RECEIVER PRODUCTION

125,081 sets reported for first ten months

23,696 television sets were reported in the RMA figures for October bringing to 125,081 the total production for the first ten months of '47. Although the October figure would seemingly be lower than the September figure of 32,719, previous unreported production included in the total accounted for 16,991—which meant that September production was 15,728. October figure shows a jump of 7,968 in number of sets produced.

ADVERTISING

159 advertisers place 205 programs or spots on thirteen stations

159 advertisers were on the 13 commercial stations during November. This shows a jump of 20 over the October figure of 139. Of this number, 83 used spots, 69 studio or film programs and 53 sponsored remote events. Summing it up, the 159 sponsors used 205 time segments on television. (For complete list see page 8).

Category breakdown of these various sponsors follows:


What's New in Television?

Take a Look at WPTZ!

Television Takes to the Air!

A couple of weeks ago Philadelphians and New Yorkers by the thousands found out what it was like to go up in an airplane... how it seemed to fly in a military formation... saw downtown Philadelphia as the pilots see it.

They won their wings... by way of the WPTZ mobile units... without ever leaving their easy chairs!

This airborne telecast was part of a television program produced in cooperation with the U. S. Navy, direct from the Naval Aviation Station at Willow Grove, Pa., as a reserve training promotion.

As you can imagine, getting power in and a signal out of an airplane is the kind of undertaking that makes engineers old before their time.

With very little effort, we could go on to great length about how this telecast marked a milestone in television history... what an important "first" it was... how it opened a new field of television operation. However, to agencies and advertisers we think it has more immediate significance.

Here at WPTZ you'll find the over-all experience, the engineering talent, the trained, qualified personnel to make your advent into television productive and profitable. Let's talk it over.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building * Philadelphia 3, Penna.

FIRST IN TELEVISION IN PHILADELPHIA


Hotels—2: Over WPTZ—Broadwood Hotel. Over WTTG—Hamilton Hotel.


Television Accessories—2: Over WABD—La Pointe Plascomold, Transmirra Products Corp.

Boats—1: Over WABD—DuMont Marine Service, Inc.

Ass’—1: Over WFTL-TV, WWJ-TV—Hat Research Foundation.

Cigarettes—1: American Tobacco Co. Football over WNBT, WBKB. Spots over WABD, WCBS-TV, WBKB, KTLA, WTTG, WWJ-TV, KSD-TV.

Newspaper—1: Over KTLA—Television News.

Restaurants—1: Over WTTG—Duffy’s Tavern.

Servicing Outlets—1: Over WPTZ—Deeco Tire Service.


Textiles—1: Over WABD—Springs Mills.

Politics—1: Over WPTZ—Republican Central Campaign Committee.

Men’s Items—1: Over WNBT—Gillette Safety Razor.

A.T.&T.—Boston Relay Opening over WNBT, WABD, WCBS-TV, WPTZ, WFIL-TV, WRGB, WTTG, WMAL-TV, WNBW, WMAR.

CIRCULATION

Figures on the number of sets in use are still rough estimates with no accurate recording system in most cities. In some areas recent counts have not been taken. These figures cannot be used as a continuing index of receiver sales as figures are reestimated from time to time. The figures presented here are estimates at best, checked against station figures and other available information.

<table>
<thead>
<tr>
<th>City</th>
<th>Sets</th>
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</thead>
<tbody>
<tr>
<td>New York</td>
<td>70,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>15,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>9,100</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>9,000</td>
</tr>
<tr>
<td>Washington</td>
<td>3,300</td>
</tr>
<tr>
<td>Detroit</td>
<td>3,000</td>
</tr>
<tr>
<td>St. Louis</td>
<td>2,500</td>
</tr>
<tr>
<td>Baltimore</td>
<td>2,500</td>
</tr>
<tr>
<td>Schenectady</td>
<td>1,000</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>300</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>700</td>
</tr>
</tbody>
</table>

STATION STATUS

With debut of WTMJ-TV, Milwaukee, and with WENS, Cleveland, and WTVR, Richmond, also due for December opening, total number of operating stations jumps to 19. (This includes 2 experimental stations, Crosley’s W8XCT, Cincinnati and Don Lee’s W6XAO in Los Angeles.) Present box score now reads—54 grants, 51 applications pending (including W6XAO) which, with the 19 operating stations brings to 123 the total number of television outlets, either operating, under construction or with applications pending. (For complete list see page 4.) Tabulation of opening date timetables shows an additional 27 stations due to open by the summer of ’48.

FCC has set January 5th for consolidated hearing on Detroit, Cleveland and Boston as it affects DuMont-Paramount relationship. Paramount bids are hanging fire in Detroit and Boston; DuMont in Cleveland.

New York Daily News has placed its equipment orders with RCA for transmitter and two sets of (continued on page 7)
Television Magazine's
REPORT ON STATIONS, GRANTS AND APPLICATIONS

**ALBUQUERQUE**
Pop. 77,492
2—KOB-TV (R)
Albuquerque Bestg. Co.

**AMES, IOWA**
4—WOI-TV (R)
Iowa State College

**ATLANTA**
Sales Rank: 25  Pop.: 442,294
2—W3AB—TV (R)
Fort Industry Co.
WSB (R-N) (R)
The Atlanta Journal Co.

**BALTIMORE**
Sales Rank: 13 Pop.: 1,046,692
2—WMAR-TV (N)
Baltimore Sun
11—WBAL-TV (R-N)
Hearst Radio, Inc. (WBAL—Baltimore News Post)
13—WJZ
Radio Television of Baltimore, Inc.

**BLOOMINGTON, IND.**
Pop.: 365,771
4—WFIL-TV—AM
(Des Moines Register-Tribune)

**BOULDER, CO.**
Pop.: 75,952

**BOSTON**
Sales Rank: 5 Pop.: 2,350,514
4—WBZ—TV (R)
Westinghouse Radio Stations
2—WRTB
Raytheon Manufacturing Co.
8—WNAC-TV (R)
Yankee Network
New England Theatres (Paramount subsidiary)
Boston Metropolitan Television Co.
Empire Coil Co.
New England Television Co.
WCOP (R-N)
(Cowles Bestg. Corp.)

**BUFFALO**
Sales Rank: 14 Pop.: 857,719
4—WBEN—TV (R-N)
WBEN, Inc.
(Buffalo Evening News)

**CHICAGO**
Sales Rank: 2 Pop.: 4,499,126
7 Channels
4—WBBM( R-N)
Balaban & Katz
(West Side Theatre)
9—WGN (R-N)
WGN, Inc. (Chicago Tribune)
5—WNBA (R)
National Bestg. Co. (WMAG)
7—WENR-TV (R)
American Bestg. Co. (WENR)
2—WIND-TV (R-N)
Johnson-Kennedy Corp.
(Partial Ownership—Chicago Daily News)
WBBM (R)
Columbia Bestg. System
(WBKB—CBS)
WJJD (R-N)
Sun & Times Co.

**CINCINNATI**
Sales Rank: 16 Pop.: 789,309
4—WXCT (R)
Croscy Corp.
(Will start operating commercially as WLWT early in '48)
Allen B. DuMont Labs., Inc.
WHK (R-N)
The Cincinnati Times-Star Co.

**CLEVELAND**
Sales Rank: 5 Pop.: 1,214,943
5 Channels
5—WEWS (R-N)
Scripps Howard Radio Inc.
(West Side Theatre)
9—WXEL
Empire Coil Co.
4—WBNK (R)
National Bestg. Co. (WTAM)
Allen B. DuMont Lab, Inc.
WHK (R-N)
United Bestg. Co. (Plain Dealer)

**COLUMBUS**
Sales Rank: 29 Pop.: 365,796
4 Channels
3—WLWC (R)
Crosley Corp.

**DALLAS**
Sales Rank: 27 Pop.: 376,548
3 Channels
4—KRLD—TV (R-N)
KRLD Radio Corp. (Times Herald)
8—KBTX

**KEY:** R—Radio; N—Newspaper; D.S.—Department Store. AM radio affiliations given. * indicates present television network working agreements.
<table>
<thead>
<tr>
<th>City</th>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Network/Owner</th>
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<tbody>
<tr>
<td>Dayton</td>
<td>44</td>
<td>271,513</td>
<td>2</td>
<td>WLDW (Crosley Corp.)</td>
</tr>
<tr>
<td>Detroit</td>
<td>6</td>
<td>2,295,867</td>
<td>4</td>
<td>WWJ-TV (Evening News)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2-WTVO (Fort Industry Co. (WJBK))</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5-WDLT (American Bestg. Co. (WXYZ))</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>United Detroit Theatres (Paramount Subsidiary)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>WJR, WJR, The Goodwill Station</td>
</tr>
<tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall River</td>
<td>55</td>
<td>272,648</td>
<td>1</td>
<td>WNBH (E. Anthony &amp; Sons (New Bedford Times-Standard))</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>51</td>
<td>207,677</td>
<td>3</td>
<td>WBAP-TV (Carter Publications Inc. (WBAP))</td>
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<tr>
<td>Harrisburg</td>
<td>70</td>
<td>173,367</td>
<td>1</td>
<td>WHP, WHP, Inc.</td>
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<td></td>
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<td>H. O. Bishop</td>
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<tr>
<td>Hartford</td>
<td>20</td>
<td>502,193</td>
<td>2</td>
<td>WTIC (Travelers Bestg. Service Corp.)</td>
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<td></td>
<td>WDRC (Connecticut Bestg. Corp.)</td>
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<td></td>
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<td></td>
<td></td>
<td>WONS (Yankee Network)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>WKNB (New Britain Bestg. Co.)</td>
</tr>
<tr>
<td>Houston</td>
<td>21</td>
<td>510,397</td>
<td>4</td>
<td>W. A. Lee</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>24</td>
<td>455,357</td>
<td>4</td>
<td>WWHR-TV (Wm. H. Block Co.)</td>
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<td></td>
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<td></td>
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<td>WFBM (WFBM, Inc.)</td>
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<td>Johnstown, PA.</td>
<td>100</td>
<td>151,781</td>
<td>1</td>
<td>WJAC-TV (WJAC, Inc. (Johnstown Tribune))</td>
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<tr>
<td>Lancaster, PA.</td>
<td>91</td>
<td>132,027</td>
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<td>Wgal (J. Hale Steinman)</td>
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<tr>
<td>Los Angeles</td>
<td>3</td>
<td>2,904,596</td>
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<td>KTLA (Television Productions Inc.)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>W6XAO (Don Lee Bestg. System (KHJ))</td>
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<td></td>
<td></td>
<td>WHAS-TV (R-N)</td>
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<td></td>
<td>WHAS, Inc. (CBS)</td>
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<td>WAVE, WAVE, Inc.</td>
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<tr>
<td>Memphs</td>
<td>37</td>
<td>332,477</td>
<td>5</td>
<td>WMC (Memphis Publishing Co.)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>WDIA (Bluff City Bestg. Co.)</td>
</tr>
<tr>
<td>Miami</td>
<td>38</td>
<td>350,537</td>
<td>4</td>
<td>WTVJ (Southern Radio &amp; Television Co.)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>WKAT (R)</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>WQAM (R-N)</td>
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<td></td>
<td></td>
<td>WGBS (R)</td>
</tr>
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<td></td>
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<tr>
<td>Milwaukee</td>
<td>15</td>
<td>790,336</td>
<td>4</td>
<td>WMJ-TV (R-N)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Milwaukee Journal (WMJ)</td>
</tr>
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<td></td>
</tr>
<tr>
<td>Minneapolis</td>
<td>11</td>
<td>911,077</td>
<td>5</td>
<td>WTCN-TV (Minnesota Bestg. Corp.)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(St. Paul Dispatch—Pioneer Press)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KSTP-TV (R)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KSTP, Inc.</td>
</tr>
<tr>
<td>New Haven</td>
<td>39</td>
<td>308,228</td>
<td>1</td>
<td>WNHC-TV (R)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Elm City Bestg. Corp.</td>
</tr>
<tr>
<td>New Orleans</td>
<td>31</td>
<td>540,030</td>
<td>5</td>
<td>WRTV (R-D. S.)</td>
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<tr>
<td></td>
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<td></td>
<td>WDSU (Pending)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Stephens Bestg. Co.</td>
</tr>
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</table>

December, 1947
### NEW YORK

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11,690,520</td>
<td>7</td>
<td>DuMont</td>
<td>WABD Allen B. DuMont Labs.</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>(R)</td>
<td>CBS</td>
<td>WCBS-TV Columbia Bestg. System</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>(R)</td>
<td>NBC</td>
<td>WNB National Bestg. Co.</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td>(R)</td>
<td>Early '48</td>
<td>WATV Bremer Bestg. Co. (WAAT, Newark)</td>
</tr>
<tr>
<td>11</td>
<td></td>
<td>(N)</td>
<td>Spring '48</td>
<td>WLTW News Syndicate Co.</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>(R)</td>
<td>Summer '48</td>
<td>WOR-TV Bamberger Bestg. Co.</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>(R)</td>
<td>Indefinite</td>
<td>WJZ-TV American Bestg. Co.</td>
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### PHILADELPHIA

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
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</thead>
<tbody>
<tr>
<td>3</td>
<td>2,898,644</td>
<td>4</td>
<td>NBC</td>
<td>WPTZ Philco Corp.</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>(R-N)</td>
<td>ABC</td>
<td>WFIL-TV Philadelphia Inquirer (WFIL)</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>(R-N)</td>
<td>Early '48</td>
<td>WCAU-TV Evening Bulletin (WCAU)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Daily News Television Co. (R-N) (81% owned by Seaboard Radio)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>WIP, Inc. (R-D. S.)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Penn. Bestg. Co. (Gimbels Department Store)</td>
</tr>
</tbody>
</table>

### PITTSBURGH

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>1,994,060</td>
<td>4</td>
<td>Indefinite</td>
<td>WDTV Allen B. DuMont Labs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>NBC</td>
<td>Empire Coil Co.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pending</td>
<td>KDIPA Westinghouse Radio Stations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pending</td>
<td>KQV Allegheny Bestg. Corp.</td>
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### PORTLAND

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<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
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</thead>
<tbody>
<tr>
<td>22</td>
<td>406,406</td>
<td>5</td>
<td>Indefinite</td>
<td>KGWG Oregonian Publishing Co. (KGW)</td>
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</table>

### PROVIDENCE

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<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
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</thead>
<tbody>
<tr>
<td>18</td>
<td>711,500</td>
<td>1</td>
<td>Indefinite</td>
<td>WJAR-TV The Outlet Co. (WJAR)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>NBC</td>
<td>WPRO Cherry &amp; Webb Bestg. Co.</td>
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</table>

### RICHMOND

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<thead>
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<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
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<tbody>
<tr>
<td>48</td>
<td>245,674</td>
<td>4</td>
<td>Operating</td>
<td>WYTR Havens &amp; Martin, Inc. (WMBG) (R-D. S.)</td>
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</tbody>
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### RIVERSIDE, CALIF.

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td>Summer '48</td>
<td>KARO Broadcasting Corp. of America (KARO)</td>
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### ST. LOUIS

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<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>1,367,977</td>
<td>5</td>
<td>Operating</td>
<td>KSD-TV Post-Dispatch (KSD)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DuMont</td>
<td></td>
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### SALT LAKE CITY

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<tr>
<td>58</td>
<td>204,488</td>
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<td>Indefinite</td>
<td>KDYL-TV Intermountain Bestg. Corp. (KDYL)</td>
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### SAN DIEGO

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<tr>
<td>49</td>
<td>256,268</td>
<td>4</td>
<td>Pending</td>
<td>KFMB Balboa Radio Corp.</td>
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<tr>
<td></td>
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<td>Pending</td>
<td>Jack Gross</td>
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### SAN FRANCISCO

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<td>7</td>
<td>1,428,525</td>
<td>6</td>
<td>Operating</td>
<td>KWIS Early '48 Associated Broadcasters, Inc. (KSF0)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td></td>
<td>(N)</td>
<td>Late '48</td>
<td>KPR Chronicle Publishing Co.</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>(R)</td>
<td>Indefinite</td>
<td>KGO-TV American Bestg. Co.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pending</td>
<td>Lee Don</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>MBS</td>
<td>KSAN Golden Gate Bestg. Co.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pending</td>
<td></td>
</tr>
</tbody>
</table>

### SCHENECTADY

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>431,575</td>
<td>5</td>
<td>Operating</td>
<td>WRGB General Electric (WGY)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>NBC</td>
<td></td>
</tr>
</tbody>
</table>

### SEATTLE

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>452,369</td>
<td>4</td>
<td>Operating</td>
<td>KRSC-TV Radio Sales Corp. (KRSC)</td>
</tr>
</tbody>
</table>

### STOCKTON, CALIF.

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>108</td>
<td>79,337</td>
<td>1</td>
<td>Summer '48</td>
<td>KGDM-TV E. F. Peffer (KGDM)</td>
</tr>
</tbody>
</table>

### TOLEDO

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>34</td>
<td>341,663</td>
<td>1</td>
<td>June '48</td>
<td>WTVT Fort Industry Co. (WSPD)</td>
</tr>
</tbody>
</table>

### TRENTON

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>200,128</td>
<td>1</td>
<td>Pending</td>
<td>WTTM Trent Broadcast Corp.</td>
</tr>
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### WASHINGTON

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.</th>
<th>Channels</th>
<th>Operating</th>
<th>Station Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>907,816</td>
<td>4</td>
<td>Operating</td>
<td>WTTG Allen B. DuMont Labs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DuMont</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>NBC</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>(R-N)</td>
<td>Operating</td>
<td>WMAL-TV Evening Star Bestg. Corp.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>CBS</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>(R)</td>
<td>Summer '48</td>
<td>WOIC-TV Bamberger Bestg. Co.</td>
</tr>
</tbody>
</table>

**Television**
STATION STATUS

WATERBURY, CONN.
Sales Rank—85  Pop.— 144,822  1 Channel
Empire Coil Co.  Pending
Fairfield Bestg. Co.  Pending
WATR  (R)  Pending  NBC
Harold Thomas

WILKES-BARRE
Sales Rank—30  Pop.— 629,581  1 Channel
WBRE  (R)  Pending  NBC
Louis G. Baltimore

WILMINGTON
Sales Rank—62  Pop.— 188,974  1 Channel
7-WDEL-TV  (R)  Indefinite  NBC
WDEL, Inc.

STATION STATUS  (cont. from page 3)

field equipment and with G-E for studio cameras and equipment.

RCA will have delivered its seventeenth transmitter by the end of this month—most significant fact being that three of them are high band transmitters.

CHANNEL HEARING

Agreeing No. 1 tele channel is doomed, FCC engineers are now busy with sliderules and compasses to save the present channels assigned to Chicago, Cleveland and Columbus on 12 channel allocation. There appears less hope of salvaging a channel for Bridgeport and Trenton however.

KEEPING UP WITH THE JONESES!!

After a long spell of apathy, the same broadcasters who pooh-poohed the art a year ago are now busy out-maneuvering their competition for television spectrum.

Under the press of new applications, at deadline hearings appeared imminent in several cities.

Meanwhile, the line-up of new tv applicants includes:

PITTSBURGH

Ch. 6—Westinghouse Radio Stations (KDKA), plans a "luxury" operation with a $440,000 plant and $25,000 for monthly operating expenses.
Ch. 10—Empire Coil Company, newcomer to broadcasting, already holds a franchise for Cleveland, has other bids pending for Boston and Waterbury-Hartford, Conn.
Ch. 8—Allegheny Broadcasting Corp. (KQV), affiliate of the Kaufman Department stores, has reinstated an earlier bid for Pittsburgh.

LANCASTER

Ch. 4—WGAL, Inc., owned by the wealthy publishers—J. Hale Steinman and family—has reinstated an earlier bid here. Company holds a permit for tv operation for WDEL, Wilmington.

BOSTON

Ch. 9—WCPG owned by the Cowles Broadcasting Corporation, (multiple station owners and publishers of the Des Moines Register-Tribune, etc.) Cowles V.P. T.A.M. Craven was one of the strongest advocates of ultra-high-frequency color video.
Ch. 13—New England Television Co., radio newcomer. Company is headed by Alfred DeMaris, owner of a bus company in Fall River. Two other stockholders are Rhode Island businessmen. Company simultaneously filed a twin bid for:

FALL RIVER—NEW BEDFORD

Ch. 8—A lesser-powered station is sought here to exchange programs with DeMaris' Boston station. Transmitter will be located across the line in Tiverton, R. I. Ch. 7—E. Anthony & Sons, Inc. (WNBH), publisher of the New Bedford Times-Standard and ditto for Hyannis, Mass. Company withdrew its first tv request in the middle of the CBS color fight.

CLEVELAND

Ch. 7—Cleveland Plain Dealer (WHK), another company who soured on television in 1946. Company will have to go to hearing if FCC follows through on a proposal to shift one of Cleveland's two remaining channels to Canton, O.
Ch. 7—WGAR, Inc., CBS affiliate owned in common by the Dick Richards' family with WJR, Detroit and KMPC, Los Angeles.

INDIANAPOLIS

Ch. 6—WFBL, Inc., master-minded by publisher-broadcaster Harry Bittner. Will spend $144,500 on a tv plant to compete with the Willian Block Department store station WWBH. Crosley is also planning to file for a station here.

DETROIT

Ch. 5—WJR, Inc., CBS affiliate, which will compete with Paramount's United Detroit Theatres and the Fort Industry Co. for use of this channel. A high-powered (17.8 kw picture) and high-priced ($24,980 a month) operation is proposed.

LOUISVILLE

Ch. 5—WAVE, Inc. plans to locate television at its present AM-FM studio and transmitter site. WHAS holds a permit for Louisville's only other channel, now prefers the No. 5 location, which may mean a competitive hearing.

WATERBURY—HARTFORD—NEW BRITAIN

Ch. 12—Waterbury, Harold Thomas, wealthy retailer, licensee of WATR, Waterbury and WNAB, Bridgeport. Hearing has already been called on seven bidders for the three channels available in this area.
Ch. 8—New Britain Broadcasting Co. (WKNB), whose prime mover is advertising executive Julian Gross. Company will spend $190,000 on plant.

MIAMI

Ch. 5—WQAM, 50 percent owned by the Miami Herald, a John S. Knight newspaper. Knight will spend $167,000 on his station.
Ch. 5—Fort Industry Co., licensee of WGBS. This is the company's fourth tv bid.

ATLANTA

Ch. 5—WAGA, one of the Fort Industry Co.'s seven stations, is in for the first tv grant here. Expects to plow healthy $399,000 into plant.
Ch. 2—Constitution Publishing Co. (WSB) proposes to put over $270,000 in its television plant.

NEW ORLEANS

Ch. 6—WDSU, newly-expanded into new quarters, will spend $150,000 on its television station.

PROVIDENCE

Ch. 13—Cherry and Webb Broadcasting Co. (WPRO) bidding for a 5 kw picture transmitter.

SAN FRANCISCO

Ch. 9—S. H. Patterson, owner of KSAN, plans to spend $131,000 on plant, $6,000 in expenses.

SAN DIEGO

Ch. 8—Jack Gross Broadcasting Co., (KFMG) will spend $130,425 on plant.
CURRENT ADVERTISERS ON ALL STATIONS


American Oil Company (Amoco)—Home games of Baltimore Colts. WNBW.

American Pucking Co.—Live spots. KSD-TV. Anlenger Advertising.

American Shops—Boxing bouts, Tuesday; wrestling matches, Friday. WABD. Agency, Scheer Advertising Co.

American Telephone & Telegraph—Opening of Boston relay network carried by WABD. WCBS-TV. WNBW. WTTG. WPTZ. WFIL-TV. WTG. WMAL-TV and WRGB. Agency, N. W. Ayer.


Arbee Food Products—"You Should Ride A Hobby Horse". WKBK. Tuesday. Fifteen minute hobby show. Direct.


Arnold Constable—"Polly Parker Party". WNBT. Half hour fashion show.

Artphone Corp. (Philo Distributors)—High school football. KSDK-TV. Marjorie Wilten Advertising Agency.


Atlas Pressing Co.—Cardinals pro football. WKBK. Olson & Larson Advertising.

Automobile Club of Michigan—Spots. Four times weekly. WWJ-TV, Agency, Stokow and Mareese.

B. L. Corporation—Weather reports. WNBW. Sunday and Thursday nights. Also preceding Grant football games. Spots. KTIA, WFIL-TV and WKBK. Greys Advertising Agency.

B. T. Bobbitt, Inc.—"Missus Goes A-Shopping". WCBS-TV. Participation in half hour shopping program originating from a different grocery store each Wednesday. Agency, Duane Jones Co.


Botany Worested Mills—Weather reports.

WABD, WNBW, WPTZ, KTIA, WKBK. Alfred Silverstein, Beryl Goldsmith.


Broadwood Hotel—Time signals. WPTZ. Friday during evening programs. Agency, Deane, Klein & Addison.


Bucknell Shirts—Participation in "Door to Door". WABD. 1/2 hr. amateur show. Friday.

Bulova Watch Co.—Time signals. WNNB. WNBW. WCBS-TV, WTTG. WMAL-TV. Agency, Biow Co.

Canadian Ace Brewing Company—Bears' home games. WKBK.

Chevrolet—Western film. WMBD. "Televi-gon" 20 min. film. WKBK. "Television Digest". WJW-TV. 20 minute weekly program. Half hour film on life of Princess Elizabeth and last minute telephotos of royal wedding. WPTZ, WMAL-TV and WMR. Agency, Campbell-Ewald.

Chez Candy Company—Weather signals. WPTZ. Agency, Solis C. Cantor.

Coburn Farm Products—"Missus Goes A-Shopping". WCBS-TV. Participation in half hour shopping program originating from a different grocery store each Wednesday, Modern Merchandising Bureau.


Comes Candy—"Look Upon A Star." WABD. 1/2 hr. high school amateur talent. Once weekly. Direct.

Commonwealth Edison—"Jane Foster Comes to Call". WKBK. 1/2 hr. cooking and house management format. Tuesday, 3:00 to 3:30. Agency, J. R. Parshall Co.

Crosley Distributors (Baltimore)—One Navy football game. WMAL, Agency, Frank Blumberg.


Elizabeth Davidson Furniture—Time spots twice weekly. WPTZ. Agency, Solis C. Cantor.

Detroit Edison Co.—Two fifteen minute newscasts weekly. WWJ-TV, Wednesday and Friday. Agency, Campbell-Ewald.


Dienes' Radio Company—Spots twice weekly. WTTG. Art & Ads Agency.

D'Orsay Jewelers—Spots. KTIA.

Dry Imperato Champagne (Robinson & Lloyds Ltd.)—Spots. WABD. Twice weekly.

Duffy's Tavern—Spots. Twice weekly. WFIL TV. Agency.


DuMont Telesets—Spots. WTTG. Five times weekly. Direct.

Electrical Center—Station breaks. WNBW. Once weekly. Friday. Agency, Kal, Ethlich & Merrick.


Emergency Radio & Appliance—Split sponsorship of Blackhawks Hockey. WKBK. Direct.

Emerson Distributors (Baltimore)—One Navy football game. WMR. Agency, C. Applestein.

Equitable Trust Co.—Freedom Train ceremonies. WMR. Agency, Van Sant, Dougdale & Co.

Everexes—Spots over WFTL-TV, WABD, WCBS-TV. Agency, Young & Rubicam.


F. W. Fitch Co.—Weekly. WABD. 15 min. program.


General Electric Supply Corp. (Detroit)—Boxing. WMAL-TV. Agency, Simmons-Michelson.


General Radio & Television Stores—"Let's Learn To Dance". Friday. 15 min. dance instruction program. Spots. Wednesday. WNBW. Spots following hockey games and participation in "Small Fry Club". Friday and Wednesday WTG. 15 min. man on the street program. Outdoor advertising over KTIA, WKAL, KSD-TV.

Globe Brewing Co.—"Preview to Sports". WNBT. Monday and Friday. Boxing bouts. Relayed to WRGB, WPTZ. WNBW. Army-Navy football game over WNBW, WRGB, WPTZ, Maxon, Inc.

Gimbels—"The Handy Man". WPTZ. Friday. Fifteen minute demonstration.


board"; fifteen minutes of scores. Saturday and Sunday. Dona pro football games.


Hamilton Hotel—Spots preceding boxing and wrestling. WTTG. Agency, James S. Beattie.

Hat Research Foundation—Spots. WFIL-TV and WJW-TV. Grey Advertising Agency.

The Hecht Co.—Hour remote show originating from store. WTTG. Twice weekly. Agency, Harwood, Martin.

Hotel television—Spots. WCBS-TV. Agency, LaRocce and Ellis.

Hot 'N Cold Shops—Spots, five times weekly. WJW-TV. Agency, Gabriels Advertising Agency.


Hyde Park Breweries, Inc.—Boxing, wrestling, sports. KSD-TV. Agency, Gardner Advertising Co.


Jay Junor Inc.—"The College of Style and Swing". WABD. Tuesday. Fifteen minute film for high school students featuring five minute narration. Direct.


Johnson Bros.—Spots. WMAR. Agency, Harry J. Paton.


Keltinators—"In the Keltinator Kitchens". WNBW. Wednesday. Fifteen minute cooking program. Relayed to WPTZ, WNBW, A. W. Lewin Agency.


Le Pointe Plascomold—Spots 5 times weekly. WABD, Direct.

Lektrolite—Spots. Tuesday, and five minutes before Yankee football games. WABD. Spots. WBKB. Agency, Donahue & Co.


Land and Land—Spots twice weekly. WFTL-TV. Agency, Macklin and Schonitz.

Mary's—Thanksgiving Day parade. WNTB.

Manhattan Soap Co. (Sweetheart Soap)—"Missus Goes A-Shopping". WCBS-TV. Participation in half hour shopping program originating from a different grocery store each Wednesday. Agency, Duane Jones.

Maxwell House Coffee—"Meet the Press". WNBW. Relayed to WNTB. Half hour panel of noted newspapermen with prominent national figures as guests. Wednesday, Agency, Reuton & Bowles.

McKee-Pontine Co. (Pontine dealer)—One min. spot weekly. WMAL-TV. Agency, Kel, Ehrlich & Merrick.

Meadow Gold Ice Cream—One spot weekly. WTTG. Agency, James S. Beattie.

Michael Bros.—3/4 hr. amateur show. WABD. Friday, Agency, Advertising Trade Service Inc.

Modern Radio & Appliances—Spots. WBKB. Direct.

Morini Wines (Austin Nichols Co.)—"Sports Names to Remember". WABD. 5 min. program on sports figures preceding pick-up of boxing and wrestling. Monday and Thursday. Agency, Alfred Lilly Co.

C. F. Mueller—"Missus Goes A-Shopping". WCBS-TV. Participation in half hour shopping program originating from a different grocery store each Wednesday. Agency, Duane Jones Co.


Nede's Auto Supply—Children's program. WJW-TV. Fifteen minute program, 5 times weekly at 4:45. Agency, Gerrish Albert.


Norge—Fifteen minute newscast. WJW-TV, Thursday, Agency, Campbell-Ewald.

Norge Dealers (Greater Detroit)—Hockey games. WJW-TV. Agency, Campbell-Ewald.


Owens Novelty Co.—Participation in "Doorway to Fame". WABD. Half hour amateur show.


Pelta Furs, Inc. Spot. Once weekly. KTLA. Direct.

Pep Boys—"Shopping at Home". KTLA. Direct. Split sponsorship quarter hour shopping program.


Philadelphia Electric Co.—"Television Matinee". WPTZ. Hour fashion and home economics program, Monday and Wednesday afternoons. Direct.

Pilico Distributors, Inc. (Chicago)—Split sponsorship Blackhawks Hockey. WBKB. Direct.

Pilico Distributors, Inc. (Detroit)—WJW-TV. "Fun and Fables". 1/2 hr. children's program, 5 times weekly. "Television Matinee". 1/2 hr. program, 4 times weekly. Alternating between cooking demonstrations and charm hikes. Agency, William A. Denman, Inc.


Pontiac Dealers Ass'n of Philadelphia—High school football games. WPTZ.


RCA Distributing Corp. (Chicago)—"Junior Jamboree". WBKB. Hour children's program, 5 times weekly. Agency, J. Walter Thompson.

RCA Distributors (Baltimore)—Spots. WMAR. Agency, Henry J. Katz.


RCA Victor Dealers (St. Louis)—2 min. spots, 10 times weekly. KSD-TV. 15 min. man on the street twice weekly, afternoon and evening. Direct.

RCA Victor Distributing Co. (Detroit)—"Junior Jamboree". WJW-TV, 1/4 hr. children's program, 5 times weekly. Agency, J. Walter Thompson.

Jacob Reed's Sons—"The Jacob Reed Schoolboy Sports Show". WFIL-TV, Mondays. Half hour schoolboy sports show. Agency, E. L. Brown.

Republican Central Campaign Committee—Film following football game. WPTZ. One shot. Agency, Benjamin Eshelman.

Raymond Rosen (Distributors Bendix Home Laundry)—1/2 hr. studio show. WFIL-TV. Agency, A. P. L. Lipton.

Sam's, Inc.—"Meet Your Neighbor". WJW-TV, Friday. Half hour show from store. Stockwell & Mareuse.

Sanka Coffee—Weather reports. WABD, five nights a week. Young & Rubicam.

Schoolbacher, Frey—"Shopping at Home". KTLA, Sunday. Split sponsorship, quarter hour shopping program.

Scott & Graver (Ballantine Distributors)—Wrestling bouts. WFIL-TV, Mondays. J. Walter Thompson Agency.

Sears Roebuck—"Shopping at Home". KTLA. Sundays. Split sponsorship, quarter hour shopping program.

Southern Wholesalers Inc. (RCA Distributors)—"RCA Victor Varieties". WNNB. 4 daytime programs. The Local December, 1947
### ROUND-UP

Television is moving along in the mid-west with a greater drive than in any other region of the country. In line with our editorial policy of visiting operating stations, we have just completed a swing to this area.

The same pioneering spirit, enterprise and natural business acumen that has been responsible for building our industrial might is now going into television. Nowhere will one find better television studios than that of Scripps-Howard's WEOS in Cleveland, nor more “get up and git” than in the Detroit Evening News’ WJW- TV now operating its second studio and literally bursting at the seams with commercial activity. Or a more extensive station operated multiple radio relay than that of Paramount-Balaban & Katz’ WBKB. It would be difficult to find a better planned station than the Milwaukee Journal’s WTMJ-TV, which had a full year’s experimental programming behind them before they went on the air. Whether it be KSD’s pitch for St. Louis as a test city, or Crosley’s fine studios and plans for its own relay operation between its stations in Cincinnati, Toledo, Dayton, and perhaps Indianapolis, mid-west television is doing its share of building.

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### Breakdown of Station Operations

**IMPORTANT:** In reading the station operation chart below, several factors such as time charges, commercial sponsorship of remotes, etc., must be kept in mind for a true evaluation.

<table>
<thead>
<tr>
<th>Station</th>
<th>Average No. of Hours</th>
<th>Remotes</th>
<th>Studio</th>
<th>Film</th>
<th>Networks</th>
<th>Commercial</th>
<th>Sustaining</th>
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</thead>
<tbody>
<tr>
<td>WABD</td>
<td>25</td>
<td>40%</td>
<td>30%</td>
<td>26%</td>
<td>4%</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>WCHS-TV</td>
<td>20½</td>
<td>77%</td>
<td>13%</td>
<td>10%</td>
<td>—</td>
<td>27%</td>
<td>73%</td>
</tr>
<tr>
<td>WNBT</td>
<td>18</td>
<td>54%</td>
<td>15%</td>
<td>15%</td>
<td>16%</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>WPTZ</td>
<td>30</td>
<td>22%</td>
<td>11%</td>
<td>27%</td>
<td>40%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>WFIL-TV</td>
<td>26</td>
<td>50%</td>
<td>16%</td>
<td>18%</td>
<td>—</td>
<td>27%</td>
<td>73%</td>
</tr>
<tr>
<td>WNBW</td>
<td>26</td>
<td>23%</td>
<td>19%</td>
<td>12%</td>
<td>46%</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>WTTG</td>
<td>25</td>
<td>40%</td>
<td>16%</td>
<td>12%</td>
<td>32%</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>WMAL-TV</td>
<td>(Breakdown not available)</td>
<td>(Based on first three weeks of operation. Breakdown at this time would not be typical.)</td>
<td>(Based on first three weeks of operation. Breakdown at this time would not be typical.)</td>
<td>(Based on first three weeks of operation. Breakdown at this time would not be typical.)</td>
<td>(Based on first three weeks of operation. Breakdown at this time would not be typical.)</td>
<td>(Based on first three weeks of operation. Breakdown at this time would not be typical.)</td>
<td>(Based on first three weeks of operation. Breakdown at this time would not be typical.)</td>
</tr>
<tr>
<td>WMBR</td>
<td>25</td>
<td>65%</td>
<td>20%</td>
<td>15%</td>
<td>—</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>KSD-TV</td>
<td>18</td>
<td>37%</td>
<td>28%</td>
<td>35%</td>
<td>—</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>WWJ-TV</td>
<td>30</td>
<td>50%</td>
<td>25%</td>
<td>25%</td>
<td>—</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>WRGB</td>
<td>18½</td>
<td>—</td>
<td>13%</td>
<td>24%</td>
<td>63%</td>
<td>In effect</td>
<td>100%</td>
</tr>
<tr>
<td>KTLA</td>
<td>34½</td>
<td>34%</td>
<td>50%</td>
<td>16%</td>
<td>—</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>W6XAO</td>
<td>10 to 15</td>
<td>85½</td>
<td>—</td>
<td>15%</td>
<td>—</td>
<td>experimental</td>
<td>100%</td>
</tr>
<tr>
<td>W8XCT</td>
<td>18</td>
<td>40%</td>
<td>50%</td>
<td>10%</td>
<td>—</td>
<td>experimental</td>
<td>100%</td>
</tr>
</tbody>
</table>
This is the entrance to the Paul Godley Company. Through this doorway daily passes the Godley staff of engineers – pioneers in their field with more than a century of professional experience among them. Here IMAGINATION guides and INTEGRITY governs. This house is yours. We are at your service.

Paul Godley Company
Consulting Radio Engineers
Broadcasting • Electronics • Communications
Great Notch, N. J.

"At the Notch in the Watchung Mountains"
For that steady pulse of dependable, day-in and day-out telecasting service...

**DU MONT MODEL TA-107 A/B**

**Synchronizing SIGNAL GENERATOR**

Basically a set of tried-tested-proven units packaged in one cabinet for use in furnishing the horizontal and vertical driving pulses; the blanking signals; and the composite synchronizing signals required by studio and film cameras, camera control units, monitors and other telecasting station equipment. May also be used with a source of television picture signal in the preliminary and the final testing of television receivers in production. Likewise in the development laboratory, in schools and wherever video circuits are critically analyzed.

Further details on request.

Close-up of the two 3" cathode-ray tube monitors indicating all frequencies within sync generator. Below, the composite signal provided by Model TA-107 A/B.

**COMPARE THESE FEATURES:**

- Conforms to all RMA and FCC specs for standard output signals, horizontal and vertical driving signals, composite video blanking and synchronizing signals.
- Linearity test signals at 900 cycles providing 15 horizontal bars, and 157.5 kc providing 10 vertical bars mixed with blanking, by means of switch, for use in checking scanning linearity of picture monitors and television receivers.
- Provision of two 3" CRT tubes for use in simultaneous monitoring (without switching) of all frequencies in the sync generator. Thus frequency counts may be checked or adjusted without use of external oscillographs.
- Leading edges of equalizing pulses are also leading edges of horizontal and vertical sync pulses...for perfect interlacing.
- A crystal oscillator at 157.5 kc or a highly stable self-excited oscillator at 157.5 kc may be selected by a switch for use as master oscillator. The self-excited MO is useful in synchronizing the generator, by means of provided lock-in circuit, to 60 cycle power line or to a remotely generated sync signal.
- Plus many other outstanding features.

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