

7-11-48

Television

50¢

THE BUSINESS MAGAZINE OF THE INDUSTRY



it's legitimate

to make a play for theater-hungry video audiences. The Philco Television Playhouse does just this each Sunday evening at 9, NYT, on NBC.

The curtain rises on comedy, drama, tragedy and musical comedy—the gamut of the legitimate stage—for millions of American viewers as the Philco Television Playhouse goes on the air. These hour-long

presentations of famous plays have lifted the swiftly growing television art to the bright-lighted level of the Broadway stage.

It's legitimate and it's professional: the Philco Television Playhouse, superbly staged, consummately acted by top-notch stars and seen by the greatest number of viewers over NBC, television's No. 1 Network.

NBC Television

NATIONAL BROADCASTING COMPANY • NEW YORK

A Service of Radio Corporation of America

UNIFORM TV RATE CARDS

for

RATE CARD No. 3
Effective Sept. 22, 1948

Paramount Television Station

WBKB

BALABAN & KATZ CORPORATION
CHICAGO

CHANNEL 4 • FREQUENCY 66-72 MC.
Licensed to operate full time

and

RATE CARD No. 2
Effective Nov. 1, 1948

Paramount Television Station

KTLA

YOUR STAR SALESMAN IN
HOLLYWOOD

CHANNEL 5 • FREQUENCY
Licensed +

ANOTHER PARAMOUNT TV ADVANCE!

Paramount TV Stations announce uniform Rate Cards, jointly effective November 1, 1948. The new rate cards, we believe, provide the most complete time buying information in the most convenient reference form offered advertisers to date.

In America's No. 2 and No. 3 retail markets—Chicago and Los Angeles—choice TV program time is still available over the TV stations longest and strongest in tele-audience favor—WBKB, Chicago, and KTLA, Hollywood

Paramount Video Transcriptions—sight-and-sound film-recordings of your tele-shows—make nation-

wide spot TV schedules possible and budget-smart. A Paramount film-recorder has served the industry for the past year in New York; others will soon be installed in Chicago and Hollywood.

Don't overlook the sales promotional punch that Paramount TV Stations—backlogged by 36 years of entertainment know-how—can deliver *as needed* in the important Midwest and Southern California trading areas. Each new tele-audience study reports new highs in viewer attentiveness, sponsor identification and sales response. If our Rate Cards have not reached your desk, please ask for them.



WBKB

Balaban & Katz TV Theatre

Hollywood Studios • 5451 Marathon Street • HOLLYWOOD 6363
Chicago Studios • 190 North State Street • RANDOLPH 6-8210
New York Offices • 1501 Broadway • BRyant 9-8700

KTLA

Your Star Salesman in Hollywood

KEY STATIONS OF THE PARAMOUNT TELEVISION NETWORK

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Daily

Delivery . . .

95% of

all TV stations . . .

In television it's programing that counts. Commanding and holding audience attention, the true measure of programing success.

ADVERTISING

EXECUTIVES. . .

Don't waste time, get audience reaction the sure way, the easy way, with Film Equities TV films.

Among our sponsors are: General Foods, Fischer Baking Co., Philco Dealers, R.C.A. Victor Distributors, Leaf Mint Gum and many others. For top drawer video entertainment Film Equities has over 2500 TV films to choose from.

Send for our illustrated
film lists

servicing television
Film Equities Corp.

1600 BROADWAY,
NEW YORK 19, N. Y.

Circle 7-5850-1-2-3-4



STATUS REPORT

ADVERTISING: 688 advertisers sponsored programs or spot announcements during October. This showed an increase of 140 over the September figure of 548, and percentage-wise showed a jump of 495% over the October '47 total of 139.

STATION STATUS: By December 1st, 44 stations will be operating in 23 market areas. WMCT, Memphis, is now on the air with test pattern, and regular programming is scheduled for December 11th. WDSU-TV, New Orleans, will start commercial operations on December 18th. Other CP holder WRTV is scheduled for FCC hearing, with further extensions for completion held in abeyance. List of operating stations is as follows: (*opened in November)

| | | | | |
|--|--|---|--|--|
| <i>Atlanta</i> WSB-TV | <i>Chicago</i> WBKB WENR-TV WGN-TV *WNBQ | <i>Fort Worth</i> WBAP-TV | <i>New York</i> WABD WATV WCBS-TV WJZ-TV WPIX WNBT | <i>St. Paul-Minneapolis</i> KSTP-TV |
| <i>Baltimore</i> WAAM WBAL-TV WMAR-TV | <i>Cincinnati</i> WLW-TV | <i>Los Angeles</i> KFI-TV KLAC-TV KTLA KTSL | <i>Philadelphia</i> WCAU-TV WFIL-TV WPTZ | <i>Salt Lake City</i> KDYL-TV |
| <i>Boston</i> WBZ-TV WNAC-TV | <i>Cleveland-Akron</i> WEWS | <i>Louisville</i> WAVE-TV | <i>Richmond</i> WTVR | <i>Schenectady</i> WRGB |
| <i>Buffalo</i> WBEN-TV | <i>Detroit</i> WJBK-TV WWJ-TV WXYZ-TV | <i>Milwaukee</i> WTMJ-TV | <i>St. Louis</i> KSD-TV | <i>Seattle</i> *KRSC-TV |
| | | <i>New Haven</i> WNHC-TV | | <i>Toledo</i> WSPD-TV |
| | | | | <i>Washington</i> WMAL-TV WNBW WTTG |

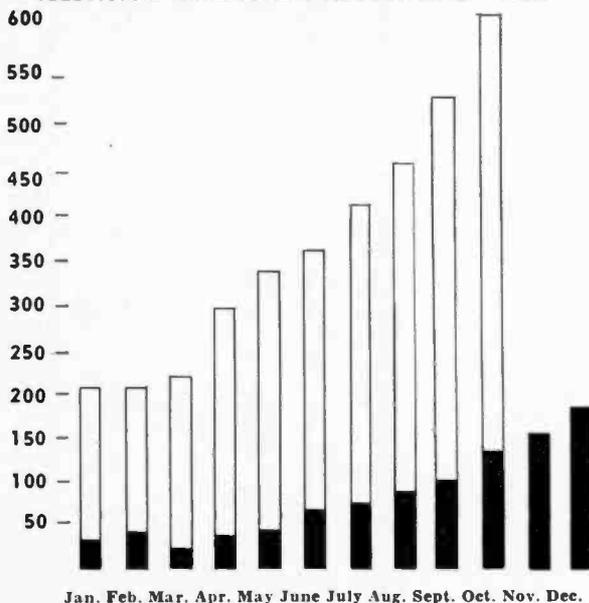
RECEIVER CIRCULATION: While we make every effort to check all available sources, nevertheless we present the following figures as estimates rather than an authenticated count. In some cities the actual figures are greater than those given. An example of this is Los Angeles which reported 36,000 sets last month. However, in a recent dealer-distributor meeting where installation figures were checked and the reports of non-RMA members included, it was announced that there was a total of 63,000 receivers installed in homes and public places. Area breakdown as follows:

| | | | | | |
|-----------------|--------|-------------------|---------------|----------------------|---------------|
| Atlanta | 3,700 | Fort Worth-Dallas | 1,500 | St. Paul-Minneapolis | Not available |
| Baltimore | 26,000 | Los Angeles | 63,000 | Salt Lake City | 825 |
| Boston | 23,100 | Milwaukee | 9,253 | Schenectady | 9,500 |
| Buffalo | 6,280 | New Haven | Not available | Seattle | 1,000 |
| Chicago | 40,000 | New York | 350,000 | Toledo | 4,500 |
| Cincinnati | 7,500 | Philadelphia | 75,000 | Washington | 21,200 |
| Cleveland-Akron | 16,572 | Richmond | 4,001 | | |
| Detroit | 20,450 | St. Louis | 16,500 | | |

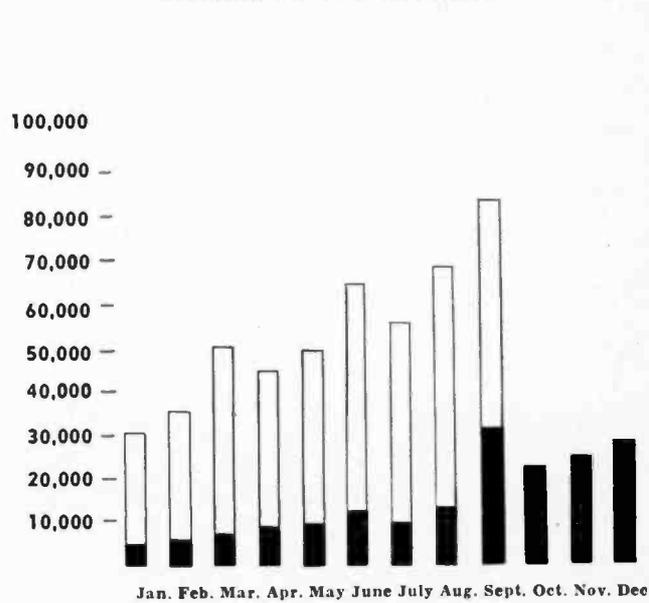
RECEIVER PRODUCTION: Total of 583,349 sets have been produced through October 1948. September figure of 88,195 was topped by October output of 95,216.

DAYTIME PROGRAMMING: The entire industry owes a debt to DuMont's Mortimer Loewi for taking the bull by the horns and sparkplugging daytime television. Sales results after only three weeks conclusively demonstrate practicability of round-the-clock programming. All important economic factor, plus the acceptance by national advertisers, should pave the way for daytime programming throughout the country.

TELEVISION MAGAZINE'S ADVERTISING INDEX



RECEIVER PRODUCTION INDEX



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



from music
and movies . . .
to pucks
and pigskins

There's never a dull moment for WWJ-TV's Detroit audience. Symphony and popular music, children's and women's programs, full length movies, Red Wing hockey games, University of Michigan football games, wrestling matches, prize fights, special news events . . . through WWJ-TV's own facilities, through the NBC Midwest Television Network, and soon through the NBC National Network. Every day is a busy day for WWJ-TV's staff, and an enjoyable one for Detroiters who are keeping television manufacturers hopping to catch up with the demand.

WWJ-TV, first television station in Michigan, is an ESTABLISHED advertising medium producing gratifying results for its many advertisers in a market that is currently one of the High-Spot cities of the nation . . . with a backlog of orders for new cars that foretells a prosperous future, as well. **IT'S WORTH LOOKING INTO!**

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

TELEVISION MAGAZINE AUDIENCE RESEARCH

TEXACO jumped into first place in sponsor identification, polling 43% of the vote, followed by Chesterfields with 33% and Camels with 29%. Texaco showed an increase of 13% over last month's rating of 30%. Starting for the first time on television June 8th, program has been growing consistently in both advertising impression and in popularity.

A point of interest is the drop in sponsor identification of Emerson, which has the "Toast of the Town" program. Now facing competition from the "Philco Playhouse," Emerson dropped from third place last month with a 25% rating, to fifth this month with 16%. Philco, which began October 3rd, places ninth with 9%.

As for spots, Philip Morris is now in first place, as Lucky Strike, with football added to their schedule, has been withdrawn from the spot category. In overall listing, Philip Morris would rank seventh among all sponsors.

Following is the list of advertisers who polled a 5% or better response to the monthly question, "Name three advertisers on television."

Sponsors of Regular Programs

| | Men | Women | Total |
|--|-----|-------|-------|
| Texaco | 43% | 42% | 43% |
| Texaco Star Theater; Tue. 8-9 PM—WNBT. | | | |
| Chesterfields | 38 | 27 | 33 |
| N.Y. Giants football—WJZ-TV. Columbia football—WCBS-TV. Spots—WCBS-TV, WJZ-TV, WABD, WPIX. | | | |
| Camels | 28 | 30 | 29 |
| Fox-Movietone Newsreel; 5 times weekly; 7:50-8:00 PM—WNBT. Rodeo—WCBS-TV. Football—WPIX. | | | |
| Lucky Strikes | 26 | 24 | 25 |
| Collegiate football—WNBT, WABD. Spots—WABD, WCBS-TV. | | | |
| Emerson Radio | 14 | 17 | 16 |
| Toast of the Town; Sun. 9-10 PM—WCBS-TV. | | | |
| Gulf Oil | 16 | 13 | 14 |
| "We The People"; Tu. 9 PM—WCBS-TV. "Gulf Road Show"; Thurs. 9 PM—WNBT. | | | |
| Ballantine's Beer | 14 | 9 | 12 |
| Baseball. (Now concluded.) | | | |
| Kraft | 7 | 15 | 11 |
| Kraft Television Theater; Wed. 9-10 PM—WNBT. | | | |
| Old Golds | 7 | 10 | 9 |
| "Original Amateur Hour"; Sun. 7-8 PM—WABD. | | | |
| Philco | 11 | 7 | 9 |
| Philco Playhouse; Sun. 9-10 PM WNBT. | | | |
| Chevrolet | 7 | 9 | 8 |
| "Telenews"; Tu. 7:40-8:00 PM—WABD. "Chevrolet On Broadway"; Mon. 8-8:30 PM—WNBT. | | | |
| Ford | 9 | 5 | 7 |
| Ford Theatre, Sun. 7:30-8:30 PM—WCBS-TV (monthly). | | | |

Texaco leads in sponsor identification, followed by Chesterfield and Camel; Texaco also voted favorite program.

| | | | |
|--|---|---|---|
| Gillette | 8 | 5 | 6 |
| Boxing, Cavalcade of Sports; Mon. & Fri.—WNBT. | | | |
| Howard Clothes | 7 | 4 | 6 |
| Boxing; Tu. 9 PM—WABD. | | | |
| Trommer's Beer | 5 | 5 | 5 |
| Wrestling; Tu. 10 PM—WNBT. | | | |
| Kolynos Tooth Paste | 3 | 7 | 5 |
| "Small Fry Club"; Mon., Wed. & Fri.—WABD. | | | |
| (Admiral Radio and Trol Hair Tonic each received 3%) | | | |

Spot Sponsorship

| | Men | Women | Total |
|------------------------------------|-----|-------|-------|
| Philip Morris | 13 | 11 | 12 |
| WCBS-TV, WNBT, WABD, WJZ-TV, WPIX. | | | |
| DuMont Telesets | 2 | 5 | 3 |
| WABD. | | | |

72% Vote for Texaco Star Theatre

Texaco Star Theatre is by far the most popular program on television today. Its 72% vote shows a jump of 19% over last month's survey, and a span of 59% between it and its nearest competitor. Sports, in second place with 13%, is followed by Emerson's "Toast of the Town," with 12%. This reflects a drop of 10% from last month's rating of 23%. As mentioned previously, this program is now opposite the "Philco Playhouse." The latter, although starting on October 4th, is in fourth place with 4%.

Of the children's programs, "Howdy Doody" is mentioned most often as the favorite program.

Here's the breakdown of all programs mentioned by 2% of the respondents as the "favorite program."

Favorite Program

| | Men | Women | Total |
|--|-----|-------|-------|
| Texaco Star Theater | 74% | 69% | 72% |
| Texaco, WNBT, Tu. 8-9 PM. | | | |
| Sports | 17 | 8 | 13 |
| Toast of the Town | 13 | 11 | 12 |
| Emerson, WCBS-TV, Sun. 9-10 PM. | | | |
| Philco Playhouse | 3 | 5 | 4 |
| Philco, WNBT, Sun. 9-10 PM. | | | |
| Feature Films and Movies | — | 6 | 3 |
| Children's Programs | 1 | 4 | 3 |
| Howdy Doody—Polaroid and Unique Art Co.—WNBT, 5:30-6 PM. | 1 | 2 | 2 |
| Kraft Television Theater | 2 | 3 | 2 |
| Kraft, WNBT, Wed. 9-10 PM. | | | |
| Plays, unspecified | 4 | — | 2 |
| Amateur Hour | 2 | 2 | 2 |
| Old Golds, WABD, Sun. 7-8 PM. | | | |

In an effort to determine the cumulative effect of television commercials, the degree of retention of the advertisers' name and program popularity, TELEVISION magazine each month sends a list of questions to C. E. Hooper Inc. for the purpose of interviewing by telephone a representative sample of 200 of the television set owners in New York. This is an exclusive TELEVISION magazine survey and is fully copyrighted.



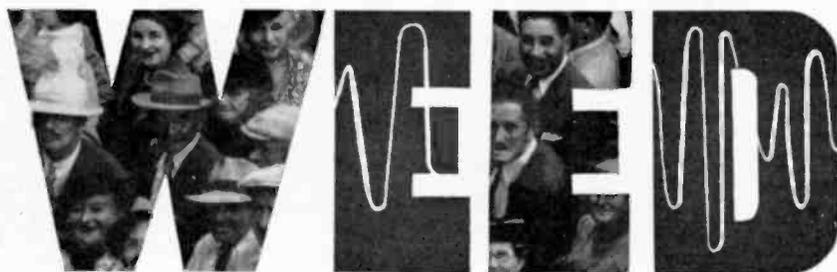
50,000 watts channel 13
serving metropolitan New York
with the best in television

and



5,000 watts 970 kc.
New Jersey's first station

announce the appointment of



and company
radio and television
station representatives

WATV
WAAT owned and operated by...
The Bremer Broadcasting Corporation

Breakdown of Station Operations

IMPORTANT: In reading the station operation chart below, several factors such as time charges, commercial sponsorship of remotes, etc., must be kept in mind for a true evaluation. Because of the varying factors, this chart should not be used for comparative evaluation. These figures are presented merely to indicate a trend.

| Station | Average No. of Hours Weekly | Remotes | Studio | Film | Networks | Commercial | Sustaining |
|------------|-----------------------------|---------|--------|------|----------|------------|------------|
| WCBS-TV | 39½ | 39% | 33% | 28% | — | 33% | 64% |
| WATV | 30½ | — | 2% | 98% | — | 8% | 92% |
| WPIX | 32 | 37% | 37% | 26% | — | 31% | 69% |
| WNBT | 32½ | 18% | 37% | 26% | 19% | 61% | 39% |
| WABD | 34 | 31% | 47% | 22% | — | 40% | 60% |
| WJZ-TV | 28 | 18% | 57% | 25% | — | 22% | 78% |
| WFIL-TV | 38½ | 14% | 19% | 17% | 50% | 43% | 57% |
| WCAU-TV | 42 | 20% | 37% | 16% | 27% | 40% | 60% |
| WTTG | 32 | 36% | 20% | 5% | 39% | 41% | 59% |
| WNBW | 37½ | 3% | 15% | 15% | 67% | 48% | 52% |
| WMAR-TV | 52 | 25% | ½% | 30% | 44½% | 48% | 52% |
| WBAL-TV | 60 | — | 31% | 33% | 36% | 24% | 76% |
| WENR-TV | 16½ | 33% | 40% | 27% | — | 15% | 85% |
| WBKB | 26 | 31% | 35% | 34% | — | — | — |
| WGN-TV | 32 | 38% | 37% | 25% | — | 44% | 56% |
| WWJ-TV | 34½ | 29% | 41% | 30% | — | 22% | 78% |
| KTLA | 36 | 35% | 36% | 28% | — | 30% | 70% |
| KTSL-W6XAO | 18 | 26% | 28% | 35% | 11%* | 20% | 80% |
| KLAC-TV | 16 | 62% | 38% | — | — | — | — |
| WLW-T | 34 | 22% | 52% | 20% | 6%* | 43% | 57% |
| WTMJ-TV | 33 | 18% | 26% | 21% | 35% | 50% | 50% |
| WTVR | 36 | — | 42% | 15% | 43% | 41% | 59% |
| WBZ-TV | 37 | 10% | 5% | 39% | 46% | 68% | 32% |
| WBEN-TV | 28 | 25% | 10% | 50% | 15% | 36% | 64% |
| WRGB | 31 | — | 20% | 8% | 72% | 45% | 55% |
| KDYL-W6XIS | 20 | 10 | 40% | 40% | 10%* | 40% | 60% |
| WBAP-TV | 18 | — | 50% | 50%* | — | 50% | 50% |
| KSTP-TV | 24½ | 15% | 15% | 65% | 5%* | 30% | 70% |
| WSB-TV | 29½ | — | — | — | — | 27% | 73% |
| KSD-TV | 30 | 30% | 32% | 28% | 10% | 61% | 39% |

* Network film recordings

** Includes remotes

a FIRST for Cleveland

16,572 Television receivers have been installed in Cleveland and the Northeastern Ohio Area served by WEWS in its first 10 months of operation, December 17, 1947 to October 29, 1948. No other metropolitan area, served exclusively by a single station, can point to such a record in so short a time! And this record-breaking figure of 16,572 represents only actual installations . . . not all installations but only those reported. No figures were available from nine manufacturers whose sets have been sold in this area . . . nor for the many make-it-yourself teletest "kits" now in use. Any way you look at it, it's a Television "First" for the great Cleveland area.

16,572

Television Sets in
the WEWS Area

YOUR
SCRIPPS-
HOWARD
STATION

WEWS
TELEVISION • *Channel 5*
NATIONAL REPRESENTATIVE • THE BRANHAM COMPANY



WALTER WINCHELL, radio's top-rating newsmen, made his television debut Election Night on ABC-TV.



DREW PEARSON was on hand throughout the evening with his astute predictions.

Millions see TRUMAN election on ABC Television!

For the first time in history, a presidential election on network television! Millions of Americans in 8 major cities saw all the thrills, the drama, the color of Election Night right in their own homes . . . on ABC Television! From New York on ABC's Eastern network (New York, Philadelphia, Washington, Baltimore), a staff of 25 top ABC commentators reported, analyzed, interpreted the results as they poured in.

And from Chicago, ABC gave viewers in Milwaukee, Detroit, Cleveland and Chicago an equally extensive and exciting report on the nation's most important peacetime election!



DR. GEORGE GALLUP, noted public opinion expert, analyzed election trends during the momentous evening.



ELMER DAVIS (above) George Sokolsky, Erwin D. Canham, George Hicks, Earl Godwin and others reported from all over the nation on ABC Television.



ABC ACQUIRES LARGEST SOUND STAGE IN HOLLYWOOD!

For its **Hollywood Television Center**, ABC has purchased the famous 20-acre Vitagraph motion picture lot, with its gigantic sound stage, Hollywood's largest. Already being remodeled for television, the property soon will be the headquarters for ABC's television network on the West Coast. KECA-TV (Los Angeles) and KGO-TV (San Francisco) will both be on the air soon!

ADVERTISERS: Have you heard ABC's complete television story?

Have you heard, for example, about the smash premieres of WXYZ-TV in Detroit . . . WENR-TV in Chicago? About ABC's huge new television center in New York? About ABC's growing list of network television sponsors? All are indications of the speed and the scope of ABC's remarkably rapid growth in television. You owe it to yourself to get ALL the latest facts about television. Won't you call us (at no obligation to you, of course) and let us tell you the whole story?

ABC-TV

The Living Image of America
American Broadcasting Company

WHAT'S NEW IN TELEVISION? TAKE A LOOK AT WPTZ!

In Philadelphia Homes

it's

WPTZ...

Over 2nd Station by **23%**

Over 3rd Station by **263%**

During the second game of the World Series, a coincidental check* of the Philadelphia home television audience showed WPTZ to be "First in Television in Philadelphia" by a wide margin with—

23% greater audience than 2nd station
263% greater audience than 3rd station

All three Philadelphia television stations were carrying the same pooled broadcast of the baseball game, uninfluenced by preceding, following or replacement shows. Moreover, a separate survey of TV sets

in public places indicated the same order of station preference.

A well established tuning habit is not all that WPTZ's long experience in television offers you and your clients. With it goes thoroughly trained technical and program personnel, the most modern technical equipment and the reputation for *professional* television operation. For further information about WPTZ's audience and facilities (or details on the survey) drop us a line.

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

**Survey of Patterson, Korchin & Co., independent research organization.*

WPTZ

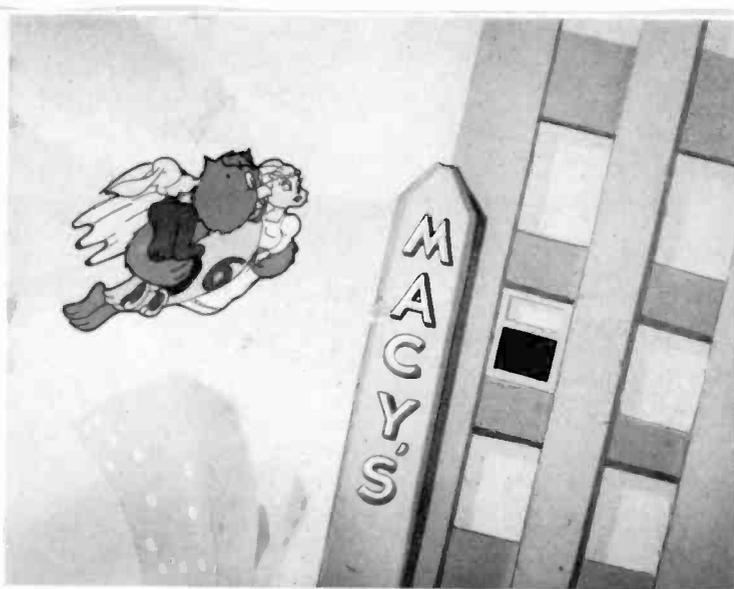
FIRST IN TELEVISION IN PHILADELPHIA



Television



"Commercial-in-Action" on KTLA. Morris Furniture Manufacturing Co., which uses TV as a tie-in with dealers, considers live demonstration a sound and effective sales technique.



"Supre-Macy and the Honeymoon Rabbits."—one of the current spot commercials used by R. H. Macy & Co. on NY stations. Commercials are produced by Fletcher Smith thru Grey Advtg.

REPORT ON LOCAL ADVERTISING



Culinary hints are one of several offered viewers of WLW-T's "Kitchen Klub." Here co-emcee Bob Merryman watches Chef Mario prepare a salad for the distaff side of the TV audience.

**HOW THE LOCAL ADVERTISER—AN
IMPORTANT PROSPECT—IS USING
TELEVISION ● HOW THE RETAILER
USES THE MEDIA ● HOW THE
LOCAL AD AGENCY DEVELOPS TV
CLIENTS ● HOW NAT'L ADVERTISERS
COOPERATE WITH LOCAL
ACCOUNTS IN VIDEO CAMPAIGNS**

By JIM OWENS

TELEVISION has shown definite impact as an advertising medium for Boston's Jordan-Marsh, one of the leading department stores in the east, according to Richard Edwards, vice president and sales promotion manager. He adds: "We're using it as a straight sales medium—and we're in it for keeps." On the other hand, New York's B. Altman & Co. maintains TV is "too costly in relation to the return factor." The opinion of each of these retailers may be considered significant since they represent an important segment of America's top dollar-volume business—the local advertiser.

Local, or retail advertisers will gross well over \$100,000,000,000 in sales in 1948, thereby continuing the upward trend which annually sets new records in this field. Every day retailers of women's wear alone spend approximately \$1,500,000 in all advertising media. Every day retailers of home furnishings, including furniture departments of major stores, spend approximately \$400,000 in newspaper advertising.

Combined total local advertising in all media during 1947, according to McCann-Erickson's Dr. Hans Zeisel in a recent article in *Printer's Ink*, reached \$1,356,400,000. Newspapers—long the retailer's signal

choice for the advertising dollar—received 840.2 millions of this total, while radio had an allocation of 182.6 millions.

Importance of the local or retail advertiser in the overall business picture is indicated by the fact that department and specialty stores, as a group, drew a total gross volume of \$10,600,000 in 1947—a mark which is expected to increase about five per cent this year. Department store newspaper advertising space alone, based on nation-wide estimates, amounted to 427,512,988 lines last year, the top figure of any U. S. business group. Study of current TV ad schedules shows that ap-



J. Trevor Pelree (left) and Charles M. Phelps (right) Philadelphia distributors, relax after the opening show of their across-the-board "Homemakers' Matinee," on WCAU-TV. Hank Enders, of the Robert J. Enders agency, lends an ear. Show is also slanted to dealers in Philadelphia area.

proximately 50 to 75 per cent of all station billing falls in the "local" category, and with the slow but steady arrival of new accounts in a station's market it's expected this figure will rise in accordance with the growth of the medium.

Cautious TV Attitude

Despite the several instances in which retailers — particularly department stores — have registered sharp success with TV, as illustrated by Jordan-Marsh, the caution inherent in sound retail practice precludes any possibility of an overnight switch in advertising techniques. Some of the dissenters, in large cities like New York where set circulation is numerically equal to that of the average evening newspaper, cling steadfastly to the "watch and wait" attitude.

Such major department stores as Altman's, Bloomingdale's and Bonwit Teller, have not yet decided to accord TV serious thought in overall ad planning, but aver they're keeping abreast of its strides. In addition to the cost factor, Altman executives are not convinced the medium offers the desired objective regarding display of higher-priced merchandise. The video screen, they insist, does not satisfactorily reproduce the quality of line or texture of higher-priced fashion or household commodities. Bonwit's, a first-rank specialty store, feels its current advertising budget doesn't permit "experiment" in television—

and for that matter—that TV will actually provide the pulling power of newspapers or direct mail. Store executives are frankly sold on "printed media," and consider it a "silly venture" to abandon a "proven medium" for another which is still, in their opinion, "new and expensive."

Significant, however, is the fact that many arguments currently advanced against TV by retailers have been summarily disposed of by many of their competitors as the result of a sound and repetitive sales job followed by a sound and effective TV campaign. Retail executives often imply they haven't been sold properly, or haven't been subjected

how the retailer is using tv

The average retailer currently using television has been active in the medium for six months to a year, and his use of it is flexible and varied in accordance with his needs. TV usage ranges from the institutional spot announcement to the full-hour show designed to sell as well as entertain. Local video advertisers run the gamut of business enterprise from department and retail stores to banks, brewers and manufacturers — i.e., every product or service necessary to American living.

Video's share of the local advertising budget is, in most cases, at

to the all-out sales argument wherein their doubts can be eliminated.

Potentialities

The importance of the department store field alone, and the smaller specialty shops, food chains, automobile dealers, etc., in general, was emphasized by Harry Kopf, NBC vice president in charge of sales, at the network's convention in Sun Valley last fall. "The department store field in itself," he said, "can become the single most important advertising classification in television. Radio in recent years has had some success in this field brought about by concentrated selling and the careful examination of the retailers' problems in the light of what radio could offer. But for the most part, department stores still confine their major budgets to newspapers because they feel that their wares must be shown to be sold." Further to emphasize the importance of this particular field in Kopf's plan—now in work—to set up a department in the network's New York office to specialize in department store problems in relation to television.

If it evolves as planned, the department would: (1) Create program ideas that are adaptable for local department store use; (2) Develop presentations that will assist in getting department store business for television; (3) Develop commercial techniques; (4) Work with manufacturers of retail products to interest them in including television among their "advertising allowances" to retail stores; (5) Disseminate the information gleaned from the operation to all NBC affiliated stations and assist them in obtaining department store clients in their individual cities.

the expense of other media, although several stores are now apportioning "new" funds specifically for TV. Some advertisers, however—whose products are particularly suited to visual demonstration (appliance manufacturers, distributors) are currently spending up to 50 per cent of their promotion money in the medium.

Analysis of the manner in which television is being used by local accounts shows that practically any phase of retail merchandising and selling—regardless of product or service—can be effectively and profitably applied. Generally low-cost

vehicles of spot and participating video appear to be preferred by many retailers for obvious reasons, although the more elaborate and expensive live and/or film program finds widespread acceptance among the retail field.

While the cost factor is usually "Number One" with the retail advertiser, size and type of store do not necessarily dictate the manner in which TV will be used. A major department store with an annual sales volume exceeding \$10,000,000 may find spot commercials the most effective technique for pushing a home furnishings product. A chain or specialty store, on the other hand, will consider a half-hour program the most profitable framework for selling its product. Another retailer, whose product may be considered in the luxury or high-priced category, prefers the participating program in which his particular item will demand attention by virtue of its individuality.

The Boston Store

The Boston Store, a major retailer in Milwaukee, has had conspicuous success with "Adam & Eve," a half-hour audience participation quiz airer on WTMJ-TV (Thursdays, 8-8:30 p.m.) now entering its 12th month. Format of the show is as flexible as any quiz vehicle, permits ample opportunity for facile blending of commercials and chatter between contestants and the emcee. Emphasis on informality and banter throughout has found enthusiastic viewer response

which has been manifest in the one significant way—actual sales. Most national manufacturers whose products are carried by the store contribute to the TV expenditure, several via film commercials already packaged and ready for the camera.

Gimbel's-Philadelphia, — one of the first in its field to enter the medium, — has had similar success with the full program format as such via "The Handy Man" on WPTZ (Friday). Show is a quarter-hour low-cost demonstration segment which has solidly established itself with Quaker City viewers during its 18-month tenure. Handy Man Jack B. Creamer, who won his broadcast spurs in AM, has adapted his technique to meet the requirements of TV to the satisfaction of Gimbel sales and merchandise experts who lay heavy emphasis on "merchandise in action." Store uses no direct-selling copy here, but considers the entire show a commercial in itself, demonstrating as it does the varied household products used throughout the session.

After two years experience with the medium David Arons, publicity director of Gimbel Brothers, comments: "The first bit of knowledge we acquired was the basic realization that television as an advertising medium can be used to great advantage by a large department store. Since then, we've been finding out how to make this advantage pay off; and, to date, our best bet has been 'The Handy Man.' Since the series has been a few weeks old, we have drawn virtually no 'blanks'

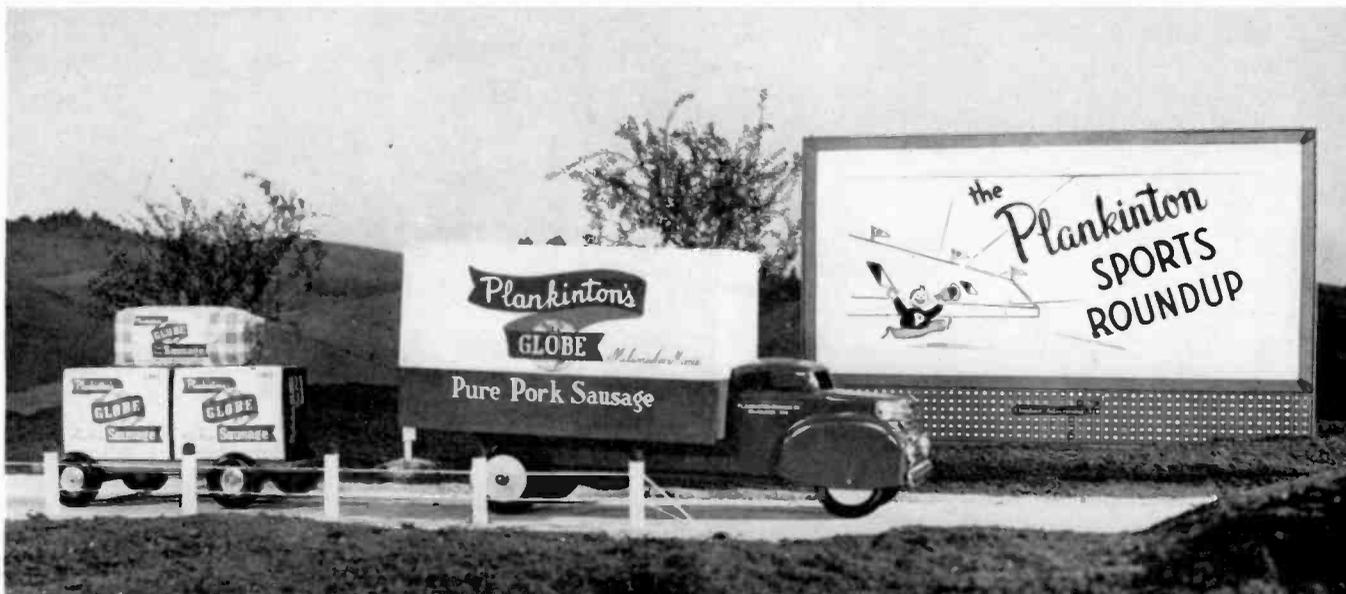
on any item. On numerous articles, we have been sold completely out of stock within a week . . ."

Chicago's Fair

The Fair, Chicago department store, six months ago switched its technique from program-type to participation, bought a quarter-hour segment of the full-hour "Womens World" on WBKB. Selected portion of the show was titled "Shopping With Dinny" which offered sundry hints to the housewife, cost and production of which were on the economic side. Fair executives found sales results exceeded those obtained on the original vehicle, and costs alone figured "about one tenth" of its predecessor. Program was cancelled recently because of the difficulty of attracting other stores, but The Fair is ready to align itself with another participation format which can offer similar possibilities. L. H. Foster, sales promotion manager of The Fair, has a realistic opinion of TV and its potential power for the retailer. Says he: "We believe that sales results can be good, but at the present moment there are not enough sets to make the impact tremendous . . . But it is easily possible to believe that future retail advertising can be as greatly different from present . . . as the change that comes over the normal family when it buys a television set . . . Eventually, as the television budget increases . . . it will then cut into other forms of advertising . . ."

Further example of how local re-

Portion of the "miniature" film introduction to "The Plankinton Sports Roundup," a 10-minute live show which follows all college and professional football games on Milwaukee's WTMJ-TV. Sponsor is major regional advertiser and uses the film to illustrate the "parade" of food products it retails throughout the area. Film, handled through the Cramer-Krasselt Agency and produced by The Cooley Co., makes imaginative use of miniature billboards, company trucks, etc.—all familiar props which help to capitalize on advertising in other media used by Plankinton.



tailers are making effective use of participating shows is WTMJ-TV's (Milwaukee) "What's New?" (Wed. & Fri., 4-4:30 p.m.) in which five accounts use one-minute spots. Advertisers whose products run the gamut of female fashion, are: Hixon's (women's apparel); Coplin's (furs, coats and suits for women); Smartwear Shops (women's apparel); Constant Hosiery; and Chapman's (women's apparel). Show is emceed by Nancy Grey, long-time radio personality in Milwaukee, and commercials are handled via demonstrations by models. Program format provides for more than emphasis on fashion, however, and includes demonstrations on interior decorating, food preparation, etc.

Dealer Co-op

"Kitchen Klub," a participating aircer on WLW-T (Cincinnati) draws strong support from local food and home-making accounts. Principal sponsor group on the show is the Kelvinator Dealers of

Greater Cincinnati, — 28 in number — each of which bankrolls one program per month. Individual dealer invites his own guests for the show, presents a prize for the best home-making tip, and in addition, distributes frozen food packets to each woman in the studio audience. Commercials are integrated within "Klub's" format, with star and emcee using Kelvinator units while discussing food preparation, etc. Cost for the time and giveaways is split equally between Nash-Kelvinator Sales Corp., and the individual dealer.

Although not a part of the Kelvinator deal, Juengling & Son Meat Co., another participating sponsor on the WLW-T segment, ties in its product easily since food and food products come in for a heavy play throughout the show. Costs are kept to a minimum on "Kitchen Klub," inasmuch as rehearsal time is short. Hostess Catherine Koch and emcee Bob Merryman usually require only a short "talk" rehearsal of the show's outline, depending

heavily on ad-lib during air time. On the other hand, Macy's New York, considered the world's largest department store, is using TV at the moment specifically as a medium of institutional advertising. Firm places film spots on all New York stations, currently has a schedule which includes 30 to 45 insertions per month. Films are animated cartoons, each telling a quick but effective tale about the wisdom of shopping at Macy's.

Jordan-Marsh in Boston, which began a spot campaign on WNAC-TV last September, considers this phase of TV most effective for its particular purpose—straight sales. Commercials are on film, plug merchandise, and are tied in with product display. Store has a heavy schedule underway, uses three spots per night on a six-time per week basis. Despite the fact the Hub store campaign is comparatively new, Richard Edwards, vice president and sales promotion manager, is convinced video is doing a sales job, as outlined earlier.

how local agencies are developing tv clients

Cramer-Krasselt Co., Milwaukee advertising agency, established a television department some 13 months ago, but as radio-TV director J. S. Stolzoff, puts it: "We did so with hesitancy." Agency executives felt the cost of video was out of line with other media and that little could be done then except to amass experience against the day TV became "practical."

Today Cramer-Krasselt has completely changed its thinking—and consequently, the thinking of a number of its clients. Some of its local accounts using TV on a regular basis include: a department store, bank, meat packer, savings and loan association, a modern music store. Two of these accounts are currently spending *more* money in TV than they have ever spent before in all media *combined*. Furthermore, not one of them has sizably reduced its expenditure in other advertising media.

While Stolzoff and his associates at Cramer-Krasselt were educating themselves and their local accounts to the advantages of video, several of the agency's national clients were beginning to lift an interested eyebrow. "Until recently," says Stolzoff, "we had encouraged them to keep posted on television but discouraged them from actually using it. That picture is changed, too,"

he adds. "With the majority of the nation's key markets due to have one or more stations in operation by early '49, the green light is on for a number of Cramer-Krasselt's national accounts who are now testing or planning multi-market campaigns."

Stolzoff singles out one conclusion as a result of the past 13-month TV "indoctrination" period: television and the local advertiser can be extremely valuable to each other. In this regard he offers four guide points, the application of which should certainly hasten the profit era for the station, the advertiser, and the agency itself:

- (1) Provide sound statistical information on the number of sets in the market, the number of viewers per set and listeners' preference
- (2) Provide copy and production aid to the local advertiser and his agency
- (3) Help provide low-cost commercials for the local advertiser
- (4) Develop a merchandising plan, not just a television schedule for the local advertiser.

Another agency aggressive in the local TV field, and whose overall video billing has reached major proportions in the past year, is Robert J. Enders Advertising, of Washington and Philadelphia. Latter office, opened only four months ago, is

currently placing and producing approximately 10 and one-half hours of TV time weekly on the three Quaker City outlets. According to proxy Bob Enders, indoctrination of local clients to thinking in terms of video advertising compared with radio, newspapers, etc., "has not been too difficult." He feels the medium's sales effectiveness is rapidly becoming a watchword in the local markets his clients serve, and the remainder of the problem—merchandising, planning and selecting the proper vehicle to capitalize on this effectiveness is strictly that of his own staff. In addition, Enders offers to build packages for the prospective TV client, and has its own film department.

Example of how the combination of service and facilities clinched a client's decision to take the TV plunge is provided by the Enders agency's experience with Whirlpool Automatic Washer. Latter gave the go-ahead for a film spot schedule on Tuesday, saw the first of its series aired on the following Saturday. Volume-business is also a significant portion of the agency's activities, as illustrated by its handling of TV for George's Radio & Television Co., one of its Washington accounts. At one period last summer client sponsored 10 programs on the air weekly.

how national advertisers share local tv costs

Because of their mutual objective—moving an individual product from the retail counter to consumer hands, the national manufacturer, and the local advertiser who carries his product have much to gain from cooperative TV selling. Meeting of minds between the two has been relatively simple in most cases, and often has been the result of a suggestion by the manufacturer himself—particularly in the hard goods lines (appliances, etc.)

Typical of such retailer-manufacturer co-op is a current arrangement between Ed. Schuster & Co., Inc., Milwaukee department store, and five national accounts: RCA-Victor, Westinghouse, Philco, Botany Brand 500 Clothing, Leonard Range, and Hamilton Clothes Dryer. With exception of Philco, the store uses one-minute film announcements on a weekly schedule, some of which are supplied by the individual manufacturer, others produced by Cramer-Krasselt, the Schuster agency. Philco participates with the Milwaukee store in costs of airing the manufacturer's "Touchdown," a weekly 20-minute film of highlights of college football.

Mfrs. Prefer TV

Most TV set manufacturers encourage the use of TV to sell their product because they feel a large percentage of viewers are non-set owners—and consequently an untapped customer source at this point. While many appliance manufacturers and distributors have not had any actual experience with the medium, it has been a simple task to point out its effectiveness to them. Demonstration—the most powerful selling point—is achieved in TV advertising. Originally the idea of door-to-door demonstration was a focal point with appliance manufacturers, and their use of TV is merely a more polished—and effective—application of the same theory.

Manufacturers of clothing, furniture, appliances, etc., some of which are included in the above-mentioned group, work hand-in-hand with local department stores which sponsor programs on local stations. Typical example of manufacturer-retailer cooperation here is Philco's "Touchdown" film which is aired in several cities via a tie-up with department stores and/or appliance dealers.

TV as a direct tie-in between

dealers and the manufacturer and/or distributor is used with considerable effect by two companies whose products differ as widely as their ultimate objectives are identical. In Los Angeles, the Morris Furniture Manufacturing Company participates in KTLA's "Shopping At Home," and after six months has increased its TV budget to 25 per cent of overall advertising. Commercial is live, with emphasis on merchandise display over live commentary by an announcer. Company at the moment underwrites the TV schedule alone, but expects to have its dealers share costs when it expands further into video merchandising. Almost parallel use of the medium is made by Pierce-Phelps, one of the largest appliances distributors in the east, which last month inaugurated the first full-hour across-the-board daytime commercial on Philadelphia's WCAU-TV. Program, "Homemakers' Matinee," (2-3 p.m. Monday-thru-Friday) plugs products of five national advertisers (Admiral TV sets, Proctor Appliances, Deep-freeze Home Freezers, Whirlpool Laundry Equipment and Youngstown Kitchens) with what is described as a "two-fold" purpose toward distributor-dealer cooperation. Pierce-Phelps expects the show to:

- (1) train retail dealer personnel in

equipment features of the products getting commercial treatment and (2) at the same time appeal directly to dealers' customers by showing products actually in use.

Customer "Promotion"

As a novel technique in customer promotion Pierce-Phelps provides kits to dealers which are designed to create "store-traffic" daily during the show. Distributor underwrites all costs involved in the dealer tie-in, but it's understood manufacturers contribute to the over-all campaign expenditure.

Further and perhaps more widespread cooperation in local TV advertising at "point-of-sale" is illustrated by the current schedule of the W. Bergman Company, Inc., Buffalo (N.Y.) appliance distributor. Company handles top national brands in all categories and was an early client of that city's WBEN-TV when it began commercial operations last spring. Bergman, in a tie-up with several national manufacturers (who contribute to the 25 per cent of the overall ad budget allocated to TV) has been using spot announcements on a regular frequency basis, in addition to sponsorship of the Korda feature films. Firm will expand the co-op structure further with arrival of kinescope recordings of "The Philco Playhouse."

Film and radio actress Louise Arthur, emcee of KFI-TV's "Shop, Look and Listen," faces the camera with a product of one of several participating sponsors. Program, which offers the local advertiser low-cost video plus the sales impact of visual appeal, has a flexible format, adapts itself smoothly to any commercial technique. Costs are kept to a minimum since program content is a combination of commercial and "editorial" material, simple but entertaining.



why elgin american commercials are on film

Closed circuit demonstration proved to Weiss & Geller that carefully controlled lighting and a maximum of close-ups were needed.

FIRST decision confronting Weiss & Geller, Elgin American's agency was—"should these commercials be produced 'live' in the New York studio, or should they be produced on film?" To weigh the advantages, in view of the cost factor involved, it was decided to stage a closed circuit demonstration at WENR-TV, the ABC Chicago station.

After about 15 minutes of experimentation, they found that a 'live' commercial would not work out. For example, when they showed the cigarette lighter, at one point it didn't work. This, of course, would have been practically fatal had it happened on the live show itself. Reflection of the lights on the metallic faces of the compacts was so powerful that they looked like white spots at times. To get the best ef-

fect, the compacts had to be shot in close-up under carefully controlled lighting conditions—thereby leaving too much to luck in the TV studio. They also discovered that the models who held the compacts in their hands during the commercial had to be shown over and over again how to hold them properly so their hands would not appear clumsy and so the compacts would be shown to best advantage.

Close-ups Better

For small objects of this type, the studio test pointed up that the best TV commercials show the product in close-up. The compacts, when even two feet away from the camera, looked very small. The same held true for the models—the more close-ups the better. They quickly discovered that atmosphere, style appeal and backgrounds all had to

To impress the viewer with the fact that Elgin American manufactures over 400 items, this turntable was devised. Camera was able to pick up a variety of merchandise as the table slowly turned into full close-up focus.



"Television is giving our client the opportunity to show his product for the first time in action, which can't be done on radio or in print". . . says agency head, Edward H. Weiss.

be minimized to show the most important thing of all—the product itself.

At the preliminary conference held to determine the over-all theme, the placement and length of commercials, and their integration into the program, it was decided to prepare seven commercials on film, each one minute and fifteen seconds in length. As they felt only one point could be stressed in the allotted time segment, a different copy theme was selected for each film. Fact that they had a two hour show permitted this concentration. As program format presented the opportunity to use ten different commercials, some were repeated.

One commercial concerned the slogan which Groucho Marx has established on the Elgin American radio show—"Every woman needs three," which means that every woman needs three compacts—one for daytime wear, one for sports, and one for evening. Visualization of this theme was achieved by using the same model fashionably dressed in these three different costumes, looking at the particular compact which went with each ensemble. To establish the idea that Elgin American manufactures an enormous line of merchandise — over 400 items — a large turntable was developed. On this, cigarette cases, lighters, compacts, dresser sets, etc., were arranged, allowing the camera to show a large variety of merchandise as the table turned.

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television's effect on

ATTENDANCE

An analysis of attendance figures shows that television creates new fans, is sport's best ally at the box office.

PRACTICALLY every phase of spectator sports in the U. S. will register new highs in attendance and gross revenue this year, despite the fact that nationwide set distribution has increased nearly 500 per cent in the past 12 months. The American and National baseball leagues alone set a new all-time attendance record of 20,943,345. In one major league city—Cleveland—a new individual attendance figure was established when 2,642,478 fans poured through the turnstiles to witness the 77 home games—every inning of which faced the cameras of WEWS. The New York Yankees, whose home schedule has been televised for several years, also shattered their own previous high with a 1948 draw of 2,412,206 at the gate—the third successive year the club has exceeded the two-million attendance mark.

BASEBALL

Of special significance is the fact that the eight cities in the American League, with the exception of Washington (D.C.) had an attendance increase in 1948—and all home games of each were covered by TV. Capital club suffered a setback of some 35,000 as compared to its '47 performance, but it's noted that Washington finished in next-to-last place in the final standings. On the other hand, the last-place Chicago White Sox had an overall gate draw of nearly a million—40,000 more than last year. Pittsburgh, the only major league team not exposed to

TV during '48 (no station in the area) dropped 127,494 behind '47 attendance-wise. It would appear, therefore, that the presence or absence of TV in each of these cases was not a factor at the gate—certainly not an adverse factor.

There have been rumblings among baseball men that red ink on the books of some minor league teams is the result of telecasts of major league teams in adjacent



"... in the long run our gates will be benefited through television..."—John Reed Kilpatrick, president of Madison Square Garden.

areas. Management of Newark (N.J.) Bears, however, firmly spiked this contention, and backed it with facts. Club conducted a survey during seven individual nights last season when there was no baseball on TV in nearby New York. Results showed *attendance at the Newark park was no better than on other nights.*

Signing a contract for Yankee baseball telecasts on WABD last spring, owner Dan Topping flatly stated that he believes television will boost interest in—and consequently attendance at—baseball games.

FOOTBALL

Professional and inter-collegiate football continues to register billowing attendance figures. Total combined attendance for the professionals last year reached 19,950,633 as compared to 18,534,444 in '46—an increase of 1,416,189. Strong proof that television is no deterrent to box office receipts occurred on the west coast last year. Los Angeles Rams—without TV—attracted 214,000 patrons to six home games. Los Angeles Dons had an approximate gate of 310,375 at seven home games—all aired by KTLA.

Similar application is made to inter-collegiate football. According to a report last year by H. Jamison Swarts, University of Pennsylvania's graduate manager of athletics and president of the Eastern Intercollegiate Football Association, "television seems to have an effect of decreasing the gate." University of Penn games have been aired by WPTZ for eight successive years—and despite Swarts' statement—all home games in '47 set new attendance records with the record continuing at the same high level this season.

From 1930 to 1946 Notre Dame had but three sell-out games at
(continued on page 22)

TV SUCCESS STORIES

Kolynos' premium offer outpulls an

WHITEHALL Pharmacal (Kolynos Toothpaste) began three-times-weekly sponsorship of "Small Fry Club" on WABD-New York, made series of premium offers of Indian mask for children at 25c plus toothpaste carton. Returns reportedly approached 20,000 in a matter of a few weeks.

According to R. G. Rettig, vice president and director of advertising, "results have been good and are correspondingly better than AM." He feels, however, that TV's cost-per-thousand "isn't down where it's supposed to be," and mentions the possibility of rate "adjustments" in the face of an impending TV-AM conflict. "We have interests in both," Rettig says, "and when people are watching television they're not listening to radio."

EMERSON TV GIVEAWAY OFFER DRAWS 9000 REQUESTS

On a recent segment of its "Toast of the Town" (CBS), Emerson Radio & Phonograph Corporation offered a \$30 "gift" certificate to all viewers in the area of New York, Philadelphia, Boston, Connecticut, Baltimore and Washington. Audience was asked to write direct to Emerson's home office for the certificate which allowed \$30 discount on one of its AM table models, listed at \$60. Despite the fact that offer held good for only 48 hours, over 9000 requests poured in before the deadline, hundreds afterward. In addition, more than 100 non-viewers, who'd read of the offer in a NY radio column, acted similarly.

CASTRO FURNITURE SALES JUMP 20% VIA TV — SPOTS

Castro Decorators, Inc., New York furniture manufacturer-retailer, entered TV via film spots on WABD-DuMont last spring. Schedule at that time provided for one spot per week. Results were almost immediate, and were described by client as "terrific." Castro then doubled spot schedule to twice weekly on WABD, also placed one spot per week on WJZ-TV and WPIX, for an over-all expenditure of \$2400



"Big Brother" Bob Emery, mentor of "Small Fry Club" (WABD, Monday-thru-Friday, 6-6:30 pm) shows his faithful moppets the Kolynos Indian mask premium offer. Company, which sponsors a quarter-hour segment of the popular children's show Monday, Wednesday and Friday, has had excellent response to the offer.

per month. Sales thus far in '48 have jumped 20 per cent, major credit going to TV. Client, who retails from "factory store" conducts a seasonal business, normally spends about \$7,000 per month in advertising. Only product used on commercial spot is that of mechanical folding bed—and it's here where the TV "test factor" was demonstrated. Says Bernard Castro, president and owner: "It's our feeling there is no advertising medium like television. It brings the showroom right into the potential customer's living room, and we believe it will eventually become the chief method of advertising for our type of retailing."

LANDOFFICE AUCTION SALES FOLLOW TV REMOTE PICKUP

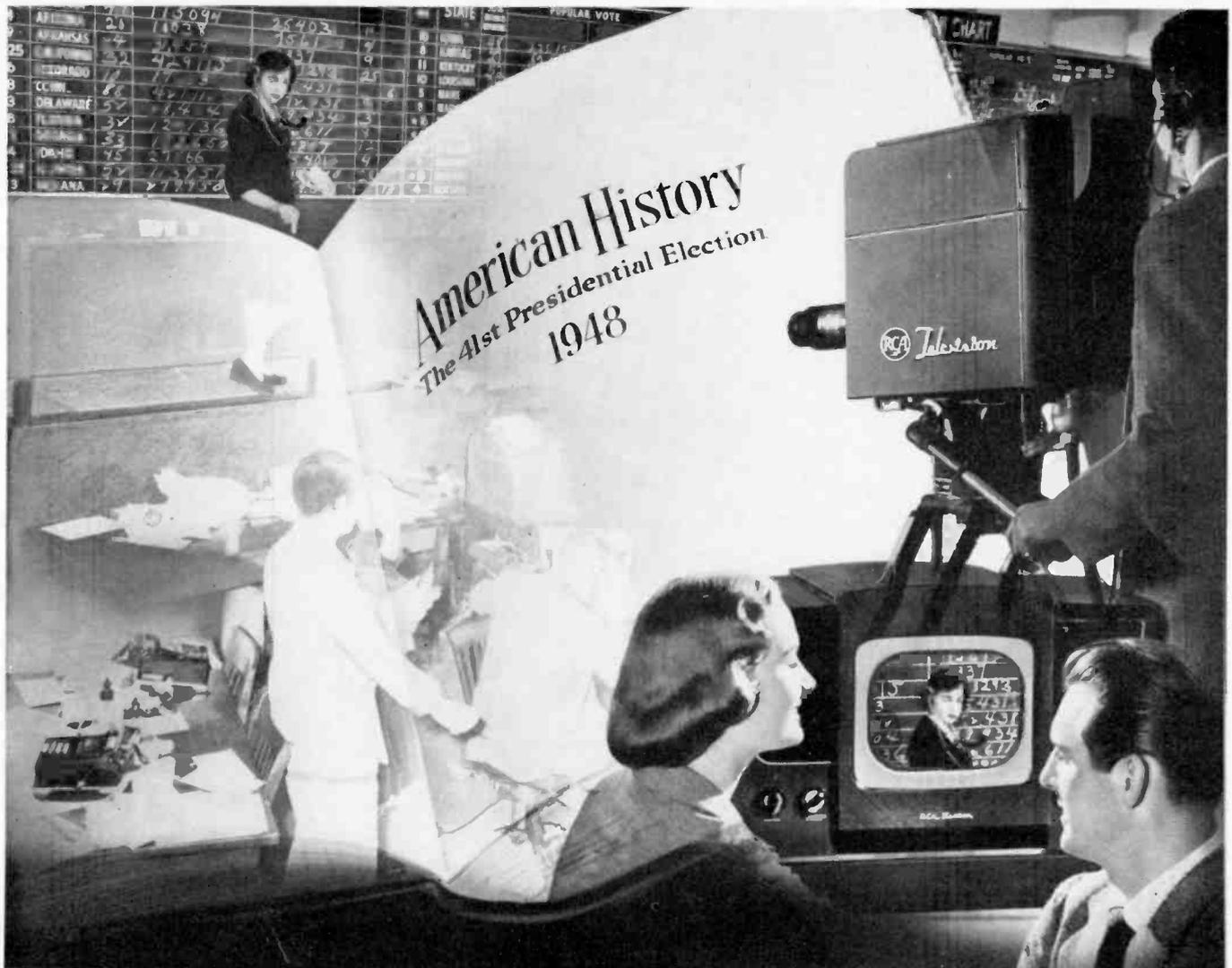
Paramount's Los Angeles outlet, KTLA, recently aired an auction from the Lewis S. Hart Gallery in Beverly Hills. Survey of the next night's auction crowd showed 35 to

40 persons attended as a direct result of the telecast, bought merchandise totaling almost \$1,000.

Another show, "Shopping at Home," participating airtel, pulled 44 individual telephone orders in response to a three-minute commercial plugging phonograph record albums, which sold at \$3.95. Following week similar commercial netted 35 'phone orders of silverware sets at \$4.49 per.

\$15,000 GROSS BUSINESS IN SIX WEEKS OF TV

Another KTLA client, Lowell and Bradfield, Beverly Hills furrier, realized \$15,000 gross business as a direct result of the first six shows on the Paramount station. Firm sponsors "Women's Page, Magazine of the Week," format of which is fashion hints, etc. The \$15,000 figure, according to Merrill Lowell, owner of the firm, included re-styling as well as the sale of new furs.



Election returns telecast by NBC will be seen by television's ever-increasing audience.

See History in the making—on Television

Thirty years ago, to get election results, people waited for the morning papers . . . or election "extras." Then came radio! In 1920 election returns were broadcast for the first time.

Now television arrives as a star "reporter" . . . making you an eye witness of politics as it is practiced . . . of history as it is made . . . of the news as it happens!

In the world's largest television newsroom, RCA image orthicon cameras will watch the incoming

returns. State-by-state results will be telecast with the speed of light to be viewed—sharply, clearly—on the screens of more than 500,000 television receivers.

You will see the candidates when they appear, in person or on newsreels. In fact, more people will see them by television on this election night than saw Lincoln during his entire four years in the White House!

More than forty million people live within the areas now reached

by regular television programs. Pioneering and research at RCA Laboratories, coupled with RCA "know-how" in engineering, production and broadcasting, have contributed greatly to bring this new service to the American people.

When in Radio City, New York, you are cordially invited to visit the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA



CBS-IMPPRO deal calls for thirteen films in "Cases of Eddie Drake" series. Films cost \$7500 each, with first 9 now completed.

hollywood and television try new financial patterns

Profits gleaned from residual rights or profit-splitting arrangements, rather than from TV alone, is new method of cutting costs.

By MARY GANNON

THE \$8500 Lucky Strike deal and the CBS-IMPPRO price tag of \$7500 for half-hour film programs presage a change in financial arrangements, rather than a crack in the Hollywood high-cost production front. In both cases, the film companies are selling TV at cost and taking their chances on realizing their profit from repeat rights and sources other than television. Move shows a practical realization that television can't afford the usual high priced output, that specialized formulas of production and distribution must be applied. It's on this ground that Hollywood and television will probably meet—for it's generally conceded that pictures produced by cutting corners on quality are not the answer to lower costs.

The Lucky Strike move shows the first crack in the resistance of big advertisers toward using films. This reluctance may stem from the feel-

ing that the usual five-figure tab is no match for such popular live shows featuring "name" talent as "The Texaco Star Theatre," budgeted between \$8,000 and \$10,000; Emerson's "Toast of the Town" at \$6,000, or a dramatic show like "The Kraft Theatre," estimated at \$4,000. Or it may be that programwise, the television films now being peddled around didn't stack up.

CBS-IMPPRO

The CBS-IMPPRO deal calls for 13 films at a price of \$7500 each. CBS has all rights for 25 years, in return for a 50-50 split on the profits with IMPPRO, above production costs, and syndication and promotion expense. According to Charles Underhill, CBS Director of Programs, syndication plans are now being formulated and series will be offered to a network sponsor first. Price will be below the \$7500 cost figure, because under the long range

terms of the contract they can get their money back and make a profit over a period of time. However, if a network sponsor does not materialize, they will co-op the show to local sponsors.

Series, titled "Cases of Eddie Drake," has a mystery-drama theme and revolves around the adventures of private detective Drake; his sweetheart, Dr. Karen Gayle, glamorous psychiatrist who is writing a book on criminal psychology, and Detective Lieutenant Walsh, with whom Drake carries on a friendly feud. First nine have been completed with work now underway on the remaining four.

Lucky Strike Film Programs

Lucky Strike move stems from their feeling that film has many advantages over live production—it eliminates any chance of error, and gives complete control over the
(continued on page 32)

"Here's a tele groover."

...says **VARIETY**

"Midwestern Hayride" is only one of the many "groovers" on the WLW-T schedule. There are others of all types—musical, variety, quiz, juvenile, dramatic, sports, audience—participations, news, women's, etc.—with the seasoned stars of The Nation's Station "filling the want for that showmanship need in video".

So if you're looking for an ideal television vehicle to get your advertising across to the intense, fast-growing television audience in Greater Cincinnati... you'll find WLW-T ready with programs high in entertainment but low in cost.

FOR FULL DETAILS, CONSULT ANY OF THESE WLW-T SALES OFFICES:

140 West Ninth St.
Cincinnati 2, Ohio
CHerry 1822

630 Fifth Ave.
New York 20, N. Y.
Circle 6-1750

360 N. Michigan Ave.
Chicago 1, Ill.
State 2-0366

6384 Hollywood Blvd.
Hollywood 28, Calif.
Hollywood 5408



TELEVISION SERVICE OF THE NATION'S STATION
CROSLY BROADCASTING CORPORATION

TELEVISION REVIEWS

Wednesday, September 29, 1948

WESTERN HAYRIDE

With Bill Thall, m.c.; Turner Bros., Girls of Golden West, Trail Blazers, Ernie Lee, Judy Perkins, Kenny Roberts, Brown's Ferry Four; Hal Woodard, announcer
Producer: James B. Hill
30 Mins.; Sat. 8 p.m.

BAVARIAN BREWING CO.
WLW-T, Cincinnati

(Ralph H. Jones Co.)

Here's a tele groover. A right smart giddap for the folks out yonder, it also has appeal for city dwellers, rustic atmosphere and fare being a taste of something different for them.

Facing a camera is duck soup for Crosley entertainers. They are seasoned in audience as well as mike technique, having worked in jam-packed AM studios and appeared in theatres, auditoriums, schools and what have you, including state and county fairs. Costumed in denim, gingham and trappings of the plains, the boys and gals fill the want for that showmanship need in video.

All hands get in there and pitch for their separate and collective chores, and with the definite impression that they are having as much enjoyment out of it as the most pleased viewers. There is no drag from start to finish.

Bill Thall, as a rube smoothie, sprinkles some corn during his own brief fling at conversation and on each intro, setting the show's pace.

Session is the closing half of a full-hour television show that follows an hour program by most of the same entertainers on Crosley's AM station WLW, both originating in WLW-T's 300-seat ace studio. To start with, it's a free two-hour show. Prospects are for building of popularity to the extent of moving to a downtown auditorium, such as was done several years ago to accommodate audiences for WLW Saturday night hillbilly shows.

Koll.

MERCHANDISING

Who's buying and why

ALTHOUGH the prestige of surveys took a needling as a result of the election prediction fiasco, and the poll takers are still climbing slowly back to their lofty posts as pulse takers, nevertheless the results of some surveys recently conducted in the New York market could be significantly applied to the merchandising of television receivers. For while sets are selling, smart promotion and advertising certainly are deciding factors in determining *who* sells them.

Why They Buy

Knowing *why* people buy and who is buying are two basic concepts for getting the most out of any ad campaign. In a survey conducted by CBS Research Bureau, it was found that 30% of the people buy because they can't get out of their homes for entertainment. In this group are parents with young children, people in ill health, and

others who describe themselves as "homebodies."

Tying your ad down to people's needs and ordinary expenditures can overcome the "too expensive" resistance factor. Why not an ad to the effect that a night at the movies costs 65c an hour for a baby sitter (four hours), plus the admission (85c each). Total \$4.30 for one double feature. For so much down and so much a week, a television set gives you a seven day entertainment pass. Again, an old idea made up with a new face.

Who Buys

The Pulse survey showed that 91% of men are more interested in television than women and that men spend more time viewing than women. This is backed up by a Stromberg Carlson report which showed that 75% of men dominate the television purchasing decision—which reflects an exact turn-about

from radio selling wherein the woman wields the most influence.

This is probably the result of the heavy preponderance of sports telecasting, which was particularly evident a year or so ago. However, with the growing emphasis on daytime programming—particularly as inaugurated in New York (WABD), Philadelphia (WCAU-TV) and Baltimore (WBAL-TV), plus the few hours of afternoon programming which is typical of almost every television city, more shows are being geared directly to the woman. It's a smart stunt for dealers or distributors to invite certain groups to witness these telecasts. There's nothing new in the idea—but it's still a sales getter.

Typical of this type of promotion is the current schedule of Pierce-Phelps, Admiral distributors in Philadelphia. Company has contracted for an hour's program daily

THE FACTS

CONCERNING YOUR PRESENT RADIO AND TELEVISION

HERE ARE THE QUESTIONS EVERYONE IS ASKING ABOUT TELEVISION AS RELATED TO PRESENT RADIO RECEPTION... AUTHORITY AND SIMPLY ANSWERED.

GET ACQUAINTED WITH THIS NEW MEDIUM OF COMMUNICATION.

| | | |
|---|--|---|
| <p>Q. Can I receive television programs now?</p> <p>A. Under perfect weather conditions it is possible to bring in Buffalo and Cleveland, but reception of performance should not be judged by this because there is a great deal of interference from other stations.</p> <p>Q. Will my television set eliminate my present radio?</p> <p>A. No. Present AM broadcast are not associated with television. To get television a separate set for reception is needed.</p> <p>Q. Will I need to buy a set that includes AM, FM and Television?</p> <p>A. No. A separate table model Television set will give perfect reception from the the new Erie Dispatch WICU Television Station.</p> <p>Q. If I purchased a new radio-phonograph combination will it be out of date when television is available?</p> <p>A. No. Manufacturers are building television sets which will harmonize with radio-phonograph combinations on the market today.</p> | <p>Q. How much will a television set cost?</p> <p>A. Table models range from \$149.00 plus installation.</p> <p>Q. Will it be cheaper to buy a combination with television in it?</p> <p>A. No. A combination radio plus a table model television set will be approximately the same price class.</p> <p>Q. When will television start in Erie?</p> <p>A. Station WICU, Channel 12, now under construction by The Erie Dispatch, will inaugurate television, go on the air during the Christmas season.</p> <p>Q. Will there be sets available at that time?</p> <p>A. At the present time the demand for television sets is exceeding the supply. We suggest that you see your favorite radio-dealer now to discuss delivery of a television.</p> | <p>Q. In purchasing a television receiver, what will I use for a guide to my needs?</p> <p>A. If you presently own a modern up-to-date radio receiver recently changed into you will not have a "radio" television receiver. That is, one that will receive television signals only. If you prefer a complete radio set it is possible to acquire an "all-around" receiver with television, FM, AM and Phonograph.</p> <p>Q. Can a television receiver be used to listen to regular radio programs?</p> <p>A. No. unless the receiver has a built-in AM or FM radio. Television is not run on high frequency (or frequency) since the limits that can be picked up by a radio of a certain kind that will accompany television & FM (Frequency Modulation).</p> <p>Q. How about those radios that have a built-in television adapter plug? What is it for?</p> <p>A. There are no simple adapters being manufactured at this time that will convert your present radio to receive television.</p> |
|---|--|---|

THIS INFORMATION SUPPLIED IN THE PUBLIC INTEREST BY THE FOLLOWING FIRMS

| | |
|---|---|
| <p>YOUNG BROS. ELECTRONICS, INC. 1909 Peach Phila. Division Ph. 2-2279</p> | <p>ARTHUR F. SCHULTZ COMPANY 124 D. Holland Sole of 14th</p> |
| <p>JOHN W. KINEM CO. 1026 Peach Ph. 4-3165</p> | <p>THE WINTER COMPANY 1015 State St.</p> |
| <p>JOHN V. SCHULTZ FURNITURE CO. 20 East Eighth St.</p> | <p>LEONARD NIEDERRITER CO., INC. 1726 State Ph. 2-6795</p> |
| <p>DAHLE-ARTERS 340 West 2nd St. Ph. 2-3539</p> | <p>FELHEIM'S Appliance Division</p> |
| | <p>RELIABLE RADIO INC. Peach at 11th Ph. 4-5194</p> |

With WICU, Erie, set for a Christmas time debut, the Erie Dispatch, parent organization of the station, ran this factual ad to educate prospective set owners. As indicated in the copy, leading distributors and dealers cooperated.

Reason #9

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

Du Mont is in *all* of television—and *only* in television. With Du Mont, television is no side-line—it's our entire business, and has been ever since Dr. Du Mont started his pioneer work in television research way back in 1931.

DUMONT

First with the Finest in Television

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

(continued from page 20)

over WCAU-TV. Close dealer cooperation has been worked out, whereby the stores invite women, serve refreshments, and arrange for convenient viewing.

From the promotional viewpoint, particularly interesting is the sampling taken by House Organs Associates among set owners in a Long Island residential area. 65% of those owning receivers said their interest was stimulated by seeing television in the homes of their friends or hearing first hand descriptions of programs and special events. An additional 20% bought

because of watching television in bars or other public places; while only 15% attributed their purchase to advertising, newspaper stories, store window displays, etc.

Summing it up, 85% bought because they saw it. In addition to afternoon programming for the women sports events offer another natural for letting television sell itself.

Particularly important in new markets are the installations in bars and other public places. These are television's greatest salesmen—if well installed and in perfect operating order, they can do an out-

standing job in building set sales. Tie-ins with restaurant proprietors, theatres, etc., permitting a credit card to be placed in front of the set can pull interested spectators to that particular dealer.

Advertising acquaints the public with the various models, the price ranges, the program fare—but there still is a need for letting television sell itself by having people watch it often enough. Such "open house" demonstrations will gradually overcome any doubts as to whether television has arrived, is perfected, and can deliver enough home entertainment to warrant the purchase.

television's effect on attendance

(continued from page 15)

home. Last year, when *all* the Irish games were televised, every contest was a sell out. College's two greatest attendance years have been 1947 and 1948 when each game was TV'd.

It's pretty apparent that the buyers—stations and advertisers—will have to check attendance figures quite closely before falling for the great and, in almost all cases, mythical drop in attendance.

WRESTLING

Tom Packs, St. Louis sports executive says: "My wrestling matches have been televised twice each month by KSD-TV since they first went on the air. Through television, we have been able to interest people . . . who have never before had a desire to come and see wrestling. I believe that television will prove to be a medium that will create an unprecedented interest in athletic events in our country . . ."

Fred Kohler, promoter of professional wrestling in Chicago, is definitely in the TV camp. Says he: "The advantages gained in dollars and cents because of television, I estimate as 100 per cent. Because of the interest that television has created in the matches, I am also getting a larger sale of the higher priced seats, and the whole price range for seats has increased. Furthermore, through television, I figure that 60 per cent of advertising costs have been entirely eliminated."

Says promoter Harry Light of Detroit: "We have no squawk over our attendance. We still have our good nights and our bad nights. Anyway you slice it, the gate depends on *attractions*."

BOXING

1948 Milwaukee Golden Gloves tournament, televised by WTMJ-TV, broke all attendance records during its five-night schedule, and last two nights were complete sell-outs. In Chicago a small fight arena hit an all-time attendance record three weeks after shows were exposed to TV. Last summer baseball took precedence over fight telecasts—and according to promoter Al Baim—"a noticeable decrease in the gate took place." He added: "With the ending of baseball season and the resumption of television coverage, a rapid increase in the gate again took place."

Sol Strauss, exec of New York's Twentieth Century Sporting Club, announced last spring that boxing had "visibly benefited" from video coverage in the form of higher gate receipts during the past year as compared to the period from 1942-46. Harry Markson, recently-appointed managing director of the TCSC, states: "You can't stand in the way of progress. Television will become a vital force on the American sports scene . . . We know that if we provide high-quality fights, the audience reaction will be good. . . . Television will bring new fans and new customers."

Madison Square Garden

John Reed Kilpatrick, president of the Madison Square Garden Corporation, one of the nation's top sports centers, and for years the origination point of many TV schedules, states, "I feel that in the long run our gates will be benefited

through the broadening of our interested audiences through television, following somewhat the pattern of the increase in interest of sports events that followed the development of broadcasting." Ned Irish, executive vice president of the Garden Corporation, offers the opinion that TV "has not adversely affected our attendance or gate receipts." He adds: "In the long run, we feel that television will bring our sports and other mediums of entertainment before many people who are not now regular spectators at our events."

TROTting RACES

Harness racing, a comparative newcomer among spectator sports in eastern cities, is one of several sports in which TV has helped to build traceable results. The Old County Trotting Association, which operates nightly in the Roosevelt Raceway, (L.I.), this fall closed its most successful season—with an overall box office draw of nearly \$60,000,000. Attendance during the seven-month season reached 1,983,764, (May 21-Nov. 6) averaged 13,861 patrons per night, against an average of 11,849 in 1947. Events have been telecast for the past two years, and "intermission" programs outline background of the sport to viewers. In the opinion of Association management, video coverage has had a "terrific" pull. Furthermore, promoters next year plan to cut their \$100,000 AM budget in half, spend the remaining \$50,000 in TV advertising.

Pilot RADIO PICKS PROTELGRAM



**FOR BEST TELEVISION
PROJECTION!**

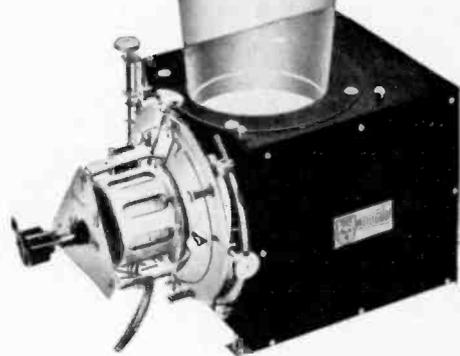
The Pilot Model TV-42 incorporates the PROTELGRAM projection system and 16" x 12" viewing screen in a console cabinet measuring 39 1/2" x 28" x 22".

Quality THE ULTIMATE CHOICE OF TELEVISION MANUFACTURERS

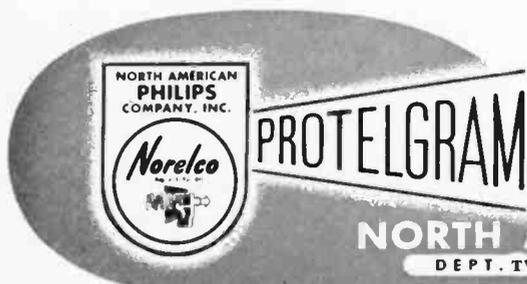
PILOT RADIO CORPORATION, one of America's pioneers and a leader in the production of high quality radio receivers, has chosen NORELCO PROTELGRAM to supply superior video projection to PILOT sets . . . with a large distortion-free 16" x 12" picture, a full 192 square inches.

NORELCO PROTELGRAM reproduces picture tones in true black, gray and white . . . completely free from discoloration and without glare or eyestrain. NORELCO PROTELGRAM large-screen projection permits normal viewing at less than 5 feet and upwards . . . the perfect medium for small or large group video viewing.

PILOT engineers selected NORELCO PROTELGRAM because of its dependable, large-screen, clear-view projection.



• The PROTELGRAM projection system consists of a specially developed 2 1/2" projection tube, optical box with focus and deflection coils, and a 25-kv regulated high-voltage unit. Compactness and flexibility make possible large-picture television in average size radio-phonograph consoles, consolettes and table model television receivers.



Other NORELCO products include standard 10" direct-viewing tubes and special-purpose cathode-ray tubes for many applications.

IS PICTURE PERFECTION IN PROJECTION

NORTH AMERICAN PHILIPS COMPANY, INC.
DEPT. TV-11, 100 EAST 42nd STREET, NEW YORK 17, N. Y.

IN CANADA: PHILIPS INDUSTRIES LTD., 1203 PHILIPS SQUARE, MONTREAL * EXPORT REPRESENTATIVE: PHILIPS EXPORT CORPORATION, 100 EAST 42ND STREET, NEW YORK 17, N. Y.

STABILITY

versus

CHAOS

By DR. ALFRED N. GOLDSMITH

THERE are numerous occasions, these days, when any impartial observer of television events has the impression that all is hurry and scurry with but little definite direction. One is reminded of Stephen Leacock's description of the knight in the Middle Ages who jumped on his horse and galloped off wildly in all directions. It is always difficult—and sometimes impossible—to reach any desired destination in that inappropriate fashion.

Television is an inspiring field and many people, naturally enthusiastic, get more or less novel ideas concerning techniques, programming, regulatory, engineering or other matters. Some of these ideas are actually new; others are merely rehashed versions of unsuccessful and discarded thoughts of the past.

Open Sesame for Ideas

It would be reasonable to expect that all proposed ideas receive some attention and analysis. Growing fields like television should never close their doors to the pioneer and innovator. On the other hand, this does not in the least imply that every new idea must be instantly adopted or caused to block current progress. It is possible to be so open-minded that one merely becomes empty-minded.

Many individuals who have little beyond enthusiasm receive public notice of their ideas in high places.

Even the Federal Communication Commission seems unusually responsive and sympathetic toward proposals, some of which are radical and of an untried nature. Apparently, too, it is easier to "break the headlines" with a new television idea than in almost any other field.

Whenever any difficulties arise in the daily practice of television broadcasting (and they do occur, as in almost any other field), the tendency is to shout: "Hold everything!" This is usually followed by a period of study, standstill, and inquiry which also becomes a period of uncertainty and partial stagnation. It is, in fact, a tribute to the vitality of television that it has survived the disorder, injury, delays, and confusion which result from serious proposals to accept untried new ideas, usually without adequate field tests or manufacturing experiences.

These comments should not be misinterpreted as indicating opposition to all changes in television. Tested and advantageous changes should always be accepted, on reasonable notice and at an appropriate time. Let us admit, for example, that television could use a number of additional channels below 300 mc., or even below 200 mc. The stations that would be established might not be able to operate economically, but at least the addition of numerous stations would satisfy applicants, simplify the task of the regulatory authorities, and lead to increasingly vigorous competition. Whether such competition would improve the service of any stations and whether it might not lead to the untimely demise of some stations is another matter.

Experimental Research

But let us admit also that it is possible that some day television broadcasting above 500 mc., or even above 5000 mc., will be found useful. To be sure, operation at these higher frequencies will require high power, possibly new techniques, (such as special forms of satellite or peripheral stations), new types of transmitting and receiving antennas, new designs of receiver components and assemblies, and careful and extensive field tests. The engineers should be encouraged to carry forward experimental research along such lines. But this does not mean that their ideas should be accepted until thoroughly completed and field tested. Nor should they even be publicized until

that point of definite proof of their usefulness has been reached. Above all, such untried ideas should not become the subject of long and sometimes unhelpful hearings in Washington.

Consider what might happen in a great hospital if every new drug or remedy which was brought to its superintendent was given unlimited publicity and was at once tried on all available and unhappy patients. Some miraculous cures might occur; on the other hand, the neighboring undertakers would undoubtedly be overworked. Medical men properly insist on long and careful clinical tests of every proposed remedy before it is approved for general practice. Indeed, publicity by ethical physicians, dealing with new medical materials, always properly emphasizes the experimental nature and the incomplete information available for such material. In some instances it has been found that while apparent cures could be accomplished by some remedies, the secondary results at a later date, were fatal. This lesson should be taken to heart by all who are involved in television development—engineers, manufacturers, broadcasters, governmental officials, and editors.

It is easy enough to make startling and sensational proposals. How delightful it would be to use 1000-kilowatt transmitters on 10,000 mc. to send out glorious three-dimensional high-detail color pictures accompanied by three-dimensional sound. How delightful—and how utterly impracticable and premature!

A Moratorium

It is time for the television industry and its regulators seriously to call a halt on continuous suggestions for untested changes. Let us have a moratorium on changes every few months on the basis of a bright idea which has not been thoroughly worked out in the laboratory, adequately tested in the field, searchingly investigated as to its likely consequences, and studied as to its economics. Let us benefit from the English decision to crystallize television practices for a number of years. Let us take to heart the lesson of clinical tests, as practiced in medicine. Medicine deals with the life and death of individuals. Television engineers deal with the success or failure of a great industry, and of the service to the public which it can render.

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1407 Pacific Ave. Santa Cruz, Calif.
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GEORGE P. ADAIR
Radio Engineering Consultants
Executive 1230 1833 M Street, N. W.
Executive 5851 Washington 6, D. C.

HOYLAND BETTINGER
Television Consultant
*Studio Design, Lighting,
Personnel Training*
595 Fifth Avenue PLaza 8-2000

CONSULTING TELEVISION ENGINEERS
Open to Engineers and Consultants only

ADVERTISING

688 advertisers sponsored programs during October.

tv advertising at a new high

191 new accounts started television advertising during October while 51 contract terminations were reported. This resulted in an overall total of 688—an increase of 140 over the September figure of 548.

Category-wise, retail outlets were in the lead with 161 stores advertising over television. Automobile accounts ranked second with 96 advertisers. 60 food and beverage manufacturers also were in the ranks. Following is the complete category breakdown:

Category

| | |
|-------------|----|
| Accessories | 2 |
| Agencies | 2 |
| Automotive | 96 |
| Auto Mfgs. | 5 |
| Dealers | 72 |

| | |
|-----------------------------------|----|
| Motor Oils & Fuels | 13 |
| Tires and other | |
| Rubber Products | 6 |
| Banks, Insurance & Loan Companies | 16 |
| Bedding | 4 |
| Beer & Wine | 50 |
| Building Materials | 18 |
| Cigarettes | 11 |
| Clothing & Apparel | 34 |
| Dog Food & Feed | 2 |
| Foods, Beverages | 60 |
| Home Appliances and Housewares | 12 |
| Home Instruments | 59 |
| Distributors and Manufacturers | 52 |
| TV Accessories | 7 |
| Marine, Aviation & Railroads | 7 |
| Nurseries & Florists | 4 |

| | |
|-----------------------------|-----|
| Office Supplies | 3 |
| Optical & Aural | 4 |
| Photo Equipment | 3 |
| Political | 14 |
| Publishers, Engravers | 13 |
| Real Estate | 13 |
| Recreation | 20 |
| Retail Outlets | 161 |
| Appliance Stores | 38 |
| Clothing Stores | 45 |
| Department Stores | 30 |
| Drug Stores | 4 |
| Furniture, Rugs, Antiques | 15 |
| Jewelers | 10 |
| Repairs & Personal Services | 11 |
| Miscellaneous | 8 |
| Storage | 3 |
| Toilet Articles | 21 |
| Toys & Sports | 11 |
| Utilities | 6 |
| Watch Companies | 8 |
| Miscellaneous | 31 |

new business placed during october

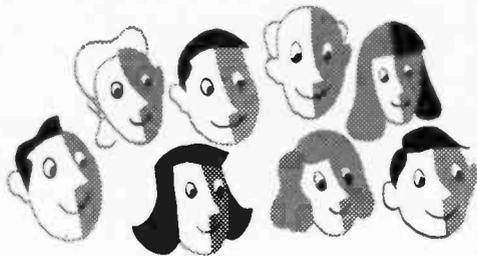
Advance Electronics—Spots. KTLA.
Allen's—Spots. WRGB.
Elizabeth Ames Co.—Participation in "Fashion Story." WJZ-TV. Ray Hirsch.
Arabian-American Oil Co.—"Desert Venture." WNBT. Friday. 8 pm. ½ hr. institutional film. One shot. Relayed to WRGB, WBAL-TV, WPTZ, WNBW, WTVR. Kudner Agency.
Armen (Keepsake)—Spots. WCBS-TV.
Bliss & Marces, Inc.
Artistic Foundations—Spots. WJZ-TV.
Hershon-Garfield.
Associated Lace Corp.—Participation in "Fashion Story." WJZ-TV. Ray Hirsch.
Athletic Supply Co.—Co-sponsorship of high school football and basketball. Toledo Union football. WSPD-TV. Wendt Advtg.
Atlanta Coca-Cola—Spots. WSB-TV.
Austin Co.—Program. WSB-TV.
Avoset—Spots. WFIL-TV. McCann-Erickson.
Babee-Tenda Corp.—Spots. WEWS. Lang, Fischer & Stashower.
Barlow-Seelig—Participation in "Kitchen Klub." WLW-TV. Geer-Murray.
Barr's—Spots. WFIL-TV. Prager Advtg.
Martin J. Barry—Spots. WMAR-TV. Paul E. Brown.
Benham Enterprises—Spots. KTLA. Erwin McHugh.
Bennett's—Spots. KDYL-TV.
Berman's House of Style—Spots. KTLA. Macauley Co.
Bickford Brothers—World Series Highlights. WBEN-TV.
Bigelow-Sanford—"The Bigelow Floor Show." WNBT. Thurs. 9:30 pm. Relayed to WBZ-TV, WPTZ, WBAL-TV, WNBW, WRGB, WTVR. Recordings to WLW-TV, WBEN-TV, WTMJ-TV, WWJ-TV, KSD-TV. Young & Rubicam.
Boston Edison—Spots. WBZ-TV.
Burwell-Thompson Shop—"Philco Touch-

down." WBAP-TV. 20 min. football films.
C. N. W. Railway—Spots following football. KSTP-TV.
California Cruises—Spots. KTLA. Direct.
California Diamond Reproductions—Spots. KTLA. Carryl-Goodman.
Call Carl—Spots. WNBW. Kal, Ehrlich & Merrick.
Campbell Coal Co.—Program. WSB-TV.
Capson-Bowman—Spot. KDYL-TV.
Celamat—Spots. WBAL-TV.
Chatterbox Night Club—Spots.
Chevrolet—"Chevrolet Glee Club." WXYZ-TV. 15 min. show.
Chicago-Nash, Inc.—"1949 Nash Premiere." WGN-TV. Thurs. 15 min. show.
Christian-Sheidler Co. (Motorola)—Co-sponsorship of high school football games. WSPD-TV. Wendt Advtg.
Cincinnati Enquirer—High School football games. WLW-TV.
Clinton Clothes—Boxing. WNAC-TV.
John C. Dowd, Inc.
Clement's Pastry Shop—Spots. WNBW. Harwood Martin.
Commonwealth Realtors—Spots. WGN-TV.
Commonwealth Sales Corp. (Philco)—"Touchdown." WTVR.
Connar Products Corp.—Participation in "Fashion Story." WJZ-TV. Thurs. 8 pm. ½ hr. show. Wm. H. Weintraub.
Connell-Cadillac—Spots. WXYZ-TV.
Corn Exchange Bank—"The Corn Exchange Open House." WPTZ. Wed. 7 pm. hr. show. Welsh Advtg.
Continental Home Improvement Co.—Spots. WBAL-TV.
E. L. Courmand Co. (Walco)—"The Greatest Fights of the Century." WNBT. Relayed to WRGB, WBZ-TV, WPTZ, WBAL-TV, WNBW, WTVR. Cayton, Inc.
Dallas-Fort Worth Brewing Co.—"NBC Television Newsreel." WBAP-TV. Fridays.
Davidson Transfer—Spots. WMAR-TV.

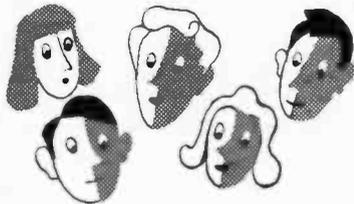
C. Hadley Dawson—Spots. WXYZ-TV.
Demert & Dougherty Co. (Heet)—Spots. WGN-TV. Ruthrauff & Ryan.
Democratic City Committee—Speech by Truman. WPTZ. Thomas LaBrum Advtg.
Democratic Nat'l Committee—Speech by Truman. WENR-TV. Relayed to WXYZ-TV, WEWS, KSD-TV, WTMJ-TV, WSPD-TV. Warwick & Legler. Also on WGN-TV, WBKB.
Democratic Committee—Lausehe for Gov. WEWS.
Dewey-Warren Clubs—10 min. political film. WXYZ-TV. Speech by Dewey. WTMJ-TV, WCBS-TV, WRGB. Doan-Calhoun, Inc.
E & B Beer—Spots. WXYZ-TV.
Eastern Airlines—Spot. WNBT. Fletcher D. Richards.
Edwards Harris Co.—Program. WSB-TV.
Empire State Dist.—Spots. WRGB.
Emporium Dept. Store—10 min. show. KSTP-TV. One shot.
Equitable Building & Loan Co.—Spots. WBAP-TV.
Erlanger Beer—Spots. WFIL-TV. E. L. Brown.
Esterbrook Pen Co.—"Write Your Way." WPTZ. Thurs. Aitkin-Kynett.
Federal Dept. Store—Spots. WWJ-TV. W. B. Doner Co.
First Wisconsin Nat'l Bank—Collegiate and high school football games. WTMJ-TV. Marvin Lemkuhl.
Floor Coverings, Inc.—Spots. WWJ-TV.
Florida Homesites—Spots. WPIX. Flint
Ford Dealers (Atlanta)—Program. WSB-TV. J. Walter Thompson.
Ford V-8 Dealers Ass'n. of Phila.—Spots preceding and following "Ford Theatre." WCAU-TV. J. Cunningham Cox.
Foremost Dairies—Program. WSB-TV.
Frankenmuth Beer—"Barbershop Quartette." WXYZ-TV. Mon. 15 min. show.

In the New York Market

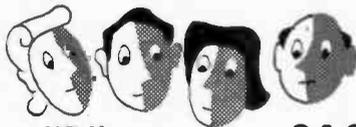
television pays off



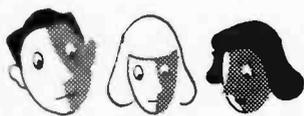
Station **WATV** averages **402**
viewers per dollar



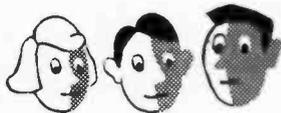
Station **"A"** averages **238**
viewers per dollar



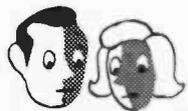
Station **"B"** averages **212**
viewers per dollar



Station **"C"** averages **182**
viewers per dollar



Station **"D"** averages **157**
viewers per dollar



Station **"E"** averages **99**
viewers per dollar

...ON

WATV

For the second consecutive month—October, 1948—Hooper New York City Teleratings show that Station **WATV averages more viewers per dollar** than any other television station in the New York Metropolitan Area. Here are two of WATV's high-rated, low-budgeted evening programs:

WESTERN FEATURE — 7:00-8:00 P.M.



| Station | Rating | Cost-per-1000 | Viewers-per-Dollar |
|-------------|-------------|---------------|--------------------|
| WATV | 10.3 | \$2.27 | 441 |
| "A" | 10.3 | 5.18 | 193 |
| "B" | 14.0 | 3.67 | 272 |
| "C" | 2.9 | 12.89 | 78 |
| "D" | 10.1 | 5.98 | 167 |
| "E" | 3.5 | 15.02 | 67 |

FEATURE FILM — 8:00-9:00 P.M.



| Station | Rating | Cost-per-1000 | Viewers-per-Dollar |
|-------------|------------|---------------|--------------------|
| WATV | 9.2 | \$2.54 | 394 |
| "A" | 14.9 | 3.58 | 279 |
| "B" | 4.9 | 10.49 | 95 |
| "C" | 10.4 | 3.59 | 279 |
| "D" | 9.3 | 6.42 | 154 |
| "E" | 7.1 | 7.40 | 135 |

WATV programs now average **more than 100,000 viewers per half hour**. This large ready-made audience—delivered to you at WATV's sensibly scaled rates—means **more** for your television dollar.

Let television pay off for you now. Call—wire—write Station WATV, Television Center, Newark 1, New Jersey for details of our special "Low Budget Television Shows".

SOURCE: C. E. Hooper, Inc., "New York City Teleratings—October 8-14, 1948. The above figures are based on those time periods rated by Hooper, during which all New York City Television Stations were on the air with programming. "Cost-Per-Thousand" and "Viewer-Per-Dollar" figures were computed from minimum half-hour time charges for each station.

NATIONAL REPRESENTATIVES: WEED AND COMPANY

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ANIMATION

designed to
meet your
TELEVISION
BUDGET

Let us discuss
your film problems
MUrray Hill 7-6577

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341 E. 43rd St.
NEW YORK, 17

UNLIMITED EFFECTS
WITH TV REAR PROJECTION



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YORK
SKY-
LINE
E-96

NOW "GO HOLLYWOOD"—the above slide (E-96) is one of thousands the S.O.S. library can make available ON A LARGE SCREEN, to program directors by flicking a switch. A true three dimensional effect at a saving of thousands of dollars and countless hours.

SPECIAL HIGH POWERED PROJECTOR—with double cooling blowers for lamp and slide—coated optics for large pictures at short throws—takes up to 5000W lamp—requires little space. FOB Hollywood \$980.00

BODDE TRANSLUCENT SCREENS OF POLARIZED PLASTIC—gives a perfect diffusion, eliminates "hot spot"—can be matched to studio key light without glare. Any size to 40' x 60', per sq. ft. \$2.00

THE FILM PROJECTOR FOR MOVING BACK-GROUNDS at 30 f.p.s. is also here—ask us for details.

GET IN THE FOREFRONT with the S.O.S. Bodde System of background projection—now!

THE ONE STOP STORE FOR FILM PRODUCTION EQUIPMENT—cameras, recorders, mike-booms, dollies, lights, moviolas, printers, etc. Write for catalogue STURELAB-7B or supplement if you already have catalogue.

S. O. S. CINEMA SUPPLY CORP.
Dept. TV 602 W. 52nd St., New York 19

Fremont Rubber Co.—Spots. WSPD-TV. Wendt Advtg.

Frost Refrigerators, Inc.—Participation in "Record Rendezvous." WPIX. Thurs. 7:05 pm. 25 min. show. Borough Advtg.

General Electric Corp. (Lamp Dept.)—"Carnival" WCBS-TV. Now replaced by "Stop, Look and Listen." Sundays. 8:30 pm. 1/2 hr. quiz. B.B.D.&O.

General Electric Supply (Detroit)—Participation in "Auction Night." WXYZ-TV. A. C. Gilbert—"Roar of the Rails." WCBS-TV. Tues. 7 pm. 15 min. show. Relayed to WCAU-TV, WMAR-TV, WMAL-TV, WNAC-TV. Chas. W. Hoyt. Globe Brewing Co.—Boxing. Mondays. WMAR-TV. Joseph Katz.

Goebel Brewing Co.—Lions football games. WXYZ-TV. Sundays.

Good Housekeeping Shops—Spots. WWJ-TV. Paul J. Shesgreen.

Gordy Tire Co.—Spots. WSB-TV. Grayleigh Sportswear—"Knickerbocker Show." WBKB.

Griesedieck-Western Brewery—Ice Hockey. KSD-TV.

Gude's Shoes—Spots. KTLA. Allied Advtg. Wm. Hahn & Co.—"Scoreboard." WNBW. Sat. 4:30 pm. 15 min. H. J. Kaufman.

Hampden Storage—Spots. WBAL-TV. Heusner Co. (City Club Cigars)—Spots. WNBW. Kronstadt.

Higbee Co. (Philco)—"Touchdown." WEWS. Fridays. 25 min. football films.

Hoffman Radio—Spots. KDYL-TV. "Hoffman Huddle." KFI-TV. Dan B. Miner.

Household Finance—Red Wings hockey. WWJ-TV. LeVally, Inc.

Humble Oil Refining Co.—TCU football games. WBAP-TV.

Bruce Hunt—Spots. WNBW. Kal, Ehrlich & Merrick.

Hyde Park Republican Committee—Spots. KSD-TV.

Ice Follies—Spots. KTLA. Smith, Bull & McCreery.

Illinois Central Democratic Committee—Spots. WGN-TV.

Illinois Central Republican Committee—Speech by Gov. Green. WGN-TV.

Infant & Child Apparel—Spots. KTLA. International Milling Co.—Spots. WWJ-TV. H. W. Kaster & Sons.

Interstate Theatres—5 min. nightly trailers. WBAP-TV. Parker Wilson.

Jordan Marsh—Spots. WBZ-TV. WNAC-TV. "Phileo Touchdown." WNAC-TV. 20 min. football films. John C. Dowd Co.

A. D. Juilliard & Co., Inc.—Participation in "Fashion Story." WJZ-TV. Thurs. 8 pm. 1/2 hr. show. Gotham Advtg.

Kilgore & Hurd—Spots. WXYZ-TV. King Hardware Co.—Program. WSB-TV.

Kraft Builders—Spots. WTTG. Media, Inc. Jacques Kreisler—"Swap Shop." WFIL-TV. Mondays. 15 min. show. Joseph Katz.

Kronheim Furniture Co.—Spots. WEWS. Lustig Advtg.

Krueger Brewing Co.—Boxing. WPIX. Saturdays. Benton & Bowles.

B. F. Kuppenheimer—Football films. WNBT. Saturdays.

Laclede Taxicab Co.—Spots. KSD-TV.

H. W. Lay Co.—Spots. WSB-TV. Liller, Neal & Battle.

Leisy Brewing Co.—Spots. WEWS. McCann-Erickson.

Leonard's Dept. Store—High school football games. WBAP-TV. 3 nights weekly.

Lionel Corp.—"Tales of the Red Caboose." WJZ-TV. Fridays. 7:30 pm. 15 min. live show. Relayed to WFIL-TV, WMAR-TV, WMAL-TV, WNAC-TV. Reiss Advtg.

T. A. Loughlin & Co. (Philco)—"Touchdown." WATV. Louis Herman Advtg.

Lowell & Bradford—Co-sponsorship of

Woman's Page segment on "Magazine of the Week." KTLA. Sundays.
Manhattan Auto & Radio Co.—"Sport Thrills." WNBW. H. J. Kaufman.
Mann Potato Chip Co.—Spots. WNBW.
(continued on page 30)

Statement of the ownership, management, circulation, etc., required by the Acts of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946

OF TELEVISION, published Monthly at Grand Central Annex, New York City, New York, for October 1, 1948, State of New York, County of New York.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared William E. Moore, who, having been duly sworn according to law, deposes and says that he is the business manager of the TELEVISION Magazine and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Editor and Publisher, Frederick A. Kugel, 600 Madison Avenue, New York City; Managing Editor, Mary Gannon, 600 Madison Avenue, New York City; Business Manager, William E. Moore, 600 Madison Avenue, New York City.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Owner: Frederick Kugel Company, Inc., 600 Madison Avenue, New York City.

Stockholders holding 1% or more of the total stock of the above named corporation are as follows: Frederick A. Kugel, 600 Madison Avenue, New York, New York; Mrs. Marie D. Curtis, Tokeneke Drive East, Darien, Connecticut; George Wasey, L. R. Wasey & Co., 420 Lexington Avenue, New York, New York; Worthington Johnson, 443 East 51st St., New York, New York; William Forbes, 285 Madison Avenue, New York, New York; George Moskovics, 45 Prospect Place, New York 17, New York; Mansell & Co. (As nominee for United States Trust Company of New York, as Trustee under Deed of Trust dated July 12, 1923 made by Charles Smithers for the benefit of Marie D. Curtis, Trust No. A-274927), 45 Wall Street, New York, New York; Henry Sears, 383 Madison Avenue, New York, New York; Mrs. Mary P. Sears, c/o Henry Sears, 383 Madison Avenue, New York, New York; Hamilton D. Schwarz, 121 Essex Avenue, Montclair, New Jersey; Mrs. Constance H. Schwarz, 121 Essex Avenue, Montclair, New Jersey; Hillandale Securities Corp., 115 Broadway, New York, New York; Thomas Clark, 558 East 87th St., New York, New York.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (Same as above.)

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

WILLIAM E. MOORE
Business Manager.

Sworn to and subscribed before me this 1st day of October, 1948. Isidore Gottfried.
(SEAL) My commission expires March 30, 1949.

CURRENT NETWORK PROGRAM SCHEDULE

| | SUNDAY | | MONDAY | | TUESDAY | | WEDNESDAY | | THURSDAY | | FRIDAY | | SATURDAY | | | |
|---------|--------------------------------|-------------------------------|---|------------------|--|--|-------------------------------------|----------------------------------|--|------------------------------------|---|---------------------------------|--------------------------------------|--|----------------------------------|----------------------|
| | 6:00 6:15 | 6:15 6:30 | 6:30 6:45 | 6:45 7:00 | 7:00 7:15 | 7:15 7:30 | 7:30 7:45 | 7:45 8:00 | 8:00 8:15 | 8:15 8:30 | 8:30 8:45 | 8:45 9:00 | 9:00 9:15 | 9:15 9:30 | 9:30 9:45 | 9:45 10:00 |
| ABC | Cartoon Teletales | " | The Singing Lady | " | Pauline Frederick's Guest Book | Film Shorts | S'thernaires | " | Hollywood Screen Test | " | The Actors Studio | " | Feature Film | " | " | " |
| CBS | Lamp Unto My Feet 4:30-5:00 | Scrapbook 5:00-5:30 | United Nations Casebook | " | Week In Review | " | Ford Thea. (4L-5F) and Studio One | " | " | " | The Eyes Have It General Electric | " | 1st. of the Town Emerson Radio (5) | " | " | " |
| DU MONT | Elder Michaux & Choir (3L) | " | Newsweek Looks at Congress (2L) | " | The Orig'nl Am. Hour Old Gold (5L-3TT) | " | " | " | " | " | " | " | " | " | " | " |
| NBC | " | " | " | " | Mary, Kay & Johnnie Whitehall Co. (2L) | Review of the News Disney Mat. (1L-6F) | Welcome Aboard Adm. Radtr (7L) | " | Author Mts the Critter Gen. Foods (7L) | " | Meet the Press Gen. Foods (7L) | " | Philo Playhouse Philco (7L-14F) | " | " | Sign Off |
| ABC | " | " | " | " | News and Views | " | Klennan's Korner | " | " | " | Film Shorts | " | Film Shorts | " | " | " |
| CBS | " | " | Lucky Pup | " | " | Places, Please | CBS Television News | Face the Music | " | " | " | Basketball Camel (5L) | " | " | Newsreel | " |
| DU MONT | Small Fry Club (4L-5) | Small Fry Club Whitehall (4L) | Russ Hodges Scoreboard (4L) | Film Shorts (2) | Doorway to Fame (2L-6TT) | " | INS-INP Camera Headlines (1L) | Champagne & Orchids (1L) | Court of Current Issues (4L-6TT) | " | " | " | Sign Off | " | " | " |
| NBC | " | " | " | " | " | " | America Song (7:30-7:50) | Camel Newsreel 7:50-8:00 (7L-6F) | Chev. Tele The., Chev. Dealers (7L) | " | Americana Firestone (6L) | " | Colgate (7L) | " | Boxing | Boxing Gillette (7L) |
| ABC | " | " | " | " | News and Views | Ships Reporter | Film Shorts | " | " | " | America's Twin Mtg of the Air [®] Md. In. Bk | " | " | " | " | " |
| CBS | Film Shorts 12:45-1:00 | Vanity Fair 1:00-1:30 | Lucky Pup | " | Roar of the Rails (5L) | " | CBS Television News | Face the Music | " | " | " | " | We, The People Gulf Oil Co. (5) | " | Basketball Camel (5L) | " |
| DU MONT | Small Fry Club (4L-5) | " | Russ Hodges Scoreboard (4L) | Film Shorts (2L) | Swing Into Sports (2L-4TT) | " | INS-INP Camera Headlines (1L) | INS Telenevs Chevrolet (1L) | Film Shorts (4L) | " | Film Shorts (2) | " | Boxing Howard Clothes (1) | " | " | " |
| NBC | " | " | " | " | " | " | Musical Miniatures 7:30-7:50 | Camel Newsreel 7:50-8:00 (7L-6F) | Star Theatre Texaco (6L) | " | " | " | Mary Margaret McBride | " | " | " |
| ABC | " | " | " | " | News and Views | " | Buzzy Wuzzy | Film Shorts | Club "7" | " | Quizzing the News | " | Wrestling | " | " | " |
| CBS | " | " | Lucky Pup | " | " | Places, Please! | CBS Television Newsreel | Face the Music | Kobbs Korner | " | Winner Take All | " | " | " | Boxing | Boxing |
| DU MONT | Small Fry Club (4L-5) | Small Fry Club Whitehall (4L) | Russ Hodges Scoreboard (4L) | Film Shorts (3) | Birthday Party (2L-1TT) | " | INS-INP Camera Headlines (1L) | Allen Dale (1L-6TT) | Photographic Horizons (1L-3TT) | " | Growing Paynes Wan'maker (3L) | " | Boxing Odell Co. (3L-3TT) | " | " | " |
| NBC | " | " | " | " | " | " | You Are An Artist 7:30-7:50 (7L) | Newsreel Theater Camel (7L-6F) | Girl About Town Bates Fab. (7) | Picture This Vick Chem. (7L) | The Arrow Show Cluett, Peabody | " | Television Theatre Kraft Foods (7L) | " | " | " |
| ABC | " | " | " | " | News and Views | Film Shorts | " | " | Fashion Story | " | Critic At Large | " | " | " | " | " |
| CBS | Film Shorts 12:45-1:00 | Vanity Fair 1:00-1:30 | Lucky Pup | " | " | " | CBS Television News | Face the Music | Mrs. Lucas Cooking | " | " | Basketball Camel (5L) | " | " | " | " |
| DU MONT | Small Fry Club Gen. Foods (4L) | " | Russ Hodges Scoreboard (4L) | Film Shorts (2L) | Adven. of Oky-Doky (2L) | " | INS-INP Camera Headlines (1L) | Jack Eigen Show (1L-3TT) | Film Shorts (1L) | " | Charade Oz Whelan Drq Stores (3L) | " | Sports Film (1L) | Wrestling Pioneer Scientific (1L-1TT) | " | " |
| NBC | " | " | " | " | " | " | Musical Miniatures 7:30-7:50 | Splowm of Week 'Kavser Camel-Nws | NRC Presents | The Nature of Things Motorola (7L) | The Swift Show Swift (7L) | " | Gif Rd Show Gulf Oil Co. (7L) | " | Dunninger Bigelow-Sanfrd (7L-5F) | " |
| ABC | " | " | " | " | News & Views | " | Tales of a Red Caboose Lionel Corp. | Film Shorts | " | " | Gay Nineties Revue | " | Brk the Bnk Bristol Myers (5L) | " | " | " |
| CBS | Film Shorts 1:00-1:30 | Ladies Day 1:30-2:00 | Lucky Pup | Bob Howard Show | Your Sports Special | Places, Please! | CBS Television News | Face the Music | Sportsmen's Quiz Edgeworth 5 | What's It Worth? | Cpt. Billy's Miss. Music Hall | " | " | " | " | " |
| DU MONT | Small Fry Club Gen. Foods (4L) | Small Fry Club Whitehall (4L) | Russ Hodges Scoreboard (4L) | Film Shorts | Key To Missing (2L-5TT) | " | INS-INP Camera Headlines (1L) | Film Shorts (1L) | Fashions on Parade Proc & G'ble (2L-3TT) | " | Film Shorts (1L) | " | Sport Film Wrestling (3L-4TT) | " | " | " |
| NBC | " | " | " | " | " | " | Musical Merry-Go-Round | Newsreel Theater Camel's (7-6) | NRC Presents | " | Stno Mo If You've H'rd This One Navega(1) | " | I'd Like to See Proctor & G'ble (7F) | NRC Television Nwrl Gen. Elec. (7L-6F) | Feat. Boul Gill. Saf. Raz. (7) | " |
| ABC | " | " | Ozm. Class Alexander's Dept. Store (1L) | " | News and Views | Film Shorts | The Joe Hazel Sports Review | " | Film Shorts | " | " | Basketball N. Y. Knickerbockers | " | " | " | " |
| CBS | " | " | " | " | " | " | " | " | " | " | " | Basketball Camel (5L) | " | " | " | " |
| DU MONT | " | " | " | " | " | " | " | " | " | " | " | " | " | " | " | " |
| NBC | " | " | " | " | " | " | Feature Film | " | " | " | " | Television Screen Mag. | " | Feature Film | " | Sign Off |

(S) Sustaining L—Live F—Film TT—Teletype transcription Blank space indicates program to be announced. Ditto marks at side of program indicates continuance. *WJZ-TV only **Local Participating: Proctor Electric, Int'l Silver, Sylvania, Sherwin Williams.

Margo Wines—Spots. WFIL-TV. J. M. Korn.
Marine Nat'l Exchange Bank of Milwaukee—"Salute to Industries." WTMJ-TV. ½ hr. show. Cramer-Krasselt.
Mastic Acres—Participation in "Record Rendezvous." WPIX. Monday & Thursday. Jasper, Lynch & Fischel.
Metro Dist. (Motorola)—Spots. WNAC-TV. Daniel F. Sullivan.
Michigan Bulb Co.—"Alan Dale Show." WGN-TV. Fridays. 8:45 pm. 15 min. show. O'Neil, Larson & McMahon.
Modern Industrial Bank—"America's Town Meeting of the Air." WJZ-TV. Tues. 8:30 pm. Discussion. Metropolitan Advtg.
Murray's Restaurant—Football forecast. KSTP-TV. 15 min. Fadell Co.
Nash Ass'n.—Spots. KTLA. Barton Stebbins.
National Wallpaper Co.—Spots. WBAL-TV.
Ned's—Spots. WXYZ-TV.
N. Y. Liberal Party—Spots. WCBS-TV. Furman & Feiner.
N. Y. News—20 min. participation show. WPIX. Sat. 7:40 pm.
N. Y. Star—Spots. WATV, WCBS-TV, WNBT. Leonard Advtg.
Nurserytime Products—Participation in "Doorway to Fame." WABD. Mon. 7 pm. ½ hr. show. Jules Mirel Advtg.
Ohio Covert Co.—Fly casting lessons. WSPD-TV. Wendt Advtg.
Old Plantation Inn—Spots. WSPD-TV.
Pabst Blue Ribbon Dist. Co.—6 day bicycle races. WENR-TV. Direct.
Packard-Bell—"Television Talent Test." KFI-TV. Sat. Abbott-Kimball.
Parkway Motor Co. (Ford)—Spots. WNBW. I. T. Cohen.
Philco Corp.—"Philco Television Playhouse." WNBT. Hr. dramatic show. Sundays. Relayed to WRGB, WBAL-TV, WBZ-TV, WPTZ, WNBW, WTVR. Recordings to KSTP-TV, WBAP-TV, WSB-TV, WWJ-TV, KFI-TV.
Philco (Detroit)—1 hr. variety show on station's opening. WXYZ-TV.
Philco (Los Angeles)—Football games. KLAC-TV.
Philco Distributors (New York)—"Touchdown." WNBT. Sternfield-Godley. films. Sternfield-Godley.
B. S. Pincus (Yankee Maid Meat Products)—Spots. WPTZ. Harry Feigenbaum.
Quaker Oats—"Roy Rogers Rodeo." WGN-TV. Friday. 8:30 pm.
RCA Victor (Fl. Worth)—Spots. WBAP-TV.
RKO Pictures—Press reception for premiere of "Station West." WGN-TV. Also "Parade on Randolph Street."
Reliable Motors—Sports show preceding Warriors basketball. WFIL-TV. 10 min. show. Feigenbaum Advtg.
Republican National Committee—"The Dewey Story." Carried by 35 Stations. B.B.D.&O.
Republican State Committee—Herbert for Gov. WEWS.
Ripley Clothes—Wrestling. WPIX. Thursdays. Bobley Advtg.
Dan River Mills, Inc.—Participation in "Fashion Story." WJZ-TV. John A. Cairns.
C. H. D. Robbins Co.—Participation in "Fashion Story." WJZ-TV. Direct.
Robert's Jewelry Store—Spots. WMAR-TV. Colby Advtg.
Rosedale Knitting—Participation in "Lady of Charm." WXYZ-TV.
Rosinski Furniture Co.—Spots. WBEN-TV.
Ross Advtg. Agency—"Miss Rebecca Woodward, Soprano." KSD-TV.
Saks Furs—Spots. WTTG. Henry J. Kaufman & Assoc.

Schindler's Peanut Products—Spots. WNBW. Courtland D. Ferguson.
Scholnix, Inc.—Spots. WWJ-TV. Marvin F. Tandy Co.
Schuemman's, Inc.—"Telefoto News." KSTP-TV. Fridays.
Sears-Roebuck—Spots. KDYL-TV.
Selby Battersby—10 min. newsreel. WPTZ.
Servagen—Spots. WFIL-TV. Shapiro Adv.
Sheraton Hotel—Spots. WXYZ-TV.
Shuback Jewelry—Spots. KDYL-TV.
J. B. Simpson Clothing Co.—Spots. WGN-TV.
South Park Chevrolet—High school football games. WBEN-TV.
Spear & Co.—"The Inquiring Photographer." WPIX. Thurs.
Spector Music Centre—Spots. WRGB.
E. R. Squibb & Son—Segment of "Mary Margaret McBride" show. WNBT. Tues. Relayed to WRGB, WBZ-TV, WBAL-TV, WPTZ, WNBW, WTVR. Newell-Emmett.
C. V. Stackpole & Son Co.—High school football games. WNAC-TV.
State Central Committee—Senator Tydings. WMAR-TV.
Tail O' The Cock Restaurant—Spots. KTSN. Tullis.
Television Forecast, Inc.—Spots. WGN-TV.
Television Guide—Spots. WATV. Direct.
Texas Electric—"Texas News." WBAP-TV.
Tide Water Ass'n. Oil Co.—Spots. KTLA. Buchanan & Co.
Till's Fruit Cake—Spots. WFIL-TV, WBKB. Katz Advtg. Spots. WABD, WCBS-TV. Layne, Leane & Greene.
Tourneau Watch Co.—Participation in "Ship's Reporter." WJZ-TV. Tuesday.

15 min. interview. Ben Sackheim, Inc.
Transmira Products—Participation in "Record Rendezvous." WPIX. Mon. & Thurs. 7:05 pm. 25 min. show. Conti Adv.
Transvision—Spots. KTLA. Direct.
Trilling & Montague (Norve)—Warriors basketball. WFIL-TV. Campbell-Ewald.
Trommers Beer—Wrestling. WNBT. Tuesdays. 9:50 pm. Federal Advtg.
Truman-Barkley Club—15 min. political telecast. KSTP-TV.
Union Oil Co.—Rams football games. KFI-TV.
United Artists—Spots. WPIX. Buchanan & Co.
Van Heusen Shirts—"Dress & Guess." WEWS. Friday. Grey Advtg.
Varga Fashions—Fashion show. WATV. Sunday. 8 pm. 15 min. show. G. G. Felt Advtg.
Walhour & Hood—Program. WSB-TV.
J. B. Keenan Ward Club—Pres. Truman's speech. WATV.
William Weisberg Sons—"Phila.'s Outstanding Woman." WPTZ. Mon. 9:30 pm. 15 min. show. Philip Klein.
Westclock—Spots. WGN-TV.
Wetlauer Mfg. Co.—"Woods & Waters." WXYZ-TV. Marvin Hahn.
Whitelaw Terry—Spots. KSD-TV.
Wilpet Eng. & Mfg. Co.—Spots. WATV.
Wilson Products—Spots. KDYL-TV. Gordon Crowe.
Wine Growers Guild—Spots. WABD. Ronig-Cooper Co.
Bernard Wolkin—Spots. WFIL-TV.
Young-Quinlan—½ hr. show. KSTP-TV. One shot.
Zachry's Men's Clothes—Spots. WSB-TV.

Elgin American Commercials (continued from page 14)

Three fashion models were selected in New York, brought to Chicago, and fashionably clothed and groomed for each of the necessary sequences. Agency paid a flat fee to a leading Chicago couturier in return for complete run of the shop, including hats, gloves, handbags, furs, suits, dresses, as needed. In addition, the agency had its two women stylists working closely with the couturier and with the models, carefully grooming them for each scene before the camera. Every detail was carefully checked. Even artificial nails were carefully affixed to the models' hands with the proper color lustre because of the many closeups of these hands holding the compacts.

5,000 Feet of Film

Some 5,000 feet of film were used for the required seven scripts of one and one-half minutes each. Several hundred compacts were on hand, and dozens of them were used in as many views to be sure that there would be a good selection to pick from in the final cutting of the film. Test films were run and quickly processed as a check on the progress. Films were shot at Kling Studios (Chicago) in three days, with final prints shipped to New York.

In Weiss' opinion, time and expense were saved because art director Lee King had made working drawings of every scene beforehand and knew precisely what the camera man was to do at every stage. Script writer Leah Brown revised her copy as changes were made in the production. Final commentary was ready when the film was completed.

Seven People—Seven Days

Contracts with George Jessel and the talent were signed on a Monday; first commercial copy conference was held Tuesday; arrangements with the studio models, couturier, props, scenes, etc., were handled on Wednesday; film was shot on Thursday, Friday and Saturday. In other words, it took the full time of seven people from Weiss & Geller, in addition to the cameramen and technical staff at Kling Studios, seven days to do the job. Marvin R. Mann, agency V.P., produced the show; Edward Weiss and Irving Auspitz set the copy policy. Thanksgiving Day program marked the video debut of Elgin American with the two hour star-studded show over the ABC network. Program was film recorded and shown over the midwest TV link the following Monday.

PROGRAMMING

An analysis of current women's programs.

PROGRAMS geared specifically to women are generally divided into segments on charm, fashion, cooking, home decorating, child care and interviews with people in the news which would particularly interest women. Many of these programs are devoted to just one subject; others use integrated pattern with various topics covered in each telecast. At some stations, these programs are afternoon features. At others, where afternoon or daytime programming has not yet been developed, the shows are spotted in the evening, aimed at developing suitable formats for eventual use at a more appropriate time.

Newspaper Supplement Visualized

WFIL-TV is currently featuring two women's programs, both of them conducted by Frances Maguire, station's woman television commentator. "Features for Women" is telecast on Thursday evenings at 7:30. The show is a TV-visualization of the Philadelphia Inquirer's recently inaugurated Friday newspaper section. Outstanding features in the supplement are visualized through demonstrations, interviews, and discussions. A model kitchen and living room are the usual backgrounds, with additional sets used for special features. In the kitchen Miss Maguire may prepare a dish from a new Inquirer recipe while the emcee heckles and samples. Viewer participation is invited by offering a twenty-five dollar grocery order to the person submitting the best recipe. Ingredients for the dish must be selected from products advertised in the "Features for Women" section.

Living room set is used for interviewing the guests. These include musical groups, a beautician, leader of a women's club, the Inquirer fashion editor, or models who display the latest in fall and winter styles. Human interest angles as culled from the newspaper pages are also played up. Typical example was the little girl who appeared on one show seeking a home for her puppy.

"Meet Frances Maguire" is telecast Wednesdays at 6:30. It is also based on participation formula. Interview format is used with interesting people culled from the ranks of fashion, music, art, home economics, and sports invited to visit the television living room. Kitchen set is used to demonstrate the food products and household gadgets which are scheduled for a plug.

Floral Arrangements

"Fun with Flowers" is a WTVR Tuesday night feature in the 7 to 7:15 spot. Ivy Engard, professional colorist known for distinctive flower arrangements, handles the program. Show opens with close-up of Ivy placing flowers in a vase. Title is lapped over camera pick up, dissolves to second title slide giving the name. Various types of flower containers are shown, together with suggestions on their use, their respective purposes, etc. Unusual flower arrangements are also demonstrated. Theme of the program is to show how tasteful flower groupings may be arranged with the ordinary garden variety flowers rather than expensive or unusual varieties. Colors of flowers are not mentioned due to the black and white television transmission. Therefore flowers of the same color are used with contrasting tones of foliage and background. Standard ending is used with camera coming in for a close-up of a floral arrangement with title lapped over as the announcer signs off.

Charm Segments

WEWS has three regularly scheduled weekly women's programs with two more now in rehearsal. Show with the heaviest mail pull features hair stylist Portaro, in a half-hour format which not only emphasizes the latest coiffures but also fashion accessories and gowns. A one man show of this type naturally depends upon the person's ability to keep it moving quickly, while letting the home viewer learn something which will improve her appearance. Audience response would indicate that Portaro combines a certain amount of acting ability and camera poise

along with his deftness at hair styling.

"Women of the Week" is built around interviews with outstanding women of the Cleveland community. Weekly parade of guests has included women bankers, lawyers, artists, style creators—even a woman blacksmith! Program is a fifteen minute format scheduled at 7 o'clock on Wednesday night.

"House Charming" features Pauline White with various interior decorating arrangements. Interesting houses in and around Cleveland are visited and photographs taken of unusual interior arrangements. These are converted to 2x2 slides and used in conjunction with the program. Owners of unusual homes are invited to appear on the program and detail their experiences in building and furnishing their houses. Of the two new shows now scheduled, one will feature a cooking format. An all electric kitchen is now being installed in WEWS' studio and programs will originate from there.

The other new show, titled "The Garret" will star an outstanding local sculptor, Dorothy Gnant. Miss Gnant will demonstrate her skill and also deal with subjects generally in the field of art.

Cooking Shows

KFI-TV's "Who's Cooking" is a fifteen minute program. This originates in the KFI all electric kitchen and is handled by the home economist editor of the Los Angeles Downtown Shopping News. Station and paper have a working agreement for mutual publicity. Program is handled entirely by Miss Schaefer with out of pocket cost limited to her AFRA fees and the price of the ingredients that are used in preparing the meal. Program is designed as a participation show.

"Shop, Look and Listen," another KFI-TV show, is a shopping at home format with the various products shown provided by participating advertisers. In both these shows the commercials are a large part of the program inasmuch as they are both the editorial and commercial material.

hollywood and tv try new financial patterns (continued from page 18)

on-the-air show. Their feeling seems to be that the quality of film recordings can't match 35 mm. motion picture film and that the question of rights, as regards performers, is simplified. In other words, the cast is paid for their film performance, and the film can be repeated without extra talent charges.

Deal calls for 26 half-hour films, at \$8,500 each, with options covering up to 156 such programs. Budget for the first 25 totals \$221,000, and 25% payment has already been made by American Tobacco. Another 25% is paid as production starts, with the remaining 50% due as each picture is released. If series is continued under the option clause, total can zoom to \$1,326,000.

Price tag barely covers production cost but company hopes to make their profit out of the residual rights. American Tobacco has exclusive television rights to the series as long as the contract is in existence. If the deal is cancelled after the first 26, they retain the exclusive TV rights for one year. In turn, Marshall Grant-Realm Productions hold the foreign rights

which they can sell immediately, together with the American theatrical and 16 mm. rights, which become effective after one year. Repeat clause in the contract allows American to use the films in new markets without additional charge, and also permits a certain number of repeats.

Stories are taken from the public domain and will be based on classics by R. L. Stevenson, Hawthorne, Gautier, Chekov, Pushkin, Frank L. Stockton, Bret Harte, Mark Twain and Edgar Allan Poe and others. All scripts will be geared for commercial insertions up to three minutes. This will include the sign-on, and sign-off and two commercials in the show itself. Sets and casts will be kept comparatively small, with rarely more than three people in any scene. First nine are now in production, with shooting schedules ranging from 2 to 3 days.

Films will be shot on 35 mm. with 16 mm. prints made for stations not on the network (and where 35 mm. equipment is not available). Commercials will be sent to Hollywood and inserted in the film so that a complete print is shipped for use.

Series is scheduled to start in January and will probably be placed on the NBC network on Friday night from 9 to 9:30 or 9:30 to 10. By that time, the eastern seaboard will be cable-connected to the mid-west link, so that 14 cities will be fed over the web. Deal was arranged by N. W. Ayer, agency for American Tobacco.

Marshall Grant-Realm Productions is a newly organized outfit. The word "Realm" represents the initials of the five men who organized the production outfit. One of the leaders was Gil Ralston (R), who was in charge of Procter & Gamble's night time radio programs. Other executives include men with production know-how and agency contacts. Deal was clinched on the basis of one film prepared on speculation.

NBC-Fairbanks

One of the first exclusive television film series offered was "The Public Prosecutor," produced by the NBC-Jerry Fairbanks tie-up. Originally priced at \$10,000, with a repeat clause permitting it to be re-shown in each market, series has had no takers. Price has now been cut to \$5,000 for the films, with re-

peats based on 50% of the original one time rate. Series is open end, with a middle commercial.

According to Jerry Fairbanks, while interest in television films is high, the demand is low due to the cost factor. Immediate solution necessitates waiving any immediate profits, cooperation of all Hollywood guilds and crafts, and the setting up of lower wage scales to get the industry rolling. Fairbanks claimed that this realization of necessary adjustment is vital if the Hollywood film industry is to participate in television's growth. He further stated that lower scales will add up to a higher yearly income as it will meet year-around employment rather than seasonal work.

Film Recordings

What effect film recordings will have on existing methods of film production is still in the opinion stage. Its comparatively low cost is offset, some feel, by lower quality. However, constant experimentation is steadily improving the quality.

Most interesting move along this line, and the one which may well give some of the answers, is the Paramount experiment. A studio, designed expressly for film recording closed circuit television shows under carefully controlled conditions, is now under construction in the New York theatre building. Paramount acts simply as the filming agent, with all clearance on rights, etc., up to the agency.

Paramount's rate card lists a charge of \$375 for recording a half hour show on a 35 mm. negative, plus \$135 for each additional print up to nine. (For 10 or more, the charge drops to \$108 each.) Same technique can be applied to commercial spots, also. Costs of this method are a fraction of what the standard film rate would be.

Summing It Up

There is only one clear cut fact which emerges—costs must come down and entertainment value go up if television film (as distinguished from old releases now being used) is to be an integral part of the advertising and programming side of the medium. Whether the various producers can reap enough from their residual rights and share-the-cost deals to maintain their production schedules remains to be seen. If they do, such contracts may offer an immediate realistic approach to the problem.

As seen on WABD
Television's TV-MAIL is

C-MAIL
SEE it... MAIL order it!
TRADE MARK REGISTERED

The handy V-MAIL type
order blank for shopping
by

SELEVISION*
*REG. U. S. PAT. OFF.

C-MAIL catches the tele-
viewer's on-sight buying im-
pulse and converts it into

SALES

This order-closing tie-in for
your tele advertising is a
standardized, fill in order
form returnable to ANY store
or business—anywhere!

THE C-MAIL COMPANY
BLOOMFIELD, NEW JERSEY



BIG 12-inch picture tube
gives you clear, sharp pictures

Here's genuine "big picture" television for your home! Gives you pictures a whopping 72 square-inches BIG! So perfectly clear, sharp and steady you see *all* the action . . . easily, comfortably, even in broad daylight. Enjoy it — plus complete FM broadcast — with the new Crosley Spectator 9-407M.



One-year Service and Replacement Warranty . . . available to all owners of Crosley television sets.



BIG picture **TELEVISION**
plus complete **FM** broadcast receiver

CROSLEY
Spectator
TELEVISION

LOOK FOR THIS FULL PAGE AD IN **LIFE** ISSUE OF NOV. 22!
It's just a sample of the terrific promotional backing given Crosley Television Dealers! Put it to work for you. Get in the profit picture with a Crosley TV franchise. Contact your Crosley distributor now!



Be safe, be sure. See your Crosley television dealer before you buy.

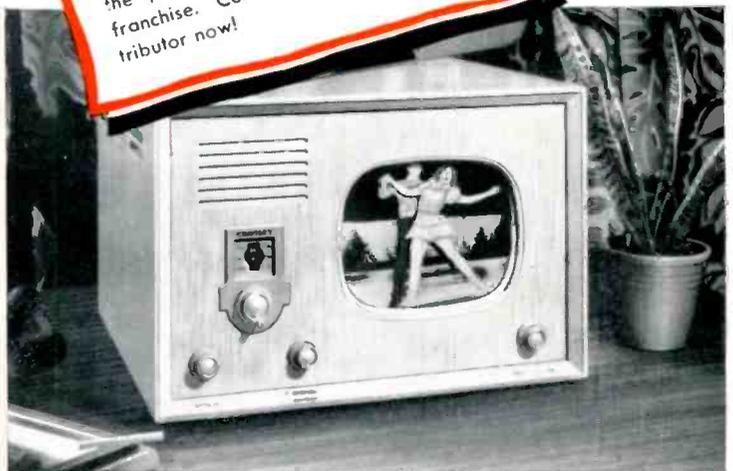
new Crosley *Top-Ten* model with FM

Just out! Combines bright, clear television and complete FM broadcast reception at a modest price! Features 10-inch picture tube with 52 square-inch screen. Yours in smartly styled lime oak as illustrated, Model 9-413B; or richly finished mahogany. Model 9-403M. Visit your Crosley dealer for a demonstration.

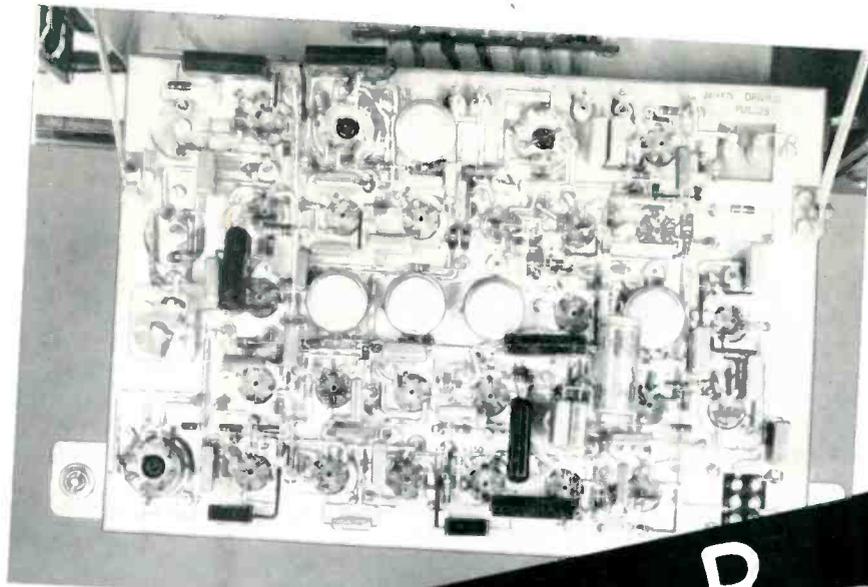
See your Crosley dealer now **CROSLEY**

Division—**AVCO** Manufacturing Corporation
Cincinnati 25, Ohio

Shelvardor® Refrigerators • Frostmasters • Radios • Radio-Phonographs • Television



Acquisition Dept.
Dayton Public Library
215 E. 3rd St.
Dayton 2, Ohio



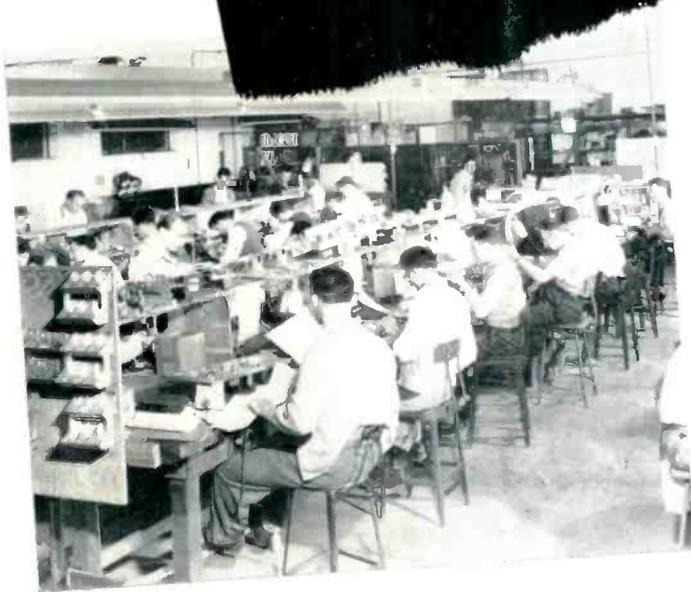
TIMING UNIT
PORTABLE SYNC GENERATOR
Type 5030-A

$$SD + QW = \frac{D}{FWFT}$$

(SIMPLE TRANSLATION)

**SUPERIOR DESIGN plus
QUALITY WORKMANSHIP equals
DU MONT**

First with the Finest in Television



◆ You don't have to be an expert in higher mathematics to recognize the thorough dependability, accessibility and performance stability of all Du Mont Television Broadcast Equipment. It's there — you can see it in every component, bend of the wire, and soldered joint.

That is the reason why Television Broadcasters, guided by the experience of others, compare design *plus* workmanship, and then buy Du Mont, the "First With the Finest in Television."

Which simply adds up to this: Before you purchase your telecasting equipment, follow the lead of others — visit Du Mont — examine Du Mont — compare performance — and draw your own conclusions.

START AS SMALL AS YOU
WISH. WITH THE DU MONT

Acorn Package
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