

Telestatus

(Continued from page 62)

its schedule. R. J. Reynolds Tobacco Co. moved into third place by increasing its campaign for Cavalier cigarettes from 57 stations in October to 72 in November. There were 18 accounts which reportedly placed spot business on 40 or more stations during November.

Food & Food Product advertisers continued to be the product classification with the greatest number of accounts in November (see table). In all there were 1,031 such accounts active during the month. This classification also led in the network, spot and local fields. Second largest number of total accounts was concentrated in the Household Equipment & Supplies classification which had 649 different advertisers. This also was the second largest classification in the network and local fields.

In the spot field Beer & Wine advertisers were the second most active with 132 accounts.

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Berle Leads December Telepulse

TOP once-a-week show during the first week in December was *Texaco Star Theatre*, according to the Multi-Market Telepulse released last week by The Pulse Inc. Leading multi-weekly program was shown as *Howdy Doody*. The list of top 10 network programs is as follows:

ONCE-A-WEEK SHOWS

	Program Avg. Rating	
	Dec.	Nov.
Texaco Star Theatre.....	47.1	46.5
Show of Shows.....	33.7	29.4
Talent Scouts.....	32.8	
Toast of Town.....	29.0	30.8
Fireside Theatre.....	29.0	28.4
Comedy Hour—Cantor.....	28.9	26.7
Philco TV Playhouse.....	28.5	30.5
Studio One.....	27.3	24.7
The Goldbergs.....	26.8	
Hopalong Cassidy.....	26.0	

MULTI-WEEKLY SHOWS

	Program Avg. Rating	
	Dec.	Nov.
Howdy Doody.....	16.5	15.1
Camel News Caravan.....	14.8	13.9
Kukla, Fran & Ollie.....	12.7	11.9
Perry Como.....	11.7	11.0
Captain Video.....	11.3	10.2
Mahawk Showroom.....	11.0	9.7
CBS-TV News.....	11.0	10.6
Faye Emerson (Tue., Thurs.).....	10.9	10.4
The Little Show.....	10.1	9.7
Roller Derby.....	9.9	
Kate Smith Show.....	9.9	

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KGO-TV Issues New Rate Card

KGO-TV San Francisco issued Rate Card No. 3 Jan. 1 increasing base rates an average of 20%. New rates: Class A time, \$480 per hour; Class B, \$360 per hour; Class C, \$240 per hour. Spots jumped to \$80 in Class A; \$55 Class B, and \$40 Class C. Advertisers of record on December 31 were extended six months' rate protection.

PLAYS

ALL SPEEDS 78, 45, 33 RPM

ALL SIZES 7-17 1/2 inch

ALL KINDS OF RECORDS

Now available also for AC-DC operation—from \$28.95-\$99.50

Catalog Upon Request

AUDIO-MASTER

341 Madison Ave. N.Y. 17, N.Y.

LEGISLATIVE TELECASTS

WKY-TV WSB-TV KSL-TV Start Series

THREE MORE state legislatures have added their names to the rapidly growing number of legislative bodies permitting telecasts of their sessions.

In addition, a resolution has been introduced in the U. S. House of Representatives to permit telecasting of that chamber [BROADCASTING • TELECASTING, Jan. 15].

After some opposition, WKY-TV Oklahoma City began on Jan. 16 twice weekly telecasts of Oklahoma's legislative sessions direct from the state capitol.

When WKY-TV sought permission for regular telecasts, some of the law-makers questioned its advisability. A preliminary telecast had shown one legislator asleep, another reading a newspaper.

In Atlanta, WSB-TV Jan. 15 carried Gov. Herman Talmadge delivering the annual budget message to the combined house and senate. This was the first of a projected series of simulcasts by WSB-TV from the Georgia capitol. Future sessions will be handled as their importance to the public dictates.

Opening Session Shown

Stormy opening session of the Utah legislature was televised by KSL-TV Salt Lake City on Jan. 9. Next day the television camera was trained on Gov. J. Bracken Lee as he made his second biennial address.

An attempt is now being made to obtain television sets for use in Salt Lake City schools and in the U. of Utah, so that political science students may study government procedure in action.

Although other state legislatures are expected to take advantage of this medium of reaching their constituents, lack of facilities will prevent many from doing so until FCC lifts its freeze.

The danger of slander suits will be one factor considered by stations and networks. Washington legal observers say the point has not been ruled on as yet but "undoubtedly" the same rules that govern newspapers "fair and accurate" accounts will apply.

Telecasts of legislative functions probably would be included in the educational category subject of heated FCC hearings. FCC would not comment on these telecasts because it is not a matter brought specifically before the Commission.

TV Academy Awards

GOV. EARL WARREN of California will be the principal speaker at the forthcoming annual Awards Dinner of the Academy of Television Arts & Sciences of Los Angeles, being held there Jan. 23 at the Ambassador Hotel.



Utah Gov. J. Bracken Lee keeps a "TV-eye" on the state legislature through a set in his office. Gov. Lee described the medium as "extremely useful."

Telefile: KPIX

(Continued from page 59)

most consistent sponsors.

When sets in the area numbered but 9,000, the station put on six one-minute announcements offering a dog comb for 10 cents and one Dr. Ross label. More than 1,000 replies poured in from 86 cities in 19 counties—this despite the fact that no more than a fourth of the 9,000 TV homes could be expected to have dogs. The sponsor later reported that a similar offer on 45 network AM stations brought approximately the same return.

More recently, a single announcement on a Friday evening musical show, *Music Album*, brought in more than 2,000 requests for a free harmonica. This program too is sponsored by one of the station's early and consistent advertisers, Sherman, Clay & Co. The locally produced program, though on the air in competition with network programs on the other stations, is credited by the sponsor with producing "outstanding" sales results.

Advertisers, Audience Continue Growth

As a result of these proven successes, the list of advertisers, like the audience, has grown with increasing rapidity.

Heading the business end is Colin M. Selph, a veteran advertising man, who last year was named KPIX vice president in charge of sales.

Under the direction of Commercial Manager Lou Simon the station has a long roster of program sponsors, spot, local and national advertisers. Approximately 85% of the total programming time is commercial. And the red ink is giving way to black.

KPIX rates read:

Class A time: 1 hour, \$450; 45 minutes, \$360; 30 minutes, \$270; 15 minutes, \$180; 5 minutes, \$115; 1 minute, \$75; Class B time: 1 hour, \$340; 45 minutes, \$270; 30 minutes, \$204; 15 minutes, \$136; 5 minutes, \$87; 1 minute, \$56. Class C time:

1 hour, \$225; 45 minutes, \$180; 30 minutes, \$135; 15 minutes, \$90; 5 minutes, \$57.50; 1 minute, \$37.50.

Investment in KPIX is estimated in excess of a half million dollars.

KPIX promotion activities today, not a bit lessened from the days of the station's initial telecast, are directed by Kay Mulvihill. Other personnel include Forrester Mashbir, chief producer-director; George Mathiesen, studio technical director, and Al Kees, assistant to Mr. Towne.

The station's outstanding local shows today include a delightful bit of fantasy for the children, *Once Upon a Time*, featuring Miss Hunter and a local little theatre group; William Winter, long an outstanding radio news analyst and foreign correspondent, and his news show; Ben Alexander, former movie and network radio star in *Watch and Win*; *The Del Courtney Show*; Hal Shutz, organist and band leader, on *Music Album*; Sid Crockett, Bay Area architect, explaining problems of interior decoration, on *Design for Living*; Edna Fisher, popular radio and nightclub pianist, introducing *Stars in the Making*; Faye Stewart, long a well-known home economist on radio, in *KPIX Kitchen*; Wally King, Bay Area radio disc jockey, showing off juvenile talent on *Kids Kapers*.

It all seems a long way from that initial show on Dec. 26, 1948. Two years have brought changes—the sparkling list of stars and shows, the growing roster of sponsors, the pleasant inflow of money to compensate for the necessary heavy outflow, and the ever increasing audience.

New KPIX Studio Seen in 1951

1951 promises completion of a new studio for KPIX. The new plant, specifically designed for television, will be located on Van Ness Ave., San Francisco's famed "Auto Row."

The modern three-story building will house, in addition to executive offices, three immense studios, three smaller utility studios and an especially designed and built-in television kitchen. The KPIX transmitter will remain atop the Mark Hopkins Hotel.

And as KPIX proceeds into its third year on the air several important factors have not changed. Most of the same faces are still on the staff and the pioneer enthusiasm still is one of the biggest attractions and biggest assets.

RCA Color Tests

FURTHER extension of special authority was granted by FCC last week to NBC stations WNBW (TV) Washington and WNBT (TV) New York for testing the RCA color TV system. Since last October the authority has permitted the experimentation in off-hours only. Prior to that RCA colorcasts of programs were made during regular hours of operation.