SEATTLE

1,500 Sets; 307,000 Families

KRSC-TV

Grantee (STA): Radio Sales Corp. Address: 2939 Fourth Ave., S. Studio: 2939 Fourth Ave., S. Transmitter: Queen Anne Hill. Telephone: Elliott 2480.

AM Affiliate: KRSC. 1,000 watts, 1150 kc. FM Affiliate: KRSC-FM. 15 kw, 98.1 (No. 251), 410 ft antenna height.

Began Commercial Operation: Nov. 25, 1948.

Personnel:

Palmer K. Leberman, *president.*
Robert E. Priebe, *general manager.*
Al P. Hunter, *commercial manager.*
Lee Schulman, *program director.*

Technical Facilities: Channel No. 5 (76-82 mc). Visual power, 18.95 kw. Aural power, 9.79 kw. Antenna height, 408 ft above average terrain; 140 ft above ground.

RATE CARD NO. 1

Nov. 1, 1948

Agency Commission: 15% to recognized agencies on net charges for television facilities listed. No cash discount.

GENERAL ADVERTISING

Rates include transmitter and film facilities as well as services of staff announcer and use of transcription and record facilities. Rates are subject to change upon 60 days notice. Rate changes will not apply to those advertisers who are on the air at the time the rate changes are announced until 6 months thereafter. Rates apply to network programs or programs relayed from other stations. These basic rates do not cover programs which require studio production facilities on the part of the station. Rates for such services will be submitted to sponsor by production cost estimate.

| | |
|------------------|----------|
| 1 Hour | \$200.00 |
| 45 Minutes | 160.00 |
| 30 Minutes | 120.00 |
| 20 Minutes | 100.00 |
| 15 Minutes | 80.00 |
| 10 Minutes | 60.00 |
| 5 Minutes | 40.00 |
| 1 Minute or less | 32.00 |

Discounts: Bonus discount for 26 weeks continuous telecasting 5% of the lowest net billing for any one week, multiplied by 26. Bonus discount for 52 weeks continuous telecasting 10% of the lowest net billing for any one week, multiplied by 52.

Remote Control: Field pick-up facilities available including mobile television unit. Charges for remote pick-ups based on program conditions. Rates on request.

Service Facilities: Film—Two 16mm film projectors. Slides—Standard slide projector for 3x4 slides and film strips. News—Associated Press. Local News Staff. Transcription Library—Associated, Lang-Worth.

Studio Facilities: Rehearsal rates and additional production aids, props, sets, etc., by cost estimate.

Closing Time: Program material and copy must be received one week prior to telecast. Advertising copy must be received 24 hours in advance of telecast.

Represented by: Adam J. Young, Jr., Inc.

WISCONSIN

MILWAUKEE

11,300 Sets; 327,000 Families

WTMJ-TV

TV Network Service: ABC, CBS and NBC.

Grantee (STA): The Journal Co. Address: 333 W. State St. Studio and Transmitter: 720 E. Capitol Drive. Telephone: Marquette 8-6000.

AM Affiliate: WTMJ. 5,000 watts, 620 kc (NBC). FM Affiliate: WTMJ-FM. 349 kw, 93.3 mc (No. 227), 695 ft antenna height. Newspaper Affiliation: *The Milwaukee Journal.*

Began Commercial Operation: Dec. 3, 1947.

Personnel:

Walter Damm, *v.p. and general manager of radio, The Journal Co.*
L. W. Herzog, *asst. general manager.*
E. G. Winnie, *station manager.*
James Robertson, *program manager.*
Frank Hart, *commercial production manager.*
Phil B. Laeser, *chief engineer.*
Edwin L. Cordes, *asst. chief engineer.*
Henry Goeden, *field supervisor in charge of mobile unit.*
Nick Brauer, *studio supervisor.*
Charles Zoeckler, *production manager.*
George Marr, *special events director.*

Technical Facilities: Channel No. 3 (60-66 mc). Visual power, 16.1 kw. Aural power, 10.2 kw. Antenna height, 319 ft above average terrain; 349 ft above ground.

(Continued on next page)

RATE CARD NO. 4

Jan. 1, 1949

GENERAL INFORMATION

1. Frequency, etc.: [See Technical Facilities].
2. Commercial Time Allotment: 5-minute program, 1:00 min.; 10 minutes, 2:00 min.; 15 minutes, 2:15 min.; 20 minutes, 2:30 min.; 30 minutes, 3:00 min.; 40 minutes, 4:00 min.; 60 minutes, 6:00 min.
3. News Services: AP wire service. Rates on request.
4. Music Clearance: Licensed for ASCAP, BMI. Rates include music copyright fee.
5. Talent and Production: Actors, musicians, announcers, transcriptions and other talent, as well as production rates dependent on cost and availability. Sets, backgrounds and props rates based on cost.
6. Transcriptions: Equipped to handle 33 1/4 rpm and 78 rpm vertical and lateral transcriptions. Phonograph records and transcriptions acceptable. Western Electric 9-A equipment used.
7. Transcription Library Service: Thesaurus.
8. Technical Equipment: For Outside Telecasts—1 mobile unit, 3 image orthicon cameras*, 2 Microwave Transmitters and Receivers. For Studio Shows—2 Studio Orthicon Cameras (all Dolly Mounted). (*Image Orthicon Cameras available for studio use also.) For Film and Slides—2 Iconoscope Cameras, 16-mm. Sound Strobe-Light Projector equipped for over 140 minutes continuous projection. Multi-use Balopticon Projector. For Silent Movie Production—Eastman Camera with complete lens complement. For Still Pictures—Graflex with complete lens complement.
9. Remote Pick-Ups: Charges for remote pick-up telecasts furnished on request.
10. Foreign Languages: Not available.
11. Regulations and Restrictions: (a) Medicinal accounts accepted only on approval of station management. (b) Advertising of hard liquors not accepted. (c) Talks accepted only when subject matter is of genuine public interest in the opinion of station management. (d) The last 30 seconds of every program are reserved for station use and identification.
12. Political Telecasts: Information on request.
13. Commissions and Discounts: (a) Commission of 15% to recognized advertising agencies on time service charges only. (b) No cash discount. (c) Bills payable by the 15th of the month following service.
14. Contract Requirements: (a) No contract to exceed one year's duration. (b) All program matter and commercial copy is subject to approval of station management. (c) All contracts sub-

ject to the conditions of the WTMJ-TV published contract form. (d) WTMJ-TV reserves the right to change its charges and discounts effective on such date as it may announce to the trade. Changes which increase the cost to advertisers will not apply to advertisers who are on the air at the time the increase is announced until six months after the effective date of any new rate card, provided there is no interruption. (Service must run at least once each week.) (e) All commercial copy, either script or film, must be received by station at least 96 hours before telecast time.

15. Discounts From Time Costs: When 52 consecutive weeks of broadcasting are completed, a bonus discount of 10% will be allowed on the lowest net weekly billing for time service only. Programs and announcements cannot be combined for the purpose of a bonus discount. The bonus discount year and the contract year must be concurrent.
16. Territory Covered: Greater Milwaukee, including all or portions of five Wisconsin counties with population of approximately 1,000,000 people, based on engineering study and 1940 U. S. Census.
17. Representatives: Edward Petry & Co., New York, Boston, Atlanta, Detroit, Chicago, St. Louis, San Francisco and Los Angeles.

GENERAL ADVERTISING RATES

(Base charges effective Jan. 1, 1949: Monday through Friday, 7:00-11 P.M.; Saturday and Sunday, 12:00-11:00 P.M., Monday through Friday, 5:00-7:00 P.M., at three-fourths the base charges; all other periods at one-half the base charge.)

| | |
|---|----------|
| 1 Hour | \$300.00 |
| 40 Minutes | 240.00 |
| 30 Minutes | 180.00 |
| 20 Minutes | 150.00 |
| 15 Minutes | 120.00 |
| 10 Minutes | 105.00 |
| 5 Minutes | 75.00 |
| 1 Minute (live—including facilities—except "What's New" and Grenadiers**) | 60.00 |
| 1 Minute (slide, film or card only—including facilities—except Grenadiers*) | 50.00 |
| 20 Seconds (slide, film or card only—including facilities) | 40.00 |

*Grenadiers (slide, film or card) 60.00
 **Grenadiers (live) 70.00
 ***"What's New" (live only) 40.00

Rates include transmitter, studio and film facilities, including necessary set-up time but not rehearsal. Rehearsal time for programs, \$35 per half hour. Amount of rehearsal at all times to be determined by the station.

Rates for the use of film studio in conjunction with the program studio or vice versa, when available, on request.

A special charge of \$50 is made for use of the Auditorium Studio. Rates applicable on any contract are those rates in effect on the date of first broadcast.

Part III — CPs Outstanding and Applications Pending

Total on Jan. 1, 1949: 73*

Total on Jan. 1, 1949: 310

STAR (★) and BOLDFACE CAPITAL LETTERS OF CITIES DENOTE HOLDERS OF CPs; ALL OTHERS ARE APPLICANTS ONLY

NOTE: For details about applicants, see issue of TV Addenda or Newsletter indicated; or refer to FCC (BPCT) file by number given (in case of applicants), by TV call letters (in case of grantees). Designations for AM, network and newspaper affiliations, if any, are in boldface. Channel No., visual power, aural power, antenna height above average terrain, are stated in that order. CP date stated is date FCC granted CP. Designations of CP channels are as follows:

| | | |
|--------------------------|----------------------------|-----------------------------|
| Channel No. 2 (54-60 mc) | Channel No. 6 (82- 88 mc) | Channel No. 10 (192-198 mc) |
| No. 3 (60-66 mc) | No. 7 (174-180 mc) | No. 11 (198-204 mc) |
| No. 4 (66-72 mc) | No. 8 (180-186 mc) | No. 12 (204-210 mc) |
| No. 5 (76-82 mc) | No. 9 (186-192 mc) | No. 13 (210-216 mc) |

* Includes 4 CP holders scheduled to go on air in January. Their rate cards and data are included in Part II (see caption to Part II, page 2), so they are not listed in Part III herewith.

ALABAMA

- ★ BIRMINGHAM—WBRC-TV, Birmingham Broadcasting Co. Inc. 1727 1/2 Second Ave. N. WBRC (NBC). No. 4, 14.5 kw visual, 7.7 kw aural, 500 ft. CP 1-30-48.
- ★ BIRMINGHAM—WAFM-TV, Voice of Alabama Inc., 2029 First Ave. N. WAPI (CBS). No. 13, 26 kw visual, 27.2 kw aural, 875 ft. CP 4-29-48. TV Addenda 2-A.
- Birmingham—Birmingham News Co., 2200 Fourth Ave. N. WSGN (ABC). Birmingham Age-Herald and News. No. 9, 25.8 kw visual, 12.8 kw aural, 911.5 ft. BPCT-386. TV Addenda 2-G.

ARIZONA

- ★ PHOENIX—KTLX, Phoenix Television Co., 1517 Commerce St., Dallas, Tex. No. 5, 17.5 kw visual, 8.7 kw aural, 400 ft. CP 6-2-48. TV Addenda 3-A. Note: Same interests hold CP for KEYL, San Antonio; applicants for New Orleans, Corpus Christi, Tex.
- Phoenix—KTAR Broadcasting Co., 116 No. Central Ave. KTAR (NBC). No. 4, 15.3 kw visual, 7.65 kw aural, 350 ft. BPCT-409. TV Addenda 3-B.
- Phoenix—T. M. and J. M. Gibbons, 812 N. Bedford Dr., Beverly Hills, Cal. No. 7, 30 kw visual, 15 kw aural, 1,010 ft. BPCT-575. TV Addenda 4-M.
- Tucson—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 611 ft. BPCT-581. TV Addenda 5-A. Note: Also applicant for Boise, Albuquerque, Wichita Falls, Tex.

ARKANSAS

- Little Rock—W. Harry Johnson, d/b as Mid-South Television Broadcasting Co., 661 Wilder Pl., Shreveport, La. No. 10, 3.1 kw visual, 1.6 kw aural, 399 ft. BPCT-466. TV Addenda 3-G. Note: Also applicant for Shreveport, Oklahoma City, Memphis, Jackson, Miss.
- Little Rock—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. Southwestern American and Times Record. No. 8, 2.47 kw visual, 1.27 kw aural, 540.5 ft. BPCT-525. TV Addenda 4-B. Note: Also applicant for Tulsa, Oklahoma City.

CALIFORNIA

- Bakersfield—Paul R. Bartlett, 1420 Truxton Ave. No. 8, 2.47 kw visual, 1.23 kw aural, 283 ft. BPCT-476. TV Addenda 3-H.
- Bakersfield—Pearl Lemert, 625 Truxton Ave. No. 10, 1 kw visual, 1 kw aural, 441 ft. BPCT-233. TV Addenda 1-A.
- Fresno—Donroy Broadcasting Co., 507 S. Flower St., Los Angeles, Cal. No. 4, 15 kw visual, 7.5 kw aural, 218.5 ft. BPCT-384. TV Addenda 2-G.
- Fresno—California Inland Broadcasting Co., Patterson Bldg. KFRE (ABC; CBS after Feb. 1). No. 5, 17.1 kw visual, 9 kw aural, 1,931 ft. BPCT-413. TV Addenda 3-C.
- Fresno—KARM, The George Harm Station, 1333 Van Ness Ave. KARM (CBS; ABC after Feb. 1). No. 7, 20 kw visual, 10.6 kw aural, 358 ft. BPCT-478. TV Addenda 3-H. Note: Same principals own KROY, Sacramento, also applicant for TV.
- Fresno—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 1,183 ft. BPCT-537. TV Addenda 4-C. Note: Also applicant for Denver, Salt Lake City, Seattle and Portland, Ore.

Fresno—McClatchy Broadcasting Co., 1559 Van Ness Ave. KMJ (NBC). Fresno Bee. No. 7, 26.9 kw visual, 13.45 kw aural, 317 ft. BPCT-449. TV Addenda 3-F. Note: Also applicant for Sacramento.

Fresno—Television Fresno Co., 1307 Security Bldg. No. 2, 14.2 kw visual, 7.09 kw aural, 511.6 ft. BPCT-451. TV Addenda 3-G.

★ LOS ANGELES—KNBH, National Broadcasting Co., Sunset & Vine. NBC. No. 4, 15 kw visual, 4 kw aural, 3,130 ft. CP 12-20-46. Note: NBC operates WNBZ, New York, and WNBW Washington. holds CPs for WNBQ, Chicago, and WNBK, Cleveland. Scheduled for commercial operation Jan. 16, 1949.

Los Angeles—Los Angeles Broadcasting Co. Inc., 645 S. Mariposa Ave. KFAC. No. 13, 29.52 kw visual, 14.76 kw aural, 2,915 ft. BPCT-565. TV Addenda 4-J. Note: This channel is assigned to KMTR Radio Corp.; see KLAC-TV in Part I.

Oakland—KROW Inc., 464 Nineteenth St. KROW. No. 11, 28.2 kw visual, 14.8 kw aural, 1,650 ft. BPCT-235. TV Addenda 1-B.

★ RIVERSIDE—KARO, Broadcasting Corp. of America, KPPO (ABC). No. 1, 1 kw visual, 1 kw aural, 5,132 ft. CP 12-19-46. (Channel No. 1 having been eliminated, applicant now requests No. 13, presently assigned to KLAC-TV; see Vol. 4: 19. Meanwhile, CP for No. 1 not withdrawn by FCC.) Note: Same interests applicants for TV in San Jose, Cal.

Sacramento—Harmco Inc., Tenth & K Sts. KROY (CBS). No. 3, 17 kw visual, 8.5 kw aural, 415 ft. BPCT-485. TV Addenda 3-I. Note: Same principals own KARM, Fresno, also applicant for TV.

Sacramento—McClatchy Broadcasting Co., 911 Seventh St. KFBK (ABC). Sacramento Bee. No. 10, 29.3 kw visual, 14.65 kw aural, 263 ft. BPCT-450. TV Addenda 3-F. Note: Also applicant for Fresno.

Sacramento—Sacramento Broadcasters Inc., 1617 Thirtieth St. KXOA (MBS). No. 6, 15 kw visual, 7.5 kw aural, 350 ft. BPCT-411. TV Addenda 3-C.

★ SAN DIEGO—KFMB-TV, Jack Gross Broadcasting Co., 1375 Pacific Blvd. KFMB (ABC). No. 8, 20 kw visual, 20.2 kw aural, 710 ft. CP 1-16-48.

San Diego—African Radio Corp., U. S. Grant Hotel. KFSD (NBC). No. 10, 19.8 kw visual, 10.4 kw aural, 436.5 ft. BPCT-313. TV Addenda 2-A.

San Diego—Charles E. Salik, 828 San Luis Rey, Coronado, Cal. No. 6, 19.8 kw visual, 9.9 kw aural, 500 ft. BPCT-555. TV Addenda 4-G.

San Diego—Television Broadcasting Co., Box 577, La Jolla, Cal. No. 10, 2.67 kw visual, 1.34 kw aural, 565 ft. BPCT-314. TV Addenda 2-A.

San Diego—Video Broadcasting Co., 6331 Hollywood Blvd., Los Angeles. No. 3, 17.995 kw visual, 9.45 kw aural, 803.5 ft. BPCT-341. TV Addenda 2-C. Note: Also holds CP for Portland, Ore.; is applicant for San Jose.

★ SAN FRANCISCO—KRON-TV, The Chronicle Publishing Co., Fifth & Mission Sts. KRON-FM. San Francisco Chronicle. No. 4, 18.24 kw visual, 19.2 kw aural, 2,281 ft. Requests 15.5 kw visual power, 7.75 kw aural power. CP 7-18-46.

San Francisco—Columbia Broadcasting System Inc., 140 Jesse St. KQW (CBS). No. 9, 31.4 kw visual, 15.7 kw aural, 1,306 ft. BPCT-372. TV Addenda 2-F. Note: CBS operates WCBS-TV, New York; has applied for San Francisco, Boston, Chicago.

San Francisco—Don Lee Broadcasting System, 1000 Van Ness Ave. KFRC (MBS). No. 2, 32.5 kw visual, 16.25 kw aural, 2,371 ft. BPCT-22. Supplement No. 18. Note: Don Lee operates KTSL, Los Angeles.

San Francisco—Paramount Television Productions Inc., 1501 Broadway, New York City. No. 9, 30.5 kw visual, 15.3 kw aural, 2,523 ft. BPCT-151. TV Addenda 1-G. Note: Paramount owns WBKB, Chicago, and KTLA, Los Angeles; thru 50% subsidiaries is applicant for Boston, Detroit, Tampa; also Des Moines (50%). Denial proposed due to interlocking ownership with Allen B. DuMont Laboratories Inc. (Vol. 4:51).

San Francisco—Television California, St. Francis Hotel. No. 11, 31.35 kw visual, 15.66 kw aural, 1,235.4 ft. BPCT-375. TV Addenda 2-F.

San Francisco—Twentieth Century-Fox of California Inc., 245 Hyde St. No. 11, 28.2 kw visual, 14.9 kw aural, 2,378 ft. BPCT-444. TV Addenda 3-E. Note: Same interests also applicant for Boston, Kansas City, St. Louis, Seattle.

San Jose—FM Radio & Television Corp., 3654 Main St., Riverside, Cal. KRPO-FM. No. 13, 33.2 kw visual, 16.6 kw aural, 2,263 ft. BPCT-374. TV Addenda 2-F. Note: See also Riverside, Cal.

San Jose—Radio Diablo Inc., 798 San Mateo Ave., San Bruno, Cal. KSBR-FM, San Bruno. No. 13, 250 kw visual, 250 kw aural, 3,098 ft. BPCT-368. TV Addenda 2-E.

San Luis Obispo—Valley Electric Co., 851 Higuera St. KVEC (MBS). No. 3, 1.74 kw visual, 870 watts aural, 773 ft. BPCT-355. TV Addenda 2-D.

Santa Barbara—Radio KIST Inc., Balboa Bldg. KIST (NBC). No. 6, 1.68 kw visual, 840 watts aural, —305 ft. BPCT-574. TV Addenda 4-M.

Santa Barbara—M. R. Schacker, 1319 N. Doheny Drive, Los Angeles. No. 6, 1.5 kw visual, 750 watts aural, 260 ft. BPCT-403. TV Addenda 3-B.

★ STOCKTON—KGDH-TV, E. F. Peffer, 519 East Market St. KGDH (CBS). No. 8, 1.93 kw visual, 1.8 kw aural, 337 ft. CP 1-9-47.

Visalia—Sierra Broadcasting Co., 701 Noble St. No. 10, 30 kw visual, 15 kw aural, 655.3 ft. BPCT-569. TV Addenda 4-K.

COLORADO

Denver—Aladdin Radio & Television Co., 519 Sixteenth St. No. 9, 31.6 kw visual, 15.8 kw aural, 922 ft. BPCT-426. TV Addenda 3-D. Purchase of KLZ, Denver; KVOR, Colorado Springs, Colo. pending (Vol. 4:44).

Denver—Daniel & Fisher Stores Co., 1601 Arapahoe St. No. 4, 16.3 kw visual, 8.4 kw aural, 147 ft. BPCT-423. TV Addenda 3-C.

Denver—KLZ Broadcasting Co., Shirley Savoy Hotel. KLZ (CBS). No. 7, 22.3 kw visual, 11.5 kw aural, 350 ft. BPCT-398. TV Addenda 3-B. Note: Same interests (Oklahoma Daily Oklahoman and Times) hold CP for WKY-TV, Oklahoma City; interlocking ownership with WEEK-TV, Peoria, CP holder. Purchase by Aladdin Radio & Television Co. pending (Vol. 4:44).

Denver—KMYR Broadcasting Co., 1626 Stout St. KMYR. No. 4, 29.6 kw visual, 14.8 kw aural, 403 ft. BPCT-488. TV Addenda 3-J.

Denver—Alf M. Landon, d/b as Landon Television Broadcast Co., Park Lane Hotel. KTLN. No. 5, 16.9 kw visual, 8.5 kw aural, 370 ft. BPCT-391. TV Addenda 3-A.

Denver—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 2, 15 kw visual, 7.5 kw aural, 217 ft. BPCT-526. TV Addenda 4-A. Note: Also applicant for Fresno, Salt Lake City, Seattle and Portland, Ore.

Denver—Gifford Phillips, C. A. Johnson Bldg. KGMI-CP. No. 9, 27.9 kw visual, 13.9 kw aural, 314 ft. BPCT-510. TV Addenda 3-L.

Denver—Homer W. Snowden, d/b as Denver Television Co., 1517 Commerce St., Dallas, Tex. No. 2, 25.8 kw visual, 12.9 kw aural, 511 ft. BPCT-432. TV Addenda 3-D. Note: Also applicant for Shreveport, Oklahoma City.

CONNECTICUT

Bridgeport—Yankee Network Inc., Stratford Hotel. WICC (MBS). No. 10, 38.25 kw visual, 19.125 kw aural, 637 ft. BPCT-285. TV Addenda 1-I. Note: Operates WNAC-TV, Boston; is applicant for Springfield, Mass.

Hartford—Connecticut Broadcasting Co., 750 Main St. WDRG (CBS). No. 10, 20 kw visual, 11.1 kw aural, 768 ft. BPCT-195. Vol. 3:38.

Hartford—Hartford Times Inc., 10 Prospect St. WHTT (ABC). Hartford Times. No. 10, 29.1 kw visual, 29.1 kw aural, 833 ft. BPCT-273. TV Addenda 1-H. Note: Same ownership (Gannett newspapers and stations) holds CP for WVTU, Utica, N. Y.; applicants for Rochester, Elmira.

Hartford—Travelers Broadcasting Service Corp., 26 Grove St. WTIC (NBC). No. 10, 15 kw visual, 11.65 kw aural, 802 ft. BPCT-193. Vol. 3:37.

Waterbury—Connecticut Radio Foundation Inc., 221 Orange St., New Haven, Conn. No. 12, 29.6 kw visual, 14.8 kw aural, 500 ft. BPCT-456. TV Addenda 3-G.

Waterbury—Nutmeg State Broadcasting Co., 173 Main St., Danbury, Conn. Owned by WERY (CBS)—Waterbury American and Republican; WATR (ABC), Waterbury; and Danbury News-Times (Lee Hat interests). No. 12, 27 kw visual, 14.7 kw aural, 790 ft. BPCT-204. TV Addenda 2-C and 2-F.

DELAWARE

★ WILMINGTON—WDEL-TV, WDEL Inc. WDEL (NBC). No. 7, 1 kw visual, 500 watts aural, 380 ft. CP 8-28-47. Note: Same interests (Steinman) hold CP for WGAL-TV, Lancaster, Pa.; publish Lancaster New Era and Intelligencer Journal.

FLORIDA

★ JACKSONVILLE—WJAX-TV, City of Jacksonville, 1 Broadcast Pl. WJAX (NBC). No. 2, 15 kw visual, 7.5 kw aural, 500 ft. CP 8-18-48. TV Addenda 3-K.

★ JACKSONVILLE—WJHP-TV, Metropolis Co., 506 Laura St. WJHP (MBS). Jacksonville Journal-Perry Newspapers. No. 8, 25.1 kw visual, 13.2 kw aural, 345 ft. CP 8-13-48. TV Addenda 3-D.

★ JACKSONVILLE—WMBR-TV, Florida Broadcasting Co., 118 West Adams St. WMBR (CBS). No. 4, 14.8 kw visual, 7.4 kw aural, 430 ft. CP 5-27-48. TV Addenda 2-F.

★ JACKSONVILLE—WPDQ-TV, Jacksonville Broadcasting Co., 125 W. Church St. WPDQ (ABC). No. 6, 19.4 kw visual, 10 kw aural, 355 ft. CP 8-13-48. TV Addenda 3-B.

★ MIAMI—WTVJ, Southern Radio & Television Equipment Co., 308 N. Miami Ave. No. 4, 1.57 kw visual, 786 watts aural, 340 ft. Requests 16.5 kw visual, 8.25 kw aural, 355 ft. CP 3-12-47. Decision on hearing on revocation order pending (Vol. 4:44).

Miami—Fort Industry Co., 1605 Biscayne Blvd., WGBS (CBS). Miami Beach Star & Sun. No. 7, 46.8 kw visual, 23.4 kw aural, 436 ft. BPCT-228. TV Addenda 1-A. Note: Same interests (Storer) operate WSPD-TV, Toledo; hold CPs for WJBK-TV, Detroit, and WAGA-TV, Atlanta; applicant for Wheeling, W. Va. Has bid for purchase of WHAS-TV, Louisville pending under Avco procedure (Vol. 4:50).

Miami—Isle of Dreams Broadcasting Corp., 600 Biscayne Blvd. WIOD (NBC). Miami Daily News. No. 5, 23.87 kw visual, 12.65 kw aural, 318 ft. BPCT-237. TV Addenda 1-A. Note: Same interests (Cox) operate WSB-TV, Atlanta, and hold CP for WHIO-TV, Dayton, O.

Miami—Miami Broadcasting Co., 327 N.E. First Ave. WQAM (ABC). Miami Herald. No. 5, 16.2 kw visual, 328 ft. BPCT-218. See Vol. 3:47. Note: Same interests (Knight newspapers) own 45% of WAKR, Akron, applicant for TV; 42% of WIND, Chicago, co-applicant for TV.

Miami—Miami-Hollywood Television Corp., Great Southern Hotel, Hollywood. WINZ. No. 7, 17.7 kw visual, 12.2 kw aural, 502 ft. BPCT-397. TV Addenda 3-B.

Miami—WKAT Inc., 1759 N. Bay Road. WKAT (MBS). No. 7, 24.8 kw visual, 12.4 kw aural, 478 ft. BPCT-399. TV Addenda 1-B.

Orlando—Orlando Daily Newspapers Inc., 238 S. Orange Ave. WHOO (ABC). Orlando Sentinel and Star. No. 3, 14.3 kw visual, 7.45 kw aural, 534 ft. BPCT-547. TV Addenda 4-E.

Orlando—Sunshine Television Corp., 222 Brightwaters Blvd., St. Petersburg, Fla. No. 10, 3.128 kw visual, 1.564 kw aural, 240 ft. BPCT-550. TV Addenda 4-F. Note: Also holds CP for St. Petersburg.

★ ST. PETERSBURG — WSEE, Sunshine Television Corp., 222 Brightwaters Blvd. No. 7, 26.2 kw visual, 13.1 kw aural, 385 ft. CP 4-29-48. TV Addenda 2-C. Note: Also applicant for Orlando, Fla.

FLORIDA (Continued)

- St. Petersburg—Pinellas Broadcasting Co., 440 First Ave. S. WTSP (MBS). St. Petersburg Times. No. 5, 16.8 kw visual, 8.64 kw aural, 417 ft. BPCT-448. TV Addenda 3-F.
- Tampa—Gulf Theatres Inc., Strand Theater (Paramount). No. 2, 15 kw visual, 7.5 kw aural, 540 ft. BPCT-474. TV Addenda 3-H. Note: See also Paramount Television Productions Inc., San Francisco. May be dismissed due to FCC findings holding interlocking ownership between Paramount and Allen B. DuMont Laboratories Inc. (Vol. 4:51).
- Tampa—Tampa Times Co., 114 N. Franklin St. WDAE (CBS). Tampa Times. No. 4, 22.5 kw visual, 11.25 kw aural, 497.5 ft. BPCT-458. TV Addenda 3-G.
- Tampa—Tribune Co., Lafayette & Morgan Sts. WFLA (NBC). Tampa Tribune. No. 9, 25.8 kw visual, 12.9 kw aural, 511 ft. BPCT-363. TV Addenda 2-E.

GEORGIA

- ★ ATLANTA—WCON-TV, Constitution Publishing Co., 683 Peachtree St. SE. WCON (ABC). Atlanta Constitution. No. 2, 15.5 kw visual, 8.6 kw aural, 560 ft. CP 1-8-48.
- ★ ATLANTA—WAGA-TV, Fort Industry Co., 56 Marietta St. NW. WAGA (CBS). No. 5, 17.768 kw visual, 9.37 kw aural, 555 ft. Requests change to 26.4 kw visual, 14 kw aural, 531 ft. CP 12-30-47. Holds STA for commercial operation, due to start Feb. 1. Note: Same interests (Storer) operate WSPD-TV, Toledo, and WJBK-TV, Detroit; applicant for Miami, Wheeling, W. Va. Has bid for purchase of WHAS-TV, Louisville pending under Avco procedure (Vol. 4:50).
- Atlanta—General Broadcasting Co., Box 1233. WBGE. No. 11 36.8 kw visual, 18.3 kw aural, 388 ft. BPCT-309. TV Addenda 2-A.
- Atlanta—Georgia School of Technology, 90 Forsyth St. WGST (MBS). No. 11, 25.28 kw visual, 12.6 kw aural, 438 ft. BPCT-286. TV Addenda 1-I.
- Atlanta—Eurith Dickinson Rivers Jr., c/o Station WEAS, Decatur, Ga. No. 8, 27.25 kw visual, 14.35 kw aural, 500 ft. BPCT-266. TV Addenda 1-G.
- Macon—Southeastern Broadcasting Co., 617 Mulberry St. WMAZ (CBS). No. 7, 3.08 kw visual, 1.54 kw aural, 214 ft. BPCT-473. TV Addenda 3-H.

IDAHO

- Boise—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 2,961.5 ft. BPCT-582. TV Addenda 5-A. Note: See Tucson, Ariz.

ILLINOIS

- Chicago—Columbia Broadcasting System Inc., 410 N. Michigan Ave. WBBM (CBS). No. 11, 21 kw visual, 22.2 kw aural, 553 ft. BPCT-190. Vol. 3, No. 31. Note: See also San Francisco.
- Chicago—Johnson-Kennedy Radio Corp., 230 N. Michigan Ave. WIND. Chicago Daily News. No. 2, 16.5 kw visual, 8.5 kw aural, 520 ft. BPCT-187. Vol. 3, No. 26. Note: See also Miami Broadcasting Co., Miami, Fla.
- Chicago—Sun and Times Co., 230 N. Michigan Ave. WJJD. Chicago Sun and Times. No. 13, 37.5 kw visual, 31.8 kw aural, 562 ft. BPCT-196. Vol. 3, No. 38. Note: Same interests (Marshall Field) applicant for Seattle (KJR) and Portland, Ore. (KOIN).
- Chicago—Warner Brothers Pictures Inc., 4000 W. Olive Ave., Burbank, Cal. No. 13, 31 kw visual, 15.5 kw aural, 630.8 ft. BPCT-419. TV Addenda 3-C. Note: Request pending for permission to buy KLAC-TV, Los Angeles (Vol. 4:18-26, 36).
- Chicago—Zenith Radio Corp., 6001 W. Dickens Ave. WEFM-FM. No. 2, 15 kw visual, 7.5 aural, 566 ft. BPCT-322. TV Addenda 2-B.
- ★ PEORIA—WEEK-TV, West Central Broadcasting Co., Commercial National Bank Bldg. WEEK (NBC). No. 12, 29 kw visual, 14.5 kw aural, 393 ft. CP 8-18-48. TV Addenda 3-K. Note: See also Oklahoma City (WKY-TV).
- ★ PEORIA—WMBT, Peoria Broadcasting Co., 200 First National Bank Bldg. WMBD (CBS). Peoria Journal. No. 6, 17.22 kw visual, 8.61 kw aural, 561 ft. CP 7-29-48. TV Addenda 3-D.
- Quincy—Lee Broadcasting Inc., 510 Main St. WTAD (CBS). Lee Syndicate Newspapers. No. 11, 23.6 kw visual, 12.4 aural, 934 ft. BPCT-468. TV Addenda 3-G.
- Rockford—Rockford Broadcasters Inc., News Tower Bldg. WROK (ABC). Rockford Star and Register-Republic. No. 12, 28.7 kw visual, 14.35 kw aural, 357 ft. BPCT-462. TV Addenda 3-G and 5-G.
- ★ ROCK ISLAND—WHBF-TV, Rock Island Broadcasting Co., 1800 Third Ave. WHBF (ABC). Rock Island Argus. No. 4, 13.6 kw visual, 7.6 kw aural, 400 ft. Requests change to No. 9, 25 kw visual, 13 kw aural, 249 ft. CP 6-9-48. TV Addenda 3-C and 5-G.
- Springfield—Trans-American Television Corp., 1420 Walnut St., Philadelphia, Pa. No. 10, 26.2 kw visual, 13.1 kw aural, 500 ft. BPCT-557. TV Addenda 4-H. Note: Also applicant for Evansville, Ind.

INDIANA

- ★ BLOOMINGTON—WTTV, Sarkes Tarzian, 537 S. Walnut St. No. 10, 1 kw visual, 1 kw aural, 215 ft. CP 5-8-47.
- Evansville—Trans-American Television Corp., 1420 Walnut St., Philadelphia, Pa. No. 11, 28 kw visual, 14 kw aural, 500 ft. BPCT-559. TV Addenda 4-H. Note: Also applicant for Springfield, Ill.
- Fort Wayne—Farnsworth Television & Radio Corp., 201 W. Jefferson St. WGL (NBC). No. 4, 16 kw visual, 10 kw aural, 280.5 ft. BPCT-508. TV Addenda 3-L. Sale of AM station WGL only pending to Fort Wayne News-Sentinel (Vol. 4:45).
- Fort Wayne—Northeastern Indiana Broadcasting Co. Inc., 1335 Lincoln Bank Tower. WKJG-CP (MBS). Fort Wayne Journal Gazette. No. 4, 16 kw visual, 8 kw aural, 338 ft. BPCT-516. TV Addenda 3-L.

- ★ INDIANAPOLIS—WUTV, The William H. Block Co., 50 N. Illinois. No. 3, 14.44 kw visual, 7.6 kw aural, 331 ft. CP 10-10-46. Cited for lack of diligence, hearing designated but no date set (Vol. 4:50).

- ★ INDIANAPOLIS—WFEM-TV, WFEM Inc., 48 Monument Circle. WFEM (CBS). No. 6, 28.2 kw visual, 18.1 kw aural, 400 ft. CP 1-30-48. See also WOOD, Grand Rapids, Mich.

- Indianapolis—Universal Broadcasting Co. Inc., Board of Trade Bldg. WISH (ABC). No. 8, 24.1 kw visual, 12.9 kw aural, 440 ft above ground. BPCT-110. TV Addenda 2-A.

- Indianapolis—Crosley Broadcasting Corp., 140 W. Ninth St., Cincinnati, O. WLW, Cincinnati (NBC). No. 12, 33.4 kw visual, 28.2 kw aural, 426 ft. BPCT-290. TV Addenda 1-I. Note: Operates WLW-T, Cincinnati; holds CPs for WLWC, Columbus and WLWD, Dayton, O.; seeks purchase of WHAS-TV, Louisville (Vol. 4:40).

- Indianapolis—Indiana Broadcasting Corp., 30 W. Washington St. WIBC (MBS). Indianapolis News. No. 12, 27.8 kw visual, 13.9 kw aural, 498 ft. BPCT-328. TV Addenda 2-B.

- Indianapolis—Indianapolis Broadcasting Inc., Claypool Hotel. WIRE (NBC). Indianapolis Star. No. 8, 26.2 kw visual, 13.1 kw aural, 457 ft. BPCT-281. TV Addenda 1-H and 5-A.

- South Bend—South Bend Tribune, 225 W. Colfax Ave. WSBT (CBS). No. 13, 27.7 kw visual, 13.8 kw aural, 561 ft. BPCT-242. TV Addenda 1-B.

IOWA

- ★ AMES—WOI-TV, Iowa State College of Agriculture & Mechanic Arts, Iowa State College. WOI. No. 4, 13 kw visual, 10.4 kw aural, 506 ft. CP 9-19-46.

- Cedar Rapids—The Gazette Co., 506 Third Ave., SE. KCRG (MBS). Cedar Rapids Gazette. No. 7, 22.1 kw visual, 11.6 kw aural, 350 ft. BPCT-469. TV Addenda 3-G.

- ★ DAVENPORT—WOC-TV, Central Broadcasting Co., 1002 Brady St. WOC (NBC). No. 5, 22.9 kw visual, 22.9 kw aural, 350 ft. CP 6-2-48. TV Addenda 2-G. Note: Same interests applicant for Des Moines (WHO); own 25% of KMA-TV, Omaha.

- Davenport—Davenport Broadcasting Co., 324 Walnut St. KSTT (MBS). No. 2, 1.625 kw visual, 813 watts aural, 236 ft. BPCT-495. TV Addenda 2-B.

- Des Moines—Central Broadcasting Co., 914 Walnut St. WHO (NBC). No. 12, 31 kw visual, 15.5 kw aural, 100 ft above ground. BPCT-334. TV Addenda 2-B. Note: Same interests hold CP for WOC-TV, Davenport, Ia.; own 25% of KMA-TV, Omaha.

- Des Moines—Cowles Broadcasting Co., Register & Tribune Bldg. KRNT (ABC). Des Moines Register & Tribune. No. 9, 25.5 kw visual, 12.75 kw aural, 1,665 ft. BPCT-315. TV Addenda 2-A. Note: Same interests hold CP for KTRV, Minneapolis; applicant for Boston (WCOP).

- Des Moines—Independent Broadcasting Co., 500 Banker's Trust Bldg. KIOA-CP. No. 5, 23.9 kw visual, 12.6 kw aural, 379 ft. BPCT-287. TV Addenda 1-I.

- Des Moines—Murphy Broadcasting Co., Old Colony Bldg. KSO (CBS). No. 2, 16.85 kw visual, 8.425 kw aural, 497 ft. BPCT-370. TV Addenda 2-F.

- Des Moines—Tri-States Meredith Broadcasting Co., Paramount Bldg. No. 2, 16.85 kw visual, 8.425 kw aural, 497 ft. BPCT-362. TV Addenda 2-E. Note: Owned 50% by Paramount Pictures Inc. (see San Francisco, Cal.). May be dismissed due to FCC findings holding interlocking ownership between Paramount and Allen B. DuMont Laboratories Inc. (Vol. 4:51).

- Iowa City—State University of Iowa, Iowa Ave. & Dubuque St. WSUI. No. 11, 32.65 kw visual, 16.13 kw aural, 169.4 ft. BPCT-339. TV Addenda 2-C.

KANSAS

- Topeka—Midland Broadcasting Co., Pickwick Hotel, Kansas City, Mo. KMBC, Kansas City (CBS). No. 7, 950 watts visual, 425 watts aural, 187 ft. BPCT-358. TV Addenda 2-D. Note: Also applicant for Kansas City and St. Joseph, Mo.

- Topeka—Topeka Broadcasters Association Inc., 1035 Topeka Blvd. WIBW (CBS). Topeka Capital and State Journal-Capper. No. 11, 26.3 kw visual, 13.2 kw aural, 441 ft. BPCT-371. TV Addenda 2-E and 5-A.

- Wichita—Okekan Television Chain Inc., 925 Market St., Wilmington, Del. (Lawrence J. Heller, 1703 K St., N.W., Washington, D. C.) No. 4, 15.1 kw visual, 7.78 kw aural, 500 ft. BPCT-528. TV Addenda 4-A.

KENTUCKY

- ★ LOUISVILLE—WHAS-TV, WHAS Inc., 300 W. Liberty St. WHAS (CBS). Louisville Courier-Journal and Times. No. 9, 9.6 kw visual, 7.2 kw aural, 529 ft. CP 9-19-46. Note: Sale to Crosley pending (Vol. 4:40). Bids also made by Fort Industry Co. (Vol. 4:50), Hope Productions Inc. (Vol. 4:51) under Avco procedure.

- Louisville—Mid-America Broadcasting Corp., 234 Starks Bldg. WKLO-CP. No. 13, 27.6 kw visual, 13.8 kw aural, 500 ft. BPCT-552. TV Addenda 4-F.

LOUISIANA

- Baton Rouge—Baton Rouge Broadcasting Co. Inc., 444 Florida St. WJBO (NBC). Baton Rouge Advocate & State Times. No. 9, 26.9 kw visual, 13.9 kw aural, 415.6 ft. BPCT-467. TV Addenda 3-G.

- ★ NEW ORLEANS—WRTV, Maison Blanche Co., Canal and Dauphine Sts. Affiliated with WSMB (NBC). No. 4, 14.5 kw visual, 7.6 kw aural, 380 ft. CP 1-16-47. Cited for lack of diligence, hearing designated but no date set (Vol. 4:43).

- ★ NEW ORLEANS—WTPS-TV, Times-Picayune Publishing Co., 615 Howard Ave. WTPS. New Orleans Times-Picayune. No. 7, 21.5 kw visual, 18 kw aural, 575 ft. CP 1-30-48.

- New Orleans—Loyola University, Roosevelt Hotel. WWL (CBS). No. 10, 29.3 kw visual, 15.6 kw aural, 350 ft. BPCT-359. TV Addenda 3-D.

New Orleans—New Orleans Television Co., 1517 Commerce St., Dallas, Tex. No. 2, 14.385 kw visual, 7.342 kw aural, 505 ft. BPCT-367. TV Addenda 2-E and 5-B. Note: Same interests hold CPs for KTLX, Phoenix and KEYL, San Antonio; applicant for Corpus Christi.

Shreveport—Ben Beckham d/b as Fairfield Manor Television Co., Box 147. No. 11, 18.25 kw visual, 9.1 kw aural, 514 ft. BPCT-470. TV Addenda 3-H.

Shreveport—International Broadcasting Corp., Commercial Nat'l Bank Bldg. KWKH (CBS). Shreveport Times. No. 3, 24 kw visual, 13 kw aural, 600 ft. BPCT-505. TV Addenda 3-K.

Shreveport—W. Harry Johnson d/b as Mid-South Television & Broadcasting Co., 661 Wilder Place. No. 6, 18.3 kw visual, 9.1 kw aural, 522 ft. BPCT-447. TV Addenda 3-F. Note: Also applicant for Little Rock, Oklahoma City, Memphis, Jackson, Miss.

Shreveport—KTBS Inc., Box 1387. KTBS (NBC). No. 4, 14.25 kw visual, 7.66 kw aural, 500 ft. BPCT-464. TV Addenda 3-G.

Shreveport—Homer W. Snowden d/b as Shreveport Television Co., 6336 Richmond St., Dallas, Tex. No. 8, 26.4 kw visual, 13.2 kw aural, 494 ft. BPCT-396. TV Addenda 3-B. Note: Also applicant for Denver and Oklahoma City.

MAINE

Portland—Congress Square Hotel Co., 579 Congress St. WCSH (NBC). No. 11, 30.5 kw visual power, 15.25 kw aural, 500 ft. BPCT-518. TV Addenda 3-M.

Portland—Olliver Broadcasting Corp., Baxter Blvd. & Forest Ave. WPOR (ABC). No. 8, 29.3 kw visual, 15.4 kw aural, 327 ft. BPCT-504. TV Addenda 3-K.

MARYLAND

Cumberland—Cumberland Broadcasting Co., 31 Frederick St. WTBO (NBC). No. 2, 1.52 kw visual, 760 watts aural, 1,488 ft. BPCT-561. TV Addenda 4-I.

Cumberland—Tower Realty Co., 222 E. Baltimore St., Baltimore, Md. WCUM-CP (CBS). No. 2, 1 kw visual, 500 watts aural, 410 ft. BPCT-500. TV Addenda 3-K.

Frederick—Monocacy Broadcasting Co., E. Church St. WFMD (CBS). No. 3, 276 watts visual, 282 watts aural, 987 ft. BPCT-570. TV Addenda 4-K.

Hagerstown—Hagerstown Broadcasting Co. Inc., 33 W. Franklin St. WJEJ (MBS). No. 6, 767 watts visual, 384 watts aural, 1,308 ft. BPCT-441. TV Addenda 3-E.

MASSACHUSETTS

Boston—Boston Metropolitan Television Co., 1125 Tremont Bldg. No. 9, 27.5 kw visual, 14.5 kw aural, 500 ft. BPCT-203. Vol. 3, No. 42.

Boston—Columbia Broadcasting System Inc., 182 Tremont St. WEEL (CBS). No. 9, 26 kw visual, 27.4 kw aural, 504 ft. BPCT-247. TV Addenda 1-C. Note: See also San Francisco, Cal.

Boston—Massachusetts Broadcasting Corp., Copley Plaza Hotel. WCOP (ABC). No. 9, 20 kw visual, 10 kw aural, 546 ft. BPCT-219. Vol. 3:47. Note: Same interests (Cowles) hold CP for KTRV, Minneapolis; applicant for Des Moines.

Boston—Matheson Radio Co. Inc., 5 St. James St. WHDH. Boston Herald & Traveler. No. 13, 29 kw visual, 19 kw aural, 493 ft. BPCT-248. TV Addenda 1-C.

Boston—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 13, 22 kw visual, 15.75 kw aural, 480 ft. BPCT-210. Vol. 3:45. Note: See Fall River, Mass.

Boston—New England Theatres Inc. (Paramount), 60 Scollay Square. No. 13, 5.95 kw visual, 1.93 kw aural, 402 ft. BPCT-140. Supplement No. 18. Note: See San Francisco, Cal. Denial proposed due to interlocking ownership with Allen B. DuMont Laboratories Inc. (Vol. 4:51).

Boston—Twentieth Century-Fox New England Inc., 105 Broadway. No. 13, 32.16 kw visual, 16.2 kw aural, 470 ft. BPCT-305. TV Directory No. 2. Note: See San Francisco, Cal.

Fall River—Fall River Herald News Publishing Co., 207 Pocasset St. WSAR (MBS). Fall River Herald News. No. 8, 1 kw visual power, 500 watts aural, 459 ft above ground. BPCT-301. TV Directory No. 2.

Fall River—New England Television Co. Inc., 368 Belmont St. No. 8, 3 kw visual, 1.43 kw aural, 490 ft. BPCT-209. Vol. 3:45. Note: Also applicant for Boston, Kansas City, St. Louis, Buffalo, Worcester, Springfield, Mass.

Holyoke—Hampden-Hampshire Corp., 180 High St. WHYH (MBS). Holyoke Transcript. No. 3, 8.5 kw visual, 4.25 kw aural, 1,004.5 ft. BPCT-463. TV Addenda 3-G.

Lawrence—Hildreth & Rogers Co., 278 Essex St. WLAW (ABC). Lawrence Eagle and Tribune. No. 6, 15.2 kw visual, 7.84 kw aural, 565 ft. BPCT-415. TV Addenda 3-C.

Lowell—Lowell Sun Publishing Co., 15 Kearney Square. Lowell Sun. No. 6, 16.18 kw visual, 8.36 kw aural, 630.5 ft. BPCT-459. TV Addenda 3-G.

New Bedford—E. Anthony & Sons Inc., 2 Market St. WNBH (ABC). New Bedford Standard-Times. No. 1, 1 kw visual, 798 watts aural, 500 ft. BPCT-217. Vol. 3:47.

Springfield—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 3, 18 kw visual, 9 kw aural, 502.5 ft above ground. BPCT-278. TV Addenda 1-H. Note: See also Fall River, Mass.

Springfield—Yankee Network Inc., 21 Brookline Ave., Boston, Mass. WNAC, Boston (MBS). No. 3, 18.9 kw visual, 10.1 kw aural, 541 ft. BPCT-333. TV Addenda 2-B. Note: Operates WNAC-TV, Boston; applicant for Bridgeport, Conn.

* WALTHAM—WRTB, Raytheon Manufacturing Co., 55 Chapel St., Newton 58, Mass. No. 2, 50 kw visual, 30.7 kw aural, 373 ft. CP 5-16-46. Cited for lack of diligence, hearing designated, no date set. Sale to CBS pending (Vol. 4:44).

Worcester—New England Television Co., 368 Belmont St., Fall River, Mass. No. 5, 18 kw visual, 9 kw aural, 502.6 ft. BPCT-298. TV Addenda 1-I. Note: See also Fall River, Mass.

Worcester—WTAG Inc., 20 Franklin St. WTAG (CBS). Worcester Telegram & Gazette. No. 5, 16.886 kw visual, 8.443 kw aural, 693 ft. BPCT-338. TV Addenda 2-C.

MICHIGAN

Detroit—United Detroit Theatres Corp., 1600 Stroh Bldg. (Paramount). No. 5, 16.4 kw visual, 8.2 kw aural, 538 ft. BPCT-50. Supplement No. 18. Note: See also Paramount, San Francisco, Cal. Denial proposed due to interlocking ownership with Allen B. DuMont Laboratories Inc. (Vol. 4:51).

Detroit—WJR, The Goodwill Station Inc., 2100 Fisher Bldg. WJR (CBS). No. 5, 17.8 kw visual, 8.9 kw aural, 530.5 ft. BPCT-212. Vol. 3:45. Note: Same interests (Richards) applicant for Cleveland (WGAR).

Flint—Advertisers Press Inc., 209 W. First Ave. WAJL-FM. Flint News-Advertiser (semi-weekly). No. 11, 2.93 kw visual, 1.47 kw aural, 205 ft. BPCT-346. TV Addenda 2-C.

Flint—Booth Radio Stations Inc., 112 W. Water St. WBBC (MBS). No. 11, 2.8 kw visual, 1.4 kw aural, 347 ft. BPCT-393. TV Addenda 3-B.

* GRAND RAPIDS—WLAV-TV, Leonard A. Versluis, 6 Fountain St., N.E. WLAV (ABC). No. 7, 19.7 kw visual, 9.9 kw aural, 500 ft. CP 7-29-48. TV Addenda 3-E and 5-B.

Grand Rapids—Grandwood Broadcasting Co., 1408 Grand Rapids National Bank Bldg. WOOD (NBC). No. 9, 25.86 kw visual, 20.7 kw aural, 486 ft. BPCT-548. TV Addenda 4-F. 50% owned by Harry N. Bitner, owner of WFBM-TV, Indianapolis.

* KALAMAZOO—WKZO-TV, Fetzer Broadcasting Co., 124 W. Michigan Ave. WKZO (CBS). No. 3, 15.7 kw visual, 7.9 kw aural, 360 ft. CP 7-29-48. TV Addenda 3-H.

* LANSING—WJIM-TV, WJIM Inc., Bank of Lansing Bldg. WJIM (ABC). No. 6, 20.6 kw visual, 10.3 kw aural, 420 ft. CP 7-29-48. TV Addenda 3-F.

Saginaw—Saginaw Broadcasting Co., 610 Eddy Bldg. WSAM (NBC). No. 13, 2.55 kw visual, 1.275 kw aural, 389 ft. BPCT-440. TV Addenda 3-E and 5-C.

MINNESOTA

* MINNEAPOLIS—WTCN-TV, Minnesota Broadcasting Co., 115 E. Grant St. WTCN (ABC). St. Paul Dispatch and Pioneer Press. No. 4, 17.9 kw visual, 9.2 kw aural, 490 ft. CP 10-3-46.

* MINNEAPOLIS—KTRV, Northwest Broadcasting Co., 427 Sixth Ave. S. Minneapolis Tribune and Star-Journal. No. 9, 20.5 kw visual, 15.5 kw aural, 700 ft. CP 3-11-48. Note: Same interests (Cowles) applicants for Des Moines and Boston (WCOP).

Minneapolis—Beck Studios Inc., 1722 Hennepin Ave. No. 7, 18 kw visual, 9 kw aural, 500 ft. BPCT-382. TV Addenda 2-G.

Minneapolis—Independent Merchants Broadcasting Co., 1730 Hennepin Ave. WLOL (MBS). No. 7, 25 kw visual, 13 kw aural, 397 ft. BPCT-366. TV Addenda 2-E.

St. Paul—WMIN Broadcasting Co., 1287 St. Anthony Ave. WMIN. No. 2, 13.7 kw visual, 6.85 kw aural, 406 ft. BPCT-343. TV Directory No. 2.

MISSISSIPPI

Jackson—W. Harry Johnson d/b as Mid-South Television Broadcasting Co., 661 Wilder Pl., Shreveport, La. No. 7, 20.2 kw visual, 14.4 kw aural, 408 ft. BPCT-489. TV Addenda 3-J. Note: Also applicant for Little Rock, Shreveport, Oklahoma City, Memphis.

MISSOURI

Clayton—Lutheran Church-Missouri Synod, 801 De Mun Ave. KFUO. No. 2, 980 watts visual, 639 watts aural, 533 ft. BPCT-404. TV Addenda 3-B.

* KANSAS CITY—WDAF-TV, Kansas City Star Co., 1729 Grand Ave. WDAF (NBC). Kansas City Star. No. 4, 22 kw visual, 11 kw aural, 745 ft. CP 1-30-48.

Kansas City—KCKN Broadcasting Co., 501 N. Eighth St., Kansas City, Kan. KCKN, Kansas City, Kan. Kansas City Kansan-Capper. No. 2, 15.4 kw visual, 7.7 kw aural, 565 ft. BPCT-312. TV Addenda 2-A. Note: Capper interests also applicant for Topeka (WIBW).

Kansas City—KCMO Broadcasting Co., 922 Walnut St. KCMO (ABC). No. 5, 18.1 kw visual, 9.1 kw aural, 407 ft. BPCT-291. TV Addenda 1-I.

Kansas City—Midland Broadcasting Co., Pickwick Hotel. KMBC (CBS). No. 7, 20.8 kw visual, 10.4 kw aural, 495 ft. BPCT-292. TV Addenda 1-I. Note: Also applicant for Topeka, Kan. and St. Joseph, Mo.

Kansas City—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 5, 20 kw visual, 10 kw aural, 565 ft. BPCT-267. TV Addenda 1-G. Note: See also Fall River, Mass.

Kansas City—Twentieth Century-Fox of Missouri Inc., 3706 Broadway. No. 9, 27.5 kw visual, 13.7 kw aural, 503 ft. BPCT-522. TV Addenda 3-M. Note: See also San Francisco, Cal.

Kansas City—WHB Broadcasting Co., Scarritt Bldg. WHB (MBS). No. 5, 18 kw visual, 10 kw aural, 497 ft. BPCT-316. TV Addenda 2-A.

St. Joseph—KFEQ Inc., 109 N. Seventh St. KFEQ (MBS). St. Joseph News-Press and Gazette. No. 13, 2.33 kw visual, 1.17 kw aural, 612.8 ft. BPCT-425. TV Addenda 3-D.

St. Joseph—Midland Broadcasting Co., Pickwick Hotel, Kansas City, Mo. KMBC, Kansas City, Mo. (CBS). No. 13, 3.05 kw visual, 1.525 kw aural, 303 ft. BPCT-369. TV Addenda 2-E. Note: See also Kansas City, Mo.

St. Louis—Globe-Democrat Publishing Co., 1133 Franklin Ave. KWGD-FM. St. Louis Globe-Democrat. No. 13, 31.5 kw visual, 15.75 kw aural, 555 ft. BPCT-330. TV Addenda 2-B.

St. Louis—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 4, 20 kw visual, 10 kw aural, 528 ft. BPCT-277. TV Addenda 1-H. Note: See also Fall River, Mass.

St. Louis—St. Louis University, 3642 Lindell Blvd. WEW. No. 7, 22.192 kw visual, 23.4 kw aural, 586 ft. BPCT-294. TV Addenda 1-I.

★ **ROCHESTER**—WHTM, Stromberg-Carlson Co., Sagamore Hotel, WHAM (NBC). No. 6, 16.7 kw visual, 18.7 kw aural, 505 ft. Requests 21.94 kw visual, 12.1 kw aural. CP 2-5-48. TV Addenda 1-D.

Rochester—Meredith Publishing Co., Des Moines, Ia. No. 11, 37.6 kw visual, 18.8 kw aural, 465 ft. BPCT-439. TV Addenda 3-E. Note: Holds CP for WJTV, Syracuse; applicant for Albany; 50% owner of Tri-States Meredith Broadcasting Co., applicant for Des Moines.

Rochester—WARC Inc., Sheridan Hotel. WARC (ABC). No. 11, 36.1 kw visual, 18.05 kw aural, 534 ft. BPCT-337. TV Addenda 2-C.

Rochester—WHEC Inc., 40 Franklin St. WHEC (CBS). Rochester Democrat & Chronicle and Times-Union. No. 2, 22.4 kw visual, 11.2 kw aural, 386 ft. BPCT-326. TV Addenda 2-B. Note: Same interests (Gannett) hold CP for WVTL, Utica, N. Y.; applicant for Hartford, Conn. and Elmira, N. Y.

★ **ROME**—WKAL-TV, Copper City Broadcasting Corp., Capital Theater Bldg. WKAL (MBS). No. 13, 13 kw visual, 11.3 kw aural, 830 ft. CP 5-27-48. TV Addenda 2-F.

★ **SYRACUSE**—WAGE-TV, WAGE Inc., 108 W. Jefferson St. WAGE (ABC). No. 10, 30 kw visual, 15 kw aural, 470 ft. CP 7-12-48. TV Addenda 3-D.

★ **SYRACUSE**—WSYR-TV, Radio Projects Inc., 224 Harrison St. WSYR (NBC). Syracuse Post-Standard and Herald-Journal-Newhouse Newspapers. No. 5, 23 kw visual, 12.8 kw aural, 680 ft. CP 7-12-48. TV Addenda 2-A.

Troy—Troy Broadcasting Co. Inc., 92 Fourth St. WTRY (CBS). No. 9, 10 kw visual, 6.8 kw aural, 924 ft. BPCT-412. TV Addenda 3-C.

★ **UTICA**—WVTL, Utica Observer-Dispatch Inc., 221 Oriskany Plaza WKCJ-FM-CP. Utica Observer-Dispatch. No. 3, 15.5 kw visual, 7.5 kw aural, 805 ft. Requests change to 16.1 kw visual, 8.05 kw aural, 790 ft. CP 5-27-48. TV Addenda 2-D and 5-J. Note: Same interests (Gannett) applicants for Hartford, Elmira, Rochester, N. Y.

NORTH CAROLINA

★ **CHARLOTTE**—WBT-TV, Jefferson Standard Broadcasting Co., Wilder Bldg. WBT (CBS). No. 3, 16.3 kw visual, 8.62 kw aural, 1,160 ft. CP 1-30-48.

Charlotte—Inter-City Advertising Co., 120 E. Third St. WAYS (ABC and MBS). No. 11, 2.8 kw visual, 1.4 kw aural, 460 ft. BPCT-344. TV Addenda 2-C. Note: Also applicant for Greensboro, N. C. (see below).

Charlotte—Radio Station WSOC Inc., 1925 N. Tryon St. WSOC (NBC). No. 9, 25.5 kw visual, 12.8 kw aural, 443 ft. BPCT-304. TV Directory No. 2.

Charlotte—Surety Broadcasting Co., 112 S. Tryon St. WIST-FM. Interlocking ownership with WIS, Columbia, S. C. (NBC) and WSPA, Spartanburg, S. C. (CBS). No. 9, 27.805 kw visual, 13.903 kw aural, 442 ft. BPCT-349. TV Addenda 2-C.

★ **GREENSBORO**—WTLE, Greensboro News Co., 212 N. Davle St. WFMV-FM. Greensboro Daily News and Record. No. 2, 1.67 kw visual, 840 watts aural, 470 ft. Requests change to No. 10, 2.65 kw visual, 1.33 kw aural, 487 ft. CP 6-2-48. TV Addenda 2-C and 5-B.

Greensboro—Inter-City Advertising Co., 316 S. Green St. WCOG (ABC). No. 10, 28.6 kw visual, 14.3 kw aural, 369 ft. BPCT-588. TV Addenda 5-K. Note: Also applicant for Charlotte, N. C. (see above).

High Point—Radio Station WMFR Inc., 164 S. Main St. WMFR (ABC). No. 12, 1 kw visual, 691 watts aural, 378.6 ft. BPCT-546. TV Addenda 4-D.

Raleigh—WPTF Radio Co., Insurance Bldg. WPTF (NBC). No. 5, 16.6 kw visual, 8.3 kw aural, 621 ft. BPCT-511. TV Addenda 3-L.

OHIO

Akron—Allen T. Simmons, Box 830. WADC (CBS). No. 11, 28.35 kw visual, 14.18 kw aural, 372 ft. BPCT-243. TV Addenda 1-B.

Akron—Summit Radio Corp., 106 S. Main St. WAKR (ABC). Akron Beacon-Journal. No. 11, 31 kw visual, 16.37 kw aural, 310 ft. BPCT-230. TV Addenda 1-A. Note: See also Miami Broadcasting Co., Miami, Fla.

Bellaire—Tri-City Broadcasting Co., 3266 Guernsey St. WTRF. Bellaire Times-Leader. No. 12, 27 kw visual, 13.5 kw aural, 538 ft. BPCT-437. TV Addenda 3-E.

Canton—Brush-Moore Newspapers Inc., 550 Market Ave., S. WHBC (ABC). Canton Repository. No. 7, 24 kw visual, 12.6 kw aural, 442 ft. BPCT-264. TV Addenda 1-F.

★ **CINCINNATI**—WCPO-TV, Scripps-Howard Radio Inc., Carew Tower. WCPO (MBS). Cincinnati Post. No. 7, 21 kw visual, 12 kw aural, 695 ft. CP 2-20-48. Note: Operates WEWS (TV), Cleveland; same interests hold CP for WMCT, Memphis.

★ **CINCINNATI**—WKRC-TV, Radio Cincinnati Inc., 800 Broadway. WKRC (CBS). Cincinnati Times-Star. No. 11, 24.5 kw visual, 12.25 kw aural, 648 ft. CP 1-16-48. TV Addenda 1-A.

Cincinnati—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York City. No. 2, 31.2 kw visual, 33.7 kw aural, 522 ft. BPCT-163. Supplement No. 18. Note: Operates WABD, New York City, and WTTG, Washington; holds CP for WDTV, Pittsburgh; applicant for Cleveland. Denial proposed due to interlocking ownership with Paramount Pictures Inc. (Vol. 4:51).

★ **CLEVELAND**—WXEL, c/o Empire Coll Co., 238 Huguenot St., New Rochelle, N. Y. No. 9, 21 kw visual, 13 kw aural, 725 ft. CP 10-30-47.

Cleveland—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York City. No. 2, 14.9 kw visual, 7.47 kw aural, 786 ft. BPCT-161. Supplement No. 18. Note: Operates WABD, New York City, and WTTG, Washington; holds CP for WDTV, Pittsburgh; applicant also for Cincinnati. Denial proposed due to interlocking ownership with Paramount Pictures Inc. (Vol. 4:51).

St. Louis—Star-Times Publishing Co., 12th St. & Delmar Blvd. KXOK (ABC). St. Louis Star-Times. No. 4, 22.9 kw visual, 11.46 kw aural, 717 ft. BPCT-327. TV Addenda 2-B.

St. Louis—Twentieth Century-Fox of St. Louis Inc., 3330 Olive St. No. 9, 36 kw visual, 22.5 kw aural, 586 ft. BPCT-554. TV Addenda 4-G. Note: See also San Francisco, Cal.

St. Louis—Thomas Patrick Inc., 4965 Lindell Blvd. KWK (MBS). No. 9, 29.6 kw visual, 15.6 kw aural, 595 ft. BPCT-324. TV Addenda 2-A.

NEBRASKA

★ **OMAHA**—WOW-TV, Radio Station WOW Inc., Insurance Bldg. WOW (NBC). No. 6, 16.2 kw visual, 8.5 kw aural, 590 ft. CP 1-30-48.

★ **OMAHA**—KMA-TV, May Broadcasting Co., Lowell & Elm Sts., Shenandoah, Ia. KMA, Shenandoah, Iowa (ABC and MBS). No. 3, 17.8 kw visual, 8.9 kw aural, 510 ft. Requests change to 16.7 kw visual, 8.4 kw aural. CP 5-13-48. TV Addenda 2-C. Note: See also WOC-TV, Davenport, Ia.

Omaha—Central States Broadcasting Co., Omaha National Bank Bldg. KOIL (ABC). No. 7, 26.2 kw visual, 13.1 kw aural, 578 ft. BPCT-475. TV Addenda 3-H.

Omaha—KFAB Broadcasting Co., 17th & Farnam Sts. KFAB (CBS). Lincoln (Neb.) State Journal. No. 7, 24.4 kw visual, 12.7 kw aural, 415 ft. BPCT-390. TV Addenda 3-A.

NEW HAMPSHIRE

Portsmouth—WHEB Inc., Box 120. WHEB (MBS). No. 5, 27.5 kw visual, 14.5 kw aural, 733 ft. BPCT-400. TV Addenda 3-B.

Manchester—Grandview Inc., 155 Front St. No. 12, 10 kw visual, 5 kw aural, 955 ft. BPCT-542. TV Addenda 4-C.

NEW JERSEY

Atlantic City—Atlantic City Television Broadcasting Co., Claridge Hotel. No. 8, 1 kw visual, 1 kw aural, 500 ft. BPCT-325. TV Addenda 2-B. Note: Half-owned by Philco Corp., operator of WPTZ (TV), Philadelphia; applicant for Bethlehem, Pa.

Atlantic City—Neptune Broadcasting Corp., Steel Pier. WFPG (ABC). No. 8, 1 kw visual, 500 watts aural, 405 ft. BPCT-269. TV Addenda 1-G.

Atlantic City—Press-Union Publishing Co., 1900 Atlantic Ave. WBAB (CBS). Atlantic City Press and Union. No. 8, 1 kw visual, 500 watts aural, 378 ft. BPCT-512. TV Addenda 3-L.

Trenton—Trent Broadcast Corp., 35 W. State St. WTTM (NBC). No. 8, 1 kw visual, 500 watts aural, 252 ft. BPCT-194. Vol. 3:38.

NEW MEXICO

Albuquerque—William J. Baker, 492 W. Englewood Ave., Teaneck, N. J. No. 5, 16.45 kw visual, 8.73 kw aural, 279 ft. BPCT-586. TV Addenda 5-B.

Albuquerque—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 5, 17.5 kw visual, 8.75 kw aural, 3,987 ft. BPCT-583. TV Addenda 5-A. Note: See Tucson, Ariz.

NEW YORK

Albany—Hudson Valley Broadcasting Co. Inc., 204 Washington Ave. WROW (MBS). No. 7, 5 kw visual, 2.5 kw aural, 1,171 ft. BPCT-389. TV Addenda 3-A.

Albany—Meredith Champlain Television Corp., 35 State St. No. 11, 12 kw visual, 6.03 kw aural, 864 ft. BPCT-421. TV Addenda 3-C. New corporation formed to embrace WXXW (AM); Vol. 4, No. 26. Note: Meredith Publishing Co. holds CP for WJTV, Syracuse, N. Y.; applicant for Albany and Rochester, N. Y.

Albany—Patroon Broadcasting Co. Inc., 11 N. Pearl St. WPTR. No. 9, 29.6 kw visual, 14.8 kw aural, 1,007 ft. BPCT-405. TV Addenda 3-B.

Albany—Van Curler Broadcasting Corp., Palace Theatre Bldg. No. 9, 8 kw visual, 5 kw aural, 1,061 ft. BPCT-408. TV Addenda 3-C.

★ **BINGHAMTON**—WNBF-TV, Clark Associates Inc., 134 Chenango St. WNBF (CBS). No. 12, 12 kw visual, 11.7 kw aural, 855 ft. Requests change to 23.45 kw visual. CP 2-5-48. TV Addenda 1-E.

Buffalo—Buffalo Courier-Express Inc., 23 North St. WEBR (MBS). Buffalo Courier-Express. No. 7, 25.6 kw visual, 27.2 kw aural, 500 ft. BPCT-251. TV Addenda 1-B.

Buffalo—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 9, 20 kw visual, 10 kw aural, 515 ft. BPCT-270. TV Addenda 1-G. Note: See also Fall River, Mass.

Buffalo—WGR Broadcasting Corp., Rand Bldg. WGR (CBS). No. 9, 30.4 kw visual, 15.2 kw aural, 472 ft. BPCT-329. TV Addenda 2-B.

Buffalo—WKBW Inc., Rand Bldg. WKBW (ABC). No. 9, 30.8 kw visual, 15.4 kw aural, 383 ft. BPCT-284. TV Addenda 1-I.

Corning—Corning Leader Inc., 114 Walnut St. WKNP-FM, Corning Leader. No. 9, 650 watts visual, 660 watts aural, 595 ft. BPCT-513. TV Addenda 3-L.

Elmira—Elmira Star-Gazette Inc., 201 Baldwin St. WENY (NBC and MBS). Elmira Advertiser and Star-Gazette. No. 9, 2.9 kw visual, 1.45 kw aural, 704 ft. BPCT-529. TV Addenda 4-A. Note: Same interests (Gannett) hold CP for WVTL, Utica, N. Y.; applicants for Hartford, Rochester, N. Y.

Ithaca—Cornell University, Savings Bank Bldg. WHCU (CBS). No. 4, 13.6 kw visual, 6.8 kw aural, 847 ft. BPCT-534. TV Addenda 4-B.

★ **NEW YORK CITY**—WOR-TV, Bamberger Broadcasting Service Inc., 1440 Broadway. WOR (MBS). No. 9, 9.5 kw visual, 9 kw aural, 973 ft. CP 5-8-47. See also WOIC, Washington, D. C.

Niagara Falls—Niagara Falls Gazette Publishing Co., 310 Niagara St. WHLD. Niagara Falls Gazette. No. 9, 23.1 kw visual, 11.65 kw aural, 423 ft. BPCT-376. TV Addenda 2-F.

Cleveland—Cleveland Broadcasting Inc., 1708 Union Commerce Bldg. WERE-FM. No. 2, 15.5 kw visual, 7.79 kw aural, 636 ft. BPCT-279. TV Addenda 1-I.

Cleveland—United Broadcasting Co., Terminal Tower. WHK (MBS). Cleveland Plain Dealer and News. No. 7, 27 kw visual, 13.8 kw aural, 685 ft. BPCT-216. Vol. 3:46. Note: Same interests hold 40% in WKBN, Youngstown, O., also applicant for TV.

Cleveland—WGAR Broadcasting Co., Hotel Statler. WGAR (CBS). No. 7, 11 kw visual, 6.58 kw aural, 568 ft. BPCT-214. Vol. 3:45. Note: Same interests (Richards) applicant for Detroit (WJR).

Cleveland—WJW Inc., 1375 Euclid Ave. WJW (ABC). No. 2, 14.3 kw visual, 7.88 kw aural, 595 ft. BPCT-250. TV Addenda 1-C.

★ COLUMBUS—WBNT, TV Inc., 33 N. High St. WBNS (CBS). Ohio State Journal and Columbus Dispatch. No. 10, 28.4 kw visual, 14.2 kw aural, 485 ft. CP 3-17-48.

★ COLUMBUS—WLWC, c/o Crosley Broadcasting Corp., 140 W. Ninth St., Cincinnati. WLW, Cincinnati (NBC). No. 3, 15.2 kw visual, 12.8 kw aural, 455 ft. CP 11-21-46. Note: Operates WLW-T, Cincinnati; holds CP for WLWD, Dayton; applicant for Indianapolis; seeks purchase of WHAS-TV, Louisville (Vol. 4:40).

★ COLUMBUS—WTVN, Picture Waves Inc., Edison Bldg., Toledo. WTOD, Toledo. No. 6, 14.3 kw visual, 9 kw aural, 363 ft. CP 3-17-48. Note: Same interests (Edward Lamb) also holds CP for WICU, Erie, Pa.

★ DAYTON—WHIO-TV, Miami Valley Broadcasting Corp., 45 S. Ludlow St. WHIO (CBS). Dayton Daily News. No. 13, 24 kw visual, 25.2 kw aural, 570 ft. CP 1-30-48. Note: Same interests (Cox) operate WSB-TV, Atlanta; applicant for Miami (WIOD).

★ DAYTON—WLWD, c/o Crosley Broadcasting Corp., 140 W. Ninth St., Cincinnati. WLW, Cincinnati (NBC). No. 5, 16 kw visual, 8 kw aural, 490 ft. CP 4-4-47. Note: Operates WLW-T, Cincinnati; holds CP for WLWC, Columbus, O.; is applicant for Indianapolis; seeks purchase of WHAS-TV, Louisville (Vol. 4:40).

Toledo—Maumee Valley Broadcasting Co., 902 Toledo Trust Bldg. No. 11, 17.66 kw visual, 8.83 kw aural, 520 ft. BPCT-303. TV Directory No. 2.

Toledo—Toledo Blade Co., 533 Superior St. Toledo Blade-Paul Block Newspapers. No. 10, 31.8 kw visual, 17 kw aural, 439 ft. BPCT-262. TV Addenda 1-E. See also Pittsburgh, Pa.

Youngstown—Mansfield Radio Co., 100 Wick Bldg. No. 13, 20 kw visual, 10 kw aural, 512.5 ft. BPCT-295. TV Addenda 1-I and 4-H.

Youngstown—Vindicator Printing Co., Vindicator Square. WFMJ (ABC). Youngstown Vindicator. No. 13, 23.6 kw visual, 26.2 kw aural, 700 ft above ground. BPCT-259. TV Addenda 1-E.

Youngstown—WKBN Broadcasting Corp., 17 N. Champion St. WKBN (CBS). No. 13, 23.4 kw visual, 11.7 kw aural, 509 ft. BPCT-275. TV Addenda 1-H. Note: See also WHK, Cleveland.

OKLAHOMA

★ OKLAHOMA CITY—WKY-TV, WKY Radiophone Co., Skirvin Tower Hotel. WKY (NBC). Oklahoma City Daily Oklahoman and Times. No. 4, 12.1 kw visual, 6.2 kw aural, 940 ft. CP 6-2-48. TV Addenda 3-C. Note: Same interests applicant for Denver (KLZ); own part of WEEK-TV, Peoria, Ill.

Oklahoma City—W. Harry Johnson d/b as Mid-South Television Broadcasting Co., 661 Wilder Place, Shreveport, La. No. 5, 16.6 kw visual, 8.3 kw aural, 482 ft. BPCT-454. TV Addenda 3-G. Note: Also applicant for Little Rock, Shreveport, Memphis, Jackson, Miss.

Oklahoma City—KOMA Inc., 228 W. Grand St. KOMA (CBS). No. 5, 17.3 kw visual, 8.65 kw aural, 490 ft. BPCT-539. TV Addenda 4-C. Note: Same interests applicant for Tulsa (KTUL).

Oklahoma City—Homer W. Snowden d/b as Oklahoma City Television Co., 6336 Richmond St., Dallas, Tex. No. 9, 29.5 kw visual, 14.7 kw aural, 462 ft. BPCT-491. TV Addenda 3-J. Note: Also applicant for Denver and Shreveport.

Oklahoma City—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. Southwestern American and Times-Record. No. 9, 29.52 kw visual, 14.9 kw aural, 525 ft. BPCT-497. TV Addenda 3-K. Note: Also applicant for Little Rock and Tulsa.

★ TULSA—KOVN, George E. Cameron Jr., 1411 National Bank of Tulsa Bldg. No. 6, 16.6 kw visual, 8.5 kw aural, 625 ft. CP 6-2-48. TV Addenda 2-G.

Tulsa—E. C. Lawson d/b as Tulsa Television Co., c/o J. Edward Johnson, Brownwood, Tex. No. 10, 18.3 kw visual, 9.1 kw aural, 498 ft. BPCT-499. TV Addenda 3-K. Note: Also applicant for Wichita Falls, Tex.

Tulsa—Public Radio Corp., 412 E. Fifth St. KAKC. No. 10, 26.9 kw visual, 13.5 kw aural, 369 ft. BPCT-479. TV Addenda 3-H and 3-I.

Tulsa—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. Southwestern American and Times-Record. No. 8, 24.13 kw visual, 12.7 kw aural, 520 ft. BPCT-497. TV Addenda 3-D. Note: Also applicant for Little Rock and Oklahoma City.

Tulsa—Southwestern Sales Corp., Philtower Bldg. KVOO (NBC). No. 8, 31 kw visual, 15.3 kw aural, 396 ft. BPCT-530. TV Addenda 4-A.

Tulsa—Tulsa Broadcasting Co., 1850 S. Boulder St. KTUL (CBS). No. 8, 18.5 kw visual, 9.25 kw aural, 263 ft. BPCT-517. TV Addenda 3-M. Note: Same interests applicant for Oklahoma City (KOMA).

OREGON

★ PORTLAND—KTUU, Video Broadcasting Co., 6331 Hollywood Blvd., Los Angeles, Cal. No. 3, 15.5 kw visual, 9 kw aural, 865 ft. CP 4-29-48. TV Addenda 2-C. Note: Also applicant for San Diego and San Jose, Cal.

Portland—KGIN Inc., New Heathman Hotel. KGIN (CBS). No. 8, 22.2 kw visual, 11.7 kw aural, 1,401 ft. BPCT-493. TV Addenda 3-J. Note: See also Sun and Times Co., Chicago.

Portland—KPOJ Inc., 919 S. W. Taylor St. KPOJ (MBS). Portland Oregon Journal. No. 12, 2.84 kw visual, 1.42 kw aural, 1,037 ft. BPCT-509. TV Addenda 3-L.

Portland—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 10, 30 kw visual, 15 kw aural, 2,768 ft. BPCT-538. TV Addenda 4-C. Note: Also applicant for Denver, Salt Lake City, Seattle, Fresno, Cal.

Portland—Oregonian Publishing Co., 615 S. W. Alder St. KGW (NBC). Portland Oregonian. No. 6, 10 kw visual, 11.2 kw aural, 984 ft. BPCT-431. TV Addenda 3-D.

Portland—Westinghouse Radio Stations Inc., 815 W. Yamhill. KEX (ABC). No. 10, 8.5 kw visual, 4.25 kw aural, 974 ft. BPCT-494. TV Addenda 3-J. Note: Operates WBZ-TV, Boston; applicant for Pittsburgh.

PENNSYLVANIA

Allentown—Lehigh Valley Broadcasting Co., 39 N. Tenth St. WSN (NBC). Allentown Call and Chronicle. No. 8, 440 watts visual, 324 watts aural, 727 ft. Proposes to share time with Easton Publishing Co., Easton, Pa. BPCT-232. TV Addenda 1-A.

Allentown—Penn-Allen Broadcasting Co., Masonic Temple Bldg. WFMZ-FM. No. 8, 376 watts visual, 188 watts aural, 773 ft. BPCT-486. TV Addenda 3-I.

Altoona—Central Pennsylvania Corp., 6 Leitzell Bldg., State College, Pa. No. 9, 3.11 kw visual, 1.55 kw aural, 1,095 ft. BPCT-519. TV Addenda 3-M. Note: Also applicant for Williamsport, Pa.

Altoona—Gable Broadcasting Co., 1320 Eleventh Ave. WFBG (NBC). No. 9, 7 kw visual, 3.5 kw aural, 1,048 ft. BPCT-543. TV Addenda 4-D.

Bethlehem—Philo Television Broadcasting Corp., Tioga & C Sts., Philadelphia, Pa. No. 8, 2.59 kw visual, 1.6 kw aural, 829 ft. BPCT-263. TV Addenda 1-F. Note: Operates WPTZ (TV), Philadelphia. Note: Half-owner of Atlantic City Television Broadcasting Co.; applicant for Atlantic City.

Easton—Easton Publishing Co., 30 N. Fourth St. WEEK-FM, Easton Express. No. 8, 450 watts visual, 450 watts aural, 753 ft. BPCT-261. TV Addenda 1-E. Proposes to share time with Lehigh Valley Broadcasting Co., Allentown, Pa.

★ ERIE—WICU, Dispatch Inc., 20 E. 12th St. Erie Dispatch-Herald. No. 12, 2.98 kw visual, 1.48 kw aural, 165 ft. CP 3-17-48. Note: Same interests (Edward Lamb) hold CP for WTVN, Columbus, O.

Erie—Presque Isle Broadcasting Co., 121 W. 10th St. WERC (NBC). No. 3, 1 kw visual, 820 watts aural, 431 ft. BPCT-531. TV Addenda 4-A.

Harrisburg—WABX Inc., 40 Taylor Blvd. WABX-FM. No. 8, 3.1 kw visual, 1.86 kw aural, 310 ft. BPCT-201. Vol. 3:42.

Harrisburg—WHP Inc., Telegraph Bldg. WHP (CBS). Harrisburg Telegraph. No. 8, 1.4 kw visual, 700 watts aural, 920 ft. BPCT-192. Vol. 3:37.

Hazleton—Hazleton Broadcasting Co., W. Broad & Laurel Sts. WAZL (NBC and MBS). No. 2, 210 watts visual, 105 watts aural, 677 ft. BPCT-481. TV Addenda 3-I. Note: Interlocking ownership with WMGW, Meadville, Pa., also TV applicant.

★ JOHNSTOWN—WJAC-TV, WJAC Inc., Tribune Annex Bldg. WJAC (NBC). Johnstown Tribune. No. 13, 6.5 kw visual, 7 kw aural, 1,100 ft. CP 8-29-46.

★ LANCASTER—WGAL-TV, WGAL Inc., 8 W. King St. WGAL (NBC and MBS). Lancaster New Era and Intelligencer Journal. No. 4, 1 kw visual, 880 watts aural, 260 ft. CP 1-8-48. Note: Same interests (Steinman) hold CP for WDEL-TV, Wilmington, Del.

Meadville—Meadville Broadcasting Service Inc., First National Bank Bldg. WMGW. No. 13, 2.5 kw visual, 1.23 kw aural, 530 ft. BPCT-523. TV Addenda 3-M. Note: Interlocking ownership with WAZL, Hazleton, Pa., also TV applicant.

Philadelphia—Daily News Television Inc., 1425 Walnut St. WIBG and Philadelphia Daily News. No. 12, 19.4 kw visual, 9.73 kw aural, 525 ft. BPCT-119. Vol. 3:9.

Philadelphia—Pennsylvania Broadcasting Co., 35 S. Ninth St. WIP (MBS). No. 12, 28.8 kw visual, 14.4 kw aural, 488 ft. BPCT-185. Vol. 3:18.

Pittsburgh—Allegheny Broadcasting Corp., Chamber of Commerce Bldg. KQV (MBS). No. 8, 30.8 kw visual, 16.2 kw aural, 489.5 ft. BPCT-147. Vol. 3:46.

Pittsburgh—Matta Broadcasting Co., 1233 Braddock Ave., Braddock, Pa. WLOA, Braddock. No. 10, 27.6 kw visual, 13.8 kw aural, 546 ft. BPCT-482. TV Addenda 3-I.

Pittsburgh—Pittsburgh Radio Supply House Inc., 10th St. & Pennsylvania Ave. WJAS (CBS). No. 10, 26.6 kw visual, 13.3 kw aural, 444 ft. BPCT-345. TV Addenda 2-C.

Pittsburgh—United Broadcasting Corp., 1130 Oliver Bldg. No. 10, 31 kw visual, 16.3 kw aural, 265 ft. BPCT-276. TV Addenda 1-H.

Pittsburgh—WCAE Inc., William Penn Hotel. WCAE (ABC). Pittsburgh Sun-Telegraph-Hearst. No. 10, 14.5 kw visual, 12 kw aural, 804 ft. BPCT-293. TV Addenda 1-I. Note: Same interests (Hearst) operate WBAL-TV, Baltimore; applicant for Milwaukee.

Pittsburgh—Westinghouse Radio Stations Inc., Grant Bldg. KDKA (NBC). No. 6, 24.9 kw visual, 24.9 kw aural, 670 ft. BPCT-221. Vol. 3:47. Note: Operates WBZ-TV, Boston; applicant for Portland, Ore.

Pittsburgh—WWSW Inc., 212 Wood St. WWSW, Pittsburgh Post-Gazette-Paul Block Newspapers. No. 10, 23.8 visual, 11.9 kw aural, 721 ft. BPCT-254. TV Addenda 1-D. See also Toledo, O.

Reading—Eastern Radio Corp., Berkshire Hotel. WHUM (CBS). No. 5, 630 watts visual, 330 watts aural, 632 ft. BPCT-268. TV Addenda 1-G.

Reading—Hawley Broadcasting Co., 533 Penn St. WEEU (ABC). Reading Eagle. No. 5, 400 watts visual, 338 watts aural, 739 ft. BPCT-239. TV Addenda 1-E.

Scranton—Appalachian Co., 519 Mulberry St. No. 7, 2.78 kw visual, 1.46 kw aural, 841 ft. BPCT-506. TV Addenda 3-K.

Wilkes-Barre—Louis G. Baltimore, 62 S. Franklin St. WBRE (NBC). No. 11, 4.5 kw visual, 2.5 kw aural, 1,230 ft. BPCT-134. Vol. 3:39.

Wilkes-Barre—Wyoming Valley Broadcasting Co., Second Nat'l Bank Bldg. WILK-CP (ABC). No. 11, 8 kw visual, 8 kw aural, 1,011.5 ft. BPCT-231. TV Addenda 1-A.

Williamsport—Central Pennsylvania Corp., 6 Leitzell Bldg., State College, Pa. No. 13, 3.64 kw visual, 1.82 kw aural, 1,291 ft. BPCT-520. TV Addenda 3-M. Note: Also applicant for Altoona, Pa.

Williamsport—WRAK Inc., 244 W. Fourth St. WRAK (NBC). Williamsport Gazette & Bulletin. No. 13, 3.13 kw visual, 1.57 kw aural, 558 ft. BPCT-521. TV Addenda 3-M.

York—Helm Coal Co., 25 S. Duke St. WNOW. No. 8, 700 watts visual, 488.4 watts aural, 549 ft. BPCT-356. TV Addenda 2-D.

York—Susquehanna Broadcasting Co., 47 E. Market St. WSBA (ABC). No. 8, 775 watts visual, 388 watts aural, 558 ft. BPCT-302. TV Directory No. 2.

RHODE ISLAND

★ PROVIDENCE—WJAR-TV, The Outlet Co., 176 Weybosset St. WJAR (NBC). No. 11, 30 kw visual, 15 kw aural, 615 ft. CP 5-16-46.

Providence—Cherry & Webb Broadcasting Co., 15 Chestnut St. WPRO (CBS). No. 13, 50 kw visual, 23 kw aural, 616 ft. BPCT-223. Vol. 3:48. Channel requested from Boston assignment.

SOUTH CAROLINA

Greenville—Greenville News-Piedmont Co., 305 S. Main St. WFBC (NBC). Greenville News and Piedmont. No. 10, 27.8 kw visual, 13.9 kw aural, 1,187 ft. BPCT-541. TV Addenda 4-C.

TENNESSEE

Memphis—Bluff City Broadcasting Co., N. University & Hubert Sts. WDIA. No. 5, 14.4 kw visual, 7.2 kw aural, 380 ft. BPCT-206. Vol. 3:43.

Memphis—Harding College, 139 S. Main St. WHBQ (MBS). No. 2, 15 kw visual, 7.5 kw aural, 302 ft. BPCT-563. TV Addenda 4-J.

Memphis—W. Harry Johnson d/b as Mid-South Television Broadcasting Co., 661 Wilder Place, Shreveport, La. No. 9, 19.2 kw visual, 13.7 kw aural, 513 ft. BPCT-465. TV Addenda 3-G. Note: Also applicant for Little Rock, Shreveport, Oklahoma City, Jackson, Miss.

Memphis—WMPS Inc., Columbian Mutual Tower. WMPB (ABC). No. 9, 25.8 kw visual, 12.9 kw aural, 420 ft. BPCT-514. TV Addenda 3-L.

Memphis—Hoyt B. Wooten d/b as WREC Broadcasting Service, Peabody Hotel. WREC (CBS). No. 7, 24 kw visual, 12 kw aural, 435 ft. BPCT-452. TV Addenda 3-G.

★ NASHVILLE—WSM-TV, WSM Inc., 27th Ave. & Union St. WSM (NBC). No. 4, 14.4 kw visual, 7.2 kw aural, 755 ft. CP 7-29-48. TV Addenda 3-F.

Nashville—Capitol Broadcasting Co., American National Bank Bldg. WKDA. No. 9, 28.6 kw visual, 14.3 kw aural, 290 ft. BPCT-507. TV Addenda 3-L.

Nashville—J. T. Ward d/b as WLAC Broadcasting Service, Third National Bank Bldg. WLAC (CBS). No. 7, 16 kw visual, 14.2 kw aural, 746 ft. BPCT-540. TV Addenda 4-C.

Nashville—WSIX Broadcasting Station, Nashville Trust Bldg. WSIX (ABC). No. 5, 17.1 kw visual, 8.86 kw aural, 744 ft. BPCT-532. TV Addenda 4-A.

TEXAS

Amarillo—C. C. Woodson d/b as Amarillo Television Co., 1517 Commerce St., Dallas Tex. Publisher of Brownwood Bulletin, Del Rio News Herald and other newspapers. No. 5, 1.85 kw visual, 925 watts aural, 449 ft. BPCT-353. TV Addenda 2-D. Note: Also applicant for Austin, Lubbock, Waco.

Austin—Texas Telenet System Inc., 325 Littlefield Bldg. No. 10, 27.54 kw visual, 13.77 kw aural, 352 ft. BPCT-566. TV Addenda 4-J. Note: Also applicant for San Antonio, Corpus Christi, Tex.

Austin—C. C. Woodson d/b as Austin Television Co., 1517 Commerce St., Dallas, Tex. No. 8, 4.25 kw visual, 2.17 kw aural, 455 ft. BPCT-351. TV Addenda 2-D. Note: See also Amarillo.

Beaumont—Lufkin Amusement Co., Keltys, Tex. No. 10, 28.4 kw visual, 14.2 kw aural, 485 ft. BPCT-545. TV Addenda 4-D.

Brownsville—Thomas O. Payne d/b as Brownsville Television Co., 3323 Tangley Rd., Houston, Tex. No. 7, 2.66 kw visual, 1.33 kw aural, 461 ft. BPCT-573. TV Addenda 4-M.

Corpus Christi—Corpus Christi Television Co., 1517 Commerce St., Dallas, Tex. No. 6, 19.7 kw visual, 9.8 kw aural, 417 ft. BPCT-416. TV Addenda 3-C. Note: Same interests hold CPs for KTLX, Phoenix, and KEYL, San Antonio; applicant for New Orleans.

Corpus Christi—Texas Telenet System Inc., 325 Littlefield Bldg., Austin, Tex. No. 3, 16.46 kw visual, 8.23 kw aural, 493 ft. BPCT-567. TV Addenda 4-J. Note: See also Austin.

★ DALLAS—KRLD-TV, KRLD Radio Corp., Hotel Adolphus. KRLD (CBS). Dallas Times-Herald. No. 4, 15.1 kw visual, 7.5 kw aural, 480 ft. CP 9-12-46.

★ DALLAS—KBTB, Lacy-Potter Television Broadcasting Co., 1517 Commerce St. No. 8, 35 kw visual, 18.5 kw aural, 489 ft. Requests 19.4 kw visual, 13.9 kw aural, 490 ft. CP 9-11-47.

Dallas—A. H. Belo Corp., 801 Commerce St. WFAA (NBC and ABC). Dallas Morning News. No. 12, 30 kw visual, 16 kw aural, 478.5 ft. BPCT-240. TV Addenda 1-B.

Dallas—L. F. Carrigan d/b as Texas Television, 2206 Mercantile Bank Bldg. No. 10, 30.24 kw visual, 15.925 kw aural, 415 ft. BPCT-239. TV Addenda 1-B.

Dallas—City of Dallas, Municipal Radio Bldg. WRR (MBS). No. 10, 24.84 kw visual, 12.42 kw aural, 564 ft. BPCT-357. TV Addenda 2-D.

Dallas—Variety Broadcasting Co. Inc., 1401 S. Akaro St. KIXL. No. 2, 16.53 kw visual, 8.27 kw aural, 507 ft. BPCT-265. TV Addenda 1-G.

El Paso—Claude H. Craig, 8570 Hollywood Blvd., Los Angeles, Cal. No. 5, 16.5 kw visual, 8.25 kw aural, 461 ft. BPCT-576. TV Addenda 5-A.

El Paso—Clyde Weatherby d/b as El Paso Television Co., Hamilton, Tex. No. 7, 2.94 kw visual, 1.47 kw aural, 877 ft. BPCT-585. TV Addenda 5-A.

Fort Worth—Television Enterprises, 804 Dan Waggoner Bldg. No. 10, 25.16 kw visual, 12.58 kw aural, 504 ft. BPCT-442. TV Addenda 3-F. Note: Interlocking stockholders with Texas Telenet System Inc., TV applicant for Austin, Corpus Christi, San Antonio, Tex.

Fort Worth—Texas State Network Inc., 1201 W. Lancaster Ave. KFJZ (MBS). No. 2, 14.2 kw visual, 7.3 kw aural, 518 ft. BPCT-571. TV Addenda 4-K. Note: Also applicant for San Antonio.

Harlingen—Leo E. Owens d/b as Harlingen Television Co., Box 511. KVKO-FM. Harlingen Valley Morning Star. No. 9, 2.81 kw visual, 1.41 kw aural, 459 ft. BPCT-562. TV Addenda 4-I.

Houston—Harris County Broadcast Co., Gulf Bldg. KXYZ (ABC). No. 5, 18.2 kw visual, 9.56 kw aural, 459 ft. BPCT-335. TV Addenda 2-A. Note: Same ownership (Glenn McCarthy) as Shamrock Broadcasting Co., Houston, also TV applicant.

Houston—Roy Hofheinz d/b as Texas Television Co., Southern Standard Bldg. KTHT (MBS). No. 7, 19.2 kw visual, 19.2 kw aural, 498.5 ft. BPCT-271. TV Addenda 1-G.

Houston—Houston Post Co., 2318 Polk St. KPRC (NBC). Houston Post. No. 4, 14.5 kw visual, 7.2 kw aural, 426 ft. BPCT-274. TV Addenda 1-H.

Houston—KTRH Broadcasting Co., Rice Hotel. KTRH (CBS). Houston Chronicle. No. 5, 17.9 kw visual, 8.9 kw aural, 454 ft. BPCT-308. TV Addenda 2-A.

Houston—Shamrock Broadcasting Co., Shell Bldg. No. 7, 30.4 kw visual, 15.2 kw aural, 502.5 ft. BPCT-319. TV Addenda 2-A. Note: Same ownership (Glenn McCarthy) as Harris County Broadcast Co., Houston; also TV applicant.

Lubbock—C. C. Woodson d/b as Lubbock Television Co., 1517 Commerce St., Dallas, Tex. No. 3, 1.85 kw visual, 950 watts aural, 374 ft. TV Addenda 3-J. Note: See also Amarillo.

★ SAN ANTONIO—KEYL, San Antonio Television Co., 1517 Commerce St., Dallas, Tex. No. 5, 17.9 kw visual, 9 kw aural, 440 ft. CP 6-2-48. TV Addenda 2-G. Note: Same interests hold CP for KTLX, Phoenix; applicants for New Orleans and Corpus Christi.

★ SAN ANTONIO—WOAI-TV, Southland Industries Inc., 1031 Navarro St. WOAI (NBC). No. 4, 21.6 kw visual, 10.8 kw aural, 480 ft. CP 5-27-48. TV Addenda 2-E.

San Antonio—Howard Davis tr/as Walmac Co., National Bank of Commerce Bldg. KMAC (MBS). No. 9, 22.713 kw visual, 11.357 kw aural, 587 ft. BPCT-429. TV Addenda 3-D.

San Antonio—Express Publishing Co., Ave. E & Third St. KYFM-FM. San Antonio Express and News. No. 7, 26.24 kw visual, 13.12 kw aural, 342.8 ft. BPCT-427. TV Addenda 3-D.

San Antonio—Eugene J. Roth tr/as Mission Broadcasting Co., 317 Arden Grove. KONO. No. 12, 21.94 kw visual, 10.97 kw aural, 463 ft. BPCT-535. TV Addenda 4-B.

San Antonio—Texas Telenet System Inc., 325 Littlefield Bldg., Austin, Tex. No. 2, 14.68 kw visual, 7.2 kw aural, 5,110 ft. BPCT-568. TV Addenda 4-J. Note: See also Austin.

San Antonio—Texas State Network Inc., 1201 W. Lancaster Ave., Fort Worth, Tex. KABC (ABC). No. 2, 13.5 kw visual, 6.9 kw aural, 472 ft. BPCT-572. TV Addenda 4-K. Note: Also applicant for Fort Worth, Tex.

Tyler—Tyler Broadcasting Co., 613 Peoples National Bank Bldg. No. 9, 1 kw visual, 500 watts aural, 395 ft. BPCT-564. TV Addenda 4-J.

Waco—C. C. Woodson d/b as Waco Television Co., 1517 Commerce St., Dallas, Tex. No. 6, 2.3 kw visual, 1.15 kw aural, 353.5 ft. BPCT-331. TV Addenda 2-C. Note: See also Amarillo.

Wichita Falls—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 10, 30 kw visual, 15 kw aural, 199 ft. BPCT-584. TV Addenda 5-A. Note: See Tucson, Ariz.

Wichita Falls—E. C. Lawson d/b as Wichita Falls Television Co., 1517 Commerce St., Dallas, Tex. No. 8, 2.72 kw visual, 1.36 kw aural, 460 ft. BPCT-498. TV Addenda 3-K. Note: Also applicant for Tulsa.

UTAH

★ SALT LAKE CITY—KSL-TV, Radio Service Corp. of Utah, 10 S. Main St. KSL (CBS). No. 5, 18.4 kw visual, 9.2 kw aural, —435 ft. CP 7-31-48. TV Addenda 3-I.

Salt Lake City—Granite District Radio Broadcasting Co., 219 Continental Bank Bldg. KNAK. No. 9, 2.6 kw visual, 1.3 kw aural, 10.7 ft. BPCT-553. TV Addenda 4-G.

Salt Lake City—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 919 ft. BPCT-527. TV Addenda 4-A. Note: Also applicant for Denver, Seattle, Portland, Ore., Fresno, Cal.

Salt Lake City—Salt Lake City Broadcasting Co. Inc., 248 S. Main St. KALL (MBS). Salt Lake City Tribune and Telegram. No. 7, 50 kw visual, 25.4 kw aural, —372 ft. BPCT-524. TV Addenda 3-M.

Salt Lake City—Utah Broadcasting Co., 29 S. State St. KUTA (ABC). No. 2, 15.4 kw visual, 7.75 kw aural, 38.2 ft. BPCT-536. TV Addenda 4-B.

VIRGINIA

Newport News—Hampton Roads Broadcasting Corp., Hotel Warwick. WGH (ABC). Newport News Press and Times-Herald. No. 7, 23.9 kw visual, 12.6 kw aural, 416 ft. BPCT-502. TV Addenda 3-K.

★ **NORFOLK**—WTAR-TV, WTAR Radio Corp., National Bank of Commerce Bldg. WTAR (NBC), Norfolk Virginian-Pilot and Ledger-Dispatch. No. 4, 24.2 kw visual, 12.1 kw aural, 365 ft. CP 8-18-4. TV Addenda 3-D.

Norfolk—Beachview Broadcasting Corp., 431 Granby St. No. 11, 27 kw visual, 13.6 kw aural, 324 ft. BPCT-558. TV Addenda 4-H.

Norfolk—Commonwealth Broadcasting Corp., 219 Granby St. WLOW. No. 13, 19.4 kw visual, 19.4 kw aural, 409 ft. BPCT-460. TV Addenda 3-G.

Norfolk—Larus & Brother Co. Inc., 22nd and Corey Sts., Richmond, Va. WRVC (FM). No. 13, 30.2 kw visual, 15.1 kw aural, 292 ft. BPCT-587. TV Addenda 5-F. Note: Also applicant for Richmond (see below).

Richmond—Larus & Brother Co. Inc., 22nd & Corey Sts., WRVA (CBS). No. 10, 23.5 kw visual, 11.75 kw aural, 500 ft. BPCT-379. TV Addenda 2-F. Note: Also applicant for Norfolk (see above).

Richmond—Lee Broadcasting Corp., Broad-Grace Arcade. WLEE (MBS). No. 10, 27.3 kw visual, 13.6 kw aural, 348 ft. BPCT-392. TV Addenda 3-A.

Richmond—Richmond Radio Corp., 323 E. Grace St. WRNL (ABC). Richmond Times-Dispatch and News-Leader. No. 3, 17.113 kw visual, 8.556 kw aural, 362 ft. BPCT-321. TV Addenda 2-B.

Richmond—Southern Broadcasters Inc., 2011 Massachusetts Ave. N.W., Washington, D. C. WRMV-FM. No. 8, 18.5 kw visual, 19.3 kw aural, 546 ft. BPCT-420. TV Addenda 3-C.

WASHINGTON

Seattle—Fisher's Blend Station Inc., Skinner Bldg. KOMO (NBC). No. 2, 16.7 kw visual, 8.35 kw aural, 513 ft. BPCT-407. TV Addenda 3-C.

Seattle—KING Broadcasting Co., Smith Tower. KING. No. 7, 28.1 kw visual, 14.1 kw aural, 1,584 ft. BPCT-490. TV Addenda 3-J.

Seattle—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 3,200 ft. BPCT-533. TV Addenda 4-B. Note: Also applicant for Denver, Salt Lake City, Portland, Ore., Fresno, Cal.

Seattle—Queen City Broadcasting Co., Cobb Bldg. KIRO (CBS). No. 11, 30.4 kw visual, 15.3 kw aural, 1,426 ft. BPCT-453. TV Addenda 3-G.

Seattle—Totem Broadcasters Inc., Skinner Bldg. KJR (ABC). No. 7, 26 kw visual, 13.8 kw aural, 1,260 ft. BPCT-443. TV Addenda 3-E. Note: See also Sun and Times Co., Chicago.

Seattle—Twentieth Century-Fox of Washington Inc., 2421 Second Ave. No. 11, 26.9 kw visual, 13.4 kw aural, 749 ft. BPCT-492. TV Addenda 3-J. Note: See also San Francisco, Cal.

Spokane—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 2,725 ft. BPCT-578. TV Addenda 5-A. Note: Also applicant for Tacoma and Yakima.

Tacoma—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 9, 30 kw visual, 15 kw aural, 1,073 ft. BPCT-579. TV Addenda 5-A. Note: Also applicant for Spokane and Yakima.

Tacoma—Television Tacoma Inc., 919 Market St. KTBI. Tacoma Times. No. 4, 12 kw visual, 6 kw aural, 291 ft. BPCT-551. TV Addenda 4-F.

Yakima—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 995 ft. BPCT-580. TV Addenda 5-A. Note: Also applicant for Spokane and Tacoma.

WEST VIRGINIA

Charleston—Charleston Television Inc., Box 2791. No. 7, 26.5 kw visual, 14 kw aural, 568 ft. BPCT-501. TV Addenda 3-K.

Charleston—Charleston Broadcasting Co., 1016 Lee St. WCHS (CBS). No. 13, 27.2 kw visual, 13.6 kw aural, 582 ft. BPCT-549. TV Addenda 4-F. Note: Interlocking ownership (John Kennedy) with WSAZ-TV, Huntington, W. Va.

★ **HUNTINGTON**—WSAZ-TV, WSAZ Inc., 912½ Third Ave. WSAZ (ABC). Huntington Advertiser and Herald-Dispatch. No. 5, 18.2 kw visual, 9.1 kw aural, 500 ft. CP 7-29-48. TV Addenda 3-H. Note: Interlocking ownership (Kennedy) with Charleston Broadcasting Co., TV applicant for Charleston, W. Va.

Wheeling—Fort Industry Co., 1025 Main St. WWVA (CBS). No. 12, 32.49 kw visual, 17.1 kw aural, 598 ft. BPCT-360. TV Addenda 2-D. Note: Same interests (Storer) operate WSPD-TV, Toledo and WJBK-TV, Detroit; hold CP for WAGA-TV, Atlanta; applicant for Miami.

WISCONSIN

Madison—Badger Broadcasting Co., 110 E. Main St. WIBA (NBC). Capital Times and Madison State Journal. No. 9, 2.91 kw visual, 1.45 kw aural, 337 ft above ground. BPCT-332. TV Addenda 2-B.

Madison—Monona Broadcasting Co., 215 W. Washington Ave. WKOW. No. 9, 28.2 kw visual, 16.9 kw aural, 502.5 ft. BPCT-560. TV Addenda 4-I.

Madison—Radio Wisconsin Inc., 203 S. Barstow St., Eau Claire, Wis. WISC (ABC). No. 9, 26.78 kw visual, 13.39 kw aural, 515 ft. BPCT-410. TV Addenda 3-B.

Milwaukee—Hearst Radio Inc., 123 W. Michigan. WISN (CBS). Milwaukee Sentinel. No. 10, 28 kw visual, 15 kw aural, 439 ft. BPCT-383. TV Addenda 2-G. Note: Same interests operate WBAL-TV, Baltimore; applicant for Pittsburgh (WCAE).

Milwaukee—Milwaukee Broadcasting Co., 710 N. Plankinton Ave. WEMP. No. 6, 28 kw visual, 14 kw aural, 479 ft. BPCT-472. TV Addenda 3-G.

Milwaukee—Wisconsin Broadcasting System Inc., 729 N. Broadway. WFOX. No. 8, 26 kw visual, 13 kw aural, 482 ft. BPCT-377. TV Addenda 2-F.

Part IV — Experimental TV Stations

Fixed Stations on the Air Only Intermittently

CALIFORNIA

LOS ANGELES—Warner Brothers Pictures Inc., 4000 W. Olive Ave., Burbank, Cal. Applicant for 20 mc band within 500-600 mc, 100 watts peak output.

PASADENA—W6XOR, construction permit to Pacific Video Pioneers, 712 Security Bldg., 520-540 mc, 780-800 mc, 30 watts visual.

SAN FRANCISCO—W6XJD, licensed to Television California, St. Francis Hotel, 580-630 mc, 1 kw visual and aural power. (See TV Addenda 3-F and Vol. 4, No. 19).

COLORADO

DENVER—W0XEL, licensed to Eugene P. O'Fallon Inc. (KFEL), 480-500 mc, 1 kw visual-aural power. (See TV Addenda 3-L).

DISTRICT OF COLUMBIA

WASHINGTON—W3XZS, construction permit to National Broadcasting Co. Inc., Wardman Park Hotel, 504-510 mc, 5 kw visual and aural power. Also holds CP for W3XCY, 850 mc, 400 watts visual power.

ILLINOIS

CHICAGO—W9XZV, licensed to Zenith Radio Corp., 6001 Dickens Ave., 54-60 mc, 1 kw visual power, 1 kw aural power. Zenith also holds license for W9XZC, 512-528 mc, 1 kw visual power, 1 kw aural power. (Has applied for commercial.)

INDIANA

FORT WAYNE—W9XFT, licensed to Farnsworth Television & Radio Corp., 3700 E. Pontiac St., 66-72 mc, 4 kw visual power, 6 kw aural power. (Has applied for commercial.)

WEST LAFAYETTE—W9XG, construction permit to Purdue U., 400-500 Northwestern Ave., 66-72 mc, 750-w visual power, 750-w aural power.

IOWA

IOWA CITY—W9XUI, licensed to State U of Iowa, 44-50 mc and 210-216 mc, 100-w visual power.

KANSAS

MANHATTAN—W0XBV, construction permit to Kansas State College, Illustrations Bldg., 44-50 mc, 500-510 mc, 900-910 mc, 400-w visual power, 200-w aural power.

MISSOURI

KANSAS CITY—W0XFQ, construction permit to Midland Broadcasting Co., 480-492 mc, 200 watts peak output.

NEW JERSEY

ALPINE—W2XGW, construction permit to Major Edwin H. Armstrong, 600-620 mc, 50 kw visual-aural power. (See Vol. 4:15).

CAMDEN—W3XEP, licensed to Radio Corp. of America, State & Wayne Aves., 82-88 mc, 192-198 mc, 30 kw visual power, 30 kw aural power.

CLIFTON—W2XNJ, construction permit to North Jersey Broadcasting Co., Broad and Hepburn Sts., 514-520 mc, 900-920 mc, 1302-1325 mc, 1 kw visual power, 1 kw aural power.

CLIFTON—W2XVT, licensed to Allen B. DuMont Laboratories Inc., 42 Harding Ave., 210-216 mc, 50 kw visual power, 25 kw aural power.

NUTLEY—W2XTA, licensed to Federal Telecommunications Laboratories Inc., 500 Washington Ave. 1990-2008 mc, 25-w visual power. FTL also grantee of W2XBH, 198-204 mc, 1 kw visual, 500-w aural.

PRINCETON—W2XNZ, construction permit to Radio Corp. of America, RCA Laboratories Div., 500-520 mc, 5 kw visual and aural power.

NEW YORK

BROOKLYN—W2XDK, licensed to Sherron Metallic Corp., 1201 Flushing Ave., 76-82 mc, 210-216 mc, 500-510 mc, 10 kw visual power, 10 kw aural power.

JAMAICA—W2XJT, licensed to Jamaica Radio Television Co. (William B. Still), 148-18 Jamaica Ave., 210-216 mc, 400-w visual power, 100-w aural power.

NEW YORK CITY—W2XCS, licensed to Columbia Broadcasting System Inc., 485 Madison Ave., 480-496 mc, 1 kw visual power, 1 kw aural power. CBS also holds license for W2XNU, 560-580 mc, 35-w visual power, and W2XLU, 880-900 mc, 25-w visual power.

NEW YORK CITY—W2XMT, licensed to Metropolitan Broadcasting & Television Inc., 654 Madison Ave., 162-168 mc, 50-w visual power, 50-w aural power.

PENNSYLVANIA

LANCASTER—W3XBR, construction permit to Conestoga Television Assn., Salisbury Twp., 590-610 mc, 250-w visual power, 250-w aural power (for relay purposes).

PHILADELPHIA—W3XE, licensed to Philco Television Broadcasting Corp., Tioga and C Sts., 60-66 mc, 10 kw visual power, 11 kw aural power.

WEST VIRGINIA

CHARLESTON—W8XGZ, licensed to Gus Zaharis, 411 Kenna Dr., S., 54-60 mc, 200-w visual power, 110-w aural power.

WISCONSIN

MILWAUKEE—W9XKY, licensed to The Journal Co. (Milwaukee Journal), 333 W. State St., 540-560 mc, 700-720 mc, 900-920 mc, 100-w visual power, 100-w aural power.

Part V — FCC Allocations of Television Channels

To Metropolitan Districts in the U. S.

Ed. Note: All channel numbers refer to Metropolitan Stations except those in parentheses, which refer to Community Stations. Total number of stations assignable is indicated by total number of channels unless there is channel-sharing, or unless Community Stations can be added where no conflict occurs. Sales ranks and population figures are by the U. S. Census Bureau.

For changes and "freeze" status, see note 2 below

| Metropolitan District (U.S. Census 1940) | Sales Rank | Population | Channel Numbers | Metropolitan District (U.S. Census 1940) | Sales Rank | Population | Channel Numbers | Metropolitan District (U.S. Census 1940) | Sales Rank | Population | Channel Numbers | |
|--|------------|------------|-----------------|--|--------------------|------------|-----------------|--|--------------|-----------------|-----------------|-----------------|
| Akron | 35 | 349,705 | 11 | Grand Rapids | 57 | 209,873 | 7,9 | Providence, R. I. | 18 | 711,500 | 11 | |
| Albany | 23 | 431,576 | 2,4,7,9,11 | Greensboro | 130 | 73,056 | 2,10 | Pueblo | 140 | 62,039 | 8,6,8,10 | |
| Schenectady | | | | Hamilton | 110 | 112,686 | 9 | Racine | 97 | 136,075 | (1) | |
| Troy | Middletown | Harrisburg | 70 | 173,367 | | | | 8 | | | | Reading |
| Allentown | 43 | 325,142 | (8) | New Hartford | 20 | 602,193 | 8,10 | Richmond | 48 | 246,674 | 3,6,8,10 | |
| Bethlehem | | | | Houston | 21 | 610,397 | 2,4,6,7 | Roanoke | 104 | 110,693 | 6,9,12 | |
| Easton | Altoona | 111 | 114,094 | 9 | Huntington, W. Va. | 92 | 170,979 | 6 | Rochester | 28 | 411,970 | 2,6,11 |
| Amarillo | 136 | 53,463 | 2,4,5,7 | Ashland, Ky. | Indianapolis | | | | 24 | 456,367 | 3,6,8,10,12 | Rockford |
| Asheville | 132 | 76,324 | 6,7,12 | Jackson | 128 | 88,003 | 2,4,6,7 | Sacramento | 54 | 158,999 | 3,6,10 | |
| Atlanta | 26 | 442,294 | 2,5,8,11 | Jacksonville | 66 | 195,619 | 2,4,6,8 | Saginaw | 77 | 153,388 | 3,8,13 | |
| Atlantic City | 83 | 100,096 | (8) | Johnstown, Pa. | 100 | 151,781 | 18 | Bay City | | | | St. Joseph |
| Augusta, Ga. | 135 | 87,809 | 6,12 | Kalamazoo | 112 | 77,218 | 3 | St. Louis | 10 | 1,367,977 | 4,6,7,9,13 | |
| Austin | 106 | 196,193 | 8,10,12 | Kansas City, Mo. | 17 | 634,093 | 2,4,6,9 | Salt Lake City | 58 | 204,488 | 2,4,6,7,9 | |
| Baltimore | 13 | 1,046,692 | 2,11,13 | Kans. | | | | Knoxville | 87 | 161,829 | 2,4,8,11 | San Antonio |
| Beaumont | 90 | 138,608 | 3,6,8,10 | Lancaster | 91 | 132,027 | (4) | San Diego | 49 | 256,268 | 3,6,8,10 | |
| Port Arthur | | | | Birmingham | 42 | 407,861 | 4,9,13 | Lansing | 94 | 110,366 | 6 | San Francisco |
| Binghamton | 75 | 145,156 | 12 | Lincoln | 109 | 88,191 | 10,12 | Oakland | San Jose | 78 | 129,367 | 13 |
| Boston | 5 | 2,360,514 | 2,4,7,9,13 | Little Rock | 98 | 126,724 | 3,6,8,10 | Savannah | 114 | 117,970 | 3,6,9,11 | |
| Bridgeport, Conn. | 53 | 216,621 | (1) | Los Angeles | 3 | 2,904,596 | 2,4,6,7,9,11,13 | Scranton | 30 | 629,581 | 11(1) | |
| Buffalo | 14 | 857,719 | 4,7,9,13 | Louisville | 33 | 434,408 | 5,9 | Wilkes-Barre | | | | Seattle |
| Niagara | | | | Canton, O. | 63 | 200,352 | (1) | Lowell | 46 | 334,969 | 6 | Shreveport |
| Cedar Rapids | 116 | 73,219 | 7,11 | Lawrence | Macon | 137 | 74,830 | 4,7,10 | | | | Sioux City |
| Charleston, S. C. | 127 | 98,711 | 7,10,13 | Haverhill | Madison | 101 | 78,349 | 9 | South Bend | 80 | 147,022 | (1) |
| Charleston, W. Va. | 88 | 136,332 | 7,11,13 | Chicago | 2 | 4,499,126 | 2,4,5,7,9,11,13 | Manchester | 118 | 81,932 | (1) | |
| Charlotte | 99 | 112,986 | 3,9,11 | Cincinnati | 16 | 789,309 | 2,4,7,11 | Memphis | 37 | 332,477 | 2,4,5,7,9 | |
| Chattanooga | 76 | 193,216 | 3,6,10,12 | Cleveland | 9 | 1,214,943 | 2,4,6,7,9 | Miami | 38 | 260,637 | 2,4,6,7 | |
| Chicago | 2 | 4,499,126 | 2,4,5,7,9,11,13 | Columbia | 117 | 89,556 | 2,4,8 | Milwaukee | 16 | 790,336 | 3,6,8,10 | |
| Cincinnati | 16 | 789,309 | 2,4,7,11 | Columbus, Ga. | 133 | 92,478 | 3,12 | Minneapolis | 11 | 911,077 | 2,4,6,7,9 | |
| Cleveland | 9 | 1,214,943 | 2,4,6,7,9 | Columbus, O. | 29 | 366,796 | 3,6,8,10 | St. Paul | | | | Mobile |
| Columbia | 117 | 89,556 | 2,4,8 | Corpus Christi | 121 | 70,677 | 3,6,8,10 | Montgomery | 126 | 93,697 | 6,10 | |
| Columbus, Ga. | 133 | 92,478 | 3,12 | Dallas | 27 | 376,548 | 4,8,12 | Nashville | 56 | 241,769 | 4,6,7,9 | |
| Columbus, O. | 29 | 366,796 | 3,6,8,10 | Davenport | 67 | 174,995 | 2,4,6,9 | New Haven | 39 | 308,228 | (6) | |
| Corpus Christi | 121 | 70,677 | 3,6,8,10 | Rock Island | | | | New Orleans | 31 | 640,030 | 2,4,6,7,10 | |
| Dallas | 27 | 376,548 | 4,8,12 | Moline | Dayton | 44 | 271,513 | 6,13 | | | | |
| Davenport | 67 | 174,995 | 2,4,6,9 | Manhattan | 122 | 66,764 | 2 | Decatur | 122 | 66,764 | 2 | |
| Rock Island | | | | Denver | 26 | 384,372 | 2,4,6,7,9 | | | | | |
| Moline | Dayton | 44 | 271,513 | 6,13 | Des Moines | 69 | 183,973 | 2,4,6,9 | Detroit | 6 | 2,295,867 | 2,4,5,7 |
| Dayton | 44 | 271,513 | 6,13 | Duluth-Superior | 72 | 157,098 | 3,6,8,10 | Duluth-Superior | 72 | 157,098 | 3,6,8,10 | |
| Decatur | 122 | 66,764 | 2 | Durham | 139 | 69,683 | 4,7 | Durham | 139 | 69,683 | 4,7 | |
| Denver | 26 | 384,372 | 2,4,6,7,9 | El Paso | 106 | 116,801 | 2,4,6,7 | El Paso | 106 | 116,801 | 2,4,6,7 | |
| Des Moines | 69 | 183,973 | 2,4,6,9 | Erle | 96 | 134,039 | 12 | Erle | 96 | 134,039 | 12 | |
| Detroit | 6 | 2,295,867 | 2,4,5,7 | Evansville, Ind. | 93 | 141,614 | 2,11 | Evansville, Ind. | 93 | 141,614 | 2,11 | |
| Duluth-Superior | 72 | 157,098 | 3,6,8,10 | Fall River | 56 | 272,648 | (1) | Fall River | New Bedford | 56 | 272,648 | (1) |
| Durham | 139 | 69,683 | 4,7 | Fall River-New Bedford | | | | 56 | 272,648 | (1) | New Bedford | 56 |
| El Paso | 106 | 116,801 | 2,4,6,7 | Filint | 64 | 188,554 | 11 | Filint | 64 | 188,554 | 11 | |
| Erle | 96 | 134,039 | 12 | Fort Wayne | 81 | 134,386 | 2,4,7,9 | Fort Wayne | 81 | 134,386 | 2,4,7,9 | |
| Evansville, Ind. | 93 | 141,614 | 2,11 | Fort Worth | 61 | 207,677 | 2,6,10 | Fort Worth | 61 | 207,677 | 2,6,10 | |
| Fall River | 56 | 272,648 | (1) | Fresno | 79 | 97,604 | 2,4,6,7 | Fresno | 79 | 97,604 | 2,4,6,7 | |
| Fall River-New Bedford | | | | 56 | 272,648 | (1) | Galveston | 131 | 71,677 | 9,11,13 | Galveston | 131 |
| Filint | 64 | 188,554 | 11 | Grand Rapids | 57 | 209,873 | 7,9 | Grand Rapids | 57 | 209,873 | 7,9 | |
| Fort Wayne | 81 | 134,386 | 2,4,7,9 | Greensboro | 130 | 73,056 | 2,10 | Greensboro | 130 | 73,056 | 2,10 | |
| Fort Worth | 61 | 207,677 | 2,6,10 | Hamilton | 110 | 112,686 | 9 | Hamilton | Middletown | 110 | 112,686 | 9 |
| Fresno | 79 | 97,604 | 2,4,6,7 | Harrisburg | | | | 70 | 173,367 | 8 | Harrisburg | 70 |
| Galveston | 131 | 71,677 | 9,11,13 | New Hartford | 20 | 602,193 | 8,10 | New Hartford | 20 | 602,193 | 8,10 | |
| | | | | Houston | 21 | 610,397 | 2,4,6,7 | Houston | 21 | 610,397 | 2,4,6,7 | |
| | | | | Huntington, W. Va. | 92 | 170,979 | 6 | Huntington, W. Va. | Ashland, Ky. | 92 | 170,979 | 6 |
| | | | | Ashland, Ky. | | | | Indianapolis | 24 | 456,367 | 3,6,8,10,12 | |
| | | | | Jackson | 128 | 88,003 | 2,4,6,7 | Jackson | 128 | 88,003 | 2,4,6,7 | |
| | | | | Jacksonville | 66 | 195,619 | 2,4,6,8 | Jacksonville | 66 | 195,619 | 2,4,6,8 | |
| | | | | Johnstown, Pa. | 100 | 151,781 | 18 | Johnstown, Pa. | 100 | 151,781 | 18 | |
| | | | | Kalamazoo | 112 | 77,218 | 3 | Kalamazoo | 112 | 77,218 | 3 | |
| | | | | Kansas City, Mo. | 17 | 634,093 | 2,4,6,9 | Kansas City, Mo. | Kans. | 17 | 634,093 | 2,4,6,9 |
| | | | | Kans. | | | | Knoxville | 87 | 161,829 | 2,4,8,11 | |
| | | | | Knoxville | 87 | 161,829 | 2,4,8,11 | Lancaster | 91 | 132,027 | (4) | |
| | | | | Lancaster | 91 | 132,027 | (4) | Lansing | 94 | 110,366 | 6 | |
| | | | | Lansing | 94 | 110,366 | 6 | Lincoln | 109 | 88,191 | 10,12 | |
| | | | | Lincoln | 109 | 88,191 | 10,12 | Little Rock | 98 | 126,724 | 3,6,8,10 | |
| | | | | Little Rock | 98 | 126,724 | 3,6,8,10 | Los Angeles | 3 | 2,904,596 | 2,4,6,7,9,11,13 | |
| | | | | Los Angeles | 3 | 2,904,596 | 2,4,6,7,9,11,13 | Louisville | 33 | 434,408 | 5,9 | |
| | | | | Louisville | 33 | 434,408 | 5,9 | Lowell | 46 | 334,969 | 6 | |
| | | | | Lowell | Lawrence | 46 | 334,969 | 6 | | | | |
| | | | | Lawrence | 46 | 334,969 | 6 | Haverhill | Chicago | 2 | 4,499,126 | 2,4,5,7,9,11,13 |
| | | | | Haverhill | Macon | 137 | 74,830 | 4,7,10 | Madison | 101 | 78,349 | 9 |
| | | | | Macon | 137 | 74,830 | 4,7,10 | Manchester | 118 | 81,932 | (1) | |
| | | | | Madison | 101 | 78,349 | 9 | Memphis | 37 | 332,477 | 2,4,5,7,9 | |
| | | | | Manchester | 118 | 81,932 | (1) | Miami | 38 | 260,637 | 2,4,6,7 | |
| | | | | Memphis | 37 | 332,477 | 2,4,5,7,9 | Milwaukee | 16 | 790,336 | 3,6,8,10 | |
| | | | | Miami | 38 | 260,637 | 2,4,6,7 | Minneapolis | 11 | 911,077 | 2,4,6,7,9 | |
| | | | | Milwaukee | 16 | 790,336 | 3,6,8,10 | St. Paul | | | | Mobile |
| | | | | Minneapolis | 11 | 911,077 | 2,4,6,7,9 | Montgomery | 126 | 93,697 | 6,10 | |
| | | | | St. Paul | | | | Mobile | 119 | 144,906 | 3,5,9,11 | |
| | | | | Mobile | 119 | 144,906 | 3,5,9,11 | Nashville | 56 | 241,769 | 4,6,7,9 | |
| | | | | Montgomery | 126 | 93,697 | 6,10 | New Haven | 39 | 308,228 | (6) | |
| | | | | Nashville | 56 | 241,769 | 4,6,7,9 | New Orleans | 31 | 640,030 | 2,4,6,7,10 | |
| | | | | New Haven | 39 | 308,228 | (6) | New York | 1 | 11,690,620 | 2,4,5,7,9,11,13 | |
| | | | | New Orleans | 31 | 640,030 | 2,4,6,7,10 | Northeastern | | | | 1 |
| | | | | New York | 1 | 11,690,620 | 2,4,5,7,9,11,13 | New Jersey | 1 | 11,690,620 | 2,4,5,7,9,11,13 | |
| | | | | Northeastern | | | | 1 | 11,690,620 | 2,4,5,7,9,11,13 | Norfolk | 47 |
| | | | | New Jersey | 1 | 11,690,620 | 2,4,5,7,9,11,13 | Portsmouth | 47 | 330,396 | 4,7,11,13 | |
| | | | | Norfolk | 47 | 330,396 | 4,7,11,13 | Newport News | 47 | 330,396 | 4,7,11,13 | |
| | | | | Portsmouth | | | | 47 | 330,396 | 4,7,11,13 | Oklahoma City | 52 |
| | | | | Newport News | 47 | 330,396 | 4,7,11,13 | Omaha | 40 | 287,269 | 3,6,7 | |
| | | | | Oklahoma City | 52 | 221,229 | 2,4,6,9 | Council Bluffs | | | | 40 |
| | | | | Omaha | 40 | 287,269 | 3,6,7 | Peoria | 69 | 162,566 | 3,6,12 | |
| | | | | Council Bluffs | | | | 40 | 287,269 | 3,6,7 | Philadelphia | 4 |
| | | | | Peoria | 69 | 162,566 | 3,6,12 | Philadelphia | 4 | 2,898,644 | 3,6,10,12 | |
| | | | | Philadelphia | 4 | 2,898,644 | 3,6,10,12 | Phoenix | 84 | 121,828 | 2,4,5,7 | |
| | | | | Phoenix | 84 | 121,828 | 2,4,5,7 | Pittsburgh | 8 | 1,994,060 | 3,6,8,10 | |
| | | | | Pittsburgh | 8 | 1,994,060 | | | | | | |

Part VI — Revised Allocation of Television Channels

As Proposed by the FCC May 6, 1948 — Docket No. 8975 and 8736 (Public Notice 21316)

Proposed Amendment to Sec. 3.606 of TV Rules, Subject of En Banc Hearing June 29, 1948

Note: All channel numbers refer to Metropolitan Stations except those in parentheses, which refer to Community Stations (see TV Rules and Regulations, *Supp. No. 17*, for definitions). These city-by-city allocations, if adopted, would supersede present allocations as shown in *Part V* (page 38). Meanwhile, FCC has halted all new CP grants and application hearings under terms of order issued Sept. 30, 1948 (see Vol. 4:40).

PROPOSED AMENDMENT

Section 3.606 Table Showing Allocation of television channels —

(a) The table below sets forth the television channels which are available for the areas indicated. Each area is designated by the name of a principal city or cities. The area intended to be included in such designation in each case includes all communities located within the same metropolitan districts as the principal city or cities named in the table and in addition all other communities within 15 miles from the city boundary line of the named city or cities provided that the assignment is otherwise consistent with the Commission's Rules and Regulations and Standards of Good Engineering Practice Concerning Television Broadcast Stations.

(b) It should be noted in considering the Table that some cities with relatively small population have as many or more television channels than other cities with far larger population. The reason for this is that the former cities are located in areas where large cities are relatively few and are separated from each other by large distances. Hence, it is engineeringly possible to allocate a maximum number of channels to such cities without causing interference to other stations. The allocation of channels to such cities not to be construed as a determination by the Commission that eventually such cities will, or will not,

have that number of television stations. It is simply a determination by the Commission that it is engineeringly possible to have that number of television stations in such cities.

(c) Changes in the allocation plan may become necessary or desirable from time to time depending upon the needs and demands for television service in the various areas. Such changes may be made, upon the Commission's own motion for rule making proceedings or upon request for rule making proceedings by interested persons, if the proposed changes are found to be feasible and the public interest, convenience or necessity will be served thereby. Such changes in the plan may include, in appropriate circumstances, the re-allocation of a channel from the designated area to another area or the addition of a channel to an area where insufficient channels have been allocated.

(d) Requests for rule-making proceedings for changes in the allocation plan must be accompanied by a statement explaining in detail the proposed channel change and setting forth the facts relied on to justify the proposed change.

(e) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission pursuant to the provisions of Section 3.661(c).

| | PROPOSED ALLOCATION PLAN CHANNELS | PRESENT ALLOCATION PLAN CHANNELS |
|-------------------|-----------------------------------|----------------------------------|
| ALABAMA | | |
| Anniston | (6) | — |
| Birmingham | 2, 4, 9, 13 | 4, 9, 13 |
| Decatur | 8 | — |
| Dothan | 4, 11 | — |
| Gadsden | (11) | — |
| Mobile | 3, 5, 9, 11 | 3, 5, 9, 11 |
| Montgomery | 6, 7, 10 | 6, 10 |
| Selma | (3) | — |
| Tuscaloosa | 5, 11 | — |
| ARIZONA | | |
| Bisbee | 7 | — |
| Douglas | 2, 4, 5 | — |
| Flagstaff | 3, 6 | — |
| Globe | 11, 13 | — |
| Lowell | 12 | — |
| Phoenix | 2, 4, 5, 7, 9 | 2, 4, 5, 7 |
| Prescott | 8, 10 | — |
| Safford | 9 | — |
| Tucson | 3, 6, 8, 10 | — |
| Yuma | 7, 9 | — |
| ARKANSAS | | |
| Blytheville | (8) | — |
| Camden | 9 | — |
| El Dorado | 5, 7 | — |
| Fort Smith | 2, 4, 5, 9, 12 | — |
| Hot Springs | 13 | — |
| Jonesboro | (6) | — |
| Little Rock | 3, 6, 8, 10 | 3, 6, 8, 10 |
| Pine Bluff | 12 | — |
| Texarkana | 3, 10, 12 | — |
| CALIFORNIA | | |
| Bakersfield | 8, 12 | — |
| Chico | 13 | — |
| El Centro | 2, 4, 5 | — |

| | PROPOSED ALLOCATION PLAN CHANNELS | PRESENT ALLOCATION PLAN CHANNELS |
|-------------------------------|-----------------------------------|----------------------------------|
| CALIFORNIA—(Continued) | | |
| Eureka | 2, 4, 5, 9 | — |
| Fresno | 2, 4, 5, 7 | 2, 4, 5, 7 |
| Los Angeles | 2, 4, 5, 7, 9, 11, 13 | 2, 4, 5, 7, 9, 11, 13 |
| Redding | 8, 10 | — |
| Riverside | — | 1 |
| Sacramento | 3, 6, 10 | 3, 6, 10 |
| San Diego | 3, 6, 8, 10 | 3, 6, 8, 10 |
| San Francisco-Oakland | 2, 4, 5, 7, 9, 11 | 2, 4, 5, 7, 9, 11 |
| San Jose | 13 | 13 |
| San Luis Obispo | 3 | — |
| Santa Barbara | 6 | — |
| Stockton | 8, 12 | 8 |
| Visalia | 10 | — |
| COLORADO | | |
| Alamosa | 10, 12 | — |
| Colorado Springs | 11, 13 | — |
| Denver | 2, 4, 5, 7, 9 | 2, 4, 5, 7, 9 |
| Durango | 3, 6, 9 | — |
| Grand Junction | 2, 4, 5, 7, 10, 12 | — |
| Greeley | 12 | — |
| La Junta | 10 | — |
| Pueblo | 3, 6, 8 | 3, 6, 8, 10 |
| Sterling | 10 | — |
| Trinidad | 2, 4, 5, 7 | — |
| CONNECTICUT | | |
| Bridgeport | — | (1) |
| Hartford-New Britain | 8, 10 | 8, 10 |
| New Haven | 6 | (6) |
| Waterbury | 12 | 12 |
| DELAWARE | | |
| Wilmington | (7) | (7) |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|--------------------------------|-----------------------|-----------------------|
| DISTRICT OF COLUMBIA | | |
| Washington | 4, 5, 7, 9 | 4, 5, 7, 9 |
| FLORIDA | | |
| Daytona Beach | 7 | — |
| Ft. Myers | 6, 8 | — |
| Jacksonville | 2, 4, 6, 8 | 2, 4, 6, 8 |
| Key West | 3, 10 | — |
| Lakeland-Plant City | 12 | — |
| Miami-Ft. Lauderdale | 2, 4, 5, 7, 9 | 2, 4, 5, 7 |
| Orlando | 3, 10 | — |
| Panama City | 6 | — |
| Pensacola | 7, 13 | — |
| St. Augustine | 11 | — |
| Tallahassee | 7, 9, 13 | — |
| Tampa-St. Petersburg | 2, 4, 5, 7, 9 | 2, 4, 5, 7 |
| West Palm Beach-Lake Worth | 11, 13 | — |
| GEORGIA | | |
| Albany | 2, 8 | — |
| Athens | 13 | — |
| Atlanta | 2, 5, 8, 11 | 2, 5, 8, 11 |
| Augusta | 6, 12 | 6, 12 |
| Brunswick | 13 | — |
| Columbus | 3, 12 | 3, 12 |
| Cordele | 6 | — |
| La Grange | (9) | — |
| Macon | 4, 7, 10 | 4, 7, 10 |
| Rome | (7) | — |
| Savannah | 3, 5, 9, 11 | 3, 5, 9, 11 |
| Thomasville | 5 | — |
| Valdosta | 3, 12 | — |
| Waycross | 10 | — |
| IDAHO | | |
| Boise | 2, 4, 6, 8, 10 | — |
| Coeur d'Alene | 12 | — |
| Idaho Falls | 2, 4, 10 | — |
| Lewiston | 3, 8, 10 | — |
| Nampa | 13 | — |
| Pocatello | 6, 12 | — |
| Twin Falls | 7, 9, 11 | — |
| Preston | 8 | — |
| ILLINOIS | | |
| Champaign-Urbana | (5), (11) | — |
| Chicago | 2, 4, 5, 7, 9, 11 | 2, 4, 5, 7, 9, 11, 13 |
| Danville | (9) | — |
| Decatur | 2 | 2 |
| Galesburg | (7) | — |
| Peoria | 3, 6, 12 | 3, 6, 12 |
| Quincy | 11 | — |
| Rockford | 12 | 12 |
| Rock Island | (See Davenport, Iowa) | — |
| Springfield | 8, 10 | 8, 10 |
| West Frankfort | (3) | — |
| INDIANA | | |
| Bloomington | 10 | — |
| Evansville | 2, 11 | 2, 11 |
| Fort Wayne | 2, 4, 7, 9 | 2, 4, 7, 9 |
| Indianapolis | 3, 6, 8, 12 | 3, 6, 8, 10, 12 |
| Lafayette | (13) | — |
| South Bend-Elkhart | (10), (12) | 1 |
| Terre Haute | 4, 7 | 4 |
| IOWA | | |
| Ames | 4 | — |
| Burlington | 13 | — |
| Cedar Rapids | 7 | 7, 11 |
| Centerville | (6) | — |
| Cherokee | (2) | — |
| Council Bluffs | (See Omaha, Nebraska) | — |
| Davenport (Moline-Rock Island) | 2, 4, 5, 9 | 2, 4, 5, 9 |
| Des Moines | 2, 5, 9, 12 | 2, 4, 5, 9 |
| Dubuque | 3 | — |
| Fort Dodge | (7), (10) | — |
| Iowa City | (11) | — |
| Mason City | 3 | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|---------------------------|-----------------------------|--------------------|
| IOWA—(Continued) | | |
| Ottumwa | 8, 10 | — |
| Sioux City | 4, 9, 11, 13 | 4, 9, 11, 13 |
| Spencer | (6) | — |
| Waterloo | 6, 13 | 3, 6, 13 |
| KANSAS | | |
| Coffeyville | 12 | — |
| Dodge City | 4, 6, 10 | — |
| Emporia | 8 | — |
| Fort Scott | 6 | — |
| Garden City | 2 | — |
| Great Bend | 13 | — |
| Hutchison | 7, 11 | — |
| Kansas City | (See Kansas City, Missouri) | — |
| Manhattan | 3 | — |
| Salina | 6 | — |
| Topeka | 11, 13 | 7, 11 |
| Wichita | 2, 4, 5, 9 | 2, 4, 5, 9 |
| KENTUCKY | | |
| Ashland | (See Huntington, W. Va.) | — |
| Bowling Green | (10) | — |
| Frankfort | 3 | — |
| Henderson | (4) | — |
| Hopkinsville | (3) | — |
| Lexington | 6, 8, 10, 12 | — |
| Louisville | 5, 9, 13 | 5, 9 |
| Owensboro | 6, 8 | — |
| Paducah | 10 | — |
| LOUISIANA | | |
| Alexandria | 7 | — |
| Baton Rouge | 3, 5, 9 | — |
| Bogalusa | (12) | — |
| Eunice | 2 | — |
| Lafayette | 13 | — |
| Lake Charles | 12 | — |
| Monroe | 3, 10 | — |
| New Iberia | 11 | — |
| New Orleans | 2, 4, 6, 7, 10 | 2, 4, 6, 7, 10 |
| Shreveport | 2, 4, 6, 8, 11 | 2, 4, 6, 8 |
| MAINE | | |
| Augusta | 13 | — |
| Bangor-Old Town | 4, 6, 9, 12 | — |
| Calais | 5 | — |
| Fort Kent-St. Francis | 11 | — |
| Greenville | (8) | — |
| Houlton | 10 | — |
| Lewiston-Auburn | 5 | — |
| Portland | 8, 11 | 3, 8 |
| Presque Isle | 3, 7, 13 | — |
| Waterville | 2 | — |
| MARYLAND | | |
| Baltimore | 2, 11, 13 | 2, 11, 13 |
| Cumberland | 2 | — |
| Hagerstown | (6), (3) | — |
| MASSACHUSETTS | | |
| Boston | 2, 4, 7, 9 | 2, 4, 7, 9, 13 |
| Fall River-New Bedford | 13 | (1) |
| Lowell-Lawrence-Haverhill | 6 | 6 |
| Springfield-Holyoke | 3 | (1), 3 |
| Worcester | 5 | 5 |
| MICHIGAN | | |
| Calumet | 4 | — |
| Detroit | 2, 4, 5, 7 | 2, 4, 5, 7 |
| Escanaba | 6 | — |
| Flint | 11 | 11 |
| Grand Rapids | 7, 9 | 7, 9 |
| Houghton | 5, 7 | — |
| Iron Mountain | 13 | — |
| Ironwood | 12 | — |
| Jackson | (10) | — |
| Kalamazoo | 3 | 3 |
| Lansing | 6 | 6 |
| Marquette | 3, 9, 11 | — |
| Muskegon | (12) | — |
| Port Huron | (10) | — |
| Saginaw-Bay City | 3, 8, (13) | 3, 8, 13 |
| Saulte St. Marie | 5, 12, 8 | — |
| Traverse City | 2, 10 | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|----------------------|---------------------|--------------------|
| MINNESOTA | | |
| Albert Lea | (8) | — |
| Bemidji | 2, 5 | — |
| Detroit Lakes | 8 | — |
| Duluth-Superior | 3, 6, 8, 10 | 3, 6, 8, 10 |
| Faribault | 13 | — |
| Fergus Falls | 4 | — |
| Grand Rapids | 4 | — |
| Hibbing | 13 | — |
| International Falls | 7, 12 | — |
| Mankato | 10 | — |
| Minneapolis-St. Paul | 2, 4, 5, 7, 9, 11 | 2, 4, 5, 7, 9 |
| Moorhead | (See Fargo, N. D.) | — |
| Pipestone | 7 | — |
| Rochester | 6 | — |
| St. Cloud | 3, 12 | — |
| Virginia | (9), (11) | — |
| Willmar | 6 | — |
| Winona | 12 | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|--------------------|---------------------|--------------------|
| MISSISSIPPI | | |
| Clarksdale | (11) | — |
| Columbus | 7, (10) | — |
| Greenville | 13 | — |
| Greenwood | 3 | — |
| Gulfport-Biloxi | (8) | — |
| Hattiesburg | 13 | — |
| Jackson | 2, 4, 5, 7 | 2, 4, 5, 7 |
| Laurel | 6, 10 | — |
| McComb | (8) | — |
| Meridian | 8, 12 | — |
| Natchez | (12) | — |
| Tupelo | 6 | — |
| Vicksburg | 9, 11 | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|-----------------|---------------------|--------------------|
| MISSOURI | | |
| Cape Girardeau | 6, 8 | — |
| Columbia | 6 | — |
| Hannibal | 2 | — |
| Jefferson City | 8, 10 | — |
| Joplin | 7, 11, 13 | — |
| Kansas City | 2, 4, 5, 7, 9 | 2, 4, 5, 9 |
| Poplar Bluff | 12 | — |
| St. Joseph | 12 | 13 |
| St. Louis | 4, 5, 7, 9, 13 | 4, 5, 7, 9, 13 |
| Sedalia | 3, 12 | — |
| Springfield | 2, 4, 5, 9 | 2, 4, 5, 9 |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|----------------|---------------------|--------------------|
| MONTANA | | |
| Butte | 2, 4, 5, 7 | — |
| Billings | 2, 4, 5, 7 | — |
| Bozeman | 9, 11 | — |
| Great Falls | 3, 6, 8 | — |
| Havre | 2, 4, 5, 7 | — |
| Helena | 10, 12 | — |
| Kalispel | 2, 4, 7 | — |
| Lewiston | 10, 13 | — |
| Miles City | 3, 6, 8 | — |
| Missoula | 9, 11, 13 | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|----------------------|---------------------|--------------------|
| NEBRASKA | | |
| Beatrice | 4 | — |
| Grand Island | 5, 8 | — |
| Hastings | 2, 11 | — |
| Kearney | 13 | — |
| Lincoln | 10, 12 | 10, 12 |
| Norfolk | (2) | — |
| North Platte | 3, 6, 7 | — |
| Omaha-Council Bluffs | 3, 6, 7 | 3, 6, 7 |
| Scottsbluff | 2, 4 | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|---------------|---------------------|--------------------|
| NEVADA | | |
| Carson City | 11 | — |
| Las Vegas | 3, 6, 8, 10 | — |
| Reno | 2, 4, 5, 7 | — |
| Sparks | 9 | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|-------------------------|---------------------|--------------------|
| NEW HAMPSHIRE | | |
| Berlin (Mt. Washington) | 9, 7 | — |
| Concord | (10) | — |
| Manchester | 12 | (1) |
| Portsmouth | (3) | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|-------------------|---------------------|--------------------|
| NEW JERSEY | | |
| Atlantic City | (8) | (8) |
| Newark | 13 | 13 |
| Trenton | — | (1) |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|-------------------|---------------------|--------------------|
| NEW MEXICO | | |
| Albuquerque | 2, 4, 5, 7 | — |
| Carlsbad | 13 | — |
| Clovis | 6, 12 | — |
| Hobbs | 8, 10 | — |
| Roswell | 2, 4, 5 | — |
| Santa Fe | 9, 11, 13 | — |
| Tucumcari | 3, 8 | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|--------------------------|---------------------|--------------------|
| NEW YORK | | |
| Albany-Schenectady-Troy | 2, 4, 7, 9, 11 | 2, 4, 7, 9, 11 |
| Binghamton | 12, (7) | 12 |
| Buffalo-Niagara Falls | 4, 7, 9 | 4, 7, 9, 13 |
| Elmira | (4), (9) | — |
| New York City | 2, 4, 5, 7, 9, 11 | 2, 4, 5, 7, 9, 11 |
| (See also Newark, N. J.) | | |
| Ogdensburg | 4 | — |
| Plattsburg | (2) | — |
| Rochester | 2, 6, 11 | 2, 6, 11 |
| Syracuse | 5, 8, 10 | 5, 8, 10 |
| Utica-Rome | 3, 13 | 3, 13 |
| Watertown | (12) | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|-----------------------|---------------------|--------------------|
| NORTH CAROLINA | | |
| Asheville | 5, 7, 12 | 5, 7, 12 |
| Charlotte | 3, 9, 11, 13 | 3, 9, 11 |
| Durham | 4, 7 | 4, 7 |
| Elizabeth City | 2 | — |
| Goldsboro | 9 | — |
| Greensboro | 2, 10 | 2, 10 |
| High Point | (12) | — |
| New Bern-Kinston | 6 | — |
| Raleigh | 5, 11, 13 | — |
| Rocky Mount | (3) | — |
| Wilmington | 2, 10, 12 | — |
| Winston-Salem | 6, 8 | 6, 8 |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|---------------------|---------------------|--------------------|
| NORTH DAKOTA | | |
| Bismark | 2, 4, 5, 7 | — |
| Devils Lake | 4, 5, 12 | — |
| Dickinson | 9, 11, 13 | — |
| Fargo | 6, 10, 13 | — |
| Grand Forks | 7, 9, 11 | — |
| Jamestown | 8 | — |
| Minot | 3, 6, 8, 10 | — |
| Valley City | 2 | — |
| Williston | 2, 4, 7 | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|---------------------|---------------------|--------------------|
| OHIO | | |
| Akron | 7 | 11 |
| Canton | 9 | (1) |
| Cincinnati | 2, 4, 7, 11 | 2, 4, 7, 11 |
| Cleveland | 2, 4, 5, 11 | 2, 4, 5, 7, 9 |
| Columbus | 3, 6, 10 | 3, 6, 8, 10 |
| Dayton | 5, 13 | 5, 13 |
| Hamilton-Middletown | 9 | 9 |
| Marion | 12 | — |
| Portsmouth | (12) | — |
| Springfield | 8 | (1) |
| Toledo | (11), 13 | 13 |
| Youngstown | 13 | 13 |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|-----------------|---------------------|--------------------|
| OKLAHOMA | | |
| Ada | (11) | — |
| Ardmore | 3 | — |
| Durant | (12) | — |
| Enid | 13 | — |
| Lawton | 6 | — |
| Muskogee | (13) | — |
| Oklahoma City | 2, 4, 5, 9 | 2, 4, 5, 9 |
| Ponca City | (11) | — |
| Shawnee | 7 | — |
| Tulsa | 3, 6, 8, 10 | 3, 6, 8, 10 |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|---------------|---------------------|--------------------|
| OREGON | | |
| Astoria | (7) | — |
| Baker | 9, 12 | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|---------------------|---------------------|--------------------|
| OREGON—(Continued) | | |
| Bend | 13 | — |
| Eugene | 2, 4, 5 | — |
| Klamath Falls | 5, 9, 11 | — |
| La Grande | 5, 7 | — |
| Marshfield | 6, 8 | — |
| Medford | 3, 7 | — |
| Pendleton | 2, 4 | — |
| Portland | 3, 6, 8, 10 | 3, 6, 8, 10, 12 |
| Salem | 12 | — |
| The Dalles | 11 | — |

| PENNSYLVANIA | | |
|--------------------------------------|--------------|--------------|
| Altoona | 4, 7, 9 | 9 |
| DuBois | 5, 11 | — |
| Easton-Allentown- Bethlehem | (8) | (8) |
| Erie | 12 | 12 |
| Harrisburg | (10) | 8 |
| Johnstown | 13 | 13 |
| Lancaster | (4) | (4) |
| Philadelphia | 3, 6, 10, 12 | 3, 6, 10, 12 |
| Pittsburgh | 3, 6, 8, 10 | 3, 6, 8, 10 |
| Reading | (5) | (5) |
| Scranton-Wilkes-Barre | 11, (3) | 11, (1) |
| Williamsport | 2, 13 | — |
| York | (8) | (1) |

| RHODE ISLAND | | |
|------------------|----|----|
| Providence | 11 | 11 |

| SOUTH CAROLINA | | |
|-------------------|-----------|-----------|
| Charleston | 7, 10, 13 | 7, 10, 13 |
| Columbia | 2, 4, 8 | 2, 4, 8 |
| Greenville | 10 | — |
| Spartanburg | (6) | — |
| Sumter | (5) | — |

| SOUTH DAKOTA | | |
|-------------------|-------------|---|
| Aberdeen | 3, 5, 7, 11 | — |
| Huron | 4, 6 | — |
| Lead | 2, 4, 5, 7 | — |
| Mitchell | 2, 8 | — |
| Pierre | 9, 12 | — |
| Rapid City | 9, 11, 13 | — |
| Sioux Falls | 5, 12 | — |
| Watertown | 10, 13 | — |
| Yankton | (6) | — |

| TENNESSEE | | |
|--------------------|-----------------|---------------|
| Bristol | (10) | — |
| Chattanooga | 3, 6, 10, 12 | 3, 6, 10, 12 |
| Clarksville | 12 | — |
| Dyersburg | (3) | — |
| Jackson | 11, 13 | — |
| Johnson City | (3) | — |
| Knoxville | 2, 4, 8, 11, 13 | 2, 4, 8, 11 |
| Memphis | 2, 4, 5, 7, 9 | 2, 4, 5, 7, 9 |
| Nashville | 2, 4, 5, 7, 9 | 4, 5, 7, 9 |

| TEXAS | | |
|----------------------------|-------------------|-------------|
| Abilene | 4, 7, 9, 11, 13 | — |
| Amarillo | 2, 4, 5, 7, 10 | 2, 4, 5, 7 |
| Austin | 8, 11, 13 | 8, 10, 12 |
| Beaumont-Port Arthur | 3, 6, 8, 10 | 3, 6, 8, 10 |
| Brownsville | 2, 4, 7 | — |
| Corpus Christi | 3, 6, 8, 10 | 3, 6, 8, 10 |
| Corsicana | (8) | — |
| Dallas | 4, 7, 11, 13 | 4, 8, 12 |
| Denison | (10) | — |
| El Paso | 2, 4, 5, 7, 9, 11 | 2, 4, 5, 7 |
| Ft. Worth | 2, 5, 9 | 2, 5, 10 |
| Galveston | 9, 11, 13 | 9, 11, 13 |
| Harlingen | 9 | — |
| Houston | 2, 4, 5, 7 | 2, 4, 5, 7 |
| Laredo | 5, 7, 11, 13 | — |
| Lubbock | 3, 9, 11 | — |
| Marshall | 13 | — |
| Midland | 7 | — |
| Palestine | (2) | — |
| Paris | (8) | — |
| Pecos | 3 | — |

| | PROPOSED ALLOCATION | PRESENT ALLOCATION |
|---------------------|---------------------|--------------------|
| TEXAS—(Continued) | | |
| Plainview | 13 | — |
| San Angelo | 2, 5, 8, 10 | — |
| San Antonio | 2, 4, 5, 7, 9, 12 | 2, 4, 5, 7, 9 |
| Sherman | 6 | — |
| Sweetwater | 6 | — |
| Temple | (7) | — |
| Texarkana | (See Arkansas) | — |
| Tyler | (5), (9) | — |
| Victoria | (13) | — |
| Waco | 3, 6, 10, 12 | 3, 6, 9, 11 |
| Weslaco | 5 | — |
| Wichita Falls | 8, 10 | — |

| UTAH | | |
|----------------------|---------------|---------------|
| Cedar City | 4, 6 | — |
| Logan | (3) | — |
| Price | 3 | — |
| Provo | 12 | — |
| Ogden | 11, 13 | — |
| Salt Lake City | 2, 4, 5, 7, 9 | 2, 4, 5, 7, 9 |

| VERMONT | | |
|------------------|------|---|
| Burlington | 5, 8 | — |
| Montpelier | 10 | — |
| Rutland | (6) | — |
| St. Albans | 13 | — |

| VIRGINIA | | |
|---|-----------------------|--------------|
| Charlottesville | (13) | — |
| Fredericksburg | (12) | — |
| Lynchburg | (7), 9 | — |
| Norfolk-Portsmouth- Newport News | 4, 5, 7, 9, 11, 13 | 4, 7, 11, 13 |
| Richmond | 3, 6, 8, 10 | 3, 6, 8, 10 |
| Roanoke | 3, 5, 12 | 5, 9, 12 |

| WASHINGTON | | |
|-------------------|----------------------|---------------|
| Aberdeen | (3), (6) | — |
| Bellingham | 3 | — |
| Seattle | 2, 5, 7, 11 | 2, 5, 7, 11 |
| Spokane | 2, 4, 5, 7, 9 | 2, 4, 5, 7, 9 |
| Tacoma | 4, 9, 13 | 4, 9, 13 |
| Vancouver | (See Portland, Ore.) | — |
| Walla Walla | 11, 13 | — |
| Wenatchee | 10 | — |
| Yakima | 3, 6, 8 | — |

| WEST VIRGINIA | | |
|-------------------------------|--------------|-----------|
| Beckley-Bluefield | 6 | — |
| Charleston | 2, 7, 11, 13 | 7, 11, 13 |
| Clarksburg | 9 | — |
| Huntington-Ashland, Ky. | 5, 9 | 5 |
| Parkersburg | 4 | — |
| Wheeling | 12 | 12 |

| WISCONSIN | | |
|-----------------------|-------------|-------------|
| Appleton | 5 | — |
| Ashland | 2 | — |
| Eau Claire | 3 | — |
| Fond du Lac | (11) | — |
| Green Bay | 4 | — |
| La Crosse | 8, 10 | — |
| Madison | 7, 9 | 9 |
| Marinette | 7 | — |
| Milwaukee | 3, 6, 8, 10 | 3, 6, 8, 10 |
| Oshkosh | 2 | — |
| Racine-Kenosha | 13 | (1) |
| Rhineland | 8 | — |
| Sheboygan | (9) | — |
| Superior-Duluth | 3, 6, 8, 10 | 3, 6, 8, 10 |
| Wausau | 6 | — |

| WYOMING | | |
|-------------------|-----------|---|
| Casper | 5, 7, 12 | — |
| Cheyenne | 3, 6, 8 | — |
| Laramie | 11, 13 | — |
| Rock Spring | 3, 6, 8 | — |
| Sheridan | 9, 11, 13 | — |

Part VII—Directory of

TELEVISION PROGRAM SOURCES

Offering Live, Film and Other Programs and Services to TV Stations

(Revised to January 1, 1949)

These listings are based on data supplied by companies known or reported to be offering services to TV stations, and responding to our questionnaires. Directory is subject to periodical revisions and republication. Data is published as submitted. Address inquiries to person whose name is given. Catalogs available from many of these companies. Recommendation: In renting or buying films, insist on contract clause saving buyer harmless from possible lawsuits (by original producer, distributor, actors, etc.) resulting from TV uses of film.

† Denotes catalog or other literature submitted, detailing films, shows or other services; these are available for perusal in our offices.

SYMBOLS

- PS = package shows (live shows, complete)
- FP = film producer (produces complete films to order)
- OE = open end films (made specifically for TV only)
- NR = newsreels
- FF = feature films (full length, for rental)
- SO = soundies (2 - 3 minute film "fillers")
- AS = amusement shorts (musical, comedy, sports, etc., films for rental)
- ES = educational shorts (travel, scientific, etc., films for rental)
- IS = industrial shorts (business films for loan or rental)
- CS = comic strips (made specifically for TV)
- C = cartoons (films for rental)
- S = serials (films for rental)
- A = animator (producer of animated films)

GEORGE ABBOTT TELEFEATURES Inc., 630 Fifth Ave., New York City. Circle 5-5820. West Hooker, general manager. PS OE.

†A-B-T PRODUCTIONS Inc., 460 West 54th St., New York City. Columbus 5-7200. I. H. Simmons, general manager. FP PS OE SO (productions to order).

†ACME TELETRONIX, Division of NEA Service Inc., 1200 West Third St., Cleveland, O. Main 7300. Meade Monroe, business manager. Services: Newspictures and telephoto; complete news programs, script and strip film.

PAUL F. ADLER ASSOCIATES, 535 Fifth Ave., New York 17, N. Y. Murray Hill 7-1668. Paul F. Adler. PS FP IS. Additional services: Scripts.

ADVANCE TELEVISION PICTURE SERVICE Inc., 729 Seventh Ave., New York 19, N. Y. Columbus 5-5400. Charles A. Allcoate, president. FP OE FF AS ES C S. Other services: Projection theatres, cutting rooms, shipping service, film storage. Stock shot film library.

†ADVENTURE FILMS Inc., 165 West 46th St., New York City. Plaza 7-2320. William Alexander. FF (full-length travel films of type used by lecturers).

ADVERTISERS TELEVISION SERVICE Inc., 35 West 53rd St., New York 19, N. Y. Circle 5-4915. John Sheppard Jr. FP PS OE NR SO AS ES IS CS C S A.

ADVERTISING HOUSE Inc., 870 Lexington Ave., New York 22, N. Y. Murray Hill 8-0220. Ernest A. Wilcox, president. James M. Gillis, v.p. (television). PS FP OE NR.

AFFILIATED PROGRAM SERVICE Inc.—Same as Paul F. Adler Associates.

†A. F. FILMS Inc., 1600 Broadway, New York 19, N. Y. Circle 7-2850. Miss Rosalind Kossoff, director. NR ES.

†ALEXANDER FILM Co., Alexander Film Bldg., Colorado Springs, Colo. J. Don Alexander, president. FP A. Other services: Producers and distributors of short length (40 to 120 ft) direct advertising playlets for theaters and television.

ALKAR PRODUCTIONS—Same as Bernard E. Karlen Productions.

†DOUG ALLAN PRODUCTIONS Inc., 112 West 89th St., New York 24, N. Y. Schuyler 4-8480. Doug Allan, president. FP PS OE ES (adventure, travel, outdoor subjects).

†JOHN R. ALLEN ASSOCIATES, 18 East 58th St., New York 22, N. Y. Murray Hill 8-2580. John R. Allen PS. Other services: TV advertising consultants.

†ALLEN & ALLEN PRODUCTIONS, 3947 West 59th Pl., Los Angeles 43, Calif. Axminster 3-3314. George E. Allen, managing director. FP ES.

ALL-SCOPE PICTURES Inc., 1209 Taft Bldg., Hollywood, Cal. Hollywood 8298. Gordon S. Mitchell, president. FP OE SO AS ES IS.

AMBASSADOR FILMS Inc., 1600 Broadway, New York 19, N. Y. Circle 5-4994. Eugene Sharin, president. FP.

AMERICAN BROADCASTING Co., 30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5700. Paul Mowrey, national director of television. Network program service.

†AMERICAN FILM Co., 1329 Vine St., Philadelphia 7, Pa. Walnut 2-1800. Ben Harris, manager. FP FF SO AS ES IS S.

AMERICAN FILM PRODUCERS, 1600 Broadway, New York City. Plaza 7-5915. Robert Gross and Lawrence A. Glesnes, executive producers. FP OE SO A.

†AMERICAN FILM SERVICES Inc., 1010 Vermont Ave., NW, Washington 5, D. C. Executive 4528. H. V. Hoaglund, general manager. AS ES IS.

AMERICAN FILM & TELEVAD Co., 759 West Seventh St., St. Paul 2, Minn. Dale 4620. Bart O. Foss. FP OE A. Specialty: Animation.

FRED AMSTER TELEVISION CARTOONS, 719 Eleventh St. N.W., Washington 1, D. C. Republic 2227. Frederick A. Amster, OE SO CS A.

AMTELCO, 635 So. Kenmore, Los Angeles 5, Cal. Drexel 3265. Wallace Worsley, president; John Clarke Bowman, v.p. FP SO. Specializing in commercial spot announcements.

AMUSEMENT ENTERPRISES Inc., 415 N. Bedford Drive, Beverly Hills, Cal. Crestview 5-2517. Bernard Luber, general manager. PS FP OE AS C.

STEPHEN ANDERSON PRODUCTIONS, 163 East 71st St., New York 21, N. Y. Trafalgar 9-8398. A. Stephen Anderson. PS. Other services: Program advisory service.

APEX FILM CORP., 971 N. LaClenga Blvd., Los Angeles 46, Cal. Crestview 6-7006. Jack Chertok, president. FP OE A. Eastern representatives for TV film programs: General Artists Corp., 1270 Sixth Ave., New York City; Circle 7-7550; Thomas R. Rockwell, president.

ARGOSY TELEVISION CORP., 9336 Washington Blvd., Culver City, Cal. Texas 0-2931. Merian C. Cooper, John Ford. (Planning TV film production).

ARISTA PRODUCTIONS, 92 Gold St., New York City. Dickens 9-1066. Jack R. Perrin, president. FP OE FF SO AS ES IS.

ASSOCIATED PRESS, THE, 50 Rockefeller Plaza, New York City. Plaza 7-1111. Kent Cooper, executive director; Oliver Gramling, assistant general manager for radio. Associated Press news and photo services for member stations.

ASSOCIATED PROGRAM SERVICE, Division of Muzak Corporation, 151 West 46th St., New York 19, N. Y. Plaza 7-7710. Richard S. Testut, general manager. Transcribed Music Library (no films or live shows).

ASSOCIATED TELEVISION ARTISTS, 6000 Sunset Blvd., Hollywood 28, Cal. Hillside 6398. Robert J. Schow. OE A. Other services: Art service.

†ASSOCIATION FILMS, 347 Madison Ave., New York City. Murray Hill 6-1200. J. R. Bingham, director. ES.

ASTOR PICTURES Corp., 130 West 46th St., New York City. Luxemburg 2-1287. Robert M. Savini, president. FP FF AS C.

ATLANTIC & PACIFIC TELEVISION PRODUCTIONS—Same as Television Films of America.

†ATLAS FILM Corp., 1111 South Blvd., Oak Park, Ill. Euclid 3100. Tom R. Curtis, v.p. FP.

ATLAS TELEVISION Corp., 1619 Broadway, New York City. Circle 7-2900. Henry Brown. PS FP OE FF AS.

†AUDIO PRODUCTIONS Inc., 630 Ninth Ave., New York 19, N. Y. Columbus 5-6771. Frank K. Speidell, president. FP IS A.

THOS. J. BARBRE MOTION PICTURE PRODUCTIONS, 1215 East Virginia Ave., Denver 9, Colo. Spruce 0279. Thos. J. Barbre, president. FP OE SO ES IS.

CLAUDE BARRERE, 70 East 45th St., New York 17, N. Y. Murray Hill 6-0238. PS.

BASCH RADIO & TELEVISION PRODUCTIONS, 17 East 45th St., New York City. Murray Hill 2-8877. Charles J. Basch Jr. FP PS A.

ZACH BAYM, 114 Grafton St., Brooklyn, N. Y. Dickens 2-0243. Zach Baym. NR FF SO AS ES C S. Other services: Film clips for live shows and remotes.

BELL INTERNATIONAL PICTURES Inc., 5717 Sunset Blvd., Hollywood 28, Cal. Hudson 2-2345. Jack Gilson, president. FP OE SO AS ES IS S A.

BELL PICTURES Corp., 630 Ninth Ave., New York City. Circle 6-1383. Lawrence Kulick. FF AS ES.

BENGAL PICTURES, 15108 Plummer St., San Fernando, Cal. Gladstone 4088. Phil E. Cantonwine. FP NR SO AS ES.

GENE BLAKELY, 1209 No. Formosa Ave., Los Angeles 46, Calif. Gladstone 5715. OE NR AS ES IS.

BONDED TELEVISION Corp., 8749 Sunset Blvd., Hollywood, Calif. Crestview 5-4194. Anson Bond, president. FP OE AS ES C A.

BRAY STUDIOS Inc., 729 Seventh Ave., New York 19, N. Y. Circle 5-4582. J. R. Bray, president. FP SO ES IS C A.

†BRITISH INFORMATION SERVICE, 30 Rockefeller Plaza, New York City. Circle 6-5100. Mrs. D. Danish. ES IS.

†BROADCAST PRODUCTIONS Inc., 1313 Lafayette Bldg., Detroit 26, Mich. Woodward 5-0909. Toby S. David, president. PS FP OE NR. Other services: Consulting, creating, producing radio and TV programs and spot announcements.

IRVING BROWNING STUDIOS, 70 West 45th St., New York City. Murray Hill 2-7490. Irving Browning, director. FP OE NR AS ES.

AL BUFFINGTON Co., 2104 N. Charles St., Baltimore 18, Md. Belmont 1960. Albert B. Buffington, president. Branch office: 6711 Sunset Blvd., Hollywood 28, Cal. Granite 8583. PS FP OE SO A.

AL BURTON RADIO PRODUCTIONS, 209 S. Spalding Drive, Beverly Hills, Cal. Crestview 6-1405. Al Burton, president. PS.

ALLYN BUTTERFIELD PRODUCTIONS, 6823 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 3961. Allyn Butterfield. FP OE. Other services: ES for sale only; FF AS IS made to order only. NR film for rental. Complete facilities for production of any type of motion picture.

†BYRON Inc., 1226 Wisconsin Ave., N.W., Washington, D. C. Dupont 1800. FP A. Other services: Complete 16mm production and laboratory facilities.

C and G FILM EFFECTS Co., 723 Seventh Ave., New York 19, N. Y. Plaza 7-4558. Hugo A. Casolaro and Milton M. Gottlieb. FP A. Other services: Tinting, spot commercials, optical and trick effects.

CAMPUS FILM PRODUCTIONS, 161 Remsen St., Brooklyn, N. Y. Triangle 5-6296. N. Campus. FP IS.

CAPITAL FILM EXCHANGE, 1314 Vine St., Philadelphia, Pa. Spruce 4-2698. Edward J. Gabriel. FF SO AS ES C. Other services: Editing, storing, shipping, booking.

CAPITAL FILM SERVICE, 224 Abbot Road, East Lansing, Mich. 8-3544. J. R. Hunter, owner. FP. Other services: Sound-on-film and disc recordings, editing facilities.

CAPITOL LIBRARY PROGRAM SERVICE, Capitol Records Inc., Transcription Division, Sunset & Vine, Hollywood, Cal. Hollywood 8171. Walter B. Davison, manager. Transcription library (no live or film shows).

CASCADE PICTURES OF CALIFORNIA Inc., 8822 Washington Blvd., Culver City, Cal. Vermont 8-2185. Bernard J. Carr, president. PS FP OE ES C A.

CASINO FILM EXCHANGE Inc., 210 East 86th St., New York City. Regent 4-0257. Joseph Scheinman, president. FF AS ES. (German films).

CATHOLIC MOVIES, 220 West 42nd St., New York 18, N. Y. Wisconsin 7-9130. (Polish, religious, educational).

CHICAGO FILM LABORATORY Inc., 18 W. Walton Place, Chicago 10, Ill. Whitehall 4-6971. A. G. Dunlap. FP.

†CHILDREN'S PRODUCTIONS, P. O. Box 1313, Palo Alto, Cal. Davenport 2-1273. Hazel Glaister Robertson, president. ES.

†CHINA FILM ENTERPRISES OF AMERICA Inc., 132 West 43rd St., New York 18, N. Y. Wisconsin 7-6872. K. C. Tsien, manager. ES.

†CHOREOGRAPHERS' WORKSHOP Inc., 471 Park Ave., New York 22, N. Y. Plaza 9-6239. Trudy Goth. PS (dance programs).

CINECRAFT PRODUCTIONS Inc., 2515 Franklin Ave., Cleveland 13, O. Superior 2300. Ray Culley, president. FP production.

CINEEFFECTS Inc., 1600 Broadway, New York 19, N. Y. Circle 6-0951. Nathan Sobel, president. OE SO CS A. Other services: Special effects, merchandising trailers, station breaks, etc.

CINEMA AUTHORS & ARTISTS AGENCY Inc., 9130 Sunset Blvd., Los Angeles 46, Cal. Crestview 6-6241. Marvin L. Saltzman, head of Television Dept. PS.

CINEMART Inc., 565 Fifth Ave., New York 17, N. Y. Murray Hill 8-3837. Sound Studios: 101 Park Ave., New York 17, N. Y. Murray Hill 4-1562. Varian Fry, general manager. FP OE NR A. Other services: Sound recording studio, animation and life photography, one-minute commercials.

†CINE-PRO Corp., 106 West End Ave., New York 23, N. Y. Trafalger 3-1411. Joseph Seiden. FP. Other services: Manufacture 16mm & 35mm sound on film recording equipment; also re-recording equipment.

CINEQUE LABORATORY, 424 East 89th St., New York City. Sacramento 2-4894. Sam Marcus, manager. Services: Film reversals.

CINE-TELE, 1161 No. Highland Ave., Hollywood 38, Cal. Hillside 7475. Harry J. Lehman, owner. FP OE SO AS ES IS CS A.

GEORGE W. COLBURN LABORATORY Inc., 164 No. Wacker Drive, Chicago, Ill. State 2-7316. John E. Colburn, secy-treas. Services: Complete 16mm laboratory service.

†COLONIAL FILMS, 1908 Eye St., NW, Washington 6, D. C. National 0436. Harold L. Lassiter. FP OE NR SO CS A.

COLUMBIA BROADCASTING SYSTEM Inc., 485 Madison Ave., New York 22, N. Y. Plaza 5-2000. Jack L. Van Volkenburg, v.p. and director of television operations; Charles Underhill, director of programs. Services: Network operation.

COMMERCE PICTURES SALES Inc., 525 Poydras St., P. O. Box 152, New Orleans 3, La. Magnolia 5026. Rene P. Karrigan, president. FP OE NR IS.

CORCORAN PRODUCTIONS Inc., 654 Madison Ave., New York 21, N. Y. Templeton 8-6900. L. M. Corcoran, president. PS FP OE.

COURNEYA PRODUCTIONS, 1566 No. Gordon Ave., Hollywood 28, Cal. Granite 5920. Jerry Courneya. PS FP OE NR FF SO AS ES IS C S A.

†CRUGER RADIO AND TELEVISION PRODUCTIONS, 5800 Carlton Way, Hollywood 28, Cal. Hempstead 8254. Paul Cruger. PS FP ES CS. Other services: Scripts.

†CRYSTAL PICTURES Inc., 1564 Broadway, New York City. Plaza 7-5130. Melvin M. Hirsh, president. FP FF ES C.

†DeFRENES & Co., 1909 Buttonwood St., Philadelphia 30, Pa. Rittenhouse 6-5928. Joseph DeFrenes, president. FP OE NR SO IS CS A. Other services: Full studio facilities.

†JOSEPH DEPHOURE STUDIO, 1018 Commonwealth Ave., Boston 15, Mass. Longwood 6-1499. Joseph Dephoure. FP OE NR SO A. Other services: Slides and slidefilms. Film processing. Kodachrome duplicating.

LOUIS deROCHEMONT ASSOCIATES Inc., 35 West 45th St., New York City. Luxemburg 2-1440. Louis deRochemont. FP.

†THE DISTRIBUTOR'S GROUP Inc., 756 W. Peachtree St., NW, Atlanta, Ga. Atwood 1661. W. Wells Alexander, president. NR FF SO AS ES IS C S. Other services: Film storage, inspection, shipping and handling. (Same company operates Southwest films, Dallas; Delta Visual Service, New Orleans; Capital Film Service, Columbia, S. C.)

WILLIAM B. DOLPH RADIO & TELEVISION PRODUCTIONS, 910 Seventeenth St., NW, Washington, D. C. District 2717. William B. Dolph. OE FF. Other services: Special Washington pickups by film on assignment.

D. P. M. PRODUCTIONS Inc., 55 West 45th St., New York 19, N. Y. Luxemburg 2-4355. Dorothy P. Maulsby, president. FP. Other services: Stock footage on foreign countries.

SHERMAN H. DRYER PRODUCTIONS, 57 West 58th St., New York City. Plaza 5-5998. PS FP OE.

†DUDLEY PICTURES Corp., 9908 Santa Monica Blvd., Beverly Hills, Calif. Crestview 1-7258. Carl Dudley, president. FP OE SO ES IS.

†DuMONT TELEVISION NETWORK, Tele-Transcription Division, 515 Madison Ave., New York 22, N. Y. Murray Hill 8-2600. Lawrence Phillips, network director. Edward Carroll, in charge of Tele-Transcriptions. Network service. Off-the-kinescope films of live shows for affiliated TV stations of the DuMont network.

CAL DUNN STUDIOS, 104 So. Michigan Ave., Chicago, Ill. State 2-0247. Cal Dunn. FP CS.

DYNAMIC FILMS Inc., 112 West 89th St., New York 24, N. Y. Schuyler 4-3654. Henry Morley, president. FP OE NR SO AS ES IS. Other services: Marionette shorts, spot news and special events coverage, projection theater, film consultants.

EAST COAST FILM PRODUCTIONS Inc., 515 Madison Ave., New York City. Eldorado 5-6620. Jack Korkes, president. PS FP OE NR FF SO AS ES IS CS C S A.

†EDUCATIONAL FILM SERVICE, 180 N. Union St., Battle Creek, Mich. Battle Creek 8579. Keith Elliot, owner. FP ES. (Specializing in films for early grades.)

†ENCYCLOPEDIA BRITANNICA FILMS, 1150 Wilmette Ave., Wilmette, Ill. Wilmette 6404. Frank Cellier, director of television division. ES.

†ENGLEMAN VISUAL EDUCATION SERVICE, 4754 Woodward Ave., Detroit 1, Mich. Temple 1-5972. Wm. D. Engleman, manager. PS OE NR FF SO AS ES IS C S.

EQUITY FILM EXCHANGES Inc., 341 West 44th St., New York 18, N. Y. Circle 6-8546. Myron Mills, charge of television. NR FF AS.

†EXCELSIOR PICTURES Corp., 723 Seventh Ave., New York 19, N. Y. Circle 5-6157. Walter Blbo, president. NR FF AS ES S.

†FAIR DEAL MOTION PICTURE SERVICE, 2040 Chatterton Ave., New York City. Talmadge 9-6728. Louis Colson. FF AS ES IS C S.

JERRY FAIRBANKS Inc., 292 Madison Ave., New York 17, N. Y. Murray Hill 5-0877. Jack A. Pegler, general manager. Also 6052 Sunset Blvd., Hollywood 28, Cal. Jerry Fairbanks, executive producer. Branch Offices: Chicago, Ill., LaSalle-Wacker Bldg., Andover 5450. B. N. Darling; Minneapolis, Minn., Rand Tower Bldg., Atlantic 1394, J. V. Flick. Services: NR for NBC Newsreels; AS and ES for Paramount Pictures release only; IS and A for business organizations; FP OE. Distributor of Zoomar and 35mm and video lenses.

- FILM ASSOCIATES Inc., 440 E. Schantz Ave., Dayton 9, O. Walnut 2164. E. Raymond Arn Jr., president. FP OE NR IS CS A. Other services: Slidefilms, sound recordings by disc tape and film.
- FILM CLASSICS Inc., 1501 Broadway, New York City. Longacre 4-1125. Joseph Bernhard, president. FF. Distribution exchanges in major cities.
- FILM DEVICES Inc., 13 East 37th St., New York City. Murray Hill 9-4175. Leo R. Dratfield, president. IS.
- †FILM EQUITIES Corp., 1600 Broadway, New York 19, N. Y. Circle 7-5850. Jay Williams, television director. FP FF OE AS ES C S. Other services: Film packages. (Same company operates Standard Teleshows Inc.)
- FILM-MAKERS Inc., 11 West 42nd St., New York 18, N. Y. Bryant 9-4780. Joseph Gould, v.p. FP OE (AS and ES produced on order, not for rental).
- FILM PRODUCTIONS Co., 3650 Fremont Ave. N., Minneapolis, Minn. Aldrich 1202. Roy A. Clapp. FP A.
- †FILM PROGRAM SERVICES, 1173 Avenue of the Americas, New York City. Longacre 4-8340. Jules Schwerin. FP NR FF SO AS ES C.
- FILM PUBLISHERS Inc., 25 Broad St., New York 4, N. Y. Hanover 2-0100. Sherman Price, president. OE SO ES.
- FILMS FOR INDUSTRY Inc., 135 West 52nd St., New York City. Plaza 3-2800. Hylan Chesler, president. Hal A. Kennedy, television producer. PS FP OE CS A. Other services: Film opticals, art, slide films. Studios available for television shows and/or commercials.
- FILMS OF THE NATIONS Inc., 55 West 45th St., New York 19, N. Y. Luxemburg 2-4355. Maurice T. Groen, president. ES.
- FINLEY TRANSCRIPTIONS Inc., 8983 Sunset Blvd., Hollywood 46, Calif. Bradshaw 2-2711. Larry Finley. PS OE. Other services: Radio transcriptions.
- †FIVE STAR PRODUCTIONS, 6526 Sunset Blvd., Hollywood 28, Calif. Hollywood 5280. Harry Wayne McMahan, executive producer. FP IS CS A. Other services: Producer of both sponsored and syndicated "open end" minute films.
- †FLORY FILMS Inc., 303 East 71st St., New York 21, N. Y. Regent 4-0862. John Flory, president. FP OE AS ES IS A. Other services: Scripts for live TV production. Firm is primarily producer of documentary, educational and TV films.
- FOTOSOUND STUDIOS Inc., 20 East 42nd St., New York 17, N. Y. Murray Hill 7-0463. Evan J. Anton, president. FP OE NR FF SO AS ES IS C A.
- †FOUNDATION FILMS Corp., 303 Citizens Bank Bldg., Pasadena, Calif. Sycamore 2-6476. Richard D. Pearsall, president. FP FF ES (religious films).
- FOX MOVIE TONE NEWS, 460 West 54th St., New York, N. Y. Columbus 5-7200. Edmund H. Reek, producer. NR (by special arrangement).
- †GAINSBOROUGH ASSOCIATES, 234 West 44th St., New York 18, N. Y. Chickering 4-1583. Nathan M. Rudich, director of films and television. PS FP OE FF AS ES. Other services: Program scheduling and policy, consultants.
- †GALLAGHER FILMS, 113 S. Washington, Green Bay, Wis. Adams 2554. J. C. Gallagher, owner. Branch Office: 693 North Seventh St., Milwaukee, Wis.; Marquette 8-2354. PS FP NR AS ES IS. Other services: Production facilities, sound-slide films and recordings, narrators, writers.
- GATEWAY PRODUCTIONS Inc., 40 Fremont St., San Francisco, Cal. Yukon 6-5961. Lela D. Smith. FP OE FF AS ES.
- GENERAL ARTISTS Corp., 1270 Avenue of the Americas, New York 20, N. Y. Circle 7-7543. Thomas G. Rockwell, president. PS. Talent bookings. (Offices in major cities.)
- GENERAL FILM PRODUCTIONS Corp., 1600 Broadway, New York City. Circle 6-8441. Elbert S. Kapit, manager, Television Dept. FP OE FF AS ES.
- GENERAL PICTURES PRODUCTIONS Inc., 621 Sixth Ave., Des Moines 9, Ia. 3-4553. Wm. H. Schultz, secy-treas. FP ES.
- JOHN E. GIBBS & Co., 9 Rockefeller Plaza, New York City. Columbus 5-4888. John Gibbs. FP PS.
- HARRY S. GOODMAN RADIO & TELEVISION PRODUCTIONS, 19 East 53rd St., New York City. Plaza 5-6131. Harry S. Goodman. PS CS A.
- MARTIN A. GOSCH PRODUCTIONS Inc., Savoy-Plaza Hotel, New York City. Volunteer 5-2600. Martin A. Gosch. PS FP OE AS ES.
- GRAY-O'REILLY STUDIOS, 480 Lexington Ave., New York City. Plaza 3-1531. James E. Gray. FP SO.
- GREEN ASSOCIATES, Radio-television division of Schoenfeld, Huber & Green Ltd., 360 N. Michigan Ave., Chicago 1, Ill. Central 6-5593. PS FP OE CS C A.
- GUARANTEED PICTURES Co. Inc., 729 Seventh Ave., New York 19, N. Y. Circle 5-8456. M. D. Sackett, president. FF AS ES C S.
- JOHN GUEDEL RADIO PRODUCTIONS, 1680 No. Vine St., Hollywood, Calif. Hempstead 5186.
- GUERIN ENTERPRISES Inc., 8310 Delmar Blvd., St. Louis, Mo. Cabany 2313. G. Douglas Pidgeon, production manager. PS FP OE NR.
- †HACK PRODUCTIONS, 535 N. Laurel Ave., Hollywood, Calif. Walnut 2068. Herman Hack. FP (religious films).
- PAUL HANCE PRODUCTIONS Inc., 1776 Broadway, New York City. Circle 5-9140. Paul Hance, president. FP SO A. Other services: Cutting, titles, opticals.
- JAM HANDY ORGANIZATION Inc., 1775 Broadway, New York 19, N. Y. Columbus 5-7144. Harry W. Willard. FP OE NR ES IS A. Offers complete motion picture production, animation, stop motion, cartoons, etc. Branch Offices: Detroit, Mich., 2821 E. Grand Ave., Madison 2450; Chicago, Ill., 230 N. Michigan Ave., State 6757; Dayton, O., Talbot Bldg., Adams 6289; Washington, D. C., 544 Transportation Bldg., District 0611; Hollywood, Cal., 7046 Hollywood Blvd., Hempstead 5809.
- HANKINSON STUDIO, 267 Madison Ave., New York 16, N. Y. Murray Hill 6-0656. Frederick L. Hankinson. A.
- HARDCASTLE FILMS, 818 Olive St., St. Louis 1, Mo. Central 7620. J. H. Hardcastle. FP.
- †HARFILMS Inc., 600 Baronne St., New Orleans 13, La. Magnolia 1744. A. Harrison Jr., president. Producers of 16mm and 35mm films to order; library of New Orleans territory subjects.
- †HARTLEY PRODUCTIONS, 20 West 47th St., New York 19, N. Y. Luxemburg 2-0158. Irving Hartley. PS FP ES IS.
- HARVARD FILM SERVICE Inc., 421 Washington St., Somerville, Mass. Elliot 4-3057. James F. Barclay Jr., president. FP ES. Other services: Disk and sound on film recording. Script writing.
- HATHEN PRODUCTIONS, 246 So. Van Pelt St., Philadelphia 2, Pa. Locust 7-0126. Stanley P. Hathen. FP OE NR SO ES IS.
- †HAWLEY-LOEB Inc., 61 West 56th St., New York 19, N. Y. Circle 7-2444. André Lord, president. AS ES.
- HAYES-PARNELL PRODUCTIONS Inc., 6000 Sunset Blvd., Hollywood 28, Calif. Hollywood 4584. Sam Hayes, president. FP OE AS A.
- LESLIE HELHENA, 932 No. La Brea Ave., Hollywood 38, Cal. Granite 3174. Leslie Helhena. FP OE NR SO AS ES IS.
- PAUL HOEFLER PRODUCTIONS, 612½ S. Ridgeley Drive, Los Angeles 36, Cal. Whitney 9045. Paul L. Hoefler. FP ES.
- †HOFFBERG PRODUCTIONS Inc., 620 Ninth Ave., New York 18, N. Y. Circle 6-9031. J. H. Hoffberg, president. FF SO AS ES.
- HOLLYWOOD FILM ENTERPRISES Inc., 6060 Sunset Blvd., Los Angeles 28, Cal. Hillside 2181. Mickey Kaplan. OE FF SO AS ES S.
- HOWARD RADIO PRODUCTIONS, Suite 664, 53 W. Jackson Blvd., Chicago 4, Ill. Wabash 8320. Bernard Howard, owner. PS. Other services: Writing and producing.
- †RICHARD W. HUBBELL & ASSOCIATES, 118 East 40th St., New York 20, N. Y. Murray Hill 3-0028. Produces programs only to order; consulting services.
- HU CHAIN ASSOCIATES, 60 East 42nd St., New York City. Murray Hill 2-7125. Hubert V. Chain. PS FP OE AS ES. Other services: "Telcriptions," 16mm film record off TV screen, with sound.
- HUDES AND BARAL RADIO PRODUCTIONS, 17 East 42nd St., New York City. Murray Hill 9-2473. PS OE ES.
- HUDIBURG PRODUCTIONS Inc., 131 East 51st St., New York 22, N. Y. Eldorado 5-3508. Lucille Hudiburg. FP PS. Production Consultants.
- †IDEAL PICTURES Corp., 28 E. Eighth St., Chicago, Ill. Harrison 5354. Paul R. Foght, educational director. FF AS ES IS C S.
- IMPRO Inc., Hal Roach Studios, 8822 W. Washington Blvd., Culver City, Cal. Vermont 8-2185. Harlan Thompson. FP.
- INSTRUCTIONAL FILMS Inc., 330 West 42nd St., New York 19, N. Y. Longacre 3-5189. Miller McClintock, president. FP ES.
- INTERNATIONAL FILM BUREAU Inc., 6 No. Michigan Ave., Chicago, Ill. Branch: 15 Park Row, New York City, Worth 4-4887. G. M. Gates. ES.
- †INTERNATIONAL FILM FOUNDATION Inc., 1600 Broadway, New York 19, N. Y. Circle 6-9438. Julien Bryan, executive director; R. E. Blackwell, associate director. ES (travel films).
- †INTERNATIONAL GEOGRAPHIC PICTURES, 1776 Broadway, New York 19, N. Y. Circle 6-4486. J. Allen Julier, executive president. FP ES A.
- INTERNATIONAL MOVIE PRODUCERS' SERVICE, 515 Madison Ave., New York City. Eldorado 5-6620. Ben Gradus, president. FP PS OE NR FF SO AS ES IS CS C S A.
- †INTERNATIONAL NEWS SERVICE, Television Dept., 235 East 45th St., New York City. Murray Hill 7-8800. Robert H. Reid, manager, INS-INP Television Dept. NR. Other services: Test pattern newstape, INP news photo packages.
- †INTERNATIONAL TELE-FILM PRODUCTIONS, Inc., 331 Madison Ave., New York 17, New York. Murray Hill 7-7306. Paul F. Moss, president. FP OE AS ES IS C.
- JAMIESON FILM Co., 3825 Bryan St., Dallas, Tex. Tenison 3-8158. FP.
- †JUNIOR PROGRAMS Inc., 22 Lawrence St., Newark 5, N. J. Market 3-0770. Dorothy L. McFadden, president. PS. Other services: Consultant on juvenile shows, scripts for juvenile shows (single or series).
- †KAREL SOUND FILM LIBRARY, 410 Third Ave., Pittsburgh 19, Pa. Grant 3313. Albert G. Karel. NR FF SO AS ES IS CS.
- BERNARD E. KARLEN PRODUCTIONS, 545 Fifth Ave., New York 17, N. Y. Murray Hill 7-6865. Bernard E. Karlen, president. PS FP.
- HERBERT KERKOW Inc., 480 Lexington Ave., New York 17, N. Y. Eldorado 5-5635. Herbert Kerkow, president. FP IS.
- OLAND KILLINGSWORTH, 1560 Broadway, New York 19, N. Y. Plaza 7-0759. PS FP A.

KLING STUDIOS, 601 N. Fairbanks Ct., Chicago, Ill. Delaware 7-0400. Jack H. Lieb, director of motion pictures. PS FP OE NR SO ES IS CS A.

KNICKERBOCKER PRODUCTIONS Inc., 1600 Broadway, New York 19, N.Y. Circle 6-9850. Howard A. Lesser, president. FP OE SO CS A.

*KNOWLEDGE BUILDERS, 625 Madison Ave., New York 22, N.Y. Eldorado 5-2848. John R. McCrory, director. ES A.

*LANG-WORTH FEATURE PROGRAMS Inc., 113 West 57th St., New York City. Circle 6-7410. C. O. Langlois Sr., president. Services: Music Library on transcription especially selected for television—backgrounds, bridges, openings, closings, etc., cleared at source or BMI.

HERBERT S. LAUFMAN & CO., 236 No. Clark St., Chicago, Ill. Randolph 1644. Herbert S. Laufman. FP PS OE SO CS A.

*LIBRA FILM DISTRIBUTORS AND PRODUCERS, 6525 Sunset Blvd., Hollywood 28, Calif. Gladstone 7960. C. M. McCoy, v.p. FP OE NR AS ES.

LIEB-BROTMAN STUDIO, 14 West 58th St., New York 19, N.Y. Plaza 3-9355. Leo Lieb, producer; Lionel Brozman, director. FP OE. Other services: Script writing, commercial playlets.

BOB LOEWI PRODUCTIONS Inc., 255A East 49th St., New York City. Murray Hill 8-2600. Bob Loewi. PS OE.

LOUCKS & NORLING STUDIOS, 245 West 55th St., New York 19, N.Y. Columbus 5-6974. A. H. Loucks. (Films on order only.)

A. & S. LYONS Inc., 356 No. Camden Dr., Beverly Hills, Calif. Crestview 1-6131. Arthur Lyons, president. Branch Office: 515 Madison Ave., New York 22, N.Y. Plaza 3-5181. Irene Etkin, office manager. PS.

THE MARCH OF TIME, 369 Lexington Ave., New York, N.Y. Circle 5-4400. C. W. Pennock, commercial sales. FP.

MASTER MOTION PICTURE Co., 50 Piedmont St., Boston, Mass. Hancock 6-3592. Maurice Master. FP. Other services: 35mm and 16mm film processing. 35mm and 16mm titles and trailers.

McLARTY PICTURE PRODUCTIONS, 45 Stanley St., Buffalo 6, N.Y. Taylor 0332. Henry D. McLarty. FP OE SO.

MERCURY INTERNATIONAL PICTURES Inc., 1415 Coast Boulevard, Corona del Mar, Calif. Harbor 1212. V. E. Ellsworth, president. FP OE ES A. Other services: Puppet animation, product animation.

MICHIGAN FILM LIBRARY, 14540 Grand River Ave., Detroit 27, Mich. VE 7-2322. Alban J. Norris. FF AS (religious feature).

*MIDWEST FILM STUDIOS, 1740 Greenleaf Ave., Chicago 26, Ill. Sheldrake 1239. Alfred K. Levy, production manager. FP.

MOGULL'S, 68 West 48th St., New York City. Plaza 7-1414. Charles Mogull, president. FF SO AS ES. Other services: Religious material.

WILLIAM MORRIS AGENCY, 1270 Sixth Ave., New York City. Circle 7-2160. Branch Offices: Beverly Hills, Cal., Chicago, Ill. PS. Other services: Talent bookings.

MOTION PICTURE ASSOCIATES, 86 George St., Mt. Ephraim, N.J. Carl W. Voelker. Ralph Lopatin, director of film programs. FP OE NR. Other services: Commercials made to order.

MOTION PICTURE PRODUCTIONS Inc., 620 W. Superior Ave., Cleveland, O. Prospect 4900. Donald C. Jones. FP NR IS.

MOTION PICTURE SERVICE Co., 125 Hyde St., San Francisco 2, Calif. Ordway 3-9162. Gerald L. Karski, president. FP NR IS.

MOVIE ADVERTISING BUREAU, 70 East 45th St., New York 17, N.Y. Murray Hill 6-3717. H. G. Christensen, v.p. FP OE A.

MARTIN MURRAY PRODUCTIONS Inc., 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 0022. Martin Murray, president. FP SO AS.

MUSIC CORPORATION OF AMERICA, 745 Fifth Ave., New York 22, N.Y. Plaza 5-8900. David Werblin, Harold Hackett, Herbert Rosenthal, Bart McHugh. Branch offices in Chicago, Beverly Hills, San Francisco, Cleveland, Dallas, Detroit, London. PS FP OE NR FF AS ES CS C A. Other services: This is major talent agency, reporting foregoing television services as well as booking of talent and productions.

NATIONAL BROADCASTING Co., 30 Rockefeller Plaza, New York 20, N.Y. Circle 7-8300. Carleton D. Smith, director of television operations. Services: Network operation. Television Feature Service, directed by Russ Johnston, offers films and Kinescope Recordings to stations. NBC Television Newsreel, supervised by William F. Brooks, v.p., in charge of news and special events. Harry C. Kopf, administrative v.p. in charge of sales and stations. Norman Blackburn, national program director. Pathe Studios, Fifth Ave. at 106th St., New York City. Transcription Division offers radio program library service (Thesaurus).

NATIONAL CONCERT AND ARTISTS Corp., 711 Fifth Ave., New York, N.Y. Plaza 3-0820. PS. Other services: Talent. Package programs.

NATIONAL SCREEN SERVICE Corp., 630 Ninth Ave., New York 19, N.Y. Circle 6-5700. Melvin L. Gold, director of advertising and publicity. Services for TV: Special trailers, titles, effects, station breaks; weather and time spots; announcement films—on 16mm or 35mm. (Studios in New York and Hollywood; branch offices in all major cities.)

NELSON PRODUCTIONS Inc., 341 Madison Ave., New York 17, N.Y. Murray Hill 6-5862. Raymond E. Nelson, president. PS FP A.

NEW WORLD FILMS Inc., 58 West 57th St., New York 19, N.Y. Circle 5-9151. OE SO S.

NEWS REEL LABORATORY, 1733 Sansom St., Philadelphia, Pa. Rittenhouse 6-3892. Louis W. Kellman. FP OE IS.

*NORTH AMERICAN VIDEO PRODUCTIONS Inc., 234 West 44th St., New York 18, N.Y. Lackawanna 4-0385. Max Brown, president. PS FP OE SO AS ES S A. Other services: Production and studio facilities.

NORTHWEST MOTION PICTURES, 1716 30th Ave. W., Seattle 99, Wash. Garfield 6391. Ray Paulsen. FP NR.

NU-ART FILMS, Inc., 145 West 45th St., New York 19, N.Y. Luxemburg 2-3273. G. W. Hedwig, pres. FF AS ES C S.

*OFFICIAL FILMS Inc., 25 West 45th St., New York 19, N.Y. Bryant 9-4655. Irving Leos, assistant to president. FF SO AS ES C S.

OFFICIAL TELEVISION Inc.—Same as Official Films Inc.

ORION PICTURES Inc., 5319 Hollywood Blvd., Hollywood, Calif. Hillside 2010. Al Lane. FP.

SAM ORLEANS & ASSOCIATES Inc., 211 W. Cumberland Ave., Knoxville, Tenn. 3-8098 or 4-1301. Sam P. Orleans. FP OE NR SO AS ES IS. (Studio facilities in Knoxville and Memphis.) Complete coverage in south, east and west.

PADULA PRODUCTIONS, 331 East 83rd St., New York 28, N.Y. Regent 7-8678. Edward Padula, Thelma A. Prescott. PS FP.

*PARAMOUNT VIDEO TRANSCRIPTIONS, 1501 Broadway, New York City. Bryant 9-8700. George Shupert, head of commercial operations. FP. (Recording of television programs on 16mm or 35mm film; Paramount Theatre Television System.)

*PARLET PRODUCTIONS Inc., 12 West 22nd St., Baltimore 18, Md. Hopkins 7517. Martin F. Whitcomb, sales engineer. FP OE.

RAY PATIN PRODUCTIONS, 540 S. Parish Pl., Burbank, Cal. Charleston 8-1019. Ray Patin. FP A. Other services: Produces industrial films, filmstrips, limited or full animation.

PHOTO ART COMMERCIAL STUDIOS, 420 S.W. Washington, Portland 4, Ore. Broadway 5411. Claude F. Palmer. FP.

PHOTO FILMS, 4310 Greenbush Ave., Van Nuys, Calif. State 4-3382. Willard Trumbull, producer. FP OE NR IS.

*GERARD PICK TELEVISION AND RADIO PRODUCTIONS, 366 Madison Ave., New York 17, N.Y. Vanderbilt 6-3417. Gerard Pick and Inga Borg. PS OE. Specialty: Fashion shows.

*PICTORIAL FILMS Inc., 625 Madison Ave., New York City. Plaza 5-9600. George J. Bonwick, v.p. SO AS ES.

PIONEER TELEFILMS Inc., 18 East 48th St., New York 17, N.Y. Murray Hill 8-0780. Ralph Cohn, president. PS FP OE A. Other services: Film distributors. Same company operates Telespots Inc., specializing in TV commercials. Branch: c/o Triangle Productions Inc., 1041 No. Formosa Ave., Hollywood, Cal.

*POST PICTURES Corp., 115 West 45th St., New York 19, N.Y. Luxemburg 2-4870. Harold Baumstone, sales promotion and advertising manager. FF AS ES.

PROGRESSIVE PICTURES, 6351 Thornhill Dr., Oakland, Calif. Olympic 2-0560. Ray Bainbridge. FP NR ES IS A.

RADIO-VIDEO ASSOCIATES, 322 East 55th St., New York 22, N.Y. Plaza 5-5781. Jack Lloyd. FP PS. Other services: Production, foreign language services.

RADIOVISION Corp., Box 968 Hollywood Station, Hollywood 28, Cal. Hillside 8208. Walter J. Nelson, president. AS C.

RARIG MOTION PICTURE Co., 5514 University Way, Seattle, Wash. Kenwood 7400. Max H. Rarig, general manager. FP NR (16mm) ES IS A. Other services: 35mm slide sound film.

REID H. RAY FILM INDUSTRIES Inc., 2269 Ford Parkway, St. Paul 1, Minn. Emerson 1393. Reid H. Ray, president. FP IS A. Branch office: Chicago, Ill., 208 So. LaSalle St., Frank Balkin, sales manager.

ROLAND REED PRODUCTIONS, Inc., 275 S. Beverly Drive, Beverly Hills, Calif. Crestview 6-1101. Roland D. Reed, president. FP IS.

REEMACK ENTERPRISES Inc., 1270 Sixth Ave., New York City. Plaza 7-3091. Lou Goldberg, president. PS FP.

REGAL TELEVISION PICTURES Corp., 151 West 46th St., New York City. Luxemburg 2-1877. Leo Seligman. Reports FF AS (subjects formerly released by M-G-M and United Artists).

THE RELIGIOUS FILM ASSOCIATION Inc., 45 Astor Place, New York 3, N.Y. Gramercy 7-2397. W. L. Rogers, executive secy. ES (religious).

RIETHOF PRODUCTIONS Inc., 1776 Broadway, New York 19, N.Y. Plaza 7-2199. William W. Riethof, president. FP PS OE SO AS ES IS S.

RKO PATHE Inc., 625 Madison Ave., New York 22, N.Y. Plaza 9-3600. Jay Bonafield, v.p. and general manager. FP. Other services: Studio production facilities.

HAL ROACH TELEVISION Corp., 8822 Washington Blvd., Culver City, Cal. Texas 0-2761. Hal E. Roach, president; S. S. Van Keuren, vice-president. Branch: 729 Seventh Ave., New York 19, N.Y. Circle 5-4135. FP.

DAVID ROBBINS PRODUCTIONS, 420 Madison Ave., New York 17, N.Y. Plaza 9-4477. David Robbins, president. FP PS OE SO AS ES.

ROCKETT PICTURES Inc., 6063 Sunset Blvd., Hollywood 28, Cal. Granite 7131. Harlow Wilcox. FP OE.

*ROLAB STUDIOS & PHOTO SCIENCE LABORATORIES, Sandy Hook, Conn. Newtown 581. Henry Roger, owner. FP OE SO ES IS S A (on order only). Other services: Sound slides, recording.

- RUBY FILM Co., 729 Seventh Ave., New York 19, N. Y. Circle 5-5640. Edward Ruby. PS FP OE NR CS A. Other services: Film equipment and crew (35mm and 16mm) available on rental basis.
- †SACK TELEVISION ENTERPRISES, Film Exchange Bldg., 308 S. Harwood, Dallas 1, Tex. Riverside 6474. Alfred N. Sack, general manager; Julius M. Sack, sales manager; Beverly Littlejohn, program advisor. FP OE FF SO AS ES C S.
- †BARNARD L. SACKETT TELEVISION PRODUCTIONS, Bankers Securities Bldg., Philadelphia 7, Pa. Kingsley 5-7055. Barnard L. Sackett, president. Branch office: 254 West 54th St., New York City. Luxemburg 2-1690. FP PS OE A.
- SANFT-COSTA TELEVISION FEATURES, 17 East 42nd St., New York 17, N. Y. Murray Hill 2-6770. Sidney Sanft and Don Costa, producers. PS.
- SARRA Inc., 200 East 56th St., New York City. Plaza 3-3790. Cullen Landis, director Motion Picture Dept. Branch Offices: Chicago, Ill., 16 E. Ontario St.; Hollywood, Cal., 445 La Cienega Blvd. FP A.
- †SCANDIA FILMS Inc., 220 West 42nd St., New York 18, N. Y. Wisconsin 7-7059. Ernest Mattsson, president. FF ES. Swedish, Norwegian, Danish dialogue with superimposed English titles.
- SCIENCE PICTURES Inc., 139 East 47th St., New York 17, N. Y. Plaza 3-5925. Francis C. Thayer. FP ES IS A (producer for advertisers).
- SENTINEL PRODUCTIONS, Nassour Studios, 5746 Sunset Blvd., Hollywood 28, Cal. Hempstead 6828. E. R. Harper. FP OE SO CS A.
- SEPIA PRODUCTIONS, 2640½ S. Western Ave., Los Angeles, Cal. Parkway 4436. Eddie Green. OE AS. (Specialty: Negro acts.)
- SESAC Inc., 475 Fifth Ave., New York 17, N. Y. Murray Hill 5-5365. K. A. Jadassohn, general manager. Transcription library.
- SHERWOOD PICTURES Corp., 1569 Broadway, Brooklyn 7, N. Y. Glenmore 2-6192. T. Marc Sherwood, president. FP ES.
- †SIMMEL-MESERVEY Inc., 321 S. Beverly Drive, Beverly Hills, Cal. Crestview 1-0114. FP OE ES.
- SIXTEEN SCREEN SERVICE CO., 6710 Melrose Ave., Hollywood 38, Cal. Wyoming 1491. Leonard Clarimont and Homer O'Donnell. FP NR. Other services: Sound stage rental, editing, cinematography, titles, inserts.
- †SKIBO PRODUCTIONS Inc., 165 West 46th St., New York 19, N. Y. Plaza 7-2265. Patrick E. Shanahan, president. FF AS ES. (Same company operates Acus Pictures Corp. and International 16mm Corp.)
- FLETCHER SMITH STUDIOS Inc., 1585 Broadway, New York 19, N. Y. Circle 6-5280. Fletcher Smith. FP OE AS ES IS CS C A. (Specialty: Commercial animation.)
- SONO-CHROME PRODUCTIONS, 112 West 89th St., New York 24, N. Y. Schuyler 4-3654. Nathan Zucker, partner. FP OE NR SO.
- SOUND MASTERS Inc., 165 West 46th St., New York 19, N. Y. Plaza 7-6600. Harold E. Wondsel, president. FP NR A.
- SOUTHERN TELEVISION PRODUCTIONS Inc., 307 South Fifth St., Louisville, Ky. Clay 3851. M. C. Flynn, president. FS FP OE NR SO AS CS C S A.
- †SIGMUND SPAETH, 400 East 58th St., New York 22, N. Y. Plaza 8-0879. Sigmund Spaeth. PS OE SO AS ES. Other services: Individual appearances, master of ceremonies, writer, director.
- SPECIAL PURPOSE FILMS Inc., 16 East 58th St., New York 22, N. Y. Plaza 9-1792. Hampton W. Howard, president. FP OE CS A. Other services: Production of film commercials to order.
- †SPRINGER PICTURES Inc., 341 East 43rd St., New York 17, N. Y. Oregon 9-0936. Ray W. Springer, Jr. Executive office: 716 Fisher Bldg., Detroit 2, Mich., Trinity 1-6220. PS FP OE CS A. Other services: Complete motion picture and sound studios available for rental.
- †SQUARE DEAL PICTURES Corp., Pines Bridge Road, Ossining, N. Y. Ossining 2617. Donn Marvin, president. FP AS ES S.
- STANDARD RADIO TRANSCRIPTION SERVICES Inc., 360 North Michigan Blvd., Chicago, Ill. State 2-3153. M. M. Blink. Transcription library (no films or live shows).
- STANDARD TELESHOWS Inc.—Same as Film Equities Corp.
- †STERLING FILMS Inc., 61 West 56th St., New York 19, N. Y. Circle 7-2443. Carl King. FP OE AS ES C.
- STRICKLAND FILM Co., 141 Walton St., N.W., Atlanta, Ga. Lamar 7991. Robert B. Strickland, owner. FP OE NR SO. Other services: Complete laboratory facilities for processing 35mm & 16mm film and sound recording
- IRVIN PAUL SULDS TELEVISION PRODUCTIONS, 654 Madison Ave., New York City. Temple 8-6584. Irvin Paul Sulds. PS OE CS.
- †SUN DIAL FILMS Inc., 625 Madison Ave., New York 22, N. Y. Murray Hill 8-1050. Samuel A. Datlowe, president. FP ES A.
- SWANK FILMS Inc., 19 W. Fourth St., Dayton 2, O. Hemlock 2379. Jerrold A. Swank, president. FP Slides, Slide Films.
- SWANK MOTION PICTURES, Inc., 614 No. Skinker, St. Louis 5, Mo. Parkview 3630. P. R. Swank. ES IS.
- TELE-AMERICA Inc., 170 So. Beverly Dr., Beverly Hills, Calif. Crestview 1-0204. Thor L. Brooks, pres. FP PS OE NR ES S A.
- TELECAST FILMS, Inc., 145 West 45th St., New York City. Luxemburg 2-2421. E. T. Woodruff, president; Robert Wormhoudt, executive v.p. FP OE NR FF SO AS ES IS C S.
- TELE-COLOR FILMS, 853 Seventh Ave., New York 19, N. Y. Circle 7-0575. Tom Seidel, president. FP OE A.
- TELECOMICS Inc., 247 Park Ave., New York 17, N. Y. Eldorado 5-2544. John F. Howell, v.p. OE CS.
- TELECONCERT Inc., 113 West 57th St., New York City. Circle 7-4710. Henry Leiser, executive v.p. FP.
- TELEFEATURES Inc., 1366 North Van Ness, Hollywood, Cal. Hillside 7341. George Frank, president. FP OE FF SO AS ES IS.
- †TELEFILM Inc., 6039 Hollywood Blvd., Hollywood 28, Cal. Hollywood 7205. Don McNamara. FP OE NR SO AS ES CS A. Other services: Produces FF, IS, C and S but not for rental.
- TELENEWS PRODUCTIONS Inc., 1600 Broadway, New York 19, N. Y. Circle 7-7364. John H. Tobin, director of production; Charles N. Burris, director of sales and advertising. FP OE NR. Other services: Daily, weekly newsreels available for sponsorship and syndication; documentaries, commercials, sports and fashion reels. (Associated with International News Service-International News Photos.)
- †TELEPAK Inc., 201 N. Carmelina Ave., Los Angeles 24, Cal., and 170 S. Beverly Drive, Beverly Hills, Cal. Crestview 1-0204. C. Robert Longenecker. PS FP OE FF.
- TELEPICTURES Inc.—Same as Telecomics Inc.
- TELE-RADIO CREATIONS Inc., 540 No. Michigan Ave., Chicago 11, Ill. Mohawk 4-0015. Betty Myles, v.p. Western representative: Frank Gelinis, 2711 Manning Ave., Los Angeles 34, Cal. PS.
- TELE-SCRIPTIIONS OF HOLLYWOOD—Same as Cine-Tele.
- TELESPOTS Inc.—Same as Pioneer Telefilms Inc.
- TELEVIEW PRODUCTIONS (Registered 1938)—Same as Emerson York Studio.
- TELEVISION ADVERTISING PRODUCTIONS Inc., 360 N. Michigan Blvd., Chicago, Ill. State 5941. Arden B. Rodner, president. Wm. A. Zimmermann, sales director. PS FP OE AS CS A. Other services: Consultant.
- †TELEVISION ART ENTERPRISES, 4333 Rhodes Ave., North Hollywood, Cal. Sunset 3-1923. Shamus Culhane, producer. FP OE SO ES CS A. Other services: Animated and live-action time signals and commercials.
- †TELEVISION CARTOONS Inc., 361 West Broadway, New York City. Beekman 3-7176. Robert Brotherton. FP OE CS A. Other services: Titles, slides, special art work.
- TELEVISION FILMS OF AMERICA, Box 2222, Hollywood 28, Cal. Hudson 2-4048. Jack Parker, gen. mgr. PS FP OE FF AS ES IS.
- TELEVISION FILM INDUSTRIES Corp., 340 Third Ave., New York 10, N. Y. Lexington 2-6780. George H. Cole, president. FP OE AS ES IS.
- TELEVISION HIGHLIGHTS Inc., 1697 Broadway, New York City. Plaza 7-7073. Sy Weintraub, director of sales. FP OE FF SO AS ES IS CS C S A.
- †TELEVISION MOTION PICTURES Co., 1650 Broadway, New York City. Circle 6-0691. Jack Goldberg. FF SO AS (all pictures with Negro casts).
- TELEVISION ON PARADE PRODUCTIONS, 551 Fifth Ave., New York City. Murray Hill 7-0272. Charles Caplin, gen. mgr. PS.
- TELEVISION SCREEN PRODUCTIONS Inc.—Same as Basch Radio & Television Production.
- †TELEVISION WORKSHOP OF NEW YORK, 1780 Broadway, New York 19, N. Y. Plaza 7-3721. Irwin A. Shane, director. PS.
- TELE VISUAL PRODUCTIONS, 1313 Lafayette Bldg., Detroit, Mich. Woodward 5-0909. H. G. Kerbawy. FP OE NR ES IS.
- MARSHAL TEMPLETON Inc., 214 Ford Bldg., Detroit 26, Mich. Cadillac 6868. Marshal E. Templeton, president. PS FP SO A.
- TODDY PICTURES Co., 723 Seventh Ave., New York City. Circle 6-9446. Ted Toddy. AS FP. Other services: Complete motion picture studio and facilities for 35mm and 16mm direct sound or background track, projections rooms, cutting rooms, etc. Has library of Negro shorts and features.
- TOMLIN FILM PRODUCTIONS Inc., 480 Lexington Ave., New York 17, N. Y. Plaza 8-2227. Frederick A. Tomlin, president. FP OE A.
- TOURNAMENT OF CHAMPIONS Inc., 1630 Broadway, New York City. Plaza 7-2245. George Kletz, president; Larry Lowman, v.p.; Charles Miller, treas. Owned 25% each by Columbia Broadcasting System Inc., Music Corporation of America, Allied Syndicates Inc., and George Kletz. Services: Sports presentations.
- TRANSFILM Inc., 35 West 45th St., New York 19, N. Y. Luxemburg 2-1400. W. Miesegae, president. FP OE NR SO ES IS A. Other services: Specializing in 20 to 60-second commercials on film.
- †TRANVIDEO CORPORATION OF AMERICA, 2 West 46th St., New York City. Luxemburg 2-1280. George Luttinger, secretary. FP SO AS.
- TV/FILMS Inc., Eastern Studios, 34-60 Thirty-second St., Astoria, L. I., N. Y. Ravenswood 6-4787. R. V. Pollock, president. FP (commercials).
- TWENTIETH CENTURY-FOX FILM Corp., 444 West 56th St., New York 19, N. Y. Columbus 5-3320. Peter F. Levathes, director of TV; Irving B. Kahn, TV program manager; A. H. Morton, director of station operations. FP OE NR ES CS A.
- UNITED ARTISTS BUREAU, 1164 Sixth, Des Moines, Ia. 4-5553. R. B. Eaton. FP PS OE NR SO AS ES.
- UNITED ARTISTS CORP., 729 Seventh Ave., New York City. Circle 5-6000. John H. Mitchell, director of television sales. OE NR FF SO AS ES CS C S.
- †UNITED FILM SERVICE Inc., 2449 Charlotte St., Kansas City 8, Mo. Harrison 5840. W. H. Hendren Jr., president. Services: Producer and distributor of one-minute movies, (advertising commercials) to motion picture theaters and TV stations.

UNITED PRESS ASSOCIATION, 220 East 42nd St., New York 17, N. Y. Murray Hill 2-0400. LeRoy Keller, general sales manager. Services: News service, news photographs, newsreels.

UNITED PRODUCTIONS OF AMERICA, 4440 West Olive Ave., Burbank, Cal. Hillside 8244. Stephen Bosustow, president. FP OE SO CS A.

UNITED PRODUCTIONS Inc., 654 Madison Ave., New York City. Templeton 8-8300. Lou Dahlman and George Scheck. PS NR.

UNITED TELEFILM CO., 11 West 42nd St., New York City. Bryant 9-4883. Milton Stern. PS OE AS ES C A. Other services: Italian dialogue features, religious films.

UNITED WORLD FILMS Inc., 445 Park Ave., New York 22, N. Y. Plaza 9-1200. Stephen Alexander, director, Television Dept. OE NR FF AS ES IS C S. (Distributors of Universal, United World, J. Arthur Rank, Castle and Bell & Howell films.)

UNITEL Inc., 1730 North Las Palmas Ave., Hollywood 28, Cal. Hollywood 7572. FP OE SO.

VALLEE-VIDEO, 6611 Santa Monica Blvd., Hollywood 38, Cal. Hillside 6118.

†VIDEO ASSOCIATES Inc., 515 Madison Ave., New York 22, N. Y. Plaza 3-7966. Phillip Brodsky, president. PS FP OE. Other services: Program consultants.

VIDEO EVENTS, 535 Fifth Ave., New York 17, N. Y. Murray Hill 7-1668. Judy Dupuy. PS. Other services: Represents film producers for shorts and spot commercials.

VIDEOR PRODUCTIONS, Division of Videor Enterprises, 34 So. Seventeenth St., Suite 247, Philadelphia 3, Pa. Locust 4-3966 and Rittenhouse 6-1887. Franklin O. Pease, general manager. PS FP FF AS ES IS S. Affiliated with Radio-TV Employment Bureau, Box 413, Philadelphia 5, Pa.

†VISUAL ART FILMS, 118 Ninth St., Pittsburgh 22, Pa. Atlantic 6333. L. D'Antonio. FF SO AS ES C. Other services: Religious films (Catholic and Protestant).

VISUAL ARTS PRODUCTIONS Inc., 2 West 46th St., New York City. Luxemburg 2-4047. Sidney Rosenbaum, v.p. FP OE SO A. (Offers package musicals to order.)

VISUAL SPECIALISTS Inc., 444 Madison Ave., New York 22, N. Y. Plaza 3-8730. Henry C. Gipson, president. FP OE ES IS.

VON BAUMANN STUDIO, 331 East 71st St., New York 21, N. Y. Rhinelander 4-5508. Cyril von Baumann. PS.

WAAS ASSOCIATES, 1414 S. Penn Sq., Philadelphia 2, Pa. Penny-packer 5-9860. Les Waas, president. PS.

ROGER WADE PRODUCTIONS, 144 West 55th St., New York 19, N. Y. Circle 7-6797. Roger Wade. FP.

WELGOT TRAILER SERVICE, 630 Ninth Ave., New York 19, N. Y. Circle 6-6450. Martin Gottlieb and Charles L. Welsh. FP OE A. Other services: Special title announcements.

RUPE WERLING, Hidden Haven, Chalfont, Bucks County, Pa. Lexington 707. PS FP (free lance producer). Shows made to order.

WEST COAST SOUND STUDIOS Inc., 510 West 57th St., New York 19, N. Y. Circle 7-2062. FP OE SO. Other services: Complete studio facilities for movie production or recording.

WESTERN COLORFILMS, 3734 N.E. Chico St., Portland 13, Ore. Murdock 2183. Leonard H. Delano. SO ES IS.

†WILDING PICTURE PRODUCTIONS Inc., 1345 Argyle St., Chicago 40, Ill. Longbeach 1-8410. C. H. Bradfield Jr., president. Offices and screening rooms: 385 Madison Ave., New York City; 310 Sweetland Bldg., Cleveland, O.; 4925 Cadieux Road, Detroit, Mich.; 5981 Venice Blvd., Hollywood, Calif. FP OE.

†WILLARD PICTURES Inc. 45 West 45th St., New York City. Bryant 9-1470. John M. Squiers Jr., general manager. FP A.

†BERTRAM WILLOUGHBY PICTURES Inc., Suite 600, 1600 Broadway, New York 19, N. Y. Circle 6-9580. E. T. Anderson, manager. FF AS ES (religious films and hymnologies.)

†WINIK FILMS Corp., 625 Madison Ave., New York 22, N. Y. Plaza 3-0684. Leslie Winik, president. FP OE SO.

RAPHAEL G. WOLFF STUDIOS, 1714 N. Wilton Place, Hollywood 28, Cal. Granite 6126. Raphael G. Wolff. FP SO A.

WORLD BROADCASTING SYSTEM Inc., 501 Madison Ave., New York City. Murray Hill 8-4700. A. B. Sambrook, station relations manager. Transcription library (no films or live shows).

†THE WORLD TODAY Inc., 450 West 56th St., New York, N. Y. Circle 5-5067. David Epstein, TV director. FP OE. Specialty: Science public affairs, travel, arts.

†WORLD VIDEO Inc., 718 Madison Ave., New York 21, N. Y. Regent 4-6615. Henry S. White. PS FP OE SO.

WPIX Inc. (New York News), 220 East 42nd St., New York City. Murray Hill 2-1234. Robert L. Coe, manager. Syndicating FF by Korda and others to which it has acquired exclusive rights. NR.

EMERSON YORKE STUDIO, 35 West 45th St., New York 19, N. Y. Luxemburg 2-2216. Emerson Yorke, executive producer. FP OE NR AS ES. Other services: All types TV live shows filmed; completely equipped and licensed studio available with union IATSE crew.

†YOUNG AMERICA FILMS Inc., 18 East 41st St., New York 17, N. Y. Lexington 2-4111. James R. Brewster. ES.

HAROLD YOUNG PRODUCTIONS Inc., 119 West 57th St., New York 19, N. Y. Circle 5-8459. Harold M. Young. FP OE SO.

JULES ZIEGLER AGENCY, 545 Fifth Ave., New York 17, N. Y. Jules Ziegler. Branch Offices: Hollywood, Cal., 8582 Sunset Blvd.; London, England, 110 Jermyn St., Rita Cave. PS.

†ZIV TELEVISION PROGRAMS Inc., 501 Madison Ave., New York City. Murray Hill 8-4700. John L. Sinn, president. Branch Offices: Cincinnati 6, O., 1529 Madison Road, Plaza 1323, Paul Blair, sales mgr.; Hollywood, Cal., Taft Bldg., Hempstead 3248, N. L. Rogers, manager; Chicago, Ill., 360 N. Michigan Ave., Franklin 8947, Edward J. Broman, manager. PS FP OE FF AS CS C S A.

U. S. GOVERNMENT MOTION PICTURES—ES and other films are produced by various departments and bureaus of the Federal Government, and are generally available for loan on request. It is recommended you write to director of information of each of following agencies for latest listings and availabilities, addressing them in Washington, D. C.:

| | |
|---|--|
| American Red Cross | Bureau of Mines |
| Civil Aeronautics Administration | Maritime Commission |
| Coast Guard | Marine Corps |
| Department of Agriculture | National Park Service |
| Department of Commerce | Navy Department |
| Farm Credit Administration (Dept. of Agriculture) | Office of Education |
| Forest Service (Dept. of Agriculture) | Public Health Service |
| Fish and Wildlife Service | Bureau of Reclamation |
| Geological Survey | Savings Bond Division |
| Office of Indian Affairs | Secret Service |
| Institute of Inter-American Affairs | Soil Conservation Service (Dept. of Agriculture) |
| Interior Department | State Department |
| Department of Labor | Tennessee Valley Authority |
| Library of Congress | Veterans Administration |
| | War Department |
| | Weather Bureau |

U. S. GOVERNMENT FILMS FOR SCHOOL AND INDUSTRY, published by Castle Films Division of United World Films Inc., 445 Park Ave., New York 22, N. Y., lists more than 1,000 visual aids for schools and industries.

A PARTIAL LIST OF 16MM FILM LIBRARIES, published by Federal Security Agency, Office of Education, Division of Auxiliary Services, Visual Aids to Education Section, Washington 25, D. C.

EDUCATIONAL AND INDUSTRIAL FILMS—For references to such films, issued primarily for use by schools and other non-theatrical groups but presumably available to TV in many instances, the following guidebooks are recommended:

Chamber of Commerce of the United States, Washington, D. C. Address film director, Publicity Dept., for references to "free enterprise" films available from various sources. Index to be published later.

Educators Guide to Free Films, published by Educators Progress Press, Randolph, Wis., \$5, lists among other things companies and trade associations and films they make available.

Educational Film Guide (formerly *Educational Film Catalog*), published by H. W. Wilson Co., 950 University Ave., New York 22, N. Y., \$3, issued annually with periodical addenda.

The 1948 Blue Book of Non-Theatrical Films, published by The Educational Screen, 64 East Lake St., Chicago, Ill., \$1.

The Index of Training Films, published by *Business Screen Magazine*, 812 N. Dearborn St., Chicago 10, Ill., also publisher of *Sports, Physical Education and Recreation Film Guide* (listing nearly 850 16mm sound films and 35mm filmstrips).

Part VIII—Directory of

Television Manufacturers and Receiving Sets

With Lists of Tube Manufacturers, Kit Makers, Private Brands, Etc.

(Revised to January 1, 1949)

All data here listed was reported by company officials, unless otherwise stated. All receivers are direct view unless otherwise specified. Number of tubes specified are in addition to picture tube.

ADMIRAL CORP.—3800 Cortland St., Chicago, Ill. Richard A. Graver, v.p.

Note: Admiral in January will announce new line revising sets listed below and adding new models.

Model 19A11, table, 7-in. picture tube, 18 tubes, 12 channels, \$179.95 plus installation.

Model 30A14-15-16, console, 10-in. picture tube, 25 tubes plus 3 rectifiers, 12 channels, \$329.95 (walnut), \$339.95 (mahogany), \$349.95 (blonde) plus \$60 installation. TV unit matches Admiral radio-phonograph combination.

Model 8C11-12-13, console, 10-in. picture tube, 25 tubes plus 3 rectifiers, AM-FM-phonograph, \$549.50 (walnut), \$569.50 (mahogany), \$589.50 (blonde) plus installation.

AIR KING PRODUCTS CO. INC.—170 53rd St., Brooklyn 32, N. Y. D. H. Cogan, president.

Model A1000, table, 10-in. picture tube, 30 tubes plus 3 rectifiers, 12 channels, \$369.

Model A1001, console, 10-in. picture tube, 30 tubes plus 3 rectifiers, 12 channels, \$399.50.

ANDREA RADIO CORP.—27-01 Bridge Plaza N., Long Island City 1, N. Y. Frank V. Goodman, general sales manager.

Model T-VK12, table, 12-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, AM-FM, \$499 (mahogany), \$525 (blonde) plus \$75 installation.

Model CO-VJ12-2, console, 12-in. picture tube, 28 tubes plus 3 rectifiers, 12 channels, AM-FM-phonograph, \$795 (mahogany), \$835 (blonde) plus \$90 installation.

Model CO-VJ15, console, 15-in. picture tube, 28 tubes plus 3 rectifiers, 12 channels, AM-FM-phonograph, \$1,295 (mahogany), \$1,345 (blonde) plus \$95 installation.

ANSLEY RADIO & TELEVISION INC.—41 St. Joes Ave., Trenton, N. J. C. A. Clinton, executive v.p.

Beacon, table, 10-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, \$375 plus installation.

Somerset, Bellevue & Salisbury, consoles, 12-in. picture tube, 36 tubes plus 4 rectifiers, 12 channels, AM-FM-phonograph, mahogany, \$995 plus installation. Bellevue and Salisbury also in bisque, \$1,035 plus installation. (Period furniture.)

Gainsborough, console, 15-in. picture tube, 36 tubes plus 4 rectifiers, AM-FM-phonograph, \$1,295 plus installation.

BACE TELEVISION CORP.—Green & Leuning, So. Hackensack, N. J.

Model 150, table, 15-in. picture tube, 33 tubes plus 5 rectifiers, 12 channels, \$1,250 plus \$50-\$100 installation. Includes one control unit and one viewing unit. Additional viewing units \$645.

BELMONT RADIO CORP.—5921 W. Dickens Ave., Chicago 39, Ill. G. L. Hartman, general sales manager.

Model 7DX21, table, 7-in. picture tube, 17 tubes, 12 channels, \$189.95 plus installation. (AC-DC set).

Model 10DX21, table, 10-in. picture tube, 24 tubes plus 2 rectifiers, 12 channels, \$299.50 plus installation. Observer is same set in console with swivel tube, \$349.50. Model 10DX21 is sold through Montgomery Ward as Model 3004.

Also plans to produce 12-in. and 16-in. models in first quarter of 1949.

BENDIX RADIO DIVISION, Bendix Aviation Corp.—E. Joppa Rd., Baltimore 4, Md. E. C. Bonia, sales manager; F. T. Sterrit, advertising and sales promotion manager.

Model 235M1 and 235B1 (Fiesta), table, 10-in. picture tube, 21 tubes plus 2 rectifiers, 12 channels, \$349.95. Mahogany table, \$19.95; blonde table, \$21.95, both optional.

Model 325N8 (Pageant), console, 10-in. picture tube, 30 tubes plus 3 rectifiers, 12 channels, AM-FM-phonograph, \$629.50.

BRUNSWICK DIVISION, Radio & Television Inc.—244 Madison Ave., New York 16, N. Y. H. L. Welsburgh, president.

Model 711 (Club), table, 15-in. picture tube, 34 tubes, 12 channels, \$795 plus \$95 home installation, \$125 commercial installation.

Model 11M (Gascony), console, 10-in. picture tube, 31 tubes, 12 channels, \$495 plus \$65 installation.

Model 11B (Nanking), console, 10-in. picture tube, 31 tubes, 12 channels, \$575 plus \$65 installation.

Model 101M (Kensington), console, 10-in. picture tube, 45 tubes, 12 channels, AM-FM-phonograph, \$795 plus \$80 installation.

Model 55W (Canton), console, 15-in. picture tube, 34 tubes, 12 channels, \$895 plus \$95 installation.

Model 702L (Consort), console, 15-in. picture tube, 34 tubes, 12 channels, \$995 plus \$95 installation.

BRUNSWICK (Continued)

Model 505M (Brighton), console, 15-in. picture tube, 45 tubes, 12 channels, AM-FM-phonograph, \$1,450 plus \$125 installation.

Model 506B (Tibet), console, 15-in. picture tube, 45 tubes, 12 channels, AM-FM-phonograph, \$1,759 plus \$125 installation.

CALBEST ENGINEERING & ELECTRONICS CO.—828 N. Highland Ave., Los Angeles 38, Cal. I. Dubin, president.

Model 490 T, table, 10-in. picture tube, 19 tubes, 12 channels, no price given.

Model 490 TC, console, 10-in. picture tube, 19 tubes, 12 channels, no price given.

Model 490 TCR, console, 10-in. picture tube, 19 tubes, 12 channels, AM-FM-phonograph, no price given.

CANADIAN GENERAL ELECTRIC CO. LTD.—212 King St. W., Toronto 2, Ont. S. Wellum, TV sales representative.

Model C-810, console, 10-in. picture tube, 12 channels, \$745 plus installation.

Note: Set is not to be compared with GE Model 810 since it has separate and larger power supply, has 12-in. speaker, is contained in expensive cabinet, plus other differences (taxes, etc.).

CORTLEY TELEVISION CO. INC.—15 W. 27th St., New York 1, N. Y. William Spellman, v.p.

Model 720A, console, 6x8 ft. projection picture, 37 tubes, 12 channels, \$1,995.

CROSLEY DIVISION, Avco Mfg. Corp.—1329 Arlington St., Cincinnati, O. W. A. Bles, general sales manager.

Model 9-403M (Spectator), table, 10-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, with FM, \$339.95 plus \$60 installation. Model 9-413B is same set in blonde, \$349.95.

Model 9-407M (Spectator), table, 12-in. picture tube, 24 tubes plus 3 rectifiers, 12 channels, with FM, \$445 plus \$60 installation.

CUSTOMADE TELEVISION INC.—27 New Chambers St., New York 7, N. Y. B. Stein, general manager.

Model 10-8CM, console, 10-in. picture tube, 30 tubes plus 3 rectifiers, 12 channels, \$585 plus \$70 installation. Model 10-8CCM is same set with AM-FM phonograph, \$920 plus \$70 installation.

Model 12-8CM, console, 12-in. picture tube, 30 tubes plus 3 rectifiers, 12 channels, \$685 plus \$70 installation. Model 12-8CCM is same set with AM-FM-phonograph, \$995 plus \$70 installation.

ALLEN B. DuMONT LABORATORIES INC.—515 Madison Ave., New York 22, N. Y. Ernest A. Marx, general manager, receiver division. V. E. Olson, sales manager, receiver division.

Chatham, table, 12-in. picture tube, 24 tubes plus 3 rectifiers, 12 channels, with FM, \$445 plus installation.

Stratford, table, 15-in. picture tube, 27 tubes plus 6 rectifiers, 12 channels, with FM, \$695 plus installation.

Meadowbrook, console, 12-in. picture tube, 24 tubes plus 3 rectifiers, 12 channels, with FM, \$525 plus installation. Sutton, same as Meadowbrook but in blonde, \$540 plus installation.

Savoy, Winthrop, console, 12-in. picture tube, 29 tubes plus 4 rectifiers, 12 channels, with AM-FM-phonograph, \$795 plus installation.

Whitehall, Westbury, console, 15-in. picture tube, 27 tubes plus 6 rectifiers, 12 channels, with FM, \$775 (Whitehall), \$795 (Westbury) plus installation.

Colony, console, 15-in. picture tube, 31 tubes plus 6 rectifiers, 12 channels, with AM-FM-phonograph, \$1,095 plus installation.

Club 20, table, 20-in. picture tube, 28 tubes plus 6 rectifiers, 12 channels, with FM, \$995 plus installation.

Hampshire, Westminster, console, 20-in. picture tube, 38 tubes plus 5 rectifiers, 12 channels, with AM-FM-phonograph, \$2,495 plus installation.

Custom, custom-built, 20-in. picture tube, 35 tubes plus 5 rectifiers, 12 channels, with AM-FM, \$1,795 plus installation.

EASTERN STATES RADIO & TELEVISION CO.—427 E. 138th St., Bronx 54, N. Y. James Foley, owner.

Eastern States, club, 15-in. picture tube, 12 channels, with FM, \$595 plus \$100 installation. Same set with 12-in. picture tube, \$445 plus \$45 installation.

EMERSON RADIO & PHONOGRAPH CORP.—111 Eighth Ave., New York 11, N. Y. Benjamin Abrams, president.

Model 571, table, 10-in. picture tube, 21 tubes plus 6 rectifiers, 12 channels, \$299.50 (\$319.50 blonde) plus installation.

Model 611, table, 10-in. picture tube, 21 tubes plus 2 rectifiers, 12 channels, \$299.50 plus installation.

Model 606, console, 10-in. picture tube, 21 tubes plus 6 rectifiers, 12 channels, \$349.50 plus installation.

Model 585, console, 10-in. picture tube, 25 tubes plus 7 rectifiers, 12 channels, \$495 plus installation.

Also reported planning production of 16-in. console, and 12x16-in. projection set in console and console models.

FADA RADIO & ELECTRIC CO. INC.—525 Main St., Belleville, N. J.

Models 799 and 899, table, 10-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, \$375 plus installation.

Model 880, console, 12x16-in. projection picture, 29 tubes plus 6 rectifiers, 12 channels, \$849.50 plus installation.

FARNSWORTH TELEVISION & RADIO CORP.—3700 E. Pontiac St., Fort Wayne 1, Ind. E. A. Nicholas, president.

Capehart 651P, table, 10-in. picture tube, 24 tubes plus 4 rectifiers, 12 channels, \$375 plus \$50 installation.

Capehart 661P, console, 10-in. picture tube, 24 tubes plus 4 rectifiers, 12 channels, \$445 plus \$50 installation.

Capehart 461P, console, 10-in. picture tube, 31 tubes plus 5 rectifiers, 12 channels, \$545 plus \$50 installation.

Capehart 504P, console, 10-in. or 12-in. picture tube, 31 tubes plus 5 rectifiers, 12 channels, with AM-FM-phono, \$945 (10-in.), \$995 (12-in.) plus \$75 installation.

Capehart 502P, console, 12-in. picture tube, 31 tubes plus 5 rectifiers, 12 channels, with AM-FM-phono, \$1,195 plus \$85 installation.

Capehart 501P, console, 12-in. picture tube, 31 tubes plus 5 rectifiers, 12 channels, with AM-FM-phono, \$1,295 plus \$85 installation.

FISHER RADIO CORP.—41 East 47th St., New York 17, N. Y. Avery R. Fisher, president.

Fisher, console, 12x16-in. projection picture, 12 channels, \$795 plus installation. This is a companion piece to Fisher radio-phonograph combination console.

GAROD ELECTRONICS CORP.—70 Washington St., Brooklyn, N. Y. Louis Silver, v.p.

Model 920TV (Chelsea), table, 10-in. picture tube, 27 tubes, 12 channels, AM-FM, \$385 plus \$70 installation. Model 930TV (Nassau) is same set in bleach, \$395 plus \$70 installation.

Model 1020TV (Bristol), table, 12-in. picture tube, 27 tubes, 12 channels, AM-FM, \$445 plus \$75 installation. Model 1030TV (Essex) is same set in bleach, \$455 plus \$75 installation.

Model 921TVP (Brighton), console, 10-in. picture tube, 27 tubes, 12 channels, AM-FM-LP phono, \$495 plus \$75 installation. Model 1021TVP (Hampden) is same set with 12-in. picture tube, \$575 plus \$80 installation.

Model 1220TVP (Plymouth), console, 12-in. picture tube, 27 tubes, 12 channels, AM-FM-LP phono, \$695 plus \$85 installation. Model 1230TVP (Berkshire) is same set in bleach, \$735 plus \$85 installation. Model 1400TVP (Regal) is improved version of same set, \$950 plus \$95 installation. Model 1410TVP (Windsor) is improved version of same set in bleach, \$995 plus \$95 installation.

Model 1500TVP (Sherman), console, 15-in. picture tube, 27 tubes, 12 channels, AM-FM-LP phono, \$1,250 plus \$95 installation. Model 1510TVP (Bedford) is same set in bleach, \$1,295 plus \$95 installation.

GENERAL ELECTRIC CO.—Electronics Park, Syracuse, N. Y. Walter Skillman, sales manager.

Model 810, table, 10-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, \$325 plus \$65 installation.

Model 814, table, 12-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, \$389.50 plus \$75 installation.

Model 802-D, console, 10-in. picture tube, 22 tubes plus 3 rectifiers, 12 channels, AM-FM-phono, \$725 plus \$85 installation.

Model 811, console, 10-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, \$359.50 plus \$70 installation.

Model 820, console, 12-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, AM-FM-LP phono, \$695 plus \$90 installation.

Model 840, console, 12-in. picture tube, 32 tubes plus 4 rectifiers, 12 channels, AM-FM-LP phono, \$995 plus \$100 installation.

Model 901, console, 18x24-in. projection picture, 35 tubes plus 7 rectifiers, AM-FM-SW-phono, \$2,100 plus \$195 installation.

Model 910, custom built for commercial installation, 18x24-in. projection picture, 35 tubes plus 7 rectifiers, 12 channels, AM-FM-SW, \$1,470 plus \$195 installation.

HALLICRAFTERS CO.—Fifth & Kostner Aves., Chicago 24, Ill. Michael Scott, sales manager.

Model T-54, table (metal cabinet), 7-in. picture tube, 19 tubes plus 3 rectifiers, 12 channels, push-button tuning, \$189.50.

Model 505, table, 7-in. picture tube, 19 tubes plus 3 rectifiers, 12 channels, push-button tuning, \$199.50 (wooden cabinet).

Model T-61, table, 10-in. picture tube, 22 tubes plus 1 rectifier, 12 channels, push-button tuning, \$289.95 (plastic cabinet).

Model T-60, custom built, 12x16-in. picture, 23 tubes plus 4 rectifiers, 12 channels, push-button tuning, \$595.

Model T-67, table, 10-in. picture tube, 12 channels, 19 tubes plus 3 rectifiers, \$299.95 plus installation.

Model T-68, console, 12x16-in. projection picture, 12 channels, 19 tubes plus 3 rectifiers, \$695 plus installation.

Note: Introducing new sets early in 1949.

HOFFMAN RADIO CORP.—3761 S. Hill St., Los Angeles 7, Cal. R. J. McNeely, sales manager.

Model CT800, console, 10-in. and 12-in. picture tube, 26 tubes plus rectifier, 12 channels, \$445 plus \$60 installation (10-in.), \$495 plus \$65 installation (12-in.).

Model CT801, console, 10-in. and 12-in. picture tube, 26 tubes plus rectifier, 12 channels, \$445 plus \$60 installation (10-in.), \$495 plus \$65 installation (12-in.).

Model CT900, CT901, console, 12-in. picture tube, 26 tubes plus rectifiers, 12 channels, AM-FM-phono, \$845 plus \$85 installation.

HOWARD RADIO CO.—1735 Belmont Ave., Chicago 13, Ill. Howard C. Briggs, v.p.

Model 481-475TV, console, 10-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, with AM-FM-LP phono, \$665 (\$675 blonde) plus installation. Same set is made with 12-in. picture tube, no price given.

Note: Howard plans table models, console, additional consoles early in 1949; also plans exclusive production of all consoles with space for TV at option of purchaser.

INDUSTRIAL TELEVISION INC.—359 Lexington Ave., Clifton, N. J. Edwin B. Hinch, sales manager.

Model 11R (Essex-15), commercial, 15-in. picture tube, 40 tubes, 12 channels, plus FM, \$1,145 including installation in New York area. Additional 15-in. viewing unit, \$645.

Model 13R (Essex-20), commercial, 20-in. picture tube, 40 tubes, 12 channels, plus FM, \$1,570 including installation in New York area. Additional 20-in. viewing unit, \$1,070.

Model IT22R (Sussex 10), table viewing unit, 10-in. picture tube, 10 tubes, \$290. Can be operated from any TV set.

Model 621, table, 10-in. picture tube, 17 tubes plus 3 rectifiers, 12 channels, \$345. Model 521 is same set in table-top cabinet, \$410.

Model 221 (Century), console, is same set with 12-in. picture tube, \$470 plus installation. Model 421 is same 12-in. set with cabinet doors, \$525 plus installation. Model 321 is same 12-in. set with AM-FM-LP phono, \$695.

Model 226 (Century), special, 15-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, \$1,670 plus installation. Set consists of control unit with AM-FM-LP phono and separate viewing unit remotely controlled.

JAMAICA TELEVISION MFG. CO.—95-26 Sutphin Blvd., Jamaica, N. Y. W. B. Still, owner.

Model 63, table, 10-in. picture tube, 26 tubes, 12 channels, \$329.50 plus \$67.50 installation.

Model B150, table, 16-in. picture tube, 26 tubes, 11 channels, \$445 plus \$72 installation.

Model RTD, console, 10-in. picture tube, 29 tubes, 11 channels, AM-phono, \$449.50 plus \$72 installation.

Commercial, 20-in. picture tube, 28 tubes, 11 channels, \$1,185 plus \$120 installation.

MAGNAVOX CO.—2131 Beuter Rd., Fort Wayne, Ind. Frank Freimann, executive v.p.

Model MV9 (Metropolitan), table, 10-in. picture tube, 12 channels, \$299.50.

Model MV10B (Modular), table, 10-in. picture tube, 12 channels, \$345.

MV18A (Chinese Chippendale), console, 12-in. picture tube, \$495. MV18AC is same set with AM-FM, \$595.

MV13BS (Modern Symphony), console, 10-in. picture tube, 12 channels, \$395.

MV14BR (Berkeley), console, 10-in. picture tube, 12 channels, \$420. This is companion piece to radio-phonograph combination.

MV51B (American Traditional), console, 10-in. picture tube, 12 channels, with AM-FM-phono, \$595.

MV15A, console, 12-in. picture tube, 12 channels, \$475.

MV50A (Hepplewhite), console, 12-in. picture tube, 12 channels, with AM-FM-phono, \$695. Model MV50B is same set with 10-in. picture tube, \$645.

MV54A (American Modern), console, 12-in. picture tube, 12 channels, with AM-FM-phono, \$735.

MV57A (French Provincial), console, 12-in. picture tube, 12 channels, with AM-FM-phono, \$750.

MV35A (Windsor Bookcase), special for mounting on top of companion radio-phonograph combination, 12-in. picture tube, 12 channels, \$750.

MAJESTIC RADIO & TELEVISION CORP.—900 N. State St., Elgin, Ill. Lloyd Dopkins, sales v.p.

Model 7TV850, table, 7-in. tube, 19 tubes, 8 channels, \$199.95.

Model 7TV852, console, 7-in. picture tube, 19 tubes, 8 channels, AM-FM-phono, \$395.

Model 10TV855, console, 10-in. picture tube, 28 tubes, 12 channels, AM-FM, \$329.95. (Dependent on availability of 10-in. tubes.)

Model 15TV858, console, 15-in. picture tube, 28 tubes, 12 channels, AM-FM, \$495. (Dependent on availability of 15-in. tubes.)

MAJOR TELEVISION CORPORATION—19 W. 44th St., New York 18, N. Y. I. R. Ross, sales manager.

Life View, table, 7-in. picture tube, 12 channels, \$179.95.

Sport Reporter, table, 7-in. picture tube, 12 channels, \$219 (AC-DC).

Champion, table, 10-in. picture tube, 12 channels, \$265.

First Nighter, table, 10-in. picture tube, 12 channels, \$375.

Spectator, table, 15-in. picture tube, 12 channels, \$795.

Ringsider, table, 7x9-ft. projection picture, 12 channels, \$2,195.

MARS TELEVISION INC.—1441 Broadway, New York 18, N. Y. Milton Grudin, chief engineer.

Baldwin, table, 12-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, \$499 plus \$75 installation.

Oxford, table, 15-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, \$750 plus \$90 installation.

Dartmouth, console, 15-in. picture tube, 42 tubes plus 3 rectifiers, 12 channels, AM-FM-phono, \$1,295 plus \$100 installation.

JOHN MECK INDUSTRIES INC.—Liberty St., Plymouth, Ind.

Model XA-701, table, 7-in. picture tube, 12 channels, \$179. Model XB-702 is same set, \$139.

Model XL-710, table, 10-in. picture tube, 12 channels. Price to be announced.

MOTOROLA INC.—4545 Augusta Blvd., Chicago 51, Ill. W. H. Steiner, v.p.

Model VT-71, table, 7-in. picture tube, 15 tubes plus 2 rectifiers, 8 channels, \$189.95 plus installation.

Model VT-105 and VT-107, table, 10-in. picture tube, 22 tubes, 12 channels, \$299.95 plus installation.

Model VK-106, console, 10-in. picture tube, 22 tubes, 12 channels, \$349.95 plus installation.

Model VF-103, console, 10-in. picture tube, 24 tubes, 12 channels, AM-FM-LP phono, \$575 plus installation.

NATIONAL CO. INC.—61 Sherman St., Malden 48, Mass. William P. Ready, television sales manager.

Model TV-7M, table (metal cabinet), 7-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, \$189.50.

Model TV-7W, table (wooden cabinet), 7-in. picture tube, 18 tubes plus 3 rectifiers, 12 channels, \$199.50.

Plans production of 10-in. table models and others with larger screens and projection images for early 1949 delivery.

NEW ENGLAND TELEVISION CO.—544 E. Sixth St., New York 9, N. Y. Joseph Fromer, sales; William Kelvin, engineering.

Custom built, console, 15-in. picture tube, 35 tubes plus 4 rectifiers, 12 channels, with AM-FM-SW-phono-recorder-public address system, \$2,000 including installation.

OLYMPIC RADIO & TELEVISION INC.—34-01 Thirty-eighth Ave., Long Island City 1, N. Y. Percy L. Schoenen, executive v.p.

Model TV 922, table, 10-in. picture tube, 22 tubes, 12 channels, \$299.50. Model TV 929 is same set in console, AM-FM-phono, \$575; with LP phono, \$595.

PACKARD-BELL CO.—3443 Wilshire Blvd., Los Angeles 5, Cal. H. A. Bell, president-general manager.

Model 3381 (Telecaster), console, 10-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, with FM, \$399.50 plus \$65 installation.

Model 1091TV, console, 10-in. picture tube, 33 tubes plus 4 rectifiers, 12 channels, AM-FM-phono, \$499.50 plus \$75 installation.

Model 1291TV, console, 10-in. picture tube, 34 tubes plus 4 rectifiers, 12 channels, AM-FM-phono-recorder, \$599.50 plus \$85 installation.

Model 4580TV, console, 12-in. picture tube, 36 tubes plus 5 rectifiers, 12 channels, AM-FM-phono-recorder, \$1,295 plus \$95 installation.

PHILCO CORP.—Tioga & C Sts., Philadelphia, Pa. James H. Carmine, v.p.

Model 1002, table, 10-in. picture tube, 21 tubes plus 3 rectifiers, 8 channels, \$329.50 (includes matching table).

Model 1240, console, 12-in. picture tube, 21 tubes plus 4 rectifiers, 8 channels, \$439.50 plus installation. Model 1040 is a similar set with 10-in. picture tube, 21 tubes plus 3 rectifiers, \$349.50.

Model 1076, console, 10-in. picture tube, 28 tubes plus 6 rectifiers, 8 channels, AM-FM-LP phono, \$599.50 plus installation.

Model 1278, console, 12-in. picture tube, 28 tubes plus 6 rectifiers, 8 channels, AM-FM-LP phono, \$699.50. Model 1280 is same set as Model 1278 but with custom-built cabinet, \$875.

Model 2500, console, 15x20-in. projection picture, 24 tubes plus 5 rectifiers, 8 channels, \$795 plus \$85 installation.

PILOT RADIO CORP.—37-06 Thirty-sixth St., Long Island City 1, N. Y. E. L. Hall, executive v.p.

Model TV-37 (Candid), table, 3-in. picture tube, 17 tubes plus 3 rectifiers, 12 channels, \$99.50.

Model TV-40 (Deluxe), console, 12x16-in. projection picture, 30 tubes plus 4 rectifiers, 12 channels, \$795. This is a companion piece to Pilot radio-phono.

Model TV-952, console, 12x16-in. projection picture, 44 tubes plus 5 rectifiers, 12 channels, AM-FM-phono, \$1,195 plus \$125 installation.

RCA VICTOR DIV., RADIO CORP. OF AMERICA—Camden, N. J. Dan Halpin, manager television receiver sales; Miss H. H. Higginson, manager of consumer custom products dept.

Model 8T241 (Bystander), table, 10-in. picture tube, 22 tubes plus 2 rectifiers, 12 channels, \$325 (\$345 blonde) plus \$65 installation.

Model 8T243 (Onlooker), table, 10-in. picture tube, 22 tubes plus 2 rectifiers, 12 channels, \$349.50 (\$369.50 blonde) plus \$65 installation.

Model 8T270, table, 16-in. picture tube, 23 tubes plus 3 rectifiers, 12 channels, \$475 (\$500 blonde).

Model 8T244 (Sightseer), console, 10-in. picture tube, 22 tubes plus 2 rectifiers, 12 channels, \$395 (\$415 blonde) plus \$65 installation.

Model 8TV270, console, 16-in. picture tube, 23 tubes plus 3 rectifiers, 12 channels, no price announced. Model 8TC271 is same set in period furniture, no price announced.

Model 8TV321 (Harrison), console, 10-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, AM-FM-phono, \$550 (\$575 blonde) plus \$80 installation.

Model 8TV323 (Monticello), console, 10-in. picture tube, 29 tubes plus 3 rectifiers, 12 channels, AM-FM-phono, \$595 (\$625 blonde) plus \$80 installation.

Model 8PCS41 (Projection), console, 15x20-in. projection picture, 34 tubes plus 7 rectifiers, 12 channels, \$895 plus \$100 installation.

Model 648PV (Crestwood), console, 15x20-in. projection picture, 41 tubes plus 7 rectifiers, 12 channels, AM-FM-SW-phono, \$1,550 plus \$135 installation.

The Clubman, custom installed, 15x20-in. projection picture, 33 tubes plus 7 rectifiers, 12 channels, \$1,095 plus \$140 installation.

Berkshire Regency, console, 15x20-in. projection picture, 58 tubes plus 9 rectifiers, 12 channels, AM-FM-SW-phono, \$3,250, including installation.

Berkshire Breakfront, console, 15x20-in. projection picture, 58 tubes plus 9 rectifiers, 12 channels, AM-FM-SW-phono, \$4,100, including installation.

REGAL ELECTRONICS CORP.—603 W. 130th St., New York, N. Y. W. Spiegel, president.

Model TV-1030, table, 10-in. picture tube, 30 tubes, 12 channels, \$375.

REMINGTON RADIO CORP.—80 Main St., White Plains, N. Y. Robert G. Kramer, president.

Model 1950 (Rembrandt), table, 12-in. picture tube, 25 tubes, 12 channels, with FM, \$495 plus \$95 installation.

Model 721 (Rembrandt), table, 15-in. picture tube, 25 tubes, 12 channels, with FM, \$795 plus \$95 installation.

Model 80 (Rembrandt), console, 12-in. picture tube, 26 tubes, 12 channels, with FM, \$595 plus \$95 installation.

Model 1606 (Rembrandt), console, 12-in. picture tube, 35 tubes, 12 channels, with AM-FM-phono. Price to be announced. Model 1669 (Rembrandt) is same set but with 15-in. picture tube. Price to be announced.

Model 130 (Rembrandt), console, 15-in. picture tube, 26 tubes, 12 channels, with FM, \$895 plus \$95 installation.

SCOTT RADIO LABORATORIES INC.—4541 Ravenswood Ave., Chicago 40, Ill. F. W. Gigax, executive v.p. and general manager.

Model 400 Series, table, 12x16-in. projection picture, 34 tubes plus 5 rectifiers, 12 channels, \$695 plus installation. In production of same set in console and incorporation in Model 800 Series radio-phonograph combination (latter due shortly after Jan. 1, 1949.)

SENTINEL RADIO CORP.—2100 Dempster St., Evanston, Ill. E. G. May, sales manager.

Model 405TV, table, 7-in. picture tube, 20 tubes, 12 channels, \$199.95. Model 400TV is same as Model 405TV, but is portable, same price.

Model 402CV, console, 10-in. picture tube, 22 tubes, 12 channels, \$359.95.

HAROLD SHEVERS INC.—33 West 46th St., New York 19, N. Y. Louis Arma, chief engineer.

Model 930, chassis, 10-in. picture tube, 26 tubes plus 3 rectifiers, 12 channels, AM-FM-phono. Set made for other manufacturers and furniture makers.

SIGHTMASTER CORP.—385 North Ave., New Rochelle, N. Y. F. W. Minor, general manager.

Model 10-S-1 (Sightmaster 10), table, 10-in. picture tube, 24 tubes, 12 channels, with FM, \$375 (\$390 blonde) plus installation.

Model 10-S-4 (Manhattan 10), table, 10-in. picture tube, 24 tubes, 12 channels, with FM, \$395 plus installation. Face of set is mirror when not in use.

Model 12-S-1 (Sightmaster 12), table, 12-in. picture tube, 24 tubes, 12 channels, with FM, \$450 (\$465 blonde) plus installation.

Model 12-S-4 (Manhattan 12), table, 12-in. picture tube, 24 tubes, 12 channels, with FM, \$475 plus installation. Face of set is mirror when not in use.

Model 10-SL-2 (Living Stage), table, 10-in. picture tube with built-in magnifier giving equivalent of 15-in. picture tube, 24 tubes, 12 channels, \$495 plus installation. Includes roto-table.

Model 15-S-1 (Sightmaster 15), table, 15-in. picture tube, 24 tubes, 12 channels, with FM, \$595 (\$625 blonde) plus installation.

Model 15-S-5 (Pandora), table, 10-in. picture tube with built-in magnifier giving equivalent of 15-in. picture tube, 24 tubes, 12 channels, \$595 plus installation. Set is glass encased, face of set is mirror when not in use, is remotely controlled.

Model 15-S-3 (Manhattan 15), table, 15-in. picture tube, 24 tubes, 12 channels, with FM, \$695 plus installation. Face of set is mirror when not in use.

Model 15-S-6, custom installed, 15-in. picture tube, 24 tubes, 12 channels, with FM, \$625 plus installation. Face of set is mirror when not in use; is remotely controlled.

Model 15-S-4, custom installed, 2x3-ft. projection picture, 24 tubes, 12 channels, with FM, \$695 plus installation. Face of set is mirror when not in use, is remotely controlled.

Model 15-S-2 (Americana), table, 15-in. picture tube, 24 tubes, 12 channels, with FM, \$995 plus installation. Face of set is mirror when not in use.

STARRETT TELEVISION CORP.—601 West 26th St., New York 1, N. Y. Murray Daniels, president.

Producing 12-in. and 15-in. console and consoles with AM-FM-phono at prices ranging from \$495 to \$1,770. Also 16-in. table model with AM at \$695 and 20-in. commercial model with AM-FM at \$1,795.

STEWART-WARNER CORP.—1826 Diversey Parkway, Chicago 14, Ill. Samuel Insull Jr., v.p.

Model AVT-1 (Washington), table, 10-in. picture tube, 24 tubes plus 2 rectifiers, 12 channels, \$369.95 (includes doors and stand) plus \$15 for 90-day maintenance policy.

Model AVC-1 (New Yorker), console, 10-in. picture tube, 24 tubes plus 2 rectifiers, 12 channels, \$399.95 plus \$15 for 90-day maintenance policy. Picture is reflected from mirror on interior of top lid. (Built-in magnifier optional extra.)

Model AVC-2 (Wakefield), console, 10-in. picture tube, 24 tubes plus 2 rectifiers, 12 channels, \$399.95 plus \$15 for 90-day maintenance policy. Picture is reflected from mirror on interior of top lid. (Built-in magnifier optional extra.)

STOLLE ENGINEERING & MANUFACTURING CO.—3970 S. Grand Ave., Los Angeles 37, Cal. Raymond A. Stolle, owner.

Model 4030-10TV, console, 10-in. picture tube, 29 tubes, 12 channels, \$419.50.

STROMBERG-CARLSON CO.—100 Carlson Rd., Rochester, N. Y. Dr. Ray H. Manson, president.

Model TS 10 II, table, 10-in. picture tube, 27 tubes plus 4 rectifiers, 12 channels, with FM, \$395 plus installation.

Model TV 12 H2M (Rochester), table, 12-in. picture tube, 24 tubes plus 4 rectifiers, 12 channels, plus FM, \$465 plus installation.

Model TV 12 LM (Dorchester), console, 12-in. picture tube, 24 tubes plus 4 rectifiers, 12 channels, with FM, \$645 including installation. Model TV 12 L2M (Manchester) is same set, \$625.

Model TV 12 M5M (Chinese Classic), console, 12-in. picture tube, 28 tubes plus 5 rectifiers, 12 channels, AM-FM-SW-phono, \$1,025, including installation.

Model TV 12 PGM (Westchester), console, 12-in. picture tube, 28 tubes plus 5 rectifiers, 12 channels, AM-FM-SW-phono, \$1,195 including installation. Model TV 12 PM (Lanchester) is same set with LP phono, \$985.

TELE KING CORP.—601 W. 26th St., New York 1, N. Y. Ben Rice, general sales mgr.

Model 210, table, 10-in. picture tube, 29 tubes plus 5 rectifiers, 12 channels, \$289.50 (walnut), \$299.50 (mahogany), \$309.50 (blonde) plus installation.

Model 310, console, 10-in. picture tube, 29 tubes plus 5 rectifiers, 12 channels, \$319.50 (walnut), \$329.50 (mahogany), \$339.50 (blonde) plus installation.

Company reports plans for production of table model, 10-in. picture tube, \$199.95.

TELEQUIP RADIO CO.—1901 S. Washtenaw Ave., Chicago, Ill. E. E. Arkin, president.

Models 5204 and 5205, table, 7-in. picture tube, 24 tubes, 12 channels, \$199.75. Model 5203 is same set in blonde, \$209.75.

Model 8130 (Silver-tone), table 7-in. picture tube, 24 tubes, 12 channels, \$189.75 (being produced for Sears, Roebuck & Co.).

Model 5300, table, 10-in. picture tube, 25 tubes, 12 channels, \$269.75. To be produced in 1949.

TELE-TONE RADIO CORP.—540 W. 58th St., New York, N. Y. Morton M. Schwartz, general sales manager.

Model TV-149, table, 7-in. picture tube, 18 tubes plus 4 rectifiers, 12 channels, \$169.95 (AC-DC, \$199.95) plus \$45 installation.

Model 249, table, 10-in. picture tube, 21 tubes, 12 channels, \$249.95 (\$259.95 bleach).

Model 279, console, 10-in. picture tube, 19 tubes, 12 channels, \$299.95 (\$309.95 blonde).

Company plans model and price changes after Jan. 1, 1949.

TELEVISTA CORP. OF AMERICA—114 E. 16th St., New York 3, N. Y. Richard Mattison, general sales manager.

Monte Carlo, club, 10-in. picture tube, with sealed magnifier making picture equivalent of 15-in. tube, 26 tubes plus 3 rectifiers, 12 channels, \$550. Model 100A is same chassis for 10, 12 or 15-in. picture tubes. Model 100 is same chassis with AM-FM-phonograph for 10, 12, 15-in. picture tubes.

TEMPLE-TONE RADIO MFG. CORP.—Temple-Tone Bldg., New London, Conn. Edward Jahns, chief engineer.

Model H1776, table, 7-in. picture tube with sealed magnifier making picture equivalent of 10-in. tube, 14 tubes plus 2 rectifiers, 12 channels, \$199.50. Set contains terminals at rear for connection of sound system to other audio systems.

VIDEO CORP. OF AMERICA—385 Flatbush Ave. Extension, Brooklyn 1, N. Y. J. C. Rivman, sales manager. (Formerly Cornell Television, Inc.)

Model VS-105, table, 10-in. picture tube, 19 tubes, 12 channels, \$349. Model VS-120 is same set with 12-in. picture tube, \$395.

Model 1203, table, 12-in. picture tube, 34 tubes, 12 channels, AM-FM, \$495. Model 1203-B is same set in blonde, \$510.

Model 1507 (Fresnelite), table, 12-in. picture tube with built-in magnifier making picture larger than 16-in. tube, 31 tubes, 12 channels, with FM, \$595.

Model 1505 (Club), table, 15-in. picture tube, 31 tubes, 12 channels, with FM, \$745.

Model 1605, table, 16-in. picture tube, 34 tubes, 12 channels, AM-FM, \$795.

Model VS-125, console, 12-in. picture tube, 19 tubes, 12 channels, \$424.50.

Model 1212, console, 12-in. picture tube, 34 tubes, 12 channels, AM-FM-LP phono, \$745. Model 1212-B is same set in blonde, \$470. Model 1510 is same set with 15-in. picture tube, \$995. Model 1510-B in blonde, \$1,020.

Model 1515 (Chinese Modern), console, 15-in. picture tube, 34 tubes, 12 channels, AM-FM-LP phono, \$1,145.

VIDEODYNE INC.—33 Jefferson St., Stamford, Conn. Julius Fine, sales manager. (Formerly Columbia Television Inc.)

Model 10 TV, table, 10-in. picture tube, 22 tubes plus 3 rectifiers, 12 channels, \$369.50 plus \$55 installation.

Model 10 FM, table, 10-in. picture tube, 22 tubes plus 3 rectifiers, 12 channels, with FM, \$399.50 plus \$55 installation.

Model 12 TV, table, 12-in. picture tube, 22 tubes plus 3 rectifiers, 12 channels, \$469.50 plus \$65 installation.

Model 12 FM, table, 12-in. picture tube, 22 tubes plus 3 rectifiers, 12 channels, with FM, \$499.50 plus \$65 installation.

VIDEOGRAPH CORP.—601 W. 26th St., New York, N. Y. Louis N. Forman, president.

Model F1-350, table, 15-in. picture tube, 12 channels, with FM, \$695.

Model TS-100, commercial including juke-box, 15-in. picture tube, 12 channels, with FM, \$1,695.

Note: TV sets made by Emerson Radio & Phonograph Co.

VIDEO PRODUCTS CORP.—16 West St., Red Bank, N. J. Herman Marsen, sales manager.

Videola, table, 12 or 15-in. picture tube, 30 tubes, 12 channels, no price given. Same set is produced under private label brand.

Videola De Luxe, console, 12 or 15-in. picture tube, 30 tubes, 12 channels, AM-FM-phonograph, no price given.

WESTINGHOUSE ELECTRIC CORP.—Susquehanna Ave., Sunbury, Pa. E. G. Herrmann, sales manager.

Model H-196, table, 10-in. picture tube, 25 tubes plus 3 rectifiers, 12 channels, \$325.

Model H-181, console, 10-in. picture tube, 23 tubes plus 3 rectifiers, 8 channels, \$399.95 plus \$65 installation.

Model H-223, table, 10-in. picture tube, 20 tubes plus 3 rectifiers, 12 channels, price unannounced.

Model H-207, console, 10-in. picture tube, 25 tubes plus 3 rectifiers, 12 channels, AM-FM-LP phono, \$625.

Model H-217, console, 12-in. picture tube, 25 tubes plus 5 rectifiers, 12 channels, AM-FM-LP phono, \$725.

ZENITH RADIO CORP.—6001 Dickens Ave., Chicago 39, Ill. Comdr. Eugene F. McDonald Jr., president.

Model 28T925R (Mayflower) and 28T925E (Biltmore), table, 10-in. picture tube, 24 tubes plus 3 rectifiers, 12 channels, \$389.95 plus \$65 installation. Tables for these models are \$29.95.

Model 28T963R (Newport), console, 10-in. picture tube, 24 tubes plus 3 rectifiers, 12 channels, \$439.95 plus \$65 installation. Model 28T961E (Wilshire) is same set, different cabinet finish, \$449.95.

Model 28T962R (Warwick) is same set with 12-in. picture tube, \$479.95. Model 28T960E (Waldorf) is same set with 12-in. picture tube, but with different cabinet finish than that of Model 28T960E, \$489.95.

Model 37T998RLP (Gotham), console, 12-in. picture tube, 31 tubes plus 4 rectifiers, 12 channels, AM-FM-SW-LP phono, \$695 plus \$65 installation. Model 42T997RLP (Riviera) is same set with 35 tubes plus 4 rectifiers, \$1,075 plus \$65 installation.

Model 42T999RLP (Marlborough), console, 15-in. picture tube, 35 tubes plus 4 rectifiers, 12 channels, AM-FM-SW-LP phono, \$1,150 plus \$65 installation.

Companies Reported Making TV Sets or Planning TV Production

With information furnished or obtained from reliable sources

CORONET RADIO & TELEVISION CORP.—500 W. 52nd St., New York 19, N. Y. Raphael Spiegelman, sales manager.

Reports it plans production of 10-in. to 16-in. table and console models Feb. 15, 1949.

COSSOR (CANADA) LTD.—301 Windsor St., Halifax, N. S., Canada. J. S. Root, assistant general manager.

Reports it plans production of 10-in. consoles in spring 1949.

DE WALD RADIO MANUFACTURING CORP.—35-15 Thirty-seventh Ave., Long Island City, N. Y. David Wald, president.

Reported producing 10-in. table model with 29 tubes for \$375.

ESPEY MANUFACTURING CO.—528 East 72nd St., New York 21, N. Y. W. W. Jablon, v.p. (Kits).

Reported producing 3-in. table kit with 15 tubes plus 2 rectifiers at \$69.50 less tubes.

FREED RADIO CORP.—200 Hudson St., New York, N. Y. H. S. Boxer, sales dept.

Reported producing 12-in. consoles with AM-FM, planning 16-in. models.

INTERNATIONAL TELEVISION CORP.—745 Fifth Ave., New York, N. Y. John B. Milliken, president.

Reported planning to produce 7-in., 12-in., 15-in. models, plus 27x36-in. projection console and 3x4-ft. projection commercial installation.

NOBLITT-SPARKS INDUSTRIES INC.—Columbus, Ind. R. P. Spellman, sales manager, Arvin Radio Division.

Reports it plans production of table models only in 1949.

PYE CANADA LTD.—Ajax, Ont., Canada. George T. Greenep, v.p.

Reports it plans production of 10-in. table and console models with FM in September, 1949.

RCA VICTOR CO. LTD.—1001 Lenoir St., Montreal 30, Que., Canada. F. R. Deakins, president.

Reports it plans production of table models about Jan. 15, 1949.

ROD RADIO MANUFACTURING CO.—4226 S. Lawndale, Lyons, Ill. Alfred Rodriguez, partner.

Reports it plans production of table models first part of 1949.

SETCHELL CARLSON INC.—New Brighton, Minn. Don L. Johnson.

Reports it plans production of table and console models in mid-1949.

SONORA RADIO & TELEVISION CORP.—77 W. Washington Blvd., Chicago 2, Ill. Joseph Gerl, president.

Reported producing 10-in. table model with 23 tubes and planning production of 16-in. model.

SPARKS-WITHINGTON CO.—2400 E. Ganson St., Jackson, Mich. Harry G. Sparks, president.

Reported producing 10-in. Sparton console with 28 tubes at \$375 and 12-in. Sparton model with AM-FM-phonograph at \$694.95.

STREBOR INC.—721 Bloomfield Ave., Clifton, N. J. R. L. Wentz.

Reports it plans TV production about June, 1949.

STROMBERG-CARLSON CO. LTD.—211 Geary Ave., Toronto, Ont., Canada. J. A. Dove, radio sales manager.

Reports it plans production of table and console models in third quarter of 1949.

TELE-VIDEO CORP.—241 Fairfield Ave., Upper Darby, Pa. Fred Robin, president.

Reported producing commercial 5x12-ft projection Magnavision console with AM-FM at \$2,150. Also manufactures and installs multiple antenna systems for apartment houses, hotels, commercial buildings, etc.

UNITED STATES TELEVISION MANUFACTURING CORP.—3 W. 61st St., New York, N. Y. Hamilton Hoge, president.

Reported producing 10-in., 12-in. and 15-in. table and console models at prices from \$325 to \$1,495 plus 19x25-in. and 22½x30-in. projection picture consoles at prices from \$1,595 to \$1,795.

VIDCRAFT TELEVISION CORP.—780 E. 137th St., Bronx, N. Y. Mark Schindler, sales manager.

Reported producing 7-in. and 10-in. table models at prices from \$199.95 to \$369. Also 15-in. commercial models at prices from \$650 to \$795 plus 5x7-ft. and 7x9-ft. projection picture commercial models at prices from \$1,495 to \$1,795. Company also reported producing 10-in., 12-in. and 15-in. viewing units operated from master set at prices from \$225 to \$325.

WILCOX-GAY CORP.—Charlotte, Mich. Ward Hines, sales promotion manager.

Reports it plans to produce 10-in. console, TV only, at \$350-\$375 Feb. 1, 1949.

Companies Reported in TV Manufacture

From whom no data could be obtained

Note: We do not guarantee accuracy of reports

AIRADIO INC., Melrose Ave. and Barry Pl., Stamford, Conn.

ARCTURUS RADIO & TELEVISION CORP., 54 Clark St., Newark 4, N. J.

BOWERS RADIO & TELEVISION CO., 44 S. Sixth St., Reading, Pa.

ELECTRONIC CORPORATION OF AMERICA, 170 Fifty-third St., Brooklyn, N. Y.

FEDERAL TELEVISION CORP., 210 E. Ninth St., New York 3, N. Y.

FEDERAL VIDEO CORP., 108-10 Jamaica Ave., Richmond Hill, N. Y.

MULTIPLE TELEVISION MANUFACTURING CO., 987 Hegeman Ave., Brooklyn 8, N. Y.

NIELSEN TELEVISION CORP., Newton Ave., Norwalk, Conn.

NORTH EASTERN RADIO CO., 799 Broadway, New York City.

PORT-O-VISION INC., c/o J. M. McGuire Inc., 1476 Broadway, New York, N. Y.

TRAVLER RADIO CORP., 571 Jackson Blvd., Chicago 6, Ill.

WATTERSON RADIO MANUFACTURING CORP., 2700 Swiss Ave., Dallas, Tex.

Special Installations

CAGE PROJECTS INC.—393 Grove St., Upper Montclair, N. J. John M. Cage, president.

Modifies regular receivers to project images up to 9x12-ft. for commercial use, up to 6x8-ft. for home use. Has developed cathode ray tubes for direct view or projection sets.

INDUSTRIAL TELEVISION INC.—359 Lexington Ave., Clifton, N. J. Robert J. Harrington, asst. sales manager.

Guest Television, a multiple viewer, multiple channel, remotely controlled system of television distribution for use in hotels, hospitals and other institutions.

HOTELEVISION INC.—1926 Broadway, New York, N. Y.

Installs multiple units in public buildings, such as hotels, department stores, etc. Equipment made by Olympic Radio & Television Inc., 34-01 Thirty-eighth Ave., Long Island City, N. Y. Distributed and installed by Dynamic Electronics-New York Inc.

TELE-RENT CORP.—Park Sheraton Hotel, New York, N. Y. Herman A. Cooper, president.

Installs multiple units in public places such as hotels, etc.

TRADIO INC.—1001 First Ave., Asbury Park, N. J. Harry J. Rockefeller, sales manager.

Model 9, commercial installation, 3x4-ft. projection picture, 37 tubes, 12 channels, \$1,995 plus installation.

TELICOR CORP.—851 Madison Ave., New York 21, N. Y.

S. Sagall, president. Manufactures and installs multiple antenna systems for apartment houses, hotels, commercial buildings, etc.

REMINGTON RAND INC.—Wilson Ave., S. Norwalk, Conn. William L. Norvell, sales manager, Television Dept.

Manufactures "Vericon" TV system for industrial uses.

Manufacturers of Cathode Ray Picture Tubes

AMERICAN TELEVISION TUBE CORP., 1 Hudson St., New York 13, N. Y. Henry Scharf.

ALLEN B. DuMONT LABORATORIES INC., 2 Main St., Passaic, N. J. Dr. Allen B. DuMont, president.

GENERAL ELECTRIC CO., 1 River Road, Schenectady, N. Y. Dr. W. R. G. Baker, v.p. J. M. Lang, manager, Tube Division.

GENERAL ELECTRONICS INC., 101 Hazel St., Paterson, N. J. Charles G. Hampson, sales manager.

LANSDALE TUBE CORP., Lansdale, Pa. (Philco subsidiary)

LECTROVISION INC., 144 Union Ave., New Rochelle, N. Y. (Affiliated with Transvision Inc., kit manufacturer)

NATIONAL UNION RADIO CORP., 350 Scotland Road, Orange, N. J. Kenneth C. Melnken, president.

NORTH AMERICAN PHILIPS CO., 100 East 42nd St., New York City. Wesley L. Wilson, manager, Components Division.

RADIO CORPORATION OF AMERICA, RCA Victor Tube Division, Lancaster, Pa. L. W. Teegarden, v.p. C. E. Hughes Jr., asst. to v.p.

RAULAND CORP., 4245 North Knox St., Chicago, Ill. E. N. Rauland, president. (Zenith subsidiary).

RAYTHEON MANUFACTURING CO., 55 Chapel St., Newton 58, Mass. Ray C. Ellis, v.p.

SYLVANIA ELECTRIC PRODUCTS INC., Radio Tube Division, Emporium, Pa. H. W. Zimmer, v.p. in charge.

TEL-O-TUBE CORPORATION OF AMERICA, 167 Marshall St., Paterson 3, N. J. Samuel Kagan, president.

ZETKA LABORATORIES INC., 131 Getty Ave., Clifton, N. J. (Associated with United States Television Mfg. Corp.).

TV Kit Manufacturers

CERTIFIED RADIO LABORATORIES—5507 Thirteenth Ave., Brooklyn 19, N. Y. M. Seligsohn, chief engineer.

Produces 7-in. kit at \$99.50 and \$119.50; 10-in. at \$134.50 and \$154.50; plans production of 10, 12 and 15-in. complete table and console models and projection receiver.

ELECTRO-TECHNICAL INDUSTRIES—1432 N. Broad St., Philadelphia 21, Pa. John T. Roney, general manager.

Model 7A Telekit, table kit, 7-in. picture tube, 12 channels, with FM, \$59.50 less tubes.

Model 10A Telekit, table kit, 10-in. picture tube, 12 channels, with FM, \$99.50 less tubes.

MEISSNER MFG. DIVISION, MAGUIRE INDUSTRIES INC.—Mt. Carmel, Ill. R. E. Burrows, sales manager.

Model 24-TV, table, 10-in., 12-in. or 15-in. picture tube, 23 tubes, 12 channels, \$249.50 less picture tube. Model TV-1 is same set with cabinet, \$282.50.

PHILMORE MANUFACTURING CO. INC.—113 University Place, New York 3, N. Y. M. L. Granat, sales manager.

Model P-30, kit, 10-in. picture tube, 29 tubes, 12 channels, \$220.

TECH-MASTER PRODUCTS CO.—443 Broadway, New York 13, N. Y. L. Lazoff.

Model 630-TK, table kit, 10-in. picture tube, 29 tubes, 12 channels, \$198.50. Model 630-WC is same kit with wired chassis, \$322.50. Model Videola is same kit complete, \$375.

TELEVISION ASSEMBLY CO.—540 Bushwick Ave., Brooklyn 6, N. Y. Michael Muckley, sales manager. (Formerly Sports-View Television Co.)

Produces 10-in. kit at \$203.50, with FM at \$243.75; 12-in. at \$259.50, with FM at \$303.10; 15-in. at \$349.50, with FM at \$393.10. Also projection assembly, consoles, with FM, \$1,299 (suggested price).

TRANSVISION INC.—460 North Ave., New Rochelle, N. Y. H. D. Suesholtz, general mgr.

Model 10S, table kit, 10-in. picture tube, 20 tubes plus 2 rectifiers, 12 channels, with FM, \$229 including antenna, lead-in wire. Model 10D is same set with continuous 50-216 mc tuning, \$255.

Model 12S, table kit, 12-in. picture tube, 20 tubes plus 2 rectifiers, 12 channels, with FM, \$269 including antenna, lead-in wire. Model 12D is same set with continuous 50-216 mc tuning, \$303.

Model 10BL, table kit, 10-in. picture tube, 20 tubes plus 2 rectifiers, with FM, 12 channels, \$284 including cabinet with built-in magnifying lens giving picture larger than 12-in. tube, antenna, lead-in wire, color filters.

Company also supplies individual components, lenses, filters, tables, antennas, cabinets, etc.

Private Brands

With brand names, prices and other data available

AIRLINE—Manufactured for Montgomery Ward & Co., Chicago (P. J. Farber, Division 62), by Belmont, Hallcrafters, Wells-Gardner, Sentinel, and others. Line includes three 10-in. models (table model at \$299; console companion to radio-phonos consoles, beginning at \$299; console with AM-FM-LP phono at \$450). Also, two 7-in. models (portable at \$199.95, table model with push-button tuning at \$179.95). All 10-in. sets contain 25 tubes plus 4 rectifiers.

ARTONE—Manufactured for Affiliated Retailers Inc., 350 Fifth Ave., New York City (cooperative buying group for Macy's, May's, City Stores, et al.), by Hallcrafters. First set is 10-in. table model at \$239, plus \$50 installation with 90-day warranty, \$70 installation with 9-month warranty.

BESTONE—Manufactured for Vlm Radio & Sporting Goods Stores Inc., 325 Gold St., Brooklyn, N. Y. (retail chain), by Olympic. 10-in. table model offered at \$199.50 in December.

DELCO—Manufactured for United Motors Service Div., General Motors Corp., General Motors Bldg., Detroit 2, Mich. (C. B. Wymer, merchandise manager), by Hallcrafters Co. Line consists of Model TV-101, 10-in. table model at \$350; Model TV-201, 12x16-in. projection console at \$750, and Model TV-71, 7-in. table model at \$199.50 (temporarily discontinued due to shortage of tubes). Models TV-101 and TV-201 contain 21 tubes plus 2 rectifiers, cover 12 channels, installation extra.

MUNTZ—Manufactured for Muntz TV Inc., 113 No. Highland Ave., Hollywood 38, Cal. (E. L. Petersen, sales manager). Sets are 10 and 12-in., priced \$299.50 to \$495.50.

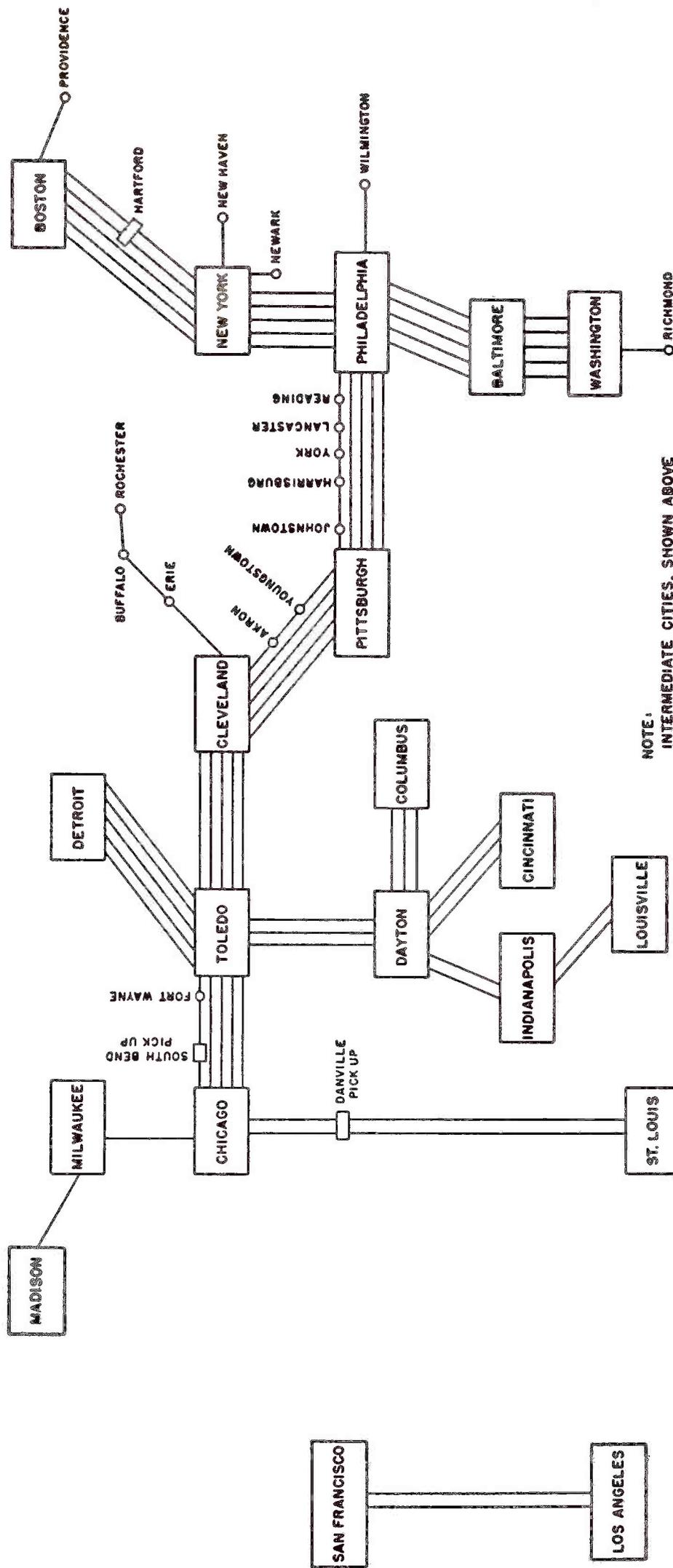
SILVERTONE—Manufactured for Sears, Roebuck & Co., Chicago (A. T. Chameroy, supervisor), by Colonial, Telegrip, and others. Model 8132 is 10-in. table with 28 tubes plus 4 rectifiers, 12 channels, \$299 plus \$65 installation. Model 8133 is same set in console with AM, \$395 plus \$65 installation. Model 8130 is 7-in. table with 24 tubes, 12 channels, \$189.75.

TRUETONE—Manufactured for Western Auto Supply Co., 2107 Grand Ave., Kansas City 8, Mo., by Wells Gardner and Belmont. Line consists of 7-in. table model with push-button tuning at \$189.95 and a 10-in. table model (due soon) at \$295.

Part IX — Schematic of AT&T's Projected Intercity TV Circuits, 1949-50

Note: Each line equals one-way circuit

TENTATIVE BELL SYSTEM PROGRAM FOR PROVISION OF INTERCITY TELEVISION CHANNELS



NOTE:
INTERMEDIATE CITIES, SHOWN ABOVE
ON ONE CHANNEL, MAY BE CONNECTED
TO OTHER CHANNELS.

Part X — Map of Existing Bell System Coaxial - Microwave Routes

