

MONDAY, MARCH 31, 1947

2 P.M. - 4 P.M. FILM PROGRAM FOR TELEVISION DEALERS

8:00 P.M. TUNE UP TIME — Test Slides - Recorded Music

8:00 P.M. **FINAL HOCKEY CHAMPIONSHIP PLAYOFF**

TUESDAY, APRIL 1, 1947

2:00 P.M. FILM PROGRAM FOR TELEVISION DEALERS

2:30 P.M.

**BASEBALL** — Direct from Wrigley Field  
Los Angeles vs. Portland

8:00 P.M. TUNE UP TIME — Test Slides - Recorded Music

8:30 P.M. **WRESTLING MATCHES**

9:00 P.M. WESTERN FEATURE PICTURE

WEDNESDAY, APRIL 2, 1947

2:00 P.M. TUNE UP TIME — Test Slides - Recorded Music

2:30 P.M.

**BASEBALL**

LOS ANGELES vs. PORTLAND

7:00 P.M. TUNE UP TIME — Test Slides - Recorded Music

8:30 P.M. **WORLD'S BOWLING CHAMPIONSHIP**

FROM AMERICAN BOWLING CONGRESS

THURSDAY, APRIL 3, 1947

2 P.M. - 4 P.M. FILM PROGRAM FOR TELEVISION DEALERS

8:00 P.M. TUNE UP TIME — Test Slides - Recorded Music

8:30 P.M. SHORT SUBJECT PICTURE

8:45 P.M. **YOUR TOWN - Los Angeles Presents**

CAMPUS LIFE

9:00 P.M. **LEST WE FORGET**

PRESENTED BY YOUR NEW REGULAR ARMY

FRIDAY, APRIL 4, 1947

2:00 P.M. TUNE UP TIME — Test Slides - Recorded Music

2:30 P.M.

**BASEBALL** — Direct from Wrigley Field

LOS ANGELES vs. PORTLAND

8:00 P.M. TUNE UP TIME — Test Slides - Recorded Music

8:30 P.M. **CARTOON COMEDY**

8:40 P.M. **SHORT SUBJECT PICTURE**

9:00 P.M. **FEATURE FILM**

SATURDAY, APRIL 5, 1947

2:00 P.M. TUNE UP TIME — Test Slides - Recorded Music

2:30 P.M.

**BASEBALL** — Direct from Wrigley Field

LOS ANGELES vs. PORTLAND

8:00 P.M. TUNE UP TIME — Test Slides - Recorded Music

8:30 P.M. **WORLD'S BOWLING CHAMPIONSHIP**

FROM AMERICAN BOWLING CONGRESS

SUNDAY, APRIL 6, 1947

5:00 A.M.

**EASTER SUNRISE SERVICE**

FROM FOREST LAWN

1:30 P.M. **BASEBALL** DOUBLE-HEADER

LOS ANGELES vs. PORTLAND

8:00 P.M. TUNE UP TIME — Test Slides - Recorded Music

8:30 P.M. **CARTOON COMEDY**

8:40 P.M. **SHOPPING AT HOME**

8:55 P.M. Latest **PARAMOUNT** News Highlights

9:00 P.M. **HITS AND BITS - Variety Show**

MC'D BY RICHARD LANE

**PROGRAM**

CHANNEL 5 **KTLA** 76-82 MC

MONDAY, SEPTEMBER 20, 1948

4:00 to 5:00 WORLD WIDE NEWS AND MUSIC  
4:30 P.M. JUDY SPINTERS  
4:45 P.M. CARTOON COMEDY  
5:00 P.M. POLICE CALL  
5:05 P.M. SHOPPING AT HOME — with Keith and Dorothy  
5:15 P.M. TELEPIX NEWSREEL  
5:25 P.M. PHOTO-NEWS FLASHES  
5:30 P.M. MUSICAL SCRAPBOOK — with Felix de Cola  
5:50 P.M. YOUR TOWN — Los Angeles presents  
8:00 P.M. TELE-FOURM — with Freeman Lusk  
8:30 P.M. PERFECT 30's — A Comedy Featurette  
8:50 P.M. DANCE MODERNE  
9:00 P.M. CLUB DATE — of the Red Feather  
Special: THE KING COLE TRIO

TUESDAY, SEPTEMBER 21, 1948

4:00 to 5:00 WORLD WIDE NEWS AND MUSIC  
4:30 P.M. JUDY SPINTERS  
4:45 P.M. OVERLOOKED — A Nature Short  
5:00 P.M. POLICE CALL  
5:05 P.M. SHOPPING AT HOME — with Hal and Harrie  
5:15 P.M. TELEPIX NEWSREEL  
5:25 P.M. PHOTO-NEWS FLASHES  
5:30 P.M. TRUCKS AND TREATS — with Corris Guy  
7:45 P.M. GALLUP POLL  
8:00 P.M. SPORT FOLIO  
8:15 P.M. BASEBALL — from Wrigley Field

Following: DONS vs. SAN FRANCISCO 49'ers (Film)

WEDNESDAY, SEPTEMBER 22, 1948

4:00 to 5:00 WORLD WIDE NEWS AND MUSIC  
4:30 P.M. JUDY SPINTERS  
4:45 P.M. CARTOON COMEDY  
5:00 P.M. POLICE CALL  
5:05 P.M. SHOPPING AT HOME — with Hal and Harrie  
5:15 P.M. TELEPIX NEWSREEL  
5:25 P.M. PHOTO-NEWS FLASHES  
5:30 P.M. ARMCHAIR DETECTIVE  
8:00 P.M. EQUAL REPRESENTATION  
8:30 P.M. WRESTLING — from Olympic Auditorium

THURSDAY, SEPTEMBER 23, 1948

4:00 to 5:00 WORLD WIDE NEWS AND MUSIC  
4:30 P.M. JUDY SPINTERS  
4:45 P.M. LAND OF MEXICO — A Travel Short  
5:00 P.M. POLICE CALL  
5:05 P.M. SHOPPING AT HOME — with Hal and Harrie  
5:15 P.M. TELEPIX NEWSREEL  
5:25 P.M. PHOTO-NEWS FLASHES  
5:30 P.M. HOLLYWOOD OPPORTUNITY — with N. T. G.  
8:00 P.M. DIVORCE OF LADY X — A Feature Picture  
with Lawrence Oliver, Marie Oberon, Ralph Richardson  
9:00 P.M. SO THIS IS HOLLYWOOD

FRIDAY, SEPTEMBER 24, 1948

4:00 to 5:00 WORLD WIDE NEWS AND MUSIC  
4:30 P.M. JUDY SPINTERS  
4:45 P.M. CARTOON COMEDY  
5:00 P.M. POLICE CALL  
5:05 P.M. SHOPPING AT HOME — with Keith and Dorothy  
5:15 P.M. TELEPIX NEWSREEL  
5:25 P.M. PHOTO-NEWS FLASHES  
5:30 P.M. YEK OLE BUDDY  
7:40 P.M. TELE-NEWSREEL  
8:00 P.M. MEET UNUSUAL PEOPLE — with Stu Wilson  
8:15 P.M. BASEBALL — from Wrigley Field

SATURDAY, SEPTEMBER 25, 1948

2:00 P.M. WORLD WIDE NEWS AND MUSIC  
2:15 P.M. BASEBALL — from Wrigley Field  
4:30 P.M. JUDY SPINTERS  
4:40 P.M. STRANGERS OF THE SEA — An Adventure Short  
7:00 P.M. SUIT YOURSELF — with Elizabeth Chapin  
7:15 P.M. TELEPIX NEWSREEL  
7:25 P.M. PHOTO-NEWS FLASHES  
7:30 P.M. SANDY DREAMS  
7:35 P.M. TELE-NEWSREEL  
8:00 P.M. NORTH OF THE RIO GRANDE — with Hopalong Cassidy  
9:15 P.M. WESTERN VARIETIES — with Spade Cooley

SUNDAY, SEPTEMBER 26, 1948

1:15 P.M. BASEBALL — from Wrigley Field  
4:30 P.M. WORLD WIDE NEWS AND MUSIC  
4:45 P.M. ADVENTURE SERIAL  
7:20 P.M. SHOPPING AT HOME — with Hal and Harrie  
7:30 P.M. MAN'S BEST FRIEND  
7:50 P.M. NEWS REVIEW OF THE WEEK  
8:00 P.M. PANTOMIME QUIZ — with Mike Stokely  
8:30 P.M. THE GRAND CANYON — A Travel Short  
8:40 P.M. MAGAZINE OF THE WEEK  
9:00 P.M. BECKY SHARP — with Marjorie Hopkins, Sir Cedric  
Hardwicke, Billie Burke and Alan Mowbray



5451 MARATHON ST. • HOLLYWOOD 38 • PHONE HO. 6363

# PROGRAM

CHANNEL 5 **KTLA** 76-82 MC

## MONDAY, SEPTEMBER 20, 1948

4:00 to 5:00 WORLD WIDE NEWS AND MUSIC  
4:30 P. M. JUDY SPLINTERS  
4:45 P. M. CARTOON COMEDY  
7:00 P. M. POLICE CALL  
7:05 P. M. SHOPPING AT HOME—with Keith and Dorothy  
7:15 P. M. TELEFIX NEWSREEL  
7:25 P. M. PHOTO-NEWS FLASHES  
7:30 P. M. MUSICAL SCRAPBOOK—with Felix de Cola  
7:50 P. M. TOUR TOWN—Los Angeles presents  
8:00 P. M. TELE-FORUM—with Freeman Lusk  
8:30 P. M. PERFECT 30's—A Comedy Featurette  
8:50 P. M. DANCE MODERNE  
9:00 P. M. CLUB DATE—at the Red Feather  
Sponsored by THE KING COLE TRIO

## TUESDAY, SEPTEMBER 21, 1948

4:00 to 5:00 WORLD WIDE NEWS AND MUSIC  
4:30 P. M. JUDY SPLINTERS  
4:45 P. M. OVELOCKED—A Nature Short  
7:00 P. M. POLICE CALL  
7:05 P. M. SHOPPING AT HOME—with Hal and Horrie  
7:15 P. M. TELEFIX NEWSREEL  
7:25 P. M. PHOTO-NEWS FLASHES  
7:30 P. M. TRICKS AND TREATS—with Carls Gay  
7:45 P. M. GALLUP POLL  
8:00 P. M. SPORT FOLIO  
8:15 P. M. BASEBALL—from Wrigley Field

Following: DONS vs. SAN FRANCISCO 49ers (Film)

## WEDNESDAY, SEPTEMBER 22, 1948

4:00 to 5:00 WORLD WIDE NEWS AND MUSIC  
4:30 P. M. JUDY SPLINTERS  
4:45 P. M. CARTOON COMEDY  
7:00 P. M. POLICE CALL  
7:05 P. M. SHOPPING AT HOME—with Keith and Dorothy  
7:15 P. M. TELEFIX NEWSREEL  
7:25 P. M. PHOTO-NEWS FLASHES  
7:30 P. M. ARMCHAIR DETECTIVE  
8:00 P. M. EQUAL REPRESENTATION  
8:30 P. M. WRESTLING—from Olympic Auditorium

## THURSDAY, SEPTEMBER 23, 1948

4:00 to 5:00 WORLD WIDE NEWS AND MUSIC  
4:30 P. M. JUDY SPLINTERS  
4:45 P. M. LAND OF MEXICO—A Travel Short  
7:00 P. M. POLICE CALL  
7:05 P. M. SHOPPING AT HOME—with Hal and Horrie  
7:15 P. M. TELEFIX NEWSREEL  
7:25 P. M. PHOTO-NEWS FLASHES  
7:30 P. M. HOLLYWOOD OPPORTUNITY—with N. T. G.  
8:00 P. M. DIVORCE OF LADY X—A Feature Picture  
with Lawrence Oliver, Marie Oberon, Ralph Richardson  
8:30 P. M. SO THIS IS HOLLYWOOD

## FRIDAY, SEPTEMBER 24, 1948

4:00 to 5:00 WORLD WIDE NEWS AND MUSIC  
4:30 P. M. JUDY SPLINTERS  
4:45 P. M. CARTOON COMEDY  
7:00 P. M. POLICE CALL  
7:05 P. M. SHOPPING AT HOME—with Keith and Dorothy  
7:15 P. M. TELEFIX NEWSREEL  
7:25 P. M. PHOTO-NEWS FLASHES  
7:30 P. M. YEK OLE BUDDY  
7:40 P. M. TELE-NEWSREEL  
8:00 P. M. MEET UNUSUAL PEOPLE—with Stu Wilson  
8:15 P. M. BASEBALL—from Wrigley Field

## SATURDAY, SEPTEMBER 25, 1948

2:00 P. M. WORLD WIDE NEWS AND MUSIC  
2:15 P. M. BASEBALL—from Wrigley Field  
4:30 P. M. JUDY SPLINTERS  
4:40 P. M. STRANGERS OF THE SEA—An Adventure Short  
7:00 P. M. SUIT YOURSELF—with Elizabeth Chapin  
7:15 P. M. TELEFIX NEWSREEL  
7:25 P. M. PHOTO-NEWS FLASHES  
7:30 P. M. SANDY DREAMS  
8:00 P. M. NORTH OF THE RIO GRANDE—with Hopalong Cassidy  
9:15 P. M. WESTERN VARIETIES—with Spade Cooley

## SUNDAY, SEPTEMBER 26, 1948

1:15 P. M. BASEBALL—from Wrigley Field  
4:30 P. M. WORLD WIDE NEWS AND MUSIC  
4:40 P. M. ADVENTURE SERIAL  
7:00 P. M. SHOPPING AT HOME—with Hal and Horrie  
7:30 P. M. MAN'S BEST FRIEND  
7:50 P. M. NEWS REVIEW OF THE WEEK  
8:00 P. M. PANTOMIME QUIZ—with Mimi Stokely  
8:30 P. M. THE GRAND CANYON—A Travel Short  
8:40 P. M. MAGAZINE OF THE WEEK  
9:00 P. M. BECKY SHARP—with Marjorie Hopkins, Sir Cedric  
Hardwicke, Billie Burke and Alan Mowbray



5451 MARATHON ST. • HOLLYWOOD 38 • PHONE HO 6363

A Merry

Christmas



RATE

CARD



Rate Card No. 1—Feb. 15, 1947

THE WEST COAST'S FIRST COMMERCIAL TELEVISION STATION  
5451 MARATHON ST. HOLLYWOOD 28, CAL.

CHANNEL 5

**K T L A**

76-82 MC

**LIVE STUDIO**

	FAC. CHG.	TIME CHG.	TOTAL 1 TIME CHARGE	TOTAL 13 TIMES 5% DISC. CHARGE	TOTAL 26 TIMES 10% DISC. CHARGE	TOTAL 52 TIMES 12 1/2% DISC. CHARGE
1 hour.....	300.00	100.00	400.00	380.00	360.00	350.00
1/2 ".....	180.00	100.00	280.00	266.00	252.00	245.00
1/4 ".....	100.00	75.00	175.00	166.25	157.50	153.13
10 minutes.....	75.00	50.00	125.00	118.75	112.50	109.38
5 ".....	50.00	50.00	100.00	95.00	90.00	87.50
1 ".....	25.00	25.00	50.00	47.50	45.00	43.75

**FILM STUDIO**

	FAC. CHG.	TIME CHG.	TOTAL 1 TIME CHARGE	TOTAL 13 TIMES 5% DISC. CHARGE	TOTAL 26 TIMES 10% DISC. CHARGE	TOTAL 52 TIMES 12 1/2% DISC. CHARGE
1 hour.....	200.00	100.00	300.00	285.00	270.00	262.50
1/2 ".....	125.00	100.00	225.00	213.75	202.50	196.88
1/4 ".....	75.00	75.00	150.00	142.50	135.00	131.25
10 minutes.....	65.00	50.00	115.00	109.25	103.50	100.63
5 ".....	50.00	50.00	100.00	95.00	90.00	87.50
1 ".....	25.00	25.00	50.00	47.50	45.00	43.75

**TIME SIGNALS**

	FAC. CHG.	TIME CHARGE	TOTAL CHARGE
Less than 1 minute.....	20.00	10.00	30.00

**FIELD PICK-UP**

Field pick-up rates include time charges as above, but will vary with amount of facilities used.  
Full charges will be quoted on request.

**REHEARSAL**

- (a) Live studio rehearsal time will be allotted at the rate of \$25.00 for 1/2 hour or for any fraction thereof.
- (b) Film studio rehearsal time will be allotted at the rate of \$15.00 for 1/2 hour or for any fraction thereof.

**GENERAL INFORMATION**

- (a) All above charges are commissionable to recognized agencies at fifteen percent.
- (b) This rate card will take effect when a minimum number of 1,000 television receivers have been distributed in the Los Angeles area.
- (c) Until 1,000 television receivers are distributed in the Los Angeles area, KTLA will make available facilities and transmitter time at a token charge of \$100.00 per half hour.
- (d) Station facilities and transmitter time at such token charges will only be available and desired time will only be reserved for clients agreeing to use station facilities and transmitter time at rates quoted in this rate card for the minimum thirteen-week period immediately following the distribution of 1,000 television receivers in the Los Angeles area.
- (e) KTLA reserves the right to require a minimum rehearsal time where such a minimum is necessitated by the nature of the program concerned.

Courtesy of Don Kent