

March 29, 1948

A Continuing Study of Major Radio Markets

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

Study No. 1

Washington, D. C.



This door is always open to advertisers seeking more sales from radio and television. Since 1929 we have helped national and regional clients achieve impact on the Washington market and the Washington influence on the national market.

HENRY J. KAUFMAN & ASSOCIATES, HOMER BUILDING, WASHINGTON 5, D. C. ★ DISTRICT 7400

First of a Series

Dominating the Greater Washington Market with . . .

Power Programs Prestige



In sports WMAL-TV brings top attractions and top sportsmen into your home. Jim Gibbons (seated, center) welcomes Jim Castiglier, Redskins star, and A. L. Ebersole, Nat. Bowling Council Chairman, to his popular "Sports Cartoon-a-quiz" with Cartoonist Bill Willison to sketch the clues.



"On Wings of Thought" stars Robert L. Friend, master mentalist (in white jacket), who amazes all Washington with his unbelievable feats of mentalism, mind reading and thought projection. He can project "Buying Impulses," too!



Wherever things of top interest are taking place, WMAL-TV's Mobile Units and Image-Orthicon Cameras are on the scene. And Burke Cratty, WMAL-TV Director of Television, with more "television firsts" than any man in the industry, is on hand to direct top-flight production and entertainment.



Nearly half-a-million dollars worth of the newest and finest television equipment provides WMAL-TV's expert staff the means of bringing the finest in television entertainment into the homes of this vast market, every night in 1948!

Towering high above everything in Washington, WMAL-TV's ultra-modern Six-Bay Super-Turnstile Antenna is the highest point in the entire Nation's Capital! Just one of the reasons why WMAL-TV is Washington's most powerful TV station. Popularity? One of the reasons is that WMAL-TV was the first to meet Washingtonians' demand for top television programs seven nights a week. And The Evening Star's 96 years of

predominance in Washington makes The Evening Star Television Station the most ACCEPTED in Washington homes.

Owned and Operated by
THE EVENING STAR BROADCASTING COMPANY, INC.

WMAL-TV

Washington's Most Powerful—and
First Seven-Night-a-Week Television Station

WMAL

5000 WATTS 630 K. C.
BASIC ABC NETWORK

Represented Nationally by

ABC SPOT SALES

NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

WMAL-FM

107.3 MEGACYCLES
(Soon to take the Air)

The

Washington

Radio Market

By BILL THOMPSON

PLACE ONE END of a compass on the dome of the United States Capitol. Swing the other end clockwise down the Delaware-Maryland line, across the mouth of the Potomac River, up through central Virginia, southern West Virginia, and the battlefields of Gettysburg— then cross out the Baltimore trade area.

Now you have a picture of the billion-dollar-plus market that 13 Washington AM, 13 FM and 4 television stations, operating or authorized, are trying to capture for some 400 advertisers.

To understand why Washington has attracted so many station investors, these claims for the area must be recognized:

- Its population has made steady gains every year since 1840. (New York, Chicago, and San Francisco, usually regarded as top markets, have been up-and-down since 1930.) April 1947 Census Bureau figures set the population at 1,205,000.

- Its retail "big business" exceeds that of Cleveland or Boston.

- It is relatively depression-proof.

- More than 97% of its families own radio sets.

- It is one of the most important centers of television programming in the world by virtue of being a national as well as so-called world capital. It is probably second only to New York as a video center.

- Some 35,000 FM receivers are in use in Washington alone. (FMA estimate)

The compass circle is much

larger than the Metropolitan Washington area as charted by capital trade groups. Research specialists at several stations point out that thousands of shoppers from towns east of Chesapeake Bay, south almost to Richmond, Va., west to the Blue Ridge Mountains, and north-west and north beyond the state lines of West Virginia and Pennsylvania "save up" for periodic buying sprees in the capital.

Coverage Claims

Only through radio do these thousands hear the Washington story.

Baltimore lays claim to that portion of the circle between "12 and 3 o'clock"—in flier's language—but Washington's radiomen won't relinquish all of this area. They define the Baltimore market as "Baltimore proper—plus its environs north and east." Many suburbs on the south and west are claimed for Washington.

Washington is the nation's capital, the 'big town' in this area. People postpone buying until they come here. Then they stay to see the sights.

Here's another point made by capitalists: Maryland enacted a 2% sales tax in 1946. Washington has none. You can add to that



the fact that hundreds of Baltimoreans commute to D. C. daily, buying while they're in the city.

Prior to 1940, Washington had only four stations—all owned by or affiliated with networks. WRC first took the air in 1923, WOL a year later, WMAL in 1925, and the predecessor of WTOP in 1927. Eventually, they became outlets for NBC, Mutual, ABC, and CBS, respectively. In 1940, Lawrence J. Heller, an attorney, founded WINX, and a year later Stanley Horner, a Buick dealer, formed WWDC. All are fulltime operations.

Since the war, seven AM daytime stations have been licensed and one has received a construction permit. WPIK Alexandria, Va., was launched shortly after V-J Day; WARL Arlington, Va., took the air in November 1946; and WGAY Silver Spring, Md., a month later. Last year, WQQW, seventh and last station to be licensed in the District of Columbia proper; WEAM Arlington; WBCC Bethesda-Chevy Chase, Md., and WOOK Silver Spring, Md., got into

the act. WFAX Falls Church, Va., is under construction.

Of 19 TV stations now serving 12 U. S. cities, Washington has three: WTTG, owned by the Allen B. Du Mont Labs. Inc., WNBW, the NBC station; and WMAL-TV, owned by the *Washington Star*. A fourth permit has been issued to WOIC, owned by the Bamberger Broadcasting Service, Inc.

Seven FM stations are on the air and CP's have been granted to seven more.

Capital Market

Why all this rush to start radio stations in the shadow of the Capitol dome?

BROADCASTING asked this question of station officials—of both old and new companies—as well as many advertising agency men handling radio accounts. Here are the answers:

- ★ Washington's stability is reflected in Dept. of Commerce studies for the years 1939 to 1946, showing that while the per capita gain in income for the nation was 123%, D. C.'s gain was only 52%.

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Washington

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Yet, the per capita income in Washington today is \$1,569.

★ Metropolitan Washington is the tenth largest retail trade area in the nation. Already, hundreds of government workers who were transferred to other cities during the war are returning. (The area has the highest percentage of high-income "white collar" workers in America—but not all of them work for Uncle Sam. Private business employs two workers for every one in government.)

★ Retail sales in the metropolitan area totaled more than one billion dollars in 1945 at the time the new stations started springing up. Baltimore had approximately \$900,000,000, Cleveland \$850,000,000, Boston \$800,000,000 and San Francisco \$700,000,000 at the time. (Washington's total today is about \$1,150,000,000.)

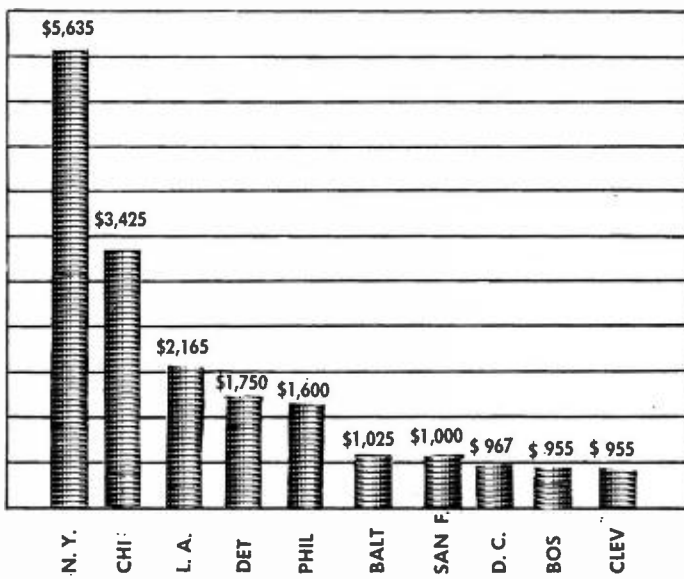
Not only during the war years but also when the nation's business has been in a slump, retail sales have topped the nation's average. In periods of prosperity, sales have been slightly below the average, thus dispelling any argument that Washington is a boom-and-bust market. During 1946, as government employment declined, retail business dropped below the U. S. average, but last year, as Federal employment stabilized at about 225,000 (with gross monthly salaries of 62 million dollars), retail sales picked up and again are near the national level.

Many Small Firms

Washington claims a greater number of small enterprises than any other city—many of them potential radio advertisers. A "dress up" town, with practically no heavy industry calling for work clothes, its people require many personal services such as laundering and cleaning. Of 15,130 concerns, 37% are in the service business; 40%, wholesale and retail; 9%, finance, insurance, and real estate; 8%, contract construction; and 3% each in transportation - communication and manufacturing. To those who think the Capital City has few employers, these facts may come as a surprise: 35 firms have more than 500 workers; 230 between 100 and 500; 365 from 50 to 100; and 14,500 less than 50.

TOTAL RETAIL SALES 1946 Ten Leading U. S. Cities

(Figures in millions)



Emissaries go forth from the Capital every day to make it one of the nation's most influential markets. Legislators and government officials do considerable traveling, and the many adopted Washingtonians make frequent trips to their home states. To a marked extent their purchases are copied by the home towners, some of whom wait until they visit Washington to buy.

Income taxes paid for the year ended June 1946, exceeded those paid by the entire populations of 29 of the 48 states, according to the Bureau of Internal Revenue. The average Washington family has about \$2,000 in the bank and an average of \$1,900 worth of U. S. Savings Bonds—more than the figure for any of the 48 states.

Radio families numbered 96.2% of all families in the Washington area in 1946, BMB reports. An unofficial survey just compiled by one big station shows nearly 98% for 1947. There are approximately

362,000 families with radios within the District of Columbia itself.

These facts have influenced the seven postwar stations to invest more than a half-million dollars in transmitters and studios—an average of about \$70,000 each.

Time Sales Soar

What is being done to help the investors to realize a return on their money?

Teamwork between a dozen live-wire agency men and commercial managers of the various stations has doubled the total radio time sold in the Washington area since 1945. In 10 years it has increased the value four-fold. In 1947, the agencies alone had radio billings in excess of \$3,000,000.

These agencies handled an estimated 60% of all area accounts and more than 90% in Washington proper. The big stations—WRC, WMAL, WTOP, WOL—do not handle accounts direct. They have small commercial staffs to

promote sales (WOL has only two salesmen), but once the prospect gets warm, they let an agency take over. If the agency can't handle an account, the station does the servicing but doesn't cut the rate. It just keeps the 15% agency commission, which is included in every rate quoted in the Washington area.

Few salesmen cut prices. Most of them prefer to make the 15% for their station, roll up their sleeves and tackle the production job. Those on the newer stations find they must sell and service many accounts, the agencies doing the bulk of their business with network stations.

"The agencies won't work for us when the big boys have such choice adjacencies to offer," explains R. Kilbourne Castell, co-owner of WARL Arlington.

Agency Parade

Leading the agency parade in value of local accounts last year was Kal, Ehrlich & Merrick Advertising, with \$850,000 or 28% of the radio billing total, the firm claims. Henry J. Kaufman & Associates, with K. E. & M. the capital's two largest general agencies, has a smaller local radio staff, but handled more than 20% of the billings, they estimate. Their billings are 48% national, 6% industrial and 44% local, according to a company spokesman. They are affiliated with the National Advertising Agency Network.

Harwood Martin Advertising Agency and Courtland D. Ferguson Inc. are among the larger agencies. Mr. Martin estimates the firm handles 15% of the city's billings. The Ferguson company says it has quadrupled its billings since 1936. The Lewis Edwin Ryan agency recently added the large Capital Airlines account to increase its billings considerably. The Enders Advertising Agency has been very active since its founding in 1945.

Others doing an important job in Washington radio are: Advertising Inc.; M. Belmont Ver Standig; Alvin Epstein; Williams, Stark & Hinkle; I. T. Cohen; Kronstadt Adv. Agency; Jackson-Young & Associates, specialists in the Negro market.

The sparkplug of Kal, Ehrlich & Merrick's radio department is 37-

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HEADING THE SEVEN AM'S IN THE DISTRICT

T. A. M. Craven
WOL

M. B. Mitchell
WTOP

J. S. Hayes
WINX

K. H. Berkeley
WMAL

W. R. McAndrew
WRC

Ben Strouse
WWDC

M. R. Rogers
WQQW



On a dollars-and-cents basis in Washington it's

WWDC

There are six full-time stations in Washington — all hungry for your business. Which one is the best buy for you?

Can you pick it by checking Standard Rate & Data for wattage, call letters, reputation? Is that the smart way to buy time in Washington?

NO!

WWDC isn't the most powerful station in Washington.

WWDC may not be the most famous station in Washington. BUT . . .

IT'S A FACT that local advertisers, who must make every penny count, buy more time on WWDC than any other station! AND . . .

IT'S A FACT that national spot business on WWDC has jumped over 600% in less than two years! AND . . .

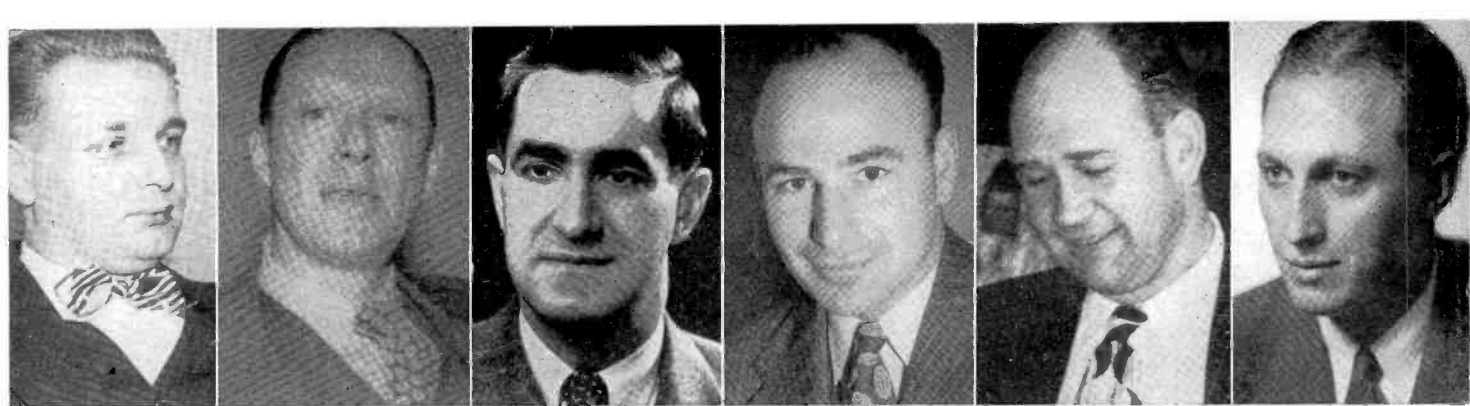
IT'S A FACT that you get *more* listeners for *less* money from WWDC than any other station in Washington!

So if you're buying time on a dollars-and-cents basis, WWDC is your best buy in Washington.

AM WWDC FM

The D. C. Independent

REPRESENTED NATIONALLY BY FORJOE & COMPANY



Mr. Hayes . . . WPIK Mr. Eaton . . . WOOK Mr. Stanley . . . WEAM Mr. Brechner . . . WGAY Mr. Castell . . . WARL Mr. Egolf . . . WBCC

Washington

(Continued from page 34)

year-old Alvin Q. Ehrlich, partner in the agency since 1935.

Formerly advertising manager of Raleigh Haberdasher, one of Washington's swankier stores, he is well versed in merchandising.

Mr. Ehrlich deplors the fact that Washington's department stores "don't know how to use radio." He wishes they would take a lesson from "Mr. Tash, the Manager," whose New York Jewelry Co. has increased its business five-fold in five years.

The Tash Tale

In 1942, when Jeweler Leon A. Tashof first listened to Alvin Q's sales spiel, he was grossing less than \$100,000 yearly. He decided to "gamble" \$11,000 on the spot announcement: "You take a chance on romance and I'll take a chance on you." Results were so encouraging that he allocated \$46,300 for radio in 1943 and by 1946 was spending \$76,000.

From a store 12 feet wide with 12 employes, Mr. Tashof moved to a nearby three-story building with 6,000 square feet of floor space. He now has 71 employes and is grossing more than a half-million dollars.

"Radio did it," says Mr. Tashof. "I'll take 50 spots a day in preference to any other advertising in the world."

Kal, Ehrlich & Merrick handle an average of 1,000 spots and 225 programs a week. Their present list of 150 accounts embraces nearly every type of enterprise in the Washington area. The agency is known as "Ye Olde Ad College" since four of its alumni—Mr. Ferguson, Mr. Cohen, Robert J. Enders and John E. Waterfield—have formed other firms.

Topping this quartet in billings, agency men say, is Mr. Ferguson, who has dreamed up dozens of catchy spots, including the whispered command: "Don't make a move without calling Smith's."

Resounding Whispers

Arthur Clarendon Smith, president of Smith's Transfer & Storage Co., started in business in 1909 with two wagons, four horses, and a \$500 loan from his wife. For 33 years, he was "just another transfer man," occasionally advertising in the newspapers or buy-

HEADING THE SUBURBAN AM OUTLETS

ing car cards. Five years ago he met Mr. Ferguson and took a \$10,000 "flier" in radio. He was grossing \$200,000. Last year he spent more than \$40,000 out of a \$1,200,000 gross. His equipment and personnel have tripled and his warehouse space is five times greater.

Mr. Smith personally sold radio to the Lincoln Warehouse Corp., New York City, and handed the account to the Ferguson agency. Lincoln uses the same "Don't make a move" routine.

Lewis Edwin Ryan founded the first radio agency in Washington, pioneering in commercial broadcasts as early as 1926. In 1931, Jeffrey A. Abel formed a radio department in the big Kaufman agency, and later the same year Mr. Ferguson set up a radio division for the Kal Company, predecessor of Kal, Ehrlich & Merrick. He formed his own firm 10 months later.

Jeff Abel recalls pushing announcements at \$7.50 each in 1931, but the Ferguson agency did the first land office spot business in 1934. It relinquished its lead in recent years when K.E.&M. started going for radio in a big way, but Courtland Ferguson still is Wash-

ington's champion of spot radio.

"Repetition on the air is one thing, irritation another," he says. "I'm not interested in offending the listener. Some spots are planned that way deliberately, but not by me. I maintain that a listener doesn't retain an announcement in his memory even if he hears it three times. He must hear it at least a dozen times. Think how often you hear a person say: 'What's that again?' Sure, frequency is what counts."

Bids Spots Goodbye

In sharp conflict with Mr. Ferguson's thinking is that of Harwood Martin, whose agency has produced one \$50,000 network-type extravaganza and who personally feels "spots are on the way out." Mr. Martin cracked the ice between radio and Washington's big department stores in the winter of 1946-47 with Woodward & Lothrop's first half-hour show, *Washington Prelude*. It featured a 22-piece orchestra, singing stars from the Metropolitan Opera, and dramatic scenes from capital history enacted by such theatre greats as Jane Cowl.

"This signals the advance in quality of live broadcasts originating in Washington," boasted NBC, whose outlet WRC presented the show.

Said Impresario Martin:

"Now we are ready to slug it out toe-to-toe with the networks. Washington radio has become a guest in the home. No longer will it toss notes through the door."

Few agency men or station program managers agree with Mr. Martin, the former photo-engraver, commercial artist, and creator of elaborate newspaper layouts. But George Wheeler, program director of WRC, goes down the line for him.

"Radio needs ideals and should press toward a goal," said Mr. Wheeler. "Programs are more palatable than spots. It is better to do an integrated job than diffuse something unplanned. The client will be prouder of his campaign and derive greater satisfaction from it."

Washington Prelude was on the air 26 weeks. Harwood Martin is still enthusiastic and points to

other quality programs he has produced on a smaller scale which have clicked. Foremost is *Dreams Come True*, which is credited with increasing business of the P. J. Nee Furniture Co. 8% the first year, 12% the second, and 20% the third.

To those who shake their heads at the comparatively short life of Woodward and Lothrop's *Washington Prelude*, Henry J. Kaufman, head of the firm that bears his name likes to point to the Potomac Electric and Power Co.'s *Matchless Service* show which featured local talent and was on the air for two years. Produced at a cost estimated by Mr. Kaufman at half of that for the department store program *Matchless Service* earned a high rating for itself.

Speaking of the agency picture in Washington Mr. Kaufman said that there are agencies in the city, including his own, which are capable of handling the larger national accounts as well as local advertising. He is enthusiastic about the possibilities of Washington as a center for national advertising campaigns and cited the fact that much of the country's news originates in the city. The agency is handling a sizable number of television shows as well as those for aural radio and for other media.

Room for Both

The Kaufman agency's radio department has divided its radio accounts between national and local with the former having slightly the best of it. Under experienced Jeff Abel the firm has pursued a middle-of-the-road policy on programs and spots.

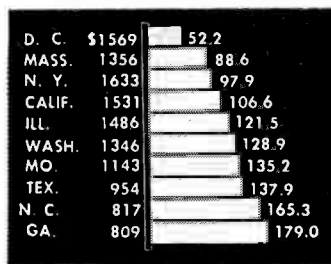
"There's a place for both types of broadcast," says Mr. Abel. "Nine out of ten small advertisers get better results from spots and should be kept rolling on these until they get big enough to sponsor programs. Agencies—and stations, too—should help clients grow. They should advise them against plunging. Counselling is half of our business."

A potential ball-of-fire among Washington advertising men is 27-year-old Bob Enders. When he quit Kal, Ehrlich & Merrick two years ago to start his own firm he took 15 accounts with him. Now he claims 45 and has grown in dol-

(Continued on page 38)

Market Stability

Per Capita Income Income Increase
1939 to 1946



While the per capita gain in income for the United States for the years from 1939 to 1946 was 123% the Washington gain in those years was only 52%. Yet the per capita income in Washington at the end of that period was \$1,569, compared to \$1,633 in New York and \$1,531 in California.



319,620 BMB Radio Families
in 42 counties*



nighttime

360,280 BMB Radio Families in 36 counties*

WRC has a greater audience than any other Washington station

BY AUDIENCE LEVELS WRC leads all other Washington stations at *all* BMB audience percentage levels at night—and at 8 out of 9 audience levels in the daytime.

BY GEOGRAPHIC AREAS WRC leads all other stations in the District of Columbia (BMB Station-City Audience) . . . in the Washington Metropolitan area (BMB Metropolitan District Audience) . . . and in the total BMB Station Audience Area!

* *Station Audience Reprint containing complete BMB audience information (BMB Study No. 1, March 1946) and BMB daytime and nighttime maps are available on request.*



THE NATIONAL BROADCASTING COMPANY

Washington

(Continued from page 36)

lar volume seven times. Starting with five men, he now has 13.

Like the firm which is his alma mater, Mr. Enders pushes both programs and spots. Early last year he competed with five nationally known agencies in landing a Veterans of Foreign Wars account. He went to Hollywood to produce the 13-week transcribed series *Our Land Be Bright*, which was aired on 518 stations from coast-to-coast.

Locally, Mr. Enders' biggest successes are the musical spot "It's Kopy Kat . . . It's Kopy Kat", sung by a girl trio to advertise women's frocks, and the wide range of programs sponsored by George's Radio & Television Co. George's has the largest radio appropriation in Washington—\$150,000 annually, spread over nine AM, FM, and TV stations.

Kopy Kat's first appropriation for radio was \$400 a month. When sales doubled in four months, the women's wear chain kept adding more and more spots until radio now gets \$12,000 monthly.

The Enders agency claims to be the first advertising firm in the country to buy time for itself. In June, 1946, it sponsored a series of 15-minute transcribed programs advertising its own stock-in-trade.

The Enders agency is active in television as well, having been signed to handle Admiral Corp.'s TV rights east of the Mississippi. Five local shows are being handled weekly plus 27 spots during the same period for George's Radio & Television, retail dealer in Washington.

In the Offing

Among members of the advertising fraternity predictions of things to come in the Washington AM field fly thick and fast. A few comments follow:

FERGUSON—"Radio rates are rising too fast. In 20 years, newspapers have increased rates only about 40% while radio stations have multiplied theirs by four . . . If a station fails, blame the unions. Engineers, musicians, and artists are pricing themselves out of the market . . . Network outlets should remain solvent because they pay only part of their expenses . . . But they are too conscious of ratings. Their originality is drying up. Too often, a perfectly good program, which eventually would do a big selling job, is yanked off the air 'because its Hooper is down' . . . The larger stations are stifling small business by replacing as many as six or eight spots with one program. Instead of using ingenuity to work commercials into their programs in good taste, they take the easy way out by condemning the briefs as 'irritating'. This practice, fostered by FCC's Blue Book, is leading to monopoly of the air by a few advertisers. If a few big fellows get control of the air, rather than a fighting

Basic Rates

Here are the basic one-time hour rates charged by Washington's AM stations:

WTOP, \$375; WMAL, \$300; WRC, \$300; WOL, \$240; WBCC, \$224; WOOK, \$150; WWDC, \$140; WINX, \$120; WPIK, \$120; WARL, \$90; WGAY, \$80; WQQW, \$60; WEAM, \$55.

Television evening rates for Class A time are as follows:

	WTTG	WMAL-TV	WNBW
1 hr.	\$250	\$250	\$250
½ hr.	150	150	(only rate quoted)
20 min.	120	125	
15 min.	100	100	
10 min.	75	85	
5 min.	50	50	
1 min.	25	25	

Basic FM rates for one-time evening are: WASH \$32.50; WBWZ \$32.50. All other stations offer time as bonus with purchases on their AM affiliates except WGAY-FM which charges a basic \$20 an hour rate at night.

army of small enterprisers, it will be easier for an Administration unfriendly to the American system to take over radio."

ABEL—"There is too much competition. The area can't support 13 AM stations. Suburban operators have a place only in their own communities . . . Most stations have been lax about maintaining goodwill with a client. Too many say: 'That's the agency's account, so we can forget it.'"

MARTIN—"Small stations will have a place in the Washington area as long as they concentrate on small advertisers' programs . . . With the war over, emphasis should be on selling particular products. Retailers have the goods now. No longer do they have to explain why their cupboards are bare . . . Programs on a high level can do a great selling job for the little fellow. Dignified announcements should be sandwiched in carefully . . . There are advantages to selling co-ops, but station salesmen who desire to build up an advertiser's personality will get better results with original local programs."

EHRlich—"Case histories in our agency show that any number

of sensational business successes have been accomplished through the use of radio only. Too many advertisers have considered radio as a supplementary advertising medium, using it on an experimental basis. Department stores are an instance. Intelligent buying of time, care and merchandising, follow-thru or consistency is the formula which we used to build Washington's largest radio billing. After all the only way for Kal, E & M to get more radio volume is by producing results for advertising."

Independent Success

The advantage Goliath had over David was nothing compared to the edge Washington's four big network stations had over 250 watter WWDC when it entered the Capital radio picture in 1941. Yet in six years WWDC has acquired the second largest Washington audience during certain periods according to a recent area sampling study made by NBC.

The independent WWDC's *1450 Club* has higher ratings than many big-time network shows in certain periods of the day, this NBC survey shows. The station is found to attract nearly twice as many Negro

listeners as WRC. (The NBC-owned WRC, WMAL, ABC affiliate, and CBS-owned WTOP have been either first, second or third in a large number of recent surveys. They have excellent sales and programming set-ups, which complement those of the strong networks behind them.)

WWDC made its longest stride when WOL cancelled its all-night broadcasts in December 1943. The night WOL left the air, WWDC came on, taking over the late audience. When the Mutual station let its popular organist-personality Art Brown go to WHN New York, then lost Sportscaster Russ Hodges to the New York Yankees, WWDC signed an early-morning "character" named Mike Hunnicut and went all-out for sports with complete coverage of Washington Senators baseball and Maryland U. football games plus broadcasts of various sports events from the Capital's Uline Arena.

Return to Racing

Last summer WOL, altering its "conservative" policy, brought back Mr. Brown, hired Mr. Hunnicut away from WWDC, and put horse racing back on the air. Both stations had suspended race results in 1946. At the same time they had applications before the FCC for FM grants. WOL put racing back on again shortly after its CP came through.

"The public wants racing information," explains Commander T. A. M. Craven, WOL's general manager and former FCC member. "We don't think it's improper. The public also wants money giveaways. If we can find a formula acceptable to the FCC, we will carry those, too."

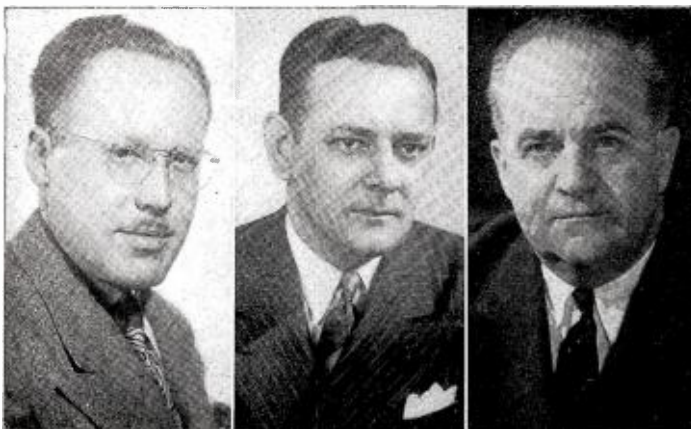
WWDC returned its racing information to the air and strengthened its announcing staff with several well known radio personalities.

Station men throughout Metropolitan Washington, with the exception of WWDC's reticent general manager, Ben Strouse, concede that WWDC is in better shape financially than many other operations in the area.

Mr. Strouse is willing to concede that WWDC's volume has increased five times since it took the air, but he discounts prosperity claims "because costs have risen, too."

"Announcers got \$35 a week when we first took the air, and engineers were paid only one-third of what we're paying them now," he points out.

The position of WINX in the Washington market is an interesting one. From 1944 when the *Washington Post* first acquired the station until the end of 1947 the policy was not too well defined. At that time a drastic revision of the program structure was made. Frankly patterned on WNEW in New York the station began block



Mr. Crotty
WMAL-TV Director

Mr. Compton
WTTG Manager

Mr. Russell
NBC Washington V. P.

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Washington's plumb Hillbilly Silly

If your little black book lists Washington, D. C. as a market of suave, sophisticated, blasé souls whose only aim in life is a White House invitation, it's time to change your mind.

They just don't grow enough corn to satisfy the appetites of Washingtonians. ("Washingtonians" is a loosely-used term applying to persons from Montana, Texas, Nebraska, North Carolina and 44 other States).

Take WOL'S "Hillbilly Parade," featuring no less a bucolic character than "Gramps." One sponsor (a florist) writes us: "Believe it or not, Gramps . . . before you finished talking our phones rang . . . that was 10:45 AM . . . and during the next thirty-five or forty minutes we handled over ONE HUNDRED calls . . . Other business houses were unable to place or receive calls for over an hour. You had Silver Spring communication completely tied up."

And was "Gramps" offering a free trip to the Moon? No, indeed. He merely mentioned that the sponsor had a free poinsettia or African violet for the first five listeners who phoned.

Another advertiser (bicycles, velocipedes, etc.) writes us: "Direct results from radio advertising over your station were called to our attention by the frequent mention of customers who had called or come to our store because they had heard our announcements on the Mike Hunnicutt morning program or on the Saturday Hillbilly Parade."

There's a showdown at the hoe-down on the Potomac. Washington's "natives" from the "States" are demanding mountain music and prairie ballads.

And they'll pay a pretty penny in profits to him as gives it!

The "Hillbilly Parade" with "Gramps" has a few choice availabilities from 9:30 to 10:30 Saturday morning and each night—Monday through Friday—from 11:30 to 12:00 Midnight.

Give Katz a call!



BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
THE KATZ AGENCY, INC.

Washington

(Continued from page 38)

programming and built up its disc jockey programs.

Jerry Strong is heard from 6 to 9:30 a.m.; Howard Williams' *Band Stand* from 10 to 12 noon; the *Joe Dosh Show* from 1 to 3 p.m.; *Music Hall* from 4:30 to 8 p.m.; the *House That Jack Built* from 11:30 p.m. to 1 a.m. Five minute newscasts are aired every hour on the hour.

Block programming has paid off for the station. Since January 1, the station has added 128 new clients.

Across the Potomac

Rivalry exists between suburban Arlington's WARL and WEAM similar to that between WOL and WWDC. WARL found what it believed its public liked, then hewed to the line. WEAM tried for a classical music audience but has modified its plan to some extent.

First of the capital outlets to change ownership because of the economic pressure created by the suddenly expanded media picture, WEAM has an application pending at FCC for sale at \$67,500 to Harold H. and Meredith S. Thoms, North Carolina broadcasters. WEAM reported operating loss in excess of \$63,000 for first 13 months.

WARL has featured hillbilly music since it took the air in November 1946. Its five-piece orchestra, with a trick fiddler, roams the Virginia countryside weekends, gaining rural listeners. The WARL studios occupy two three-room suites in an unpretentious apartment house, but the station is keeping within its income.

Last August a higher Hooper furnished WARL the ammunition for a sales drive. As a result, there were few availabilities during the last three months of 1947.

WEAM was billed "Station of the Stars" when it took the air last April from the top floor of a flossy new office building. J. Maynard Magruder, member of the Virginia House of Delegates, headed a group of Arlington businessmen who plumped a reported \$700 weekly on Pianist Little Jack Little,

signed "The Voice of Experience," and Billy Repaid, "the flying reporter."

By October, all of WEAM's stars had blinked out but Mr. Repaid. A new management headed by Raymond Brown Jr., formerly of WOL, and including Howard Stanley, who recently resigned as CBS' director of advertising and sales promotion in New York, already is making friends, but on a more modest scale. The first act of the new administration was to register righteous indignation over money giveaways, such as WARL uses. Members of the Arlington Ministerial Alliance, it is said, agree with Messrs. Brown and Stanley that it was only right and just for the FCC to order WARL to show cause why its *Dollars for Answers* program is not a lottery. A few weeks ago Mr. Brown left WEAM. Mr. Stanley is now general manager.

On the WARL spot program, sponsored by Zlotnick the Furrier for three minutes every half-hour, a question is asked and immediately answered by the announcer. Promptly, a name is selected at random from the telephone directory, and the person chosen is called and asked the same question. If he answers correctly, he receives a cash prize. If he fails, he receives no prize.

FCC Examiner J. B. Bond took the WARL case under advisement in November following a show-cause hearing. Frank U. Fletcher, the station's co-owner who appeared as defense counsel, pointed out that such money giveaways as *Pot o' Gold* previously had been given a green light by Justice Dept.

Maryland Metropolis

WGAY, with an early start, appears to have the edge over WOOK in the battle for Silver Spring, largest suburban shopping area in Metropolitan Washington and second biggest trading area in Maryland. WOOK's owner-commentator, Richard Eaton, divides his time between studios—as well as accounts—in both Washington and Silver Spring. He makes no secret of the fact he is after business on both sides of the Maryland-D. C. line. One of WOOK's principal features is the Alice Lane *Good Neigh-*

bor hour from 10 to 11 a.m. Miss Lane, a well known Washington radio personality, was formerly with WWDC.

WGAY's co-owners, John W. Kluge and Joseph L. Brechner, are more subtle. Along with Willard D. Egolf of WBCC Bethesda-Chevy Chase and Howard B. Hayes of WPIK Alexandria, they are distinguished among suburban station owners for having attracted downtown accounts by building sales for community advertisers. Fifty per cent of WPIK's advertisers are Washington firms. WGAY boasts 40% from across the line, and WBCC 30%. All three stations are beginning to show small but steadily increasing profits.

FM accounts are still hard to sell in Washington area, despite the fact an estimated 35,000 FM sets and 3,000 converters are in use. WASH, only station in D. C. devoted exclusively to this method of broadcast, has an active sales organization, however, and since going commercial in December 1946, has signed a wider range of advertisers than most AM stations. The following groups have been tapped by WASH:

Universities, restaurants, realtors, furriers, tailors, an amusement park, metalsmiths, haberdashers, jewelers, bus lines, luggage shops, photo supply stores, advertising agencies, shoe stores, music stores, air conditioning concerns, garages, bottlers, toy and novelty shops, furniture and office furniture stores, clothing shops, radio and appliance stores, and a fluorescent lighting dealer.

In the opinion of WOL's Commander Craven, an FCC member from 1937 to 1944, FM has a long, hard pull ahead.

"FCC muffed the ball when it failed to get out its FM standards during the war," he recalls. "I, for one, favored getting FM engineering all set for a postwar boom. To put FM on top now will be a long process."

Commander Craven is more hopeful about television than FM, despite the fact WOL dropped \$80,000 stringing along with CBS on color TV. (The Cowles station had hoped to become a CBS video

affiliate but FCC refused to approve the network's color technique).

Hudson Eldridge, business manager of WASH, gives battle with anyone taking the view that FM is stymied—especially in the Washington area, one of the most active FM areas in the country. Needless to say, he disagrees with criticisms and points out that:

Washington, D. C., already has more FM grants than AM authorizations. Seven FM stations are now in operation. WRC-FM duplicates 100% of its NBC and local shows. Both WINX-FM and WWDC-FM duplicate most of their AM programs on a fulltime FM schedule. WPIK-FM and WGAY-FM duplicate their AM daytime shows, and continue after sign-off with exclusive FM programming at night. Both WASH and WBUZ originate exclusive FM programs not heard in the AM band.

Says Mr. Eldridge, "All new AM stations licensed in the capital area after the war have been daytime only stations. Thus, FM stations, which all have fulltime privileges will supply new programming and advertising opportunities in the Washington radio market during evening hours when the audiences are larger and the number of competing stations is smaller, with only six AM stations on the air."

FM Sales Pushed

Washington FM sales are being pushed by dealers who are both FM and TV conscious and who run large ads publicizing both new services. Many of the sets sold have combined FM and TV bands. Local agency people, formerly indifferent to FM, are evincing more and more interest as the audience increases.

All of more than two dozen station and agency men interviewed by BROADCASTING are enthusiastic about TV. Commercial managers say video is a cinch to break down department store resistance.

Already, the Hecht Co., which buys more than five million newspaper lines a year, topping all other mercantile advertisers, is spending more and more of its million dollar advertising budget for television. Hecht's recently sponsor-

(Continued on page 44)

RADIO LEADERS IN D. C. AGENCIES

Mr. Martin
Harwood Martin

Mr. Ehrlich
Kal, Ehrlich & Merrick

Mr. Ferguson
Courtland D. Ferguson

Mr. Enders
Robert Enders Agency

Mr. Abel
Kaufman & Assoc.

Mr. Ryan
Lewis Edwin Ryan



Picture Your Product in This

Frame



The NBC Television Journal is now on the WNBW antenna with a circulation to an estimated 8600 receivers in Metropolitan Washington, D. C.

Johnny Bradford, RCA Victor recording artist, is the editor—and he does his job right before the eyes of the thousands of television viewers of the Washington area. Tuesday through Saturday from 7:05 to 7:35 p.m. EST, Johnny turns the pages of his latest edition, and folks throughout Capitaland are treated to a swiftly moving succession of songs by Johnny, the latest fashions, sports, book reviews, interviews, musical and travel films and news direct from the teletype.

Like any good magazine this one presents advertisements with a sparkle. At the moment there are several one-minute spots open to advertisers on Johnny's Television Journal—but there's no telling how long they'll be available. For television is really moving in Washington—WNBW now averages 29 local and network program-hours per week, and completion soon of the New York-to-Washington microwave relay is expected to make possible a 40 program-hour week for WNBW.

It's a pretty picture that calls for action now. 'Phone, wire or write WNBW or NBC Spot Sales for rates on the NBC Television Journal—one of video's first sponsor-participation shows.

NBC Television in Washington

WNBW

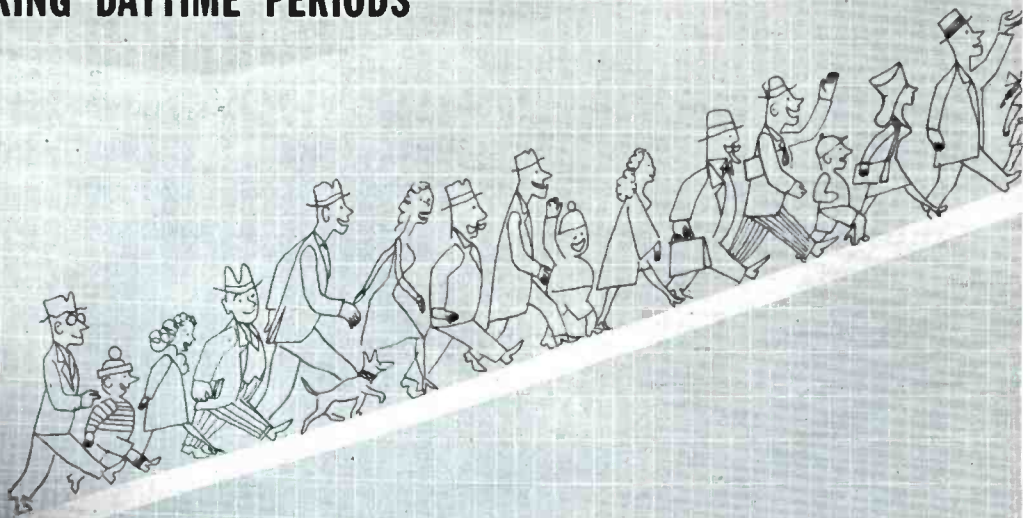
CHANNEL 4

The National Broadcasting Company
A Service of Radio Corporation of America

This brings our October

(and larger than ever)

**WTOP DELIVERS THE LARGEST AVERAGE SHARE
OF THE WASHINGTON AUDIENCE
BOUGHT BY LOCAL AND NATIONAL SPOT ADVERTISERS
DURING DAYTIME PERIODS***



1941

1942

1943

1944

1945

ad up to date!



...22.1% of all sets in use*

...25% more than any competing station*

...virtually twice as large a share of audience as in 1941†

THE popularity of WTOP's day-time local productions proves that the WTOP Program Department *knows* how to create capital program ideas... *knows* how to find capital talent (such as Arthur Godfrey, Arch McDonald, John Cramer, Claude Mahoney, Eddie Gallaher, Elinor Lee, Bill Jenkins and Henry Mustin)... *knows* how to deliver capital audiences.

To make your advertising dollar reach further in Washington, use the station with the most popular local originations—WTOP, Washington's only 50,000-watt station. For details call us or Radio Sales.

*C. E. Hooper—Dec. 1946-April 1947
†C. E. Hooper—May-Sept. 1941

WTOP Columbia Owned
Washington's only 50,000-watt station
Represented by Radio Sales, the SPOT
Broadcasting Division of CBS, with
offices in New York, Chicago, Detroit,
Los Angeles, San Francisco, Atlanta

22.9%

52%

Grant Page
Ross Maxwell
Clover Holley
Verna Hansen
Ted Kingo

more than

100-Dec. 1947

Memphis

OK as corrected
M. Mitchell

CLASS?



OR MASS?



reach **BOTH**
on **WQQW!**

IN WASHINGTON, D. C.
the class audience is massive, loyal, influential.

IN WASHINGTON, D. C.
this good-music station attracts quantity as well as quality in the competition for listeners.

WQQW

570 --- first on the
Capital Dial

Washington

(Continued from page 40)

ed telecasts of Washington's big All High-All Prep football game at Griffith Stadium, five Golden Gloves boxing bouts, a series of fashion shows, and, during the pre-Christmas season, Santa Claus "in person."

There are an estimated 8,600 TV receivers in the Washington area in use. All are in homes except an estimated 704 in public places. Between 500 and 1,000 sets a month are being purchased. Capitalites got hepped up over the new medium when WTTG aired the Washington Senators home games last summer. Then WMAL-TV sewed up the home football games of the Washington Redskins, Georgetown and George Washington Universities. WNBW, first, last, and always a network station, brought in the big eastern gridiron contests and was on a four-station hookup inaugurating the first regular day-



Mr. Dillard
... WASH

Mr. Porter
... WBUZ

time TV network show, Swift's *Home Service Club*.

Washington has great TV program potentialities because it is the capital city. All three stations have pooled such telecasts as President Truman starting the Food Conservation Plan and calling the recent special session of Congress—both from the White House—and the opening of the special session on Capitol Hill.

Heavy commercial TV schedules

started in September. A glance at the accounts handled by each station shows that WTTG has sold one national spot to an automobile manufacturer, four radio and appliance stores, three auto dealers, two department stores, and one advertiser each in the following categories: ice cream, tobacco, taverns, venetian blinds, breweries, rugs, watches, hotels, investment bankers, auto services, manufacturers, and radio wholesalers.

WNBW has sold four auto sales firms, four electrical appliance stores, two breweries, and one each among wholesale radio distributors, advertising agencies, bottlers, and coffee, oil, shoe, pharmaceutical, window shade, and furniture enterprises.

WMAL-TV's accounts include three auto dealers, a radio distributor and a retailer, a men's wear shop, a brewery, three electrical appliance stores, three electrical products manufacturers, a tire and an oil concern.

HISTORY

Background and Development Of Washington Stations

WRC

Established in 1923 by RCA . . . shared time during first year on same frequency with WCAP, the Chesapeake & Potomac Telephone Co. station . . . Frederick Preston Guthrie, now RCAC assistant vice president, was first manager and made daily reports to RCA Presi-

dent David Sarnoff . . . copies of reports are still in WRC files . . . became part of NBC in 1925 . . . formed first network with WEAJ New York . . . first studio and transmitter was at Riggs National Bank branch at Park Road and 14th St., N.W.; studios occupied

Republic 4000

suite in National Press Bldg. from time building opened in 1927 until new Trans-Lux Bldg. (Little Radio City) was erected in 1937 . . . station has had high ratings throughout its history, both locally and nationally . . . has FM and TV.

WOL

Original owner Le Roy Mark, insurance man and proprietor of a turkish bath, pioneered in early morning programs beginning in 1924 . . . for a time had 50% or better of the morning audience . . . joined Mutual in 1936 . . . in 1944 Mr. Mark, now deceased, traded station for WMT Waterloo, Iowa,

Heurich Building

(now WMT Cedar Rapids, owned by *Des Moines Register & Tribune's* Cowles brothers . . . William A. Dolph, who had run WOL from start, discovering such talent as Fulton Lewis jr., stepped out as general manager when Gardner Cowles imported Merle Jones from KMOX St. Louis . . . Mr. Jones

Metropolitan 0010

went to WCCO Minneapolis in 1947 . . . Cowles interests now have their engineering vice president, Commander Craven, running show, with William D. Murdock, formerly CBS' Washington sales manager, in charge of commercial department.

WMAL

Founded in 1925 by M. A. Leese, late owner of optical firm which bears his name . . . was affiliated with CBS from 1928 to 1932 when it joined NBC's Blue Network . . . had studios in heart of capital's

Trans-Lux Building

business district until Trans-Lux Bldg. opened in 1937 . . . year later sold to *Washington Star* . . . manager since 1933 has been Kenneth H. Berkeley, who also runs WMAL-TV, successful video operation . . .

National 5400

associated with ABC since network was formed during the war . . . sponsors radio and television classes at American U. using own personnel . . . does top public service job.

WTOP

Originally WTRC, property of the Twentieth Assembly District Regular Republican Club of Brooklyn . . . moved to Washington in 1927, a year after it was founded . . . new owners, Fellowship Forum, got call letters WTFF . . . J. S. Vance, a printer, gained control

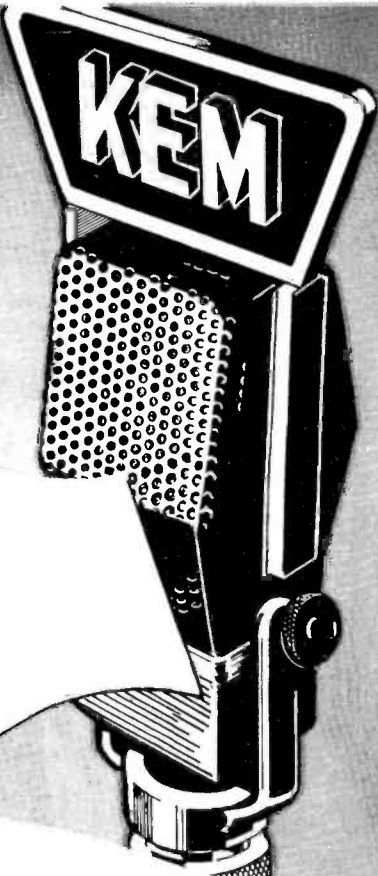
Warner Building

in 1928 and got call letters WJSV . . . studios on Pennsylvania Ave. until 1930, when new location was selected in Alexandria, Va. . . . next move was to Shoreham Bldg., on Washington's "Wall Street," in 1932 . . . CBS purchased station same year but moved studios to

Metropolitan 3200

Earle Bldg. (now Warner Bldg.), present location, in 1933 . . . got 1500 kc frequency in 1941 and new top-of-dial call letters WTOP in 1943 . . . only 50 kw station in Washington, explaining higher rates to advertisers.

(HISTORIES—Continued on page 46)



**WASHINGTON'S
LARGEST
RADIO STAFF**

**WASHINGTON'S LARGEST
BUYER OF RADIO AND
TELEVISION TIME**

KAL, EHRLICH & MERRICK

ADVERTISING

314 STAR BUILDING • EX 3700

• 26 YEARS OF BUSINESS

BUILDING

Any Way You Look At It!

WGAY's a smart buy

District of Columbia.....	Over 930,000 persons
Montgomery County, Md.	No. 1 County in the United States (Level of Living Index, County Data Book, Dept. of Commerce.)
Prince Georges County, Md.	Together with Montgomery County totals 255,000 persons.
Silver Spring, Md.	The second largest concentration of population in the State of Mary- land.
1/2 Millivolt contour.....	Including the entire Washington metropolitan area and nearby counties in Maryland and Virginia with an audience potential of 2,000,000.

all served by

You've read about WGAY in the Saturday Evening Post. WGAY is the only suburban D. C. station being used by the Hecht Company, one of Washington's largest Department stores. WGAY was awarded 1st place in 1947 by Billboard Magazine for overall promotion. Now successfully used by many Maryland and Washington, D. C. advertisers.

WGAY

Silver Spring, Md.

A.M. 1000 Watts—1050 Kc.

F.M. 440 Watts—102.3 Mc.

(All AM programs duplicated on FM)

Represented nationally by

THE WALKER COMPANY

New York Boston Chicago Atlanta Minneapolis Los Angeles

“

The campaign planned for us by the Epstein Agency is paying off with results far out of proportion to sales expenditure. They have handled our account since we started national advertising.”

BROADCAST SERVICE BUREAU
WASHINGTON, D. C.

ALVIN EPSTEIN

Advertising

825 VICTOR BLDG.,
WASHINGTON, D. C.

HISTORIES

WINX

Attorney Lawrence Heller started operation in 1940 . . . emphasis originally placed on “good music” . . . *Washington Post* bought station in 1944 for more than \$500,000, biggest price paid for a 250-wattter up to that time . . . popular pro-

* * *

WWDC

When Stanley Horner, an automobile dealer, selected a corner of Connecticut Ave. and K Street, N. W., for this new station in 1941, he chose one of the best business sites in Washington. But it remained for Joseph Katz, Baltimore advertising man who purchased

* * *

WPIK

Called the “engineering station” by its competitors . . . youthful owners Howard B. Hayes and Carl L. Lindberg, former WTOP engineers, started out in 1945 by setting WPIK's transmitter in a swamp . . . tide waters swirl around

* * *

WARL

Co-owners R. Kilbourne Castell and Frank U. Fletcher met when Mr. Castell sold his future partner an insurance policy . . . took the air in 1946 backed by funds from the Castell Sandwich Co. (“lunches for government workers”) and money Mr. Fletcher had earned as a radio attorney . . . studio hill-billy orchestra, WARL's Radio Ranchmen, produced one record

* * *

WQQW

Called in a stockholder from Philadelphia to pull it out of the red after former Manager Edward M. Brecher, one of the authors of FCC's Blue Book, had fought an uphill battle for nine months . . . first took the air in January 1947, with “strictly classical” programs . . . when M. Robert Rogers, pre-war president of *Click* magazine, took over in October, he slipped in an occasional half-hour of popular music . . . Mr. Rogers got 5,000

* * *

WEAM

First owned by a Virginia state legislator and realtor, a lawyer, two theatre owners and two building contractors, station has been sold for \$67,500 to Harold H. and Meredith S. Thoms, Carolina broadcasters . . . application is pending at FCC . . . wasn't able to attract

(Continued on page 48)

Continued from page 44

8th & Eye Sts., N.W.
Republic 8000

grams, featuring “personality” announcers, now in vogue . . . news bulletins from *Post* aired every-hour-on-the-hour . . . Wayne Coy, new FCC chairman, was executive vice president for four years . . . John S. Hayes, from WQXR New York, is new general manager.

1000 Conn. Ave., N.W.
National 7203

WWDC a year later, to make the station pay . . . Mr. Katz and manager Ben Strouse, the owner's son-in-law, credit G. Bennett Larson, former manager, with giving them the know-how to successfully invade the Washington radio market.

Box 298, Alexandria, Va.
Overlook 3000

its base twice daily . . . closely knit organization with comparatively small studio overhead in mezzanine suite of Alexandria's George Mason Hotel . . . has always operated “in the black.”

Box 391, Arlington, Va.
Owens 7800

(Mercury) which has been sold out three times . . . station has character announcer of the Will Rogers type, named Connie B. Gay . . . claims to air more local programs in a week than network stations in Washington air in a month . . . getting Arlington accounts is “just order-taking” lately because of increasing popularity.

2627 Conn. Ave., N.W.
Columbia 6331

complaints in 10 days (one from Admiral Nimitz) . . . this convinced him Washington has large “high class” audience, so he decided to overhaul the commercial department . . . Perry Walders, new sales manager, added 18 accounts in 60 days . . . “just because you like Beethoven better than boogie-woogie you don't neglect to brush your teeth at night,” he reasons.

2030 N. 16th St., Arlington, Va.
Owens 7100

Washington listeners with “name” performers between April 1947, when it took the air, and October, when new management arrived. Howard Stanley, formerly with CBS Radio Sales, bought into the station in September and became manager.

WASHINGTON

LIKES

WINX

NINE hours every day, Monday through Friday, (8 A.M.—1 P.M., 4:30—8:30 P.M.) more people listen to WINX than to any other independent station in metropolitan Washington and, incidentally, one of the network affiliates, too.

That is why WINX has added 128 new Hooperwise clients since January 1, 1948.

Yes...

WASHINGTON LIKES

WINX

The Washington Post Station • REPRESENTED BY HEADLEY-REED

JOHN S. HAYES, General Manager • CHARLES W. TRIPPE, Commercial Manager.

STATION HISTORIES

Continued from page 46

WGAY

Kemp Mill Rd., Silver Spring, Md.
Shepherd 1050

Founded in 1946 by two former classmates in a Detroit high school—John W. Kluge and Joseph L. Brechner—who started from scratch after each had served a stretch in the Army. Capt. Kluge, who was in G-2 of the War Department's general staff, and First Lieutenant Brechner, a supervisor of AAF network radio broadcasts, got the urge to run a radio station after reading a newspaper article in 1945 quoting former FCC Chairman Paul Porter as saying "you can start in the radio business with \$10,000" . . . they found Mr. Porter was off in his estimates, but thanked him for the idea . . . Capt. Kluge, a salesman, sold Lieut. Brechner on selling the WGAY idea to five stockholders . . . the station has the newest radio building (all

its own) in the Washington area . . . Messrs. Kluge and Brechner have sold Washington's Hecht Department Store on advertising its new, big Silver Spring branch via radio . . . convinced former Secretary of the Interior Ickes, who lives on a farm near studio, that he could pay them a visit each week-day evening, go on the air for 15 minutes, and hardly be late for dinner . . . they lost no time in finding him a sponsor . . . WGAY has broadcast horse racing information with a "clear conscience" . . . its owners point out that racing is legal in Maryland, that Laurel, Pimlico, Havre de Grace, Bowie, and Marlborough are "practically Silver Spring neighbors" . . . station also has FM.

WBCC

5 Wilson Lane, Bethesda, Md.
Oliver 2800

Founded in the center of a concentration of country clubs in February 1947 . . . daily *Courts and Fairways* program tells who's hunting, golfing, playing tennis, or bridge, and the state of the weather . . . other broadcasts make a big play for children . . . Willard D. Egolf, president, dreamed up a

morning *Children's Story* so his six-year-old daughter, Jean, would eat her breakfast . . . program sold to an ice cream company six days a week . . . station operating in black because selling job for community stores has captured the fancy of downtown timebuyers.

WOOK

8512 Georgia Ave., Silver Spring, Md.
National 8366

Rode out a 24-day strike, called by AFRA, six months after it took the air last May . . . Announcer-Owner Richard Eaton and Program Manager Albert Lanphear handled all broadcasts without a cancellation . . . promoting interracial goodwill by using Negro talent and announcers . . . attracts

celebrities to downtown Connecticut Ave. studios because of proximity to Mayflower, Carlton, and Statler Hotels . . . former WOL Commentator Eaton keeps contacts in Silver Spring, where station is licensed, but appears to be concentrating on Washington advertisers.

FM INDEPENDENTS

WASH

1319 F St., N.W.
District 1356

First station to operate on the high permanent FM band was WASH, owned and operated by Everett L. Dillard, acting as an individual trading through the Commercial Radio Equipment Co. Mr. Dillard also owns KOZY Kansas City, one of the pioneer FM stations which took the air commercially in 1942. Convinced that FM broadcasting now is "over the hump," Mr. Dillard will soon undertake a drive to expand commercial operations. WASH was li-

icensed as experimental station W3XL in September 1945. Commercial operations began Dec. 17, 1946 for the key station of the Continental Network. Its first network broadcast March 26, 1947 featured a concert by the 65-piece U. S. Air Force orchestra, with a chorus of 30 and one soloist. The WASH transmitter, located at Wheaton, Md., 12 miles north of the Capital, is reputedly 229 feet higher than the Washington Monument.

WBUZ

1510 Southern Ave., S.E.
Hillside 3800

Emphasis on public service is operations keynote of WBUZ Bradbury Heights, Md. Station started Jan. 14 of this year . . . balance in variety of programs is sought with community service slant . . . coverage claimed for whole Washington area as well as immediate

Prince Georges County . . . owned by local furniture dealer, bus line operator and Southeastern U. radio school director, station has pending an application for 5-kw daytime AM outlet on clear channel 890 kc.

TELEVISION

WMAL-TV

Commonwealth Building
National 5400

Owned and operated by Evening Star Broadcasting Co., took shape in record time. It was in operation, as an experimental station Sept. 30, 1947, 26 days after the transmitter was delivered. Three days later, on Oct. 3, 1947, it had launched its first commercial program. Distinction for WMAL-TV is also denoted by its claim of

being the first station in the Capital to operate seven nights weekly. This operation was ushered in with new year, Jan. 1, 1948. On Nov. 11, 1947, it presented what it claimed was the first telecast of a congressional hearing, when it televised Gen. Marshall at the House Foreign Affairs Committee meeting on the Marshall Plan.

WNBW

Wardman Park Hotel
Republic 4000

With floor space of 52 by 76 feet, WNBW claims the largest studios south of New York. Owned and operated by NBC, it was first

station in Washington to be commercially licensed. It took air June 27, 1947 under a temporary commercial license and in December

(Continued on page 50)

BUY WASH WASHINGTON, D.C. for RESULTS on FM

Only six WASHINGTON AM Stations operate in the evening. Six AM programs for 1,200,000 persons are not enough to meet the diversified programming needs of the Nation's Capital.

That's why FM listeners are enthusiastic about WASH's exclusively FM programs that are not heard on AM.

WASH means additional nighttime program service in WASHINGTON—at a time when the audience is greatest and the choice of programs the smallest.

★ ★ ★ ★ ★

WASH is Key Station of the Famous

CONTINENTAL FM NETWORK

★ ★ ★ ★ ★

"A Dillard Station"

Represented by
FM Reprs. Inc.

Hudson Eldridge
Business Manager

WPIK—"THE OLDEST 1000 WATT INDEPENDENT IN METROPOLITAN WASHINGTON"

W

WASHINGTON'S

P

PREFERRED

I

INDEPENDENT

K

KILOWATT

● **PREFERRED POSITION—WPIK** is 730 on the dial where a 1000 watt rate buys high power coverage.

● **PREFERRED POSITION—WPIK** transmitter site is knee-deep in water, only seven miles from the heart of Metropolitan Washington, D. C., giving greater signal strength.

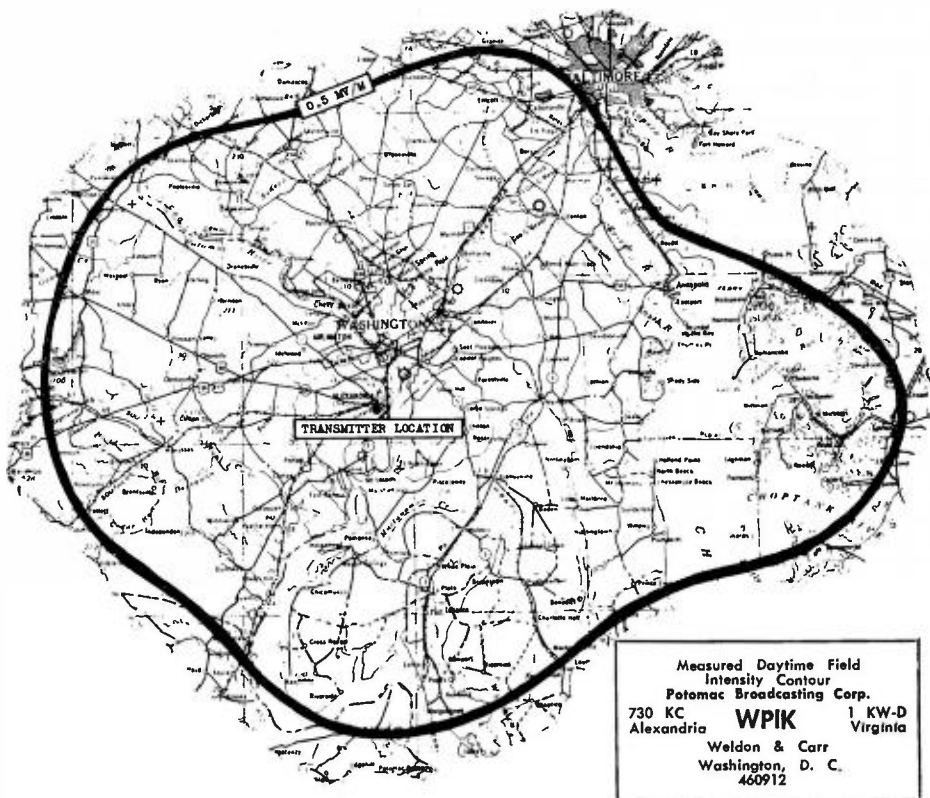
● **PREFERRED POSITION—WPIK** primary service area includes 373,941 homes, housing 1,363,758 radio listeners.

● **PREFERRED POSITION—WPIK** exclusive broadcasts of all Washington Senators' daytime baseball games offers advertisers sure-fire audiences.

● **PREFERRED POSITION—WPIK** is shown preference by leading advertising agencies because WPIK produces results.

WRITE, WIRE OR PHONE **WPIK** OR

THE FRIEDENBERG AGENCY, NATIONAL REPRESENTATIVE



WBUZ

F-M

The **ONLY**
Full-Time
Exclusive F-M
Station on
the Air

Serving
Prince Georges
County and
Metropolitan
Washington

from 7 A.M.
to 12 Midnight

Channel 244
96.7 Megacycles

WBUZ

F-M

1510 Southern Ave., S. E.

Bradbury Heights
Maryland

Hillside 3800

LESLIE L. ALTMANN
General Manager

A. K. PORTER
Asst. Gen. Mgr.

HISTORIES

(WNBW Cont'd.)

was granted a permanent commercial license. It was the 11th operating TV station in the nation. It was the seventh in the nation to be granted a permanent commercial license. Officials claim it is the only Washington station equipped both for 35 and 16 mm silent and sound projection facilities. WNBW is proud of its two sets of field pickup

* * *

WTTG

Owned and operated by Allen B. DuMont Labs Inc., is the key station of the DuMont network. Officials claim it was the first Washington television station in commercial operation, having commenced on Jan. 1, 1947. Prior to that time it operated experimentally as W3XWT. Experimental

equipment and has, by micro-wave relay, brought sports events to its Washington viewers from Baltimore and Annapolis. *Fashion Story*, a 15-minute weekly program, sponsored by the Hecht Co., is said by WNBW officials to be the only regular department store sponsored program in Washington.

12th & E Sts., N.W. Republic 7816

operations began May 10, 1946. This year, for the second consecutive time, it has received exclusive telecast rights for the Washington Senators baseball games. WTTG is said to be the only Washington video station offering across-the-board news and children's shows.

Facilities & Ownership of Washington Stations

Fulltime AMs

WRC (NBC), 980 kc-5 kw; NBC-owned; William R. McAndrew, Gen. Mgr.; NBC Spot Sales, Nat'l. Rep.

WOL (Mutual), 1260 kc-5 kw; Cowles-owned; Comdr. T. A. M. Craven, Gen. Mgr.; Katz Agency, Nat'l. Rep.

WMAL (ABC), 630 kc-5 kw; *Washington Star*-owned; Kenneth H. Berkeley, Gen. Mgr.; ABC Spot Sales, Nat'l. Rep.

WTOP (CBS), 1500 kc-50 kw; CBS-owned; Maurice B. Mitchell, Gen. Mgr.; Radio Sales Inc., Nat'l. Rep.

WINX, 1340 kc-250 w (with a 250-w booster and another similar booster to be added); *Washington Post*-owned; John S. Hayes, Mgr.; Headley-Reed, Nat'l. Rep.

WWDC, 1450 kc-250 w (with 250 w booster); Capital Broadcasting Co., owner; Ben Strouse, Gen. Mgr.; Forjoe & Co., Nat'l. Rep.

Daytime AMs

WQQW, 570 kc-1 kw; Metropolitan Broadcasting Corp., owner; M. Robert Rogers, Gen. Mgr.; Rambeau, Nat'l. Rep.

WPIK Alexandria, Va., 730 kc-1 kw; Potomac Broadcasting Corp., owner; Howard B. Hayes, Gen. Mgr.; Joseph Hershey McGillvra, Nat'l. Rep.

WARL Arlington, Va., 780 kc-1 kw; Northern Virginia Broadcasters, Inc., owner; R. Kilbourne Castell, Pres.; Burn-Smith Co., Inc., Nat'l. Rep.

WGAY Silver Spring, Md., 1050 kc-1 kw; Tri-Suburban Broadcasting Corp., owner; Joseph L. Brechner, Gen. Mgr.; Walker Co., Nat'l. Rep.

WEAM Arlington, Va., 1390 kc-1 kw; Arlington-Fairfax Broadcasting Co., owner; Howard Stanley, Gen. Mgr.; Adam Young Jr., Nat'l. Rep.

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FM's

WINX-FM, Channel 242, 96.3 mc-20 kw; *Washington Post*-owned; on air 1938.

WASH, Channel 255, 98.9 mc-15 kw; Commercial Radio Equipment Co., owner; Everett L. Dillard, Pres.; on air 1945.

WGAY-FM Silver Spring, Md., Channel 272, 102.3 mc-240 w; Tri-Suburban Broadcasting Corp., owner; on air 1946.

WPIK-FM Alexandria, Va., Channel 252, 98.3 mc-1 kw; Potomac Broadcasting Corp., owner; on air 1947.

WWDC-FM, Channel 266, 101.1 mc-20 kw; Capital Broadcasting Co., owner; on air 1947.

WRC-FM, Channel 230, 93.9 mc-20 kw; NBC-owned; on air 1947.

WBUZ Bradbury Heights, Md., Channel 244, 96.7 mc, 1 kw; Chesapeake Broadcasting Co., owner; on air Jan. 1948.

Authorized but not yet on the air: WHMB, WMAL-FM, WOL-FM, WCFM, and WQQW-FM in Washington; and WHIP Silver Spring, Md. With no AM affiliations, WHMB is owned by Theodore Granik, WCFM by Cooperative Broadcasting Assn. and WHIP by Montgomery FM Broadcasting Corp.

TV's

WTTG, Channel 5, 76-82 mc; 6.25 kw (visual)—2.5 kw (aural); 45-foot antenna on roof of Harrington Hotel; Allen B. DuMont Labs., Inc., owner; on air 1946.

WNBW, Channel 4, 66-72 mc; 20.5

(Continued on page 52)

Richest Suburban County in America

77%
of the homes in
Bethesda-Chevy Chase
tune to WBCC
an average of
2 hours daily



Willard D. Egolf, Pres.

BROADCASTING

RAN MORE RADIO LINAGE IN 1947 THAN ALL OTHER BUSINESS PAPERS COMBINED

Advertising linage gains are important only as a reflection of advertising effectiveness. Not only in 1947, but for the last 17 years BROADCASTING has consistently carried more radio advertising than all other business papers combined.

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I.T. COHEN
Advertising

I.T. Cohen Bldg., 519 6th St. N.W., Washington 1, D. C.

Washington

(Continued from page 50)

kw (visual)—17 kw (aural); 330-foot antenna; NBC-owned; on air 1947.
 WMAL-TV, Channel 7, 174-180 mc; 27.7 kw (visual)—13.9 kw (aural); 542-foot antenna; Washington Star-owned; on air 1947.
 CP has been granted to WOIC, Channel 9, 186-192 mc; 30-25 kw (visual)—24.5 kw (aural); 453-foot visual and 473-foot aural antenna; Bamberger Broadcasting Service, Inc., owner).

Bamberger currently is experiencing difficulty in securing delivery of transmitting equipment, spokesmen report. Until that is resolved, they are reluctant to speculate publicly on WOIC's starting date. The tower has been erected at 40th and Brandywine Streets, N.W., and delivery of the antenna is expected momentarily. The station will be programmed in conjunction with Bamberger's WOR-TV New York, also in process of construction.

BAKER AND THOMPSON FORM D. C. LAW FIRM

A NEW Washington radio law firm, Baker & Thompson, has been established by Philip M. Baker and Charles E. Thompson and will open offices April 1 at Suite 601, 1411 Pennsylvania Ave., N. W.

Mr. Baker, with the FCC law department from 1941 to 1944, was later associated with the Washington firm of Andrew G. Haley



Mr. Baker



Mr. Thompson

and has practiced independently since September 1946. At FCC he worked successively in the Legislation, Rules and Regulations Section, the Litigation Division, and the Broadcast Division. A native of Washington and a 1934 graduate of Georgetown U. Law School there, he was an attorney with the Agricultural Adjustment Administration, Puerto Rico Reconstruction Authority, Social Security Board and U. S. Civil Service Commission before joining FCC.

Mr. Thompson, a native of Lebanon, Pa., became associated with the law firm of the late George B. Porter in Washington in 1942, and since Mr. Porter's death has been associated with Mr. Haley. He is a graduate of the U. of Toronto, Canada, and in 1942 received his law degree from Georgetown U., where he was associate editor of the law journal. He is secretary of the Federal Communications Bar Assn.



Drawn for BROADCASTING by Sid Hix

"Hey, Raymond, the squeaking door won't open!"

CAPITAL FORUM

'America's Town Meeting' Has
— Birthday; Started in 1935 —

"AMERICA'S Town Meeting of the Air," which has boasted success since its origination in 1935, March 16 marked its 500th hour on the air.

Claiming to be the first full hour forum program to be broadcast on a national network and the first forum type radio program to have audience participation, *Town Meeting* is heard Tues., 8:30-9:30 p.m., over ABC. In honor of its birthday, the same topic assigned the first program was again discussed, "Which Way America—Fascism, Communism, Socialism or Democracy?"

During its infancy, the program schedule included from 25 to 27 programs a year, carried sustaining by the network. In 1942 it was launched as a year-round series, and from 1944 until November 1945 was sponsored by *The Reader's Digest*. *Town Meeting* is now sponsored locally by 73 of the 251 ABC affiliates carrying the program. In addition, it is scheduled by the Armed Forces network overseas and shortwaved by the State Dept., beamed to nearly every part of the world.

Winner of 28 awards and citations, *Town Meeting* also claims to be the first radio forum to be televised.

Surveys of Other Major Radio Markets Are Underway

Watch for Los Angeles
& Dallas-Ft. Worth
Stories in Future
Issues

Independents Are Offered Capital News Coverage

A NEW service for independents desiring network-styled Washington news coverage has been started

by Joe McCaffrey Assoc., 206 N. Cherry St., Falls Church, Va. News and behind-the-scenes coverage of the Washington scene is presented on 15-minute open-end transcriptions now available to independent stations.

In addition to Mr. McCaffrey's own report, he also presents guest experts on the subjects spotlighted in the news.

CBS Washington correspondent for four years, Mr. McCaffrey has been featured on CBS *Morning News Roundup*, *Cross Section U.S.A.*, *Admiral Sunday News Review* and other news and special events programs on the network. He was a reporter and editor for 12 years before entering radio.

8,600 TV Sets Operating In Washington, D. C. Area

TELEVISION receivers now installed and operating in the Washington, D. C. area total 8,600, according to an official estimate of the Washington Television Circulation Committee.

James Seiler of WNBW, chairman of the committee representing all three Washington video stations, WNBW, WTTG and WMAL-TV, said the estimate is based on figures compiled by Electric Institute of Washington and the known number of home-made sets and kit sets operating. The figure of 8,600 represents sets operating as of March 15. It is an increase of 1,300 sets over the estimate issued by the committee on Feb. 1.

Again in 1948

WASHINGTON SENATORS HOME
BASEBALL GAMES!

*Telecast
Exclusively over*

WTTC Channel 5

Key Station in the Nation's Capital

→ Half sponsorship of Home Games
Still Available (subject to prior sale)

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12th & E Sts. N.W.
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Robert J. Enders
Advertising
WASHINGTON, D. C.

- ★ *Only* Washington agency with a fully staffed Television Production Department. Under direction of John Barnes, pioneer television program producer. Currently, in Washington alone, producing and placing five TV shows weekly, plus 27 TV spots weekly. Contracts have been signed to produce and place two additional 15-min shows daily, starting April 15.
- ★ *Only* Washington agency placing national TV account. Agency has just been assigned placement and production of television shows and spots for one of America's Great Radio Corporations,* world's largest manufacturer of automatic radio phonographs. Agency also places largest regional TV account in America.*
- ★ *Only* Washington agency completely producing TV animations and films within the agency.
- ★ *Only* Washington agency producing coast-to-coast radio series*—one client now on 518 stations.
- ★ *Only* Washington agency (and one of few in country) with its own Transcription Production Department. Program originations from Hollywood, Washington and New York. Shows written and produced by Transcription Department now on the air coast-to-coast, starring such talent as Margaret O'Brien, Bob Hope, Jack Carson, Jane Wyman, Robert Montgomery, Ronald Reagan, Herbert Marshall, Madeleine Carroll, Brian Ahearne, Abbott and Costello, Joan Fontaine, Glenn Ford, Dennis Morgan, Jeanne Crain, Warren R. Austin and Maj. Alex. de Seversky.
- ★ *Only* Washington agency with a complete department devoted to analysis and presentation of merchandising, economic and social problems—and to the design and production of exhibits for technical, regional, or international fairs and expositions. . . . Headed by specialist Leonard C. Rennie.
- ★ *One of few* Washington agencies currently handling public relations and publicity for national accounts.

* Names on request