

August 16, 1948

A Continuing Study of Major Radio Markets

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

Study No. 5

Los Angeles



clues to sales

First dramatic film series ever produced exclusively for television by a recognized Hollywood studio—perfected blending of cinema and video arts—that's NBC's Public Prosecutor. Twenty-six complete mystery dramas—enough for a full year's programming—are now ready for sponsorship.

Highlighted by more than a hundred featured Hollywood players and produced by Jerry Fairbanks, Public Prosecutor makes the viewer part of the show. The "personalized camera", tight writing, concentration on close-ups and high key lighting make it perfect film entertainment for the home set screen.

As viewers watch for clues to crimes, they will also watch for the product story—your story if you wish—presented at moments of peak interest.

Here is an unmistakable clue to sales, with television's greatest network and largest group of station affiliates at your service.



NBC Television

NATIONAL BROADCASTING COMPANY • 30 ROCKEFELLER PLAZA • NEW YORK

A Service of Radio Corporation of America

Fifth of a Series

DO THE STARS INFLUENCE YOUR SALES?

Hundreds of millions, in their homes and in their daily life, copy what the Stars wear, eat and use.

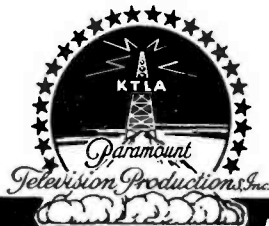


Scenes from "Sorry, Wrong Number"—a forthcoming release of Paramount Pictures Inc., starring Barbara Stanwyck and Burt Lancaster. A Hal Wallis production—watch for it!



The quickest way for you to interest the Stars, and the motion picture writers, producers and directors, is to sell them *via* KTLA. For television is Hollywood's hottest interest—and in Hollywood, television means KTLA . . . on the air *every* afternoon and evening.

Sell Hollywood and you sell the world!



KTLA

Your Star Salesman in Hollywood

Hollywood Studios • 5451 Marathon St. • HOLLYWOOD 6363
New York Office • 1501 Broadway • BRyant 9-8700

A KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

The

Fifth of a Series

Los Angeles

Radio Market

By DAVID GLICKMAN

FABULOUS and unpredictable is Los Angeles where business and pleasure mix to dollar perfection. And unique are the economic factors that make it different from any other radio market in the United States.

The Los Angeles Metropolitan District of 1,540.8 square miles contains 57 cities, each with suburban and rural areas and an overall estimated population of 4,300,000. Most important, the district contains the city of Los Angeles, with 1,987,924 persons.

This incredible city, the nation's largest geographically, covers 452 square miles. The county area's 20 AM stations, plus FM and TV outlets are used by some 3,000 national, regional and local advertisers to the tune of over \$12,000,000 a year.

Fourth largest city in point of population, it doubled in four successive decades and in the last seven years has grown 27% while the rest of the L. A. market increased 47.48%. The area ranks third in total retail sales, first in employment, has more building under way than any other and boasts 97.2% radio set ownership.

Ranking second among industrial areas of the nation, Los Angeles:

- Leads in production of sports-

★ wear, motion pictures, aircraft, fish canning, well-drilling and oil equipment;

● Is second in auto assembly, tire and tube production, citrus production and apparel manufacturing (dollar volume);

● Ranks third in petroleum refining and food processing;

● Stands fourth in furniture manufacturing;

● Has 33 industrial groups each of which does more than a \$5,000,000 business annually.

If the story of Los Angeles is startling, her future will be even more amazing, station owners and agency executives predict. That's a major reason why so many national advertising agencies are trekking to Los Angeles, establishing western headquarters.

In 1946 Los Angeles had its greatest industrial development of any one year except 1943, peak of wartime industrial expansion. At the end of 1946 the metropolitan

area total employment stood at 1,307,000, or close to a 10% gain for the year. More than half of all California factory workers are employed around Los Angeles, with average weekly earnings today reported at \$55.64.

Los Angeles has a higher industrial payroll than any of 35 states. Since V-J Day 12% of all new businesses in the United States have originated in Southern California. Investment capital in the Los Angeles area has also been greater since V-J Day than at any time in history. This past year (1947) was Los Angeles' third largest in industrial development, with 215 new factories and 417 enlargements or expansions for a total of \$124,811,500, according to local Chamber of Commerce figures. This created 21,000 new jobs.

Population Fast Rising

Southern California population is increasing now by a quarter million persons per year, and today aggregates about 6,000,000 — a total exceeded by only six states other than California. City and county population combined is now growing at rate of 20,000 per month.

Only through radio can these mil-

lions of potential buyers be effectively apprised of values to be found in the Los Angeles market, station promotion managers say. No one metropolitan newspaper, despite its wide circulation, is big enough to claim dominance in such an area, they declare.

There have been many changes in postwar Los Angeles radio. These include power and frequency shifts; rate adjustments and owner changes. All these have been inevitable and desirable, the trade concedes, yet there hasn't been a new AM station assigned to Los Angeles city proper in almost two decades.

Of the 11 Los Angeles city AM stations, four are owned or affiliated with networks. KNX went on the air in 1920; KFI and KHJ in April 1922; KECA started operating on Nov. 15, 1929. They eventually became outlets for CBS, NBC, MBS and ABC, respectively.

KFOX Long Beach has been on the air since 1924. KFVB Hollywood was started by Warner Bros. in early 1925. KLAC (then KMTR) has been operating since Oct. 27, 1926. Ben McGlashan, then a student at U.S.C., launched KGFJ Los Angeles on Dec. 8,

(Continued on page 4)

(Continued from page 3)

1926, and the late C. Merwin Dobyms, independent oil and retail shoe merchant, founded KGER Long Beach four days later.

KRKC Los Angeles followed in 1927 and KMPC Hollywood, then located in Beverly Hills, a year later. KFVD Los Angeles has been on the air also since 1927. KFAC Los Angeles started operating in April 1931. KIEV Glendale made its debut in September, 1933.

Born during the war years was KXLA Pasadena which went on the air with call letters of KPAS in 1942. Following by six months was KWKW that city.

Within the past year four AM stations have been licensed in suburban Los Angeles. KOWL Santa Monica went on the air Aug. 10, 1947, with daytime operation. KWIK Burbank was started Sept. 29 as a 24-hour station, but currently is on a 2 1/2-hour schedule. KGIL San Fernando followed on Oct. 19 as a fulltime station.

Andrew G. Haley, radio attorney, on July 22 last started operating KAGH with daytime schedule.

With new money-backed industries coming into the area, taking their place alongside firms that pioneered, added impetus to the city's economic stability is assured, station commercial managers state, and the advertising agency fraternity claims.

Shifts to L. A.

Such well established concerns as Rexall Drug Co., Carnation Milk Co., American Potash & Chemical Co. and Allied Building Credit Corp. have but recently shifted headquarters to Los Angeles.

Amplifying reasons for their faith in Los Angeles, station and advertising agencies' executives point to additional statistics:

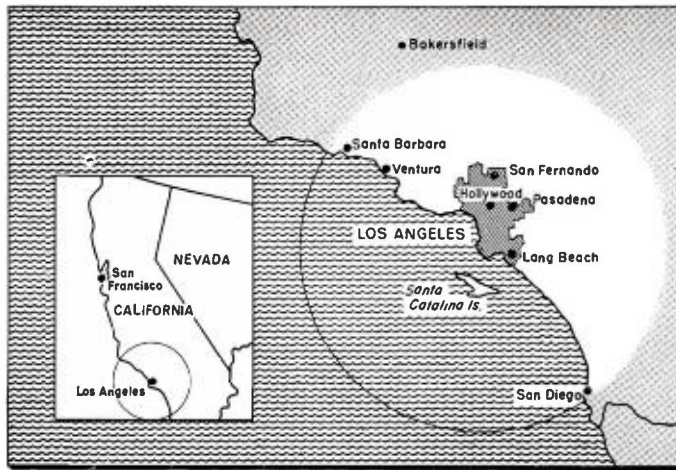
- Los Angeles' retail trade in 1947 totaled more than 2 1/2 billion dollars compared to \$641,000,000 ten years ago. (Unofficial estimate).

- In Los Angeles 1946 retail sales estimated on a cross section basis by the Department of Commerce were 27% ahead of 1945.

- Bank debits in Los Angeles during the past year were \$33,748,431,000 or 5.66% ahead of 1946 and more than triple 1940. Figures for 1946 reveal \$31,938,691,180, or 20% ahead of 1945, or more than double 1942.

- Building permits in Los Angeles county hit \$181,342,724 for 1947, against \$130,176,567 the year previous, an all time high.

- Shipyards in the Los Angeles



The Southern California—Los Angeles Area

area are again going full blast.

- Los Angeles is the largest fishing port in the United States, if not the world. Southern California tuna pack alone was worth \$50,000,000 in 1946.

Oddly enough, Los Angeles is also the heart of the nation's agricultural region. Southern California (14 counties) farm income in 1946 reached \$1,089,853,000.

Helping station owners to realize a return on their investments are more than 190 radio active advertising agencies in the Los Angeles area who are on the Southern California Broadcasters' Assn. "recognized" list. About 50 are national agencies.

There are a score of "house agencies," or those on the borderline, who place a heavy chunk of radio business, too. Although practice of 15% "kickback" to client is much frowned upon by SCBA, most stations accept that type of business. Their billing last year was estimated at \$2,000,000.

Many small retail accounts place direct, especially on suburban, community stations. This results in split commission, protesting agencies declare. Some stations do not strictly follow their rate card structure. They make "concessions," agency men tell you. Los Angeles stations are quick to admit this is true. Less desirable time periods on independents, adjacent to network blocks, often cannot be sold successfully at card rate. Therefore, in the interest of business, some stations employ package time sale deals.

Bulk of Los Angeles area stations' radio billing is placed by ap-

proximately 30 regional and local advertising agencies, with the 1947 total estimated at \$8,500,000. Team work between these agencies and stations has quadrupled radio billings in a decade, with at least 12% increase in 1947 over 1946.

Smith, Bull & McCreery led the list in value of local accounts last year with Los Angeles area radio billing of \$681,000, 35% increase. Milton Weinberg Adv. Co., with a ten-man radio department, was second with \$500,000, a 500% increase in a decade.

Allied Advertising Agencies billed \$445,000 spent in local radio during 1947, Arthur W. Stowe Adv., \$396,000 locally and \$60,000 in other sections of the West; Mayers Co., \$200,000; Western Advertising Agency, \$180,000; Lockwood-Shackelford Adv., Stodel Advertising Co. and Brisacher, Van Norden & Staff about \$175,000.

Raymond R. Morgan Co., though concentrating on network package shows, did national radio business of \$1,500,000 last year, with local billing of \$150,000. McCann-Erickson and Elwood J. Robinson Adv. had an estimated local gross of \$150,000.

Hunter Adv. Agency, in business now for two years, gave its gross radio billing locally as \$110,000. Scholts Advertising Service also is in that bracket. Others doing a good job locally for radio, but with smaller billings, are Lisle Sheldon Adv., Charles N. Stahl Adv., McNeill & McCleery Adv., Harrington, Whitney & Hurst Inc., J. B. Kiefer Inc., Dan B. Miner Co., Brooks Adv., Pat Patrick Co., Smalley, Levitt & Smith Inc., Dean

Simmons Adv., West-Marquis Inc., Davis-Hood & Assoc., The Tullis Co., Mays & Co. and Alvin Wilder Adv.

Los Angeles agency men show no partiality toward either spot announcements or programs.

"Depending upon the sales problem, both programming and spot announcements can be built to do an effective job, often at less cost than black and white," Milton Carlson, vice president and radio director of Western Adv. Agency, said. "Retail accounts handled by this agency have successfully used well-planned radio to produce direct sales. One retail firm increased its annual sales volume to well over one million dollars with radio taking the major share of the budget. In spite of more and more white space available to retailers, radio will continue to have an important spot in the retail advertising budget."

McCreery Viewpoint

Walter McCreery, president of Smith, Bull & McCreery, says, "There is no specific formula to follow in the use of radio advertising. Every campaign is tailor-made to fit our clients. Some use spot announcements exclusively, others we advise to go strong on programs."

Smith, Bull & McCreery has 47 radio accounts, of which 19 are local or regional. Firm places an average of 460 spots and 63 programs weekly on the various Los Angeles area stations.

Spark-plug of Lockwood-Shackelford Adv. Co. radio department is 34-year-old Lou Holzer who started his radio career in Chicago. He oversees radio billings amounting to nearly \$1,000,000 for such agency clients as Los Angeles Brewing Co., California Medical Assn., Kern Foods, Haggarty's, Swell-Time Ice Cream Co., Riviera Ice Cream Co. and others.

A merchandising and promotion student, he warns that "the wrong kind of radio can break a client" and deplores the fact that many an advertiser has been misdirected in use of the media.

"Black-and-white, plus outdoor advertising, can well be called the skin and bone structure of business, but radio, prescribed right, is the muscle and fat," he says.

When Edward C. Stodel started Stodel Adv. Co. in Los Angeles in 1935 he had some ten years of radio experience behind him. He had been a writer-producer and news

(Continued on page 8)

R. O. Reynolds V. P. and Gen. Mgr., KMPC



Lewis Allen Weiss V. P. and Gen. Mgr., Don Lee



Harry Maizlish Gen. Mgr., KFVB



Ned Connor Gen. Mgr., KRKC



W. B. Ryan Gen. Mgr., KFI



Don J. Feddersen V. P. and Gen. Mgr., KYA



J. Frank Burke Jr. Pres., Gen. Mgr., KFVD



Clyde P. Scott Gen. Mgr., KECA



Calvin J. Smith Gen. Mgr., KFAC



D.W. Thornburgh V. P. and Gen. Mgr., KNX

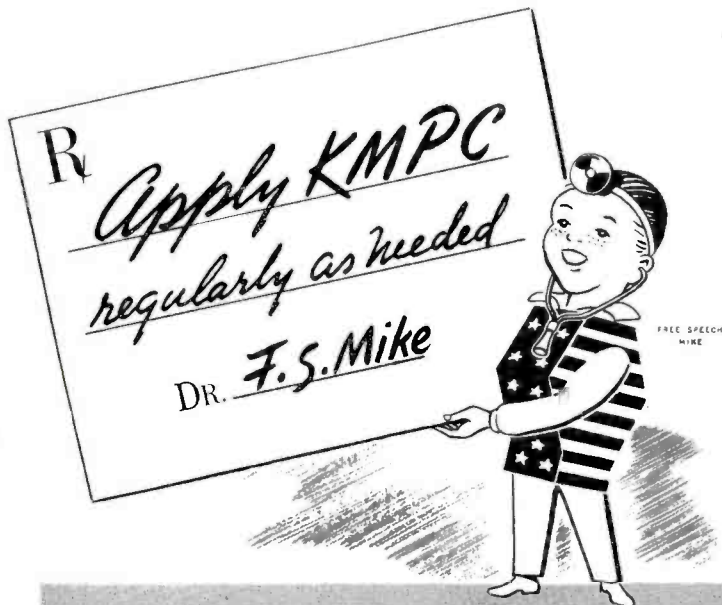


REXALL KNOWS BEST

Again in 1948, Rexall sponsors the complete schedule of L. A. Rams' football games on KMPC.

Last year on KMPC, Rexall with their Rams' games averaged a whopping 20.3% of the radio audience for 63 hours of broadcasting. Average Hooperating for the 21 games was 5.3

**TAKE A TIP FROM
OWL-SONTAG-REXALL
...PUT PC ON YOUR SCHEDULE**



KMPC OFFERS:

1. **GUARANTEED TIME:** Pick your own program and keep it—58% of all KMPC advertisers are program advertisers.
2. **POWER:** Most powerful independent in the West—50,000 watts days, 10,000 watts nights.
3. **COVERAGE:** Los Angeles plus 189 other communities.
4. **MORE AND MORE LISTENERS:** 6 consecutive Hooper gains in 6 months.
5. **MAIL:** One program averages more than 4,000 letters a week.
6. **SPORTS:** L. A. Open, Big League Ball, Coast League Ball, Joe Hernandez, L. A. Rams, Pacific Coast Conference Football.
7. **NEWS:** 16 sponsored news programs every day.
8. **PUBLIC SERVICE:** 74,811 phonograph records distributed free to hospitalized veterans.
9. **RECOGNITION:** You're in good company on KMPC.

KMPC*

710 KC — Los Angeles

Frank E. Mullen, President • R. O. Reynolds, V.P. & Gen. Mgr.

*PAYS CONSISTENTLY



THE PACIFIC COAST OUTSIDE AUDIENCE is rarin' to be entertained by your radio show... but you're holding them up from listening to it unless your show is on Don Lee. A C. E. Hooper 276,019 coincidental telephone-call survey proves that while all 4 networks cover the inside Pacific Coast market, only Don Lee completely covers the 5½ billion dollar outside market (the area outside the metropolitan trading areas of Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). ★ On the Pacific Coast, people in the outside

THOMAS S. LEE, Pres. • LEWIS ALLEN WEISS, Vice-Pres., Gen. Mgr. • SYDNEY GAYNOR, Gen. Sales Mgr.

The Nation's Greatest Regional Network





audience *listen to their own local network station, are influenced by their own local network station, within their own trading area. Most markets on the Pacific Coast are surrounded by mountains up to 15,000 feet high, and reliable long-range reception is impossible. Don Lee has 44 local network stations, one in each trading area, and you can be sure when your show is on Don Lee, everyone can hear it. Remember: More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.*

1313 NORTH VINE ST., HOLLYWOOD 28, CAL. • Represented Nationally by John Blair & Company



(Continued from page 4)

commentator. He organized an agency without any accounts, in order to protect his programs. Today his annual radio billings run into the hundreds of thousands.

Eastern-Columbia, then not a complete department store, started its initial radio on KFI in 1935 with a weekly Hollywood news and film star interview program. Budget was only \$118 per week. One of the early major retail merchandisers to use radio effectively, Eastern-Columbia put radio to the hard-boiled test of standing on its own feet as a direct sales producer, alongside newspapers and direct mail.

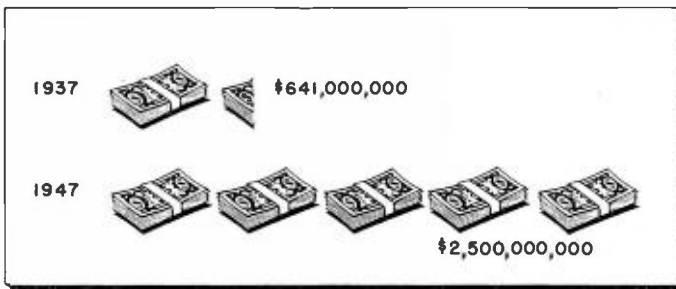
It worked. Other Los Angeles stations were aided in the test. They all met the challenge successfully. The store has been using the medium consistently ever since, now billing (Los Angeles area only) \$65,000 annually.

Competition Factor

Warning that Los Angeles area AM stations will face serious competition from video, Bill Welsh, general manager of Allied Adv. Agencies, said, "We are gearing our organization to meet the situation not more than two or three years from now when television will be at least equal to AM radio in advertising budgets of our clients. Too many AM stations, plus television, will see a drastic change in the Los Angeles radio picture within the next few years. Stations must start their planning today for the future."

Raymond R. Morgan, president of Raymond R. Morgan Co., warns that the broadcasting industry must be more on its toes and do a better job of programming or else progress that has been made will be lost. "There are many good home town newspapers. There should be a lot of good hometown radio stations," he claims. "People listen to programs, not stations. They are interested in people, not patter. That's the cue."

Stations must be more realistic and get ready for the competition that will be theirs, is the opinion of James C. McCormick, radio and television director of The Mayers Co., who knows about selling as well as buying of time and talent for he was a station representative salesman for a few years before joining the ranks of advertising agency executives. He was also a freelance producer. "In most markets, radio still offers low cost-per-thousand rates compared to other



Ten years growth in retail sales, from 1937 to 1947, is illustrated in the above graph.

media. But even in the Los Angeles area, where population growth is far above average, the addition of a dozen FM stations and seven television stations, on top of 20 AM outlets, may make it hard to justify some present AM rates—let alone further increases. Yet, on the other hand, spiraling wages and other costs have to be met, and oftentimes the only solution seems to be an increase in rates."

Protests on rising costs come fast and thick from other members of the Los Angeles fraternity. Here are a few:

Bernard Weinberg, president, Milton Weinberg Adv. Co.: "Radio needs to evolve a new system by which the customer pays for what he actually gets."

Arthur W. (Tiny) Stowe, owner, Arthur W. Stowe Adv.: "With the Los Angeles field so competitive now, AM station rates are rising too fast. Stations must get together and adjust rate structures or they will find many an advertiser leaving the air for other media."

Edward C. Stodel, owner, Stodel Adv. Co.: "With new stations having been added to the area, rate structures should be readjusted downward to meet the competition. Instead they are going up. Visual demonstration of merchandise, with background narration, will transmit the successful radio formula to television. We contemplate no cutting of AM radio budgets to add video coverage. Rather, it will be an additional appropriation. However, it does pose a challenge to AM radio to closely examine its rate structure and programming."

With 20 AM stations, Los Angeles enjoys wide diversity from both programming and commercial standpoints. The four network key stations — KFI (NBC); KNX (CBS); KHJ (MBS-Don Lee);

KECA (ABC)—are primarily network outlets, but, at the same time, present balanced schedules with large amounts of local programs. They all maintain strong sales organizations and have heavy quotas of local sponsors.

Among the others, KFVB has a healthy commercial lineup and emphasizes civic and public events. The station has led the disc jockey parade for years. KLAC is an active disc jockey station and features sports programs. KRKD in downtown Los Angeles emphasizes local business, with news and records dominating the programs. KFVD is described as the most consistent money maker in the market and is local in character. KMPC has been in the thick of the disc-jockey battle and also features sports.

KFOX and KGER Long Beach are keen rivals. Both have Los Angeles offices. KGER features 7½ hours daily of Western music. In Pasadena KXLA, 24-hour station, and KWKK are similarly competitive. KXLA features Greater Los Angeles identification. KWKK airs some foreign-language programs and goes in heavily for sports and special events. KAGH Pasadena, which went on the air July 22, has entered the field with emphasis on public service as a community station.

KWIK Burbank, KGIL San Fernando and KIEV Glendale are competitive. KIEV emphasizes news and records and claims Greater Los Angeles coverage. KGIL and KWIK fight for the rich San Fernando Valley with its 400,000 population. Both claim a Los Angeles county 2,500,000 population bonus coverage. KOWL Santa Monica claims Los Angeles coverage, though generally classed as a community outlet, and it has downtown offices in Los Angeles with plans for auxiliary studios there.

It is among the first to go in for block programming in the area and also gives 10% of schedule time to foreign-language broadcasts. Gene Autrey, film actor, recently bought into the station.

Television is starting to take Los Angeles by storm, with FM arousing only mild interest, judging by comments of agency men.

Though it is estimated there are more than 200,000 FM sets and converters in the area, FM accounts are still hard to sell. Agency men say clients are reluctant to pioneer.

KKLA and KMGM are the only exclusive FM commercial outlets on the air. They are actively selling. KFI-FM is programming separately from its AM outlet KFI and has time for sale. KKLA went on the air Jan. 1. It operates from 8 a.m.-12 noon and 6-10 p.m. KMGM has been on the air since May 27. It operates 3-10 p.m. KFMV Hollywood (Unity Broadcasting Corp. of Calif.), with studios at 6540 Sunset Blvd., is currently testing, and goes on the air commercially in mid-September.

James C. McCormick, radio and television director of The Mayers Co., says it will take "some time to determine FM's place in commercial radio." The FM problem is not easy, with 20 AM stations in the area.

Mayers TV Success

With television, however, the problem is not one of indifference. Mr. McCormick says Mayers' clients have used it with excellent results. He believes the combined eye and ear appeal will make it the most potent advertising force yet developed, though present entertainment standards leave much to be desired.

Raymond R. Morgan, head of the agency bearing his name, says the public is not sold on FM and nine out of 10 listeners can't tell the difference between FM and AM. "FM is a lost ball," he argues. "To start with, it's no earth-shaking improvement. The deal isn't hot enough to make any sensible advertiser rush for his checkbook and stampee for a time slot. Television will probably administer the coup de grace and that will be all right with me. So get set for the revolution; I'm a bull on television."

Los Angeles agency circles are genuinely excited about television, and retailers are watching its development closely. With a vast reservoir of talent available, agency men predict Los Angeles will be

(Continued on page 10)

Sam Kerner, Coml. Mgr., KWIK; L. K. King, Pres., Gen. Mgr., KXLA; Art Croghan, Gen. Mgr., KOWL; Lee Wynne, Gen. Mgr., KGER; W. J. Beaton, Gen. Mgr., KWKK; Thelma Kirchner, Gen. Mgr., KGJF; Klaus Landsberg, Dir., Paramount TV; Cal Cannon, Gen. Mgr., KIEV; Pete Watts, Gen. Mgr., KAGH; Hal Nichols, Gen. Mgr., KFOX



Tom Harmon New KFI Sports Director

INCREASED emphasis on sports programs by both KFI and KFI-TV Los Angeles, is resulting from the appointment of Tom Harmon, former Michigan All-American, as the station's sports director.



Tom Harmon

Harmon, whose sportcasts carried him from WJR Detroit, to national network broadcasts and the syndication of his "Here Comes Harmon" will do both play-by-play and commentary for KFI.

His first assignment will be handling play-by-play on the KFI-TV telecasts of the Los Angeles Rams professional games. Harmon's two seasons with the Rams and his general familiarity with football from the player's and broadcaster's viewpoints in varied sections of the nation is expected to give him a decided advantage over most game broadcasters.

Buying Good Hoopers? How About 9? Or 11.9?

IF YOU'RE shopping for good evening ratings in protected time, KFI has two excellent periods available (as this is written) that may meet your needs.

One is Saturday 10:00-10:15 p.m., a news period which fills out the Richfield Reporter strip. Richfield Reporter, the Pacific Coast's standard evening news period, is broadcast over NBC Sunday through Friday. A special retabulation of the Saturday period's Hooper showed a 9.0 for December-March.

Another choice period is the 10:15-10:30 p.m. time Sunday nights immediately following the Richfield Reporter, which rates 11.9 on Sundays. The advertiser buying this period profits by the evening-long build-up on NBC which reaches its peak 9:30-10:00 p.m. at the Jack Benny show.

KFI Summer Business Excellent, Nears SRO

SUMMER business on KFI, Los Angeles, has been excellent, near an all-time peak. Kaiser-Frazer, as a part of its saturation advertising program in Southern California, purchased four half-hours of evening time and a full hour on Saturday evening for the summer.

In addition, the Magazine Distributors of Southern California perked up Summer business by purchasing a 15-minute afternoon strip across the board for their Johnny Murray Talks It Over show.

As a result, KFI is riding through the Summer with improved programming and with sales near capacity.



PLEASANTEST DUTY among station managers' chores is posing for publicity art with beautiful models like Alma Carroll. Here, W. B. Ryan, KFI general manager, with Miss Carroll's assistance checks over the equipment in KFI-TV's new remote truck. Newspapers, with a combined circulation of over 750,000, published photographs of the KFI-TV truck as one phase of a 160-point promotion program for the Earle C. Anthony television outlet.

TELEVISION

AS ITS six-week test programming period nears completion, KFI-TV, Los Angeles, will embark on commercial telecasts late this month. First commercial series will be the Union Oil-sponsored Los Angeles Rams intra-squad game.

Formal dedication of the TV station's new studios and official opening date has been set for October 6.

A heavy promotional barrage, which began this month, will reach its climax during the week

Billboard Salutes Chef As Top Women's Program

KFI's Your Saturday Chef was awarded top honors among 50 kw stations' women's programs in Billboard's first annual local program competition.



Edward Jorgenson

Your Saturday Chef, created as a hobby by Edward Jorgenson, veteran Coast news analyst, is scheduled on Saturday morning, allowing food advertisers to cash in on the huge weekend food buying in the nation's second largest food market.

Jorgenson, former editorial executive of Manhattan and California papers, entered the radio news analysis field during the war on KFI and two regional networks. His prowess as an amateur chef was discovered by accident at a KFI party 18 months ago and he was maneuvered into adding his unique show on "how to have fun while cooking" to his broadcasting schedule.

KFI Begins Commercial Shows This Month

The station's new television studios, immediately adjacent to the standard broadcast studios, were completed in late July and all equipment will be installed and tests completed before the final week in September.

KFI-TV's main studio, measuring 40 by 70 feet, will be supplemented by remote studios. Initial broadcast schedule will be 16 hours weekly with a large share of this programming allocated to Saturday and Sunday. At first the Earle C. Anthony outlet may operate on a five-day schedule starting Wednesday of each week.

Opening of the station will cap two years work by KFI organization, highlighted by intensive tests of the all-new RCA equipment in recent months.

First test pattern went out June 21, three weeks ahead of schedule, from the station's Mt. Wilson transmitter. Since that time thorough tests of all remote points in the vicinity have been made as reports from San Diego to Ventura flowed in that KFI-TV's pattern was being well received.

Close to four and one-half million persons will be in the KFI-TV service area, first estimates indicate.

Baker's Notebook Developed at KFI

ART BAKER'S Notebook, started nearly a decade ago on KFI Los Angeles, is now available to participating sponsors in 57 markets.

Baker's program is only one of a number of highly successful radio formats developed at or first broadcast on the Los Angeles Earle C. Anthony station that have achieved national fame.

Another is Favorite Story, still "originated for the nation" by Bullock's, Los Angeles department store. Favorite Story is one of the most successful syndicated half-hour evening programs.

While neither Baker's Notebook nor Favorite Story lacks for a sponsor on KFI at the moment, participation in the Baker program—a 2-1 leader in audience over other participation programs—occasionally become available.

One of Baker's sponsors has been on his KFI program for nine years and several others have remained with him for more than three years.

New Faces At KFI Not All On The Kinescope

TELEVISION has brought many new faces to KFI—and they all aren't on the kinescope tube.

New administrative assignments have been made and additional key people are being added to the staff to launch KFI-TV, W. B. Ryan, general manager, said.

Haan J. Tyler, sales manager of KFI for the past two years, has been advanced to program director and coordinator of television activities. Kevin B. Sweeney, formerly assistant general manager of CBS' HPL Programs, has been named sales and promotion manager.

Lumir Mathauser, former art director of Foster and Kleiser, Los Angeles, is now KFI's production facilities manager.

Bob Hiestand, KFI production manager, is now producer-director of KFI-TV in charge of auditions and Pat Kelly, executive producer, moves into Hiestand's former position. James Love, State Department film expert, has joined KFI-TV as film editor. Other key positions will be filled before KFI-TV begins commercial programming late this month.

Farm Service

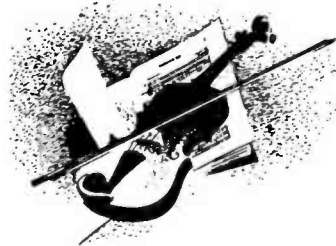
FIVE of the nation's 15 richest farm counties are in the KFI daytime service area. KFI is the only Los Angeles station that brings these prosperous farmers both an early morning and noon farm report as well as nightly frost warnings for the citrus industry during the frost season.

Look - what the home-town advertisers are doing!

Nine local advertisers have bought over FOURTEEN THOUSAND HOURS on KfAC; they've been buying it for as long as SIXTEEN YEARS! One has used almost 5000 hours - another has bought over 4000!

THEY KNOW the Music Station - and they BUY it for results!

When you buy time in the rich Southern California market, do as the wise and successful local advertisers do: buy the Music Station ... KfAC!



You're in GOOD company -
You're in SMART company -
on KfAC!

KfAC
"The Music Station"
FOR SOUTHERN CALIFORNIA

LOS ANGELES BROADCASTING CO., INC.
645 South Mariposa Avenue, Los Angeles 5, California

Represented by W. S. GRANT CO.
SAN FRANCISCO • LOS ANGELES • CHICAGO • NEW YORK

(Continued from page 8)

come the second major TV programming center. Movie stars are alert, sensing a lucrative field.

The area has more than 30,000 TV receivers, 4% of them in public places. Biggest impetus was telecasting of the Rose Bowl Football Game last Jan. 1, though the city has had television since 1931.

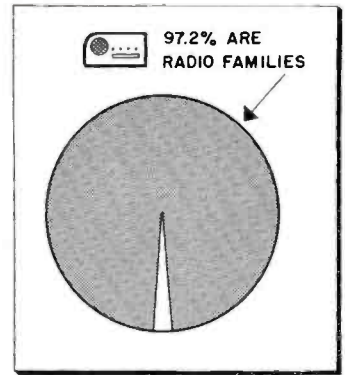
KTLA Hollywood, owned and operated by Paramount Television Productions Inc., Paramount subsidiary, provides the main program service and is on the air 40 or more hours a week. KTLA operates from studios at 5451 Marathon St.

W6XAO (KTSL) Hollywood, owned by Don Lee, is the pioneer station. It offers between 18 to 22 hours weekly service. Don Lee's new \$3,000,000 building at 1313 N. Vine St. includes two studios being readied for TV. In addition, its studio facilities atop Mt. Lee are available for film as well as live video program presentations. Transmitter on Mt. Lee will eventually be moved to Mt. Wilson, where all the other TV stations have theirs.

KFI-TV Los Angeles, licensed to Earle C. Anthony Inc., operator of KFI, goes on commercially Aug. 25. Station's first major advertiser is Union Oil Co., which will sponsor entire schedule of Los Angeles Rams professional football games starting Aug. 25. KTLA and W6XAO (KTSL) cover many special events. KFI-TV is following that lead.

Sixty per cent of KTLA's air time is sponsored. The programming is half live and half film. A score of one-minute commercials are also carried. W6XAO (KTSL) has been devoting its time to radio-television shows such as the MBS *Leave It to The Girls* and *What's The Name of That Song* with 40% sports and 10% films. Among advertisers are Bulova Watch, Motorola Radios, General Electric Appliance, *Saturday Evening Post* and Day & Nite Water Heater.

Early TV time purchasers on KTLA were set manufacturers. RCA was a big spender for several months. Then last September Gough Industries (Philco distributor) undertook six months sponsorship of seven programs weekly, with a budget of \$120,000. In addition, six set manufacturers banded together early this year to sponsor a five-weekly, hour telecast which later was cut to thrice-weekly. Partici-



Percent of radio families in the Los Angeles area is illustrated in the above graph.

pating were RCA, Philco, General Electric, Crosley, DuMont and Emerson. Other leading TV buyers are Ford, Chevrolet, Standard Oil Co. of California and Union Oil Co.

NBC will house KNBH-TV in its Western network headquarters at Sunset and Vine and plans to be commercially operative Dec. 1.

ABC plans commercial operations by Nov. 1 for KECA-TV. Outside studios will be utilized as ABC shares the NBC headquarters, with offices in another building recently leased. There are no accommodations for video operations at KECA studios on N. Highland Ave.

CBS recently acquired 49% stock interest in KTTV from Los Angeles Times and a separate corporation, KTTV Inc., has been set up for operational purposes. With overcrowded conditions at the network's Western division headquarters, outside studios to house video will be necessary. Working agreement between KTTV and Pasadena Playhouse will also provide station with studio facilities for dramatic shows.

KLAC-TV, licensed to KMTR Radio Corp. is being rushed for mid-September completion. Studios are being built at the KLAC site in Hollywood. This will give Los Angeles seven video stations in all. Warner Bros. has purchased, subject to FCC approval, KYA San Francisco and KLAC Hollywood from Mrs. Dorothy Thackrey. With FCC sanction, film company would also obtain the TV outlet (BROADCASTING, June 28).

Sketches of Los Angeles AM stations follow on page 14.



Lewis A. Weiss
MBS

Don Searle
ABC

S. N. Strotz
NBC

D. W. Thornburg
CBS

are there any more at home like her?



Yes!
in **KAGH** homes!

This Family Purchasing Agent is Typical
of the 1,156,920 Radio Homes
Reached by KAGH KAGH-FM in the
Great Los Angeles Market*



MORE . . . for your advertising dollar on KAGH and KAGH-FM!
BOTH . . . AM and FM for the same price **DOUBLE IMPACT!**

With transmitter located in Pasadena . . . the richest area of
rich market . . . KAGH delivers your message to people who
BUY . . . often and in **QUANTITY!** Promotion includes the most
forceful newspaper and billboard campaign in the area . . .
another KAGH- *KAGH-FM plus value.

YOU'LL BE SURPRISED . . .

. . . at the **SURPRISINGLY** low rates of the KAGH- *KAGH-FM combination. Take advantage
of lower cost-per-impression! Ask about our national spot and local success stories. Write,
wire or call:

* The nation's third largest with retail sales of \$2,660,866,000 and effective
buying income per family of \$4,131.

KAGH KAGH-FM

**Lucky 1300 KC 1000 WATTS — 98.3 MC Center of the Dial
CHANNEL 252**

PASADENA 1, CALIFORNIA, Pete Watts, Mgr.

...over
five million
people
listen to
one station
every week

How *can you reach these five million?*

With a KNX program that is tailor-made to fit your sales objectives. One that will get results like this . . .

The world's largest home furnishings store sponsors a KNX program devoted to new ideas for interior decorating. They give KNX credit for a 500% increase in the use of their home information services.

Another KNX advertiser sells title insurance to Southern Californians with a program that relives the exciting days of the Spanish land grants. Their program has a higher average Hooperating than any other local program on a Los Angeles station.*

A food manufacturer uses a KNX show that tests kitchen products to help women get the most out of their shopping budgets. His sales have jumped 45% in six months.

KNX can do the same for you . . . with a program specially designed to complement your sales story.

When KNX adapts its selling-power to advertising aims *sales curves zoom up*. That's why . . .

Year after year, local business men spend more advertising dollars with KNX than with any other Southern California station.

* Los Angeles "City" Hooperatings,
Fall-Winter 1943-44 through Winter-Spring 1947-48



KNX

Los Angeles • 50,000 Watts

HISTORY

Backgrounds of Area's Stations



Rating reports

or mail in the bag?

Statistics are interesting, but results are even better. If you want a little money to do a big job KGFJ is the station for you... no impressive network facilities, no imposing architecture — just good, consistent programing, listenable music, vital news events. KGFJ's audiences turn to 1230 on their dial to listen—and to buy. Full mail bags prove the real effectiveness of KGFJ sponsors' programs.



KNX

Originally owned by Fred Christian, electrical engineer, who in fall of 1920, put together a 5 w transmitter in his home... year later moved to top of California Theater Bldg. in downtown Los Angeles... 500 w when acquired by Guy C. Earl, owner-publisher of *Los Angeles Evening Express* in October 1924, as newspaper subsidiary... moved studios to Paul G. Hoffman Bldg. on Hollywood Blvd... studios shifted to Paramount Picture lot in 1928, with power increases to 5 kw, 10 kw and 25 kw in the interim... Guy Earl sold newspaper, but continued radio, organizing Western Broadcasting Co... KNX studios moved in 1934 to Otto K. Olesen Bldg., 1560 N. Vine St., operating with 50 kw... remaining there but 18 months, corporation acquired own building at 5539 Sunset Blvd., now occupied by 50 kw independent KMPC... CBS, with eight transcontinental commercials originating from Hollywood, bought station in December 1935... network in April 1938 moved to present \$2,000,000 Columbia Square building at 6121 Sunset Blvd. Donald W. Thornburgh is CBS Western division vice-president and general manager. Austin E. Joscelyn is director of KNX operation... station has earned reputation for community service, notably special events and educational features... has FM... CBS has acquired, subject to FCC approval, 49% stock interest in KTTV from *Los Angeles Times* and will operate stations jointly [BROADCASTING, May 3].

KFI

Established as 5-watter April 16, 1922, by Earle C. Anthony Inc., auto dealer... before year was out power jumped to 500 w then to 5 kw in 1924... following year a hookup with KPO San Francisco established West Coast network broadcasting... in 1927 became Los Angeles affiliate of NBC, feeding programs to network... in July 1931 became first 50 kw station in Southern California... when Earle C. Anthony purchased physical facilities and wavelength of KEHE from Hearst Radio Inc. in 1939 he moved all radio operations to present headquarters at 141 North Vermont Ave... with FCC opposition to duopoly, he disposed of KECA in 1944 with Blue Network (ABC) buying latter station... nightly frost warnings started in 1941... annual Hollywood Bowl Auditions instituted in 1943... winners in two classifications make professional debut with Hollywood Bowl symphony during season... William B. Ryan general manager since February 1943, having succeeded the late Harrison Holloway... station also has FM and TV.

KECA

Established November 15, 1929, by Earle C. Anthony Inc. with 1 kw on 1430 kc... power increased to 5 kw on Aug. 20, 1936... with purchase of physical facilities and wavelength of KEHE from Hearst Radio Inc. in 1939, KECA's present dial spot, 790 kc was acquired... FCC duopoly ruling caused Mr. Anthony to sell KECA August 1, 1944, to Blue Network (ABC)... network moved studios to 1440 N. Highland Ave., Hollywood, remodeling Hollywood Playhouse building... Clyde P. Scott, then commercial manager of KFI-KECA, along with shift in ownership, joined ABC as general manager of latter station... Leo Ricketts, formerly manager of KFBK Sacramento, joined KECA last January as commercial manager... Don Searle is ABC Western division vice-president in charge of over-all operation... has FM and CP for TV.

KHJ

Founded April 13, 1922, by *Los Angeles Times* with studios in old Times Bldg... then 1 kw on present 930 kc; the late Don Lee bought station and then on Nov. 10, 1927, moved to his automotive

division headquarters... Don Lee Network joined CBS two years later as Western leg, KHJ becoming Los Angeles outlet... with that affiliation severed on Dec. 29, 1936, joined MBS... station now serves as key outlet for both regional and national network on Pacific Coast... in fall of 1940 station went to 5 kw day and 1 kw night... Shortly after NBC Western division shifted from 5515 Melrose Ave., Hollywood, to present quarters, Don Lee and MBS moved radio operations to that building, occupying it for about 7½ years... in mid-May, this year, moved to new \$3,000,000 studio and executive building at 1313 N. Vine St., along Hollywood's "radio row"... Lewis Allen Weiss is vice-president and general manager of Don Lee Broadcasting System and MBS chairman of the board... KHJ has been responsible for many "firsts" in Western radio... has FM and TV.

KMPC

When G. A. (Dick) Richards acquired station in 1937 the Beverly Hills 500 w part-timer had been on the air nine years... call letters were originally derived from McMillan Petroleum Corp., one time owner... Mr. Richards incorporated as KMPC, The Station of the Stars Inc., and in Jan-

(Continued on page 16)

Check ✓

KFVD

- COMPLETE SOUTHERN CALIFORNIA COVERAGE
- CENTER OF THE DIAL LOCATION
- GREATEST DOLLAR VALUE

—NEXT TIME

Check ✓

KFVD

5000 WATTS ON 1020 KC.

LOS ANGELES REPRESENTED BY GENE GRANT & CO. — DONALD COOKE, INC.

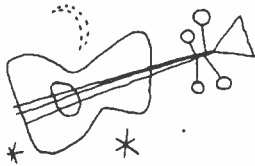
A FEW OF THE
ENTERTAINING SHOWS
AVAILABLE:



"MUSIC FROM HOLLYWOOD" featuring Frank DeVol, with vocal artists like Peggy Lee, Hal Derwin, King Cole Trio, and others. Beautiful orchestral arrangements with popular singing interludes, five half hours per week.



"JAN GARBER SHOW" presents the well-known "Idol of the Air-Lanes" in pleasing dance rhythms. Here's a band that's easily identified with wide popularity, five quarter hours per week.



"TEX RITTER SHOW" spotlighting Capitol's great motion picture and recording star. Going great on metropolitan as well as on outlying stations, one hour per week.



Hollywood...home of the stars...



home of Capitol Transcriptions



BUILD STAR SHOWS FOR ANY SPONSOR WITH CAPITOL TRANSCRIPTIONS

★ Capitol Transcriptions gives you today's top stars in a complete low-cost Library Service. Big names like Peggy Lee, King Cole Trio, Johnny Mercer, Frank DeVol, King Sisters, Duke Ellington, Stan Kenton, Tex Ritter, Merle Travis, Gene Krupa, and many, many others.

★ It's kept fresh and up-to-date, for each week you get 30 additional hours of entertainment to build shows for any sponsor. The basic library itself contains over 3000 selections. Cross indexes and filing cabinets provided make it easy to handle.

★ You get smart musical backgrounds for commercials, plus artists' voice tracks for "personal appearance" effect. Unmatched technical quality of recording.

★ But get the complete story by mailing coupon today.

Capitol Transcriptions
Sunset and Vine, Dept. B816
Hollywood 28, California

- Please send me your descriptive booklet
- Include sample transcription

Name _____
 Station _____ Position _____
 Street _____
 City _____ State _____

In the
4,000,000
Los Angeles
MARKET

KXLA

with
10,000 watts
on
1110 Kc

Can do
A
REAL
JOB
for YOU!

We're loaded with
local business . . .
. . . have no
Nat'l. Rep. . . .
but your
inquiry will
be welcomed.

KXLA

10,000 on 1110

(Continued from page 14)

uary 1940 received power increase to 5 kw day and 1 kw night . . . in 1942 went 10 kw fulltime, then 50 kw day and 10 kw night in February 1947 . . . since 1943, studios and executive offices have been at 5939 Sunset Blvd. . . . promoting itself as "West's Greatest Independent," station is headed by Robert O. Reynolds, vice president and general manager, with Herbert H. Wixson, assistant manager and general sales manager . . . has FM.

KFWB

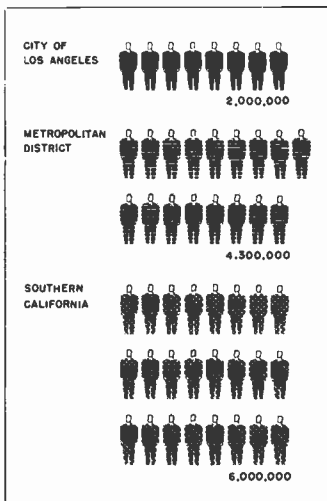
Started in February 1925 by Warner Bros. as a 500-watter with studios and transmitter in a bungalow on film company's lot . . . ranks high in community effort . . . when studios and transmitter moved to Warner Bros. Theater Bldg. on Hollywood Blvd. in 1927, wattage was doubled . . . movie producing shifted to Burbank and KFWB shortly after made another major change . . . it moved back to the old Warner Bros. lot in 1937 with power stepped up to 5 kw in October that year and Harry Maizlish, for many years with Warner Bros., named station general manager . . . now occupies spacious studios, including two large audience theatres, with executive offices at 5833 Fernwood Avenue.

KFAC

When Auburn-Cord interests under name of Los Angeles Broadcasting Co., bought KTBI from The Bible Institute in April 1931, station had been in operation several years . . . new owners, E. L. Cord, auto manufacturer, and O. R. Fuller, auto distributor, had call letters changed to KFAC and station went fulltime on 1 kw . . . John Swallow, now vice-president and general manager of KVVC Ventura, Calif., was brought in as station manager . . . when he resigned a year later to join new NBC Hollywood production setup, the late Tom Brenneman joined KFAC as manager . . . in a reorganization during 1933 Mr. Cord became sole owner and took over station operations . . . studios located in the Auburn-Cord Bldg. (now Packard-Bell Bldg.) since station's inception . . . Calvin J. Smith joined station in 1932 as chief engineer, later becoming president and general manager . . . operating as a 24-hour station for past ten years; station power was increased to 5 kw on June 10, 1947, . . . classical music policy established in 1937. Has FM CP.

KLAC

Originally KMTR, has been on air since 1924 . . . founded by K. M. Turner, Hollywood retail radio set store proprietor, with 50 w . . . operated from his home for three years . . . studios established in Hollywood Storage Co. Bldg. in early 1927 . . . Frank P. Doherty, attorney and now owner of KRKD Los Angeles, acquired ownership in 1927 . . . he sold the 500-watter to Victor E.



Comparative size of city of Los Angeles, metropolitan district and Southern California shown above.

Dalton, head of Dalton Loan Co., in 1932 . . . on June 17, 1934, power boosted to 1 kw . . . present studios and offices were established at 1000 N. Cahuenga Blvd. in late 1937 . . . following death of Mr. Dalton Dec. 18, 1941, station was operated by his estate for five years . . . Dorothy Thackrey acquired station March 11, 1946, and changed call letters to KLAC, identifying it more closely with Los Angeles activities . . . Don J. Feddersen,

vice-president and general manager, also operates KYA San Francisco, for same owner . . . has FCC authorization to up KLAC power to 5 kw LS with 1 kw N . . . also has CP for TV. Sold with KYA San Francisco to Warner Bros. for reported \$1,045,000, subject to FCC approval.

KFVD

On the air since 1927 . . . acquired nine years later by Standard Broadcasting Co. . . . in 1929 J. Frank Burke Sr. and associates bought daytime 250 w station from E. L. Cord, who had acquired it from McQuinnie Electric Co. of San Pedro, Calif., Feb. 1, 1929 . . . limited to KDKA Pittsburgh on 1020 kc, station continued to share penthouse studios of KFAC at 645 S. Mariposa Ave. until fall of 1937, then moved to own building at 388 S. Western Ave. . . . power increased to 1 kw in 1938 . . . known as the "news and music station," made next power jump to 5 kw Feb. 2, 1947 . . . J. Frank Burke Jr. is general manager with Harry Patterson, commercial manager.

KRKD

Owned by Frank P. Doherty, attorney, under corporate name of Radio Broadcasters Inc. . . . operating from Spring Arcade Bldg. studios in downtown Los Angeles since 1931 . . . shares time with
(Continued on page 20)

KMGM
LOS ANGELES

ARS GRATIA ARTIS

ONE OF THE STATIONS OF
Metro-Goldwyn-Mayer

AFFILIATED WITH WHN-WMGM NEW YORK

if YOU HAVE THIS ON YOUR MASTER ACETATE

YOU GET THIS ON YOUR ALLIED PRESSING!



GET ALL OF IT—PROCESSED

&

PRESSED BY ALLIED



Allied for full fidelity reproduction

Silver nitrate processing of superior quality

Genuine "Vinylite" brand plastic pressings

Non-flexible phonograph records handled specially for speedy delivery

ALLIED RECORD MANUFACTURING CO., INC.

1041 N. Las Palmas Avenue, Hollywood 38, California • HOLLYWOOD 5107

A CASE



THE NATIONAL BROADCASTING COMPANY • HOLLYWOOD

OF Sharps, Flats and Furniture

For more than half a century Bekins Van & Storage has been moving people's property. And people have learned a lot about Bekins' service and facilities — as the result of 53 consecutive years of advertising, capped this year by the smart choice of sales messages on the NBC Western Network.

When *The Music Hour From Hollywood* moved to NBC from another network last October, its Hooperating doubled the first month — and doubled again in two months more, to hit a peak of 9.3 in December. One of NBC Western Network's newer shows, it has run neck and neck the past six months for top Pacific rating, in its time slot, against a long-established favorite. And as summer took over from spring, *The Music Hour From Hollywood* was clearly in the lead.

Sales platform for intelligent planning and teamwork between agency and network: pack 30 minutes on the NBC Western Network with solid musical satisfaction—store it to the rafters with happy vocal talent like Lucille Norman's and the sparkle of Henry Russell's orchestra—move an exciting series of talented guests to the radio stage—and time the show side by side with the most popular programs in radio. *The Music Hour From Hollywood* (9:30-10 PM) directly follows *Your Hit Parade*.

Bekins' satisfaction matches that of other advertisers with careful eyes on the West—Richfield Oil, Sperry Flour, Planters Nut & Chocolate, Standard Oil, Tillamook County Creamery and more, regional and national. Past experience and current profits point the logic: A program built to click, in the company of *other* programs that click—and heard over the powerful facilities of the NBC Western Network—mean sales that multiply and move across the land.

SAN FRANCISCO

NBC WESTERN NETWORK

A Service of Radio Corporation of America





R. R. Morgan
Morgan Co.

M. V. Carlson
Western Adv.

J. C. McCormick
Myers Co.

Walter McCreery
Smith, Bull, McCreery

Bill Welsh
Allied Adv.

Lou Holzer
Lockwood-Shackelford

E. C. Stodel
Stodel Adv.

Bernard Weinberg
Weinberg Adv.

(Continued from page 16)

KFSG Los Angeles, with 2,500 w-LS and 1 kw-N . . . predecessor KMIC was started in Inglewood in 1927 . . . subsequently took on call letters of KMCS for a brief time in affiliation with Metropolitan Christie Studios . . . Mr. Doherty took over controlling interest in station in 1932 when present call letters were acquired . . . station has City Hall studios, and goes all-out in broadcasting election returns, eliminating all commercials . . . Ned Connor general manager since 1941.

KGFJ

Founded Dec. 8, 1926, as first 24-hour station in the United States by Ben S. McGlashan, then a student at U.S.C. . . . operated with 100 w . . . Jan. 15, 1946, moved to present "Hollywood House" at 6314 Sunset Blvd. in midst of "radio row" . . . swankiest studios of any independent in Los Angeles area . . . power increased to 250 w Aug. 15, 1947 . . . with three-man sales organization, Thelma Kirchner, general manager, handles details of commercial manager as well.

KXLA

First took to air Feb. 16, 1942, from studios in annex of Huntington Hotel with 5 kw fulltime . . . went 10 kw following year when equipment, then difficult to obtain because of wartime restrictions, became available . . . started 24-hour operation . . . licensed to Pacific Coast Broadcasting Co. duopoly ownership forced J. Frank Burke Sr., also principal stockholder of KFVD Los Angeles, to dispose of interest in Pasadena station in October 1944 . . . Loyal K. King, his son-in-law, became corporate president and station general manager . . . to identify station more closely with Greater Los Angeles, call letters were changed to KXLA in fall of 1945.

KWKW

Founded in 1942 by Marshall S. Neal, merchant and importer, with associates, under corporate name of Southern California Broadcasting Co. . . . studios and executive offices in Pasadena Athletic Club Bldg. in downtown Pasadena . . . Mr. Neal operated station two years . . . William J. Beaton, appointed general manager in Sep-

tember 1944 . . . with closely knit small organization, he made station pay . . . remaining a majority owner, Mr. Neal withdrew from active participation to join aircraft industry . . . Paul Buhlig, prominent investment man, is principal minority owner . . . assigned to 1430 kc, same frequency as KARM Fresno, and therefore operating as daytime station . . . has asked FCC for shift to 830 kc 50 kw.

KAGH

Went on the air July 22 last with 1 kw on 1300 kc, daytime . . . studios and transmitter at 800 Sierra Madre Villa . . . Owner Andrew J. Haley, Washington, D. C. radio attorney, periodically travels between that city and Pasadena, his legal residence, via plane and thus keeps a hand in station operation . . . Pete Watts, formerly of KYOR San Diego, is general manager and reports a "healthy chunk of business" to start on way . . . has FM.

KIEV

Owners David H. Cannon and Reed E. Callister are Los Angeles law partners, with station incorporated as Cannon System Ltd.

. . . daytime on 870 kw, 250 w station has been in operation since 1933 from studios in Glendale Hotel . . . promotes itself as "the musical spot on your dial" . . . with reputation of a record station, is deviating from that policy currently with about 15% live talent . . . doing a community selling job with local, civic activity given a maximum of attention . . . Calvin Cannon, since late 1946 general manager, doubles in brass as commercial manager and has sales staff of five men in the field.

KWIK

"Voice of the San Fernando Valley" has been on the air since October 5, 1947 . . . Burbank Broadcasters Inc. as corporate owner . . . with a four-man commercial staff, station started to operate "in the black," ten days after going on air . . . station stresses "community activity" . . . George H. Bowles, former owner-manager of various West Coast stations, is general manager.

KGIL

Founded October 19, 1947, by group of San Fernando Valley residents spearheaded by J. G. (Gil) Paltridge, formerly sales promotion manager of KFI Los Angeles . . . corporate name is San Fernando Valley Broadcasting Co. . . studios in San Fernando and Sherman Oaks . . . emphasizes local community activities . . . plays up mood sequence programming with each hour block directed to a different group of listeners . . . reorganized sales department January 1 and brought in Howard Gray, formerly of KFVD Los Angeles, as commercial manager . . . restricts type of business accepted . . . doing well for a new station.

KOWL

Co-owned by Arthur H. Croghan, onetime part owner of WJBK Detroit, and Gene Autry, Hollywood radio and film star, who is also financially interested in Arizona stations . . . studios and executive offices in Santa Monica Ambassador Hotel . . . rode out a four-month IBEW "walkout" which started shortly after station started operating on July 30, 1947, . . . in bid for Los Angeles' 360,000 Negro audience, now daily airs Joey Adams, Negro disc jockey, with recorded music, live interviews, plus gossip and news about



Soon!

A new
FM station
For Maximum
Community Service.

58,000 WATT TRANSMITTER
ATOP 6000-FT. MT. WILSON

UNITY BROADCASTING CORPORATION
OF CALIFORNIA

6540 SUNSET BLVD · HOLLYWOOD 28 · HO 5771

members of his race . . . Mr. Croghan is president and general manager. With kinks ironed out, station, commercially speaking, is reported as "starting to work out nicely now."

KGFR

Established Dec. 12, 1926, by the late C. Merwin Dobyns, independent oil operator and retail shoe merchant . . . licensee, Consolidated Broadcasting Corp . . . then part-time 100-watter, shared time during first years with KPSN Pasadena . . . after power was increased to 1 kw in 1930 station went fulltime . . . increased to 5 kw in 1942 . . . main studios and executive offices located at 435 Pine Ave., Long Beach . . . auxiliary studios and sales offices are maintained in Knickerbocker Bldg., Los Angeles . . . Lee Wynne, then commercial manager, became general manager in 1946 following death of Mr. Dobyns . . . specializes in western music . . . deal to sell to John Brown Schools in early May for \$300,000 pends FCC approval [BROADCASTING, April 26].

KFOX

Founded March 5, 1924, by Hal G. Nichols, then proprietor of a local retail radio set store . . . first studios in Jergens Trust Bldg. with station operating with 100 w . . . increased two years later to 500 w . . . studios and executive offices in present location at 220 E. Anaheim St. since 1928 . . . Lawrence W. McDowell, commercial manager and chief engineer, built original station . . . although licensed to Nichols & Warriner, Mr. Nichols today is sole owner, having acquired stock of the late William Warriner, his associate and partner . . . Hal Nichols' *Melodies 'n' Memories*, a nostalgic program of music and reminiscence, has been nightly feature five years . . . power is 1 kw.

* * *

Fulltime AMs

KFI (NBC), 640 kw, 50 kw; Earle C. Anthony Inc. owned; William B. Ryan, gen. mgr.; Edward Petry & Co., nat'l. rep.
KNX (CBS), 1070 kw, 50 kw; CBS owned; Donald W. Thornburgh,

vice president and gen. mgr.; CBS Radio Sales, nat'l. rep.
KHJ (MBS-Don Lee), 930 kw, 5 kw; Don Lee owned; Lewis Allen Weiss, vice president & gen. mgr.; John Blair & Co., nat'l. rep.
KECA (ABC), 790 kw, 5 kw; ABC owned; Clyde P. Scott, gen. mgr.; ABC Spot Sales, nat'l. rep.
KMPC, 710 kw, 50 kw-LS 10 kw-N (CP-50 kw-U); Station of the Stars Inc. owned; Robert O. Reynolds, vice president & gen. mgr.; Paul H. Raymer Co., nat'l. rep.
KFAC, 1330 kw 5 kw; Los Angeles Broadcasting Co. Inc. owned; Calvin J. Smith, gen. mgr.; W. S. Grant Co., nat'l. rep.
KLAC, 570 kw 5 kw-LS 1 kw-N; KMTR Radio Corp. owned; Don J. Fedderson, gen. mgr.; Adam J. Young Jr., nat'l. rep.
KFWB, 980 kw 5 kw; Warner Bros. Broadcasting Corp. owned; Harry Maizlish, gen. mgr.; Paul G. Rambeau Co., nat'l. rep.
KGFJ, 1230 kw 250 w; Ben S. McGlashan owned; Thelma Kirchner, gen. mgr.
KGER (Long Beach) 1390 kw 5 kw; Consolidated Broadcasting Corp. owned; Lee Wynne, gen. mgr.; Joseph Hershey McGillvra, nat'l. rep.
KFOX (Long Beach), 1280 kw. 1 kw; Nichols Inc. owned; Hal G. Nichols pres. & gen. mgr.; Burns-Smith Co., nat'l. rep.
KXLA (Pasadena), 1110 kw 10 kw; Pacific Coast Broadcasting Co. owned; Loyal K. King, pres. & gen. mgr.
KWIK (Burbank), 1490 kw 250 w; Burbank Broadcasters Inc. owned; George H. Bowler, gen. mgr.
KGIL (San Fernando), 1260 kw 1 kw; San Fernando Valley Broadcasting Co. owned; J. G. Patridge pres. & gen. mgr.

Daytime AMs

KFVD, 1020 kw 5 kw; Standard Broadcasting Co. owned; J. Frank Burek Jr., pres. & gen. mgr.; Gene Grant & Co., nat'l. rep.
KRKD, 1150 kw 2500 w-LS 1 kw-N (ST-KFSG); Radio Broad-

(Continued on page 22)

"HOPALONG CASSIDY"



WILLIAM BOYD

YOU KNOW IT'S COMMERCIAL! Every man, woman and child in America knows the name "HOPALONG CASSIDY" and over sixty million of them are already loyal and faithful fans.

THIRTEEN YEARS OF MOTION PICTURE POPULARITY BEHIND IT! (NO OTHER RADIO SERIES CAN MAKE THIS CLAIM!) An action-packed film trailer will be shown in over 10,000 theatres announcing the radio series! "HOPALONG CASSIDY" comes to radio with a fabulous following . . . a ready made audience for sponsors!

GIVE THE LISTENERS QUALITY! The revolt against second-rate shows is spreading! Don't be caught with your ratings down . . . when you can buy "HOPALONG CASSIDY" and get the finest production, top writing, and custom tailored music!

MERCHANDISING GIMMICKS! PROMOTIONAL TIE-INS! Stunts to make your listeners BUY THE PRODUCT!

52-30 minute episodes available.
Rates and auditions on request.

(\$3 deposit on audition,
refunded on return of disc.)

NOW IN PRODUCTION

Films Exclusively for Television

including

"TELEFILM SNAPSHOTS"

"ERSKINE JOHNSON IN HOLLYWOOD"

COMMERCIAL SPOTS

live action - animation

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INCORPORATED

6039 Hollywood Blvd. — Hollywood 28, Calif.
HOLLYWOOD 7205

Commodore Productions
— and Artists, Inc. —

1350 N. HIGHLAND, HOLLYWOOD 28, CALIF. — HO 8229

NOW PRODUCING

THREE ALARM . . . Radio's most widely heard, syndicated listener-participation show . . . Coast-to-Coast. JACK-POT WINNER . . . nationally syndicated listener-participation show.

NOW PRODUCING

CHUCK WAGON TALES . . . Western yarns with a punch . . . built to SELL the meat products of H. Moffat Co. CBS, Sundays, 2:00 p.m. PDT.

AVAILABLE

The incomparable LEWIS STONE in "GOING PLACES", a thirty-minute dramatic endorsement of the American Way of Life. A helping hand to enterprising youngsters.

AVAILABLE

CONRAD NAGEL and a galaxy of guest stars including top Hollywood names in "STAIRWAY TO STARDOM" . . . a national talent search with screen contract awards.

AVAILABLE

"SATAN'S WAITIN'" . . . a great new psychological mystery "THE MAN SAYS YES" . . . a TESTED audience-participation show starring BOB SHANNON.

* A RADIO-VIDEO PRODUCTION COMPANY TAILORING SHOWS TO SATISFY THAT DIFFICULT-TO-PLEASE CLIENT

(Continued from page 21)
casters Inc. owned; Ned Connor, gen. mgr.
KWKW (Pasadena), 1430 kc 1 kw; Southern California Broadcasting Co. owned; William J. Beaton gen. mgr.; Forjoe & Co., nat'l rep.
KAGH (Pasadena), 1300 kc, 1 kw; KAGH Inc. owned; Pete Watts, gen. mgr.
KIEV (Glendale), 870 kc 250 w; Cannon System Inc. owned; Cal Cannon, gen. mgr.
KOWL (Santa Monica), 1580 kc 5 kw; Arthur W. Croghan, Gene Autry co-owned; Arthur W. Croghan, gen. mgr.; Walker Co., nat'l rep.

FMs

KMPC-FM Hollywood; Channel 262, 100.3 mc, 460 kw; Station of the Stars Inc. (KMPC) owned; on air Dec. 1947.
KHJ-FM Hollywood; Channel 266, 101.1 mc, 4.8 kw-B; Don Lee Broadcasting System (KHJ) owned; on air Aug. 1941.
KMGM Los Angeles; Channel 254, 98.7 mc, 49 kw; Metro-Goldwyn-Mayer Studios Inc. owned; on air May 1948.
KFI-FM Los Angeles; Channel 290, 105.9 mc, 265 kw-B; Earle C. Anthony Inc. (KFI) owned; on air Oct. 1947.
KAGH-FM Pasadena; Channel 252, 98.3 mc, 420 kw-A KAGH Inc. (KAGH) owned; on air June 1947.
KXLA Los Angeles; Channel 246, 97.1 mc, 58 kw; Echo Park Evangelistic Assoc. (KFSG) owned; on air Dec. 1947.
KNX-FM Hollywood; Channel 226, 93.1 mc, 297 kw; CBS Inc. owned; on air Mar. 1948.
KECA-FM Hollywood; Channel 238, 95.5 mc, 290 kw; ABC (KECA) owned; on air Dec. 1947.

(CPs granted to KRKD-FM; KFAC-FM; KOMB (KGER Long Beach); KNX-FM; KTML (KTTV); KFMV, all in Los Angeles. KWIK-FM Burbank, KNOB Long Beach, KIEV Glendale, also have CP. Grant has been given to KWKW-FM Pasadena, too.)

TVs

KTLA Hollywood; Channel 5, (76-82 mc) 14.95 kw aural—29.9 kw visual; 250 foot antenna on Mt. Wilson; Paramount Television Productions Inc. owned; on air Sept. 1942.
W6XAO (KTSL) Hollywood; Channel 2 (54-60 mc) 2.5 kw aural—4 kw visual; 300 foot antenna on Mt. Lee; Don Lee Broadcasting System owned; on air Dec. 1931.

CPs Granted for TVs

KFI-TV Los Angeles; Channel 9 (186-192 mc) 17.0 kw aural—32.2 kw visual; Earle C. Anthony Inc. owned. Starts commercial operation Aug. 25.
KNBH Hollywood; Channel 4 (66-72 mc) 8 kw aural—15 kw visual; NBC owned.
KECA-TV Hollywood; Channel 7, (174-180 mc) 2.7 kw aural—4.5 kw visual; ABC owned.
KTTV Los Angeles; Channel 11 (198-204 ms) 19.15 kw aural—19.15 kw visual; Times-Mirror Co. owned.

Basic Rates

FOLLOWING are the basic (Class A time) one-time hour rates charged by Los Angeles area stations:

KFI, \$700; KNX, \$650; KECA, \$450; KHJ, \$450; KMPC, \$300; KFVB, \$300; KLAC, \$206; KXLA, \$130; KGER, \$125; KFAC, \$100; KFOX, \$90; KFVD, \$80; KRKD, \$76.75; KGIL, \$75; KWIK, \$65; KWKW, \$60; KIEV, \$60; KAGH \$60; KOWL, \$60; KGFJ, \$40.

Although no specific date for rate increases has been announced, advertisers on KTLA, operated by Paramount Television Productions Inc. have been obtaining contracts for a 26 week period only.

With no clock time, current published rate cards include following total one-time charges: KTLA—Live studio, one hour \$400 (\$300 time, \$100 facilities); ½ hour \$280, 15 min. \$175, 10 min. \$125, five min. \$100, one min. \$50; film studio, one hour \$300, ½ hour \$225, 15 min. \$150, 10 min \$115, five min. \$110, one min. \$50; time signals (less than one min.) \$20 facilities plus \$10 time. KTSL—(Including film projection) Class A, one hour \$300, 40 min. \$240, ½ hour \$180, 20 min. \$150, 15 min. \$120, 10 min, \$90, five min. \$75; announcements, Class A, one min. \$60, ½ min. \$45, 20 sec. \$35, time signal \$35; studio facility rates for live shows based on individual requirements.

KLAC-TV Hollywood; Channel 13, (210-216 mc) 6 kw aural—16 kw visual; KMTR Radio Corp. owned.

There are three FM stations in the area selling time: KKLA, KMGM and KFI-FM Los Angeles.

KFI-FM

Class A (6 to 10 p.m. weekdays and Sunday)—1 hour, \$75; ½ hour, \$45; 15 min., \$30; 10 min., \$24; 5 min., \$18; 1 min. or less, \$15.

Class B (3 to 6 p.m. weekdays and Sunday)—1 hour, \$50; ½ hour, \$30.

KKLA

Class A (6 to 10 p.m., weekdays)

—1 hour, \$80; ¾ hour, \$64; ½ hour, \$48; 15 min., \$32; 5 min., \$16; 100 words or 1 minute, live or transcribed, \$5; station breaks, \$2.

Class B (all other time)—1 hour, \$60; ¾ hour, \$48; ½ hour, \$36; 15 min., \$24; 5 min., \$12; 100 words or 1 minute, live or transcribed, \$4; 50 words, live or transcribed, \$3.20; station breaks and time signals, \$2.

KMGM

Class A (6 to 10 p.m., weekdays and Sunday) 1 hour, \$75; ½ hour, \$45; 15 min., \$30; 5 min., \$15; ½ min. station break, \$5.

Class B (3 to 6 p.m. weekdays) 1 hour, \$50; ½ hour, \$30.

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A NEW TELEVISION SERVICE

for
BROADCASTERS & NETWORKS

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- ★ **TRANSCRIPTION**
- ★ **SERVICE**

COMPLETE Kinescope Recording service in your own Studio by trained technicians with the new Auricon Kinescope Camera. Sound and picture on 16mm film.

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KLAC
*it Pays**



Photo by "Dick" Whittington

**KLAC YOUR BEST DOLLAR VALUE AMONG THE
 15 INDEPENDENT STATIONS IN THE GREATER
 LOS ANGELES AREA.**

(Hooper index May-June 1948)

KLAC	5.4
Station A	4.6
Station B	5.8
Station C	3.1
Station D	1.9
Station E	0.7
AND remaining NINE stations combined	4.6

* Ask your Adam Young representative for rate card comparisons and see why KLAC is way out in front in dollar value for Southern California coverage.



National representative: ADAM J. YOUNG, Jr., Inc.
 New York & Chicago

*62 million circulation in May (Traffic Audit Bureau)



Get on the Bandstand!

CALL YOUR NEAREST
RAMBEAU OFFICE
NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

Warner Bros. KFWB promotion gives your product "a free ride" outdoors — where millions* see it. It's the extra bonus you get from KFWB's year-round promotion to build greater audience and sales for advertisers on the *Hollywood Bandstand*—Southern California's "record show." When spending your radio dollar investigate audience, impact and

response... plus the advertising, merchandising and other support available. Choose the best buy! You'll see! You'll agree! It's KFWB!

GET RESULTS!—in the nation's third largest market with the Hollywood Bandstand. Sold in 15-minute participations; also announcements between 15-minute units.

WARNER BROS. **KFWB** 980 KC



ONE OF MANY NATIONAL PRODUCTS USING THE HOLLYWOOD BANDSTAND