

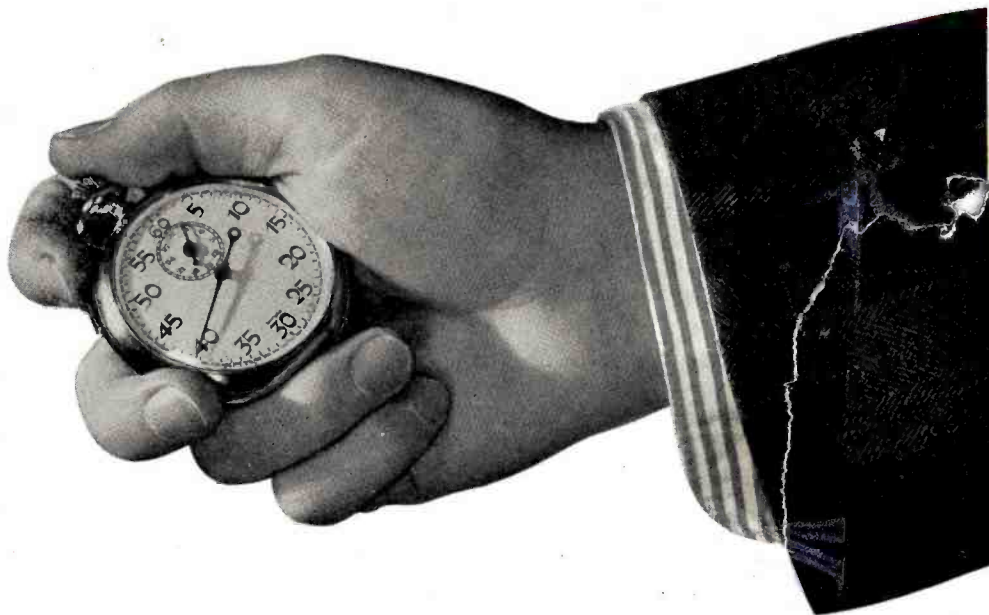
January 17, 1949

**BROADCASTING**  
The Newsweek of Radio and Television  
**TELECASTING**

**A Continuing Study of Major  
Radio Markets**

Study No. 9

*Baltimore*



**The 3 minutes  
that must pay  
for it all**

You can put on a symphony or a slug fest. You can have millions sit back and have a good time. But those three minutes of commercial in that half hour must pay for it all.

Your Hooper can be way up—and your sales way down.

This agency keeps its eye on the ball—results!

On this basis it has an excellent record in radio and television.

Won't you invite us in to tell you more?

**The Joseph Katz Company**

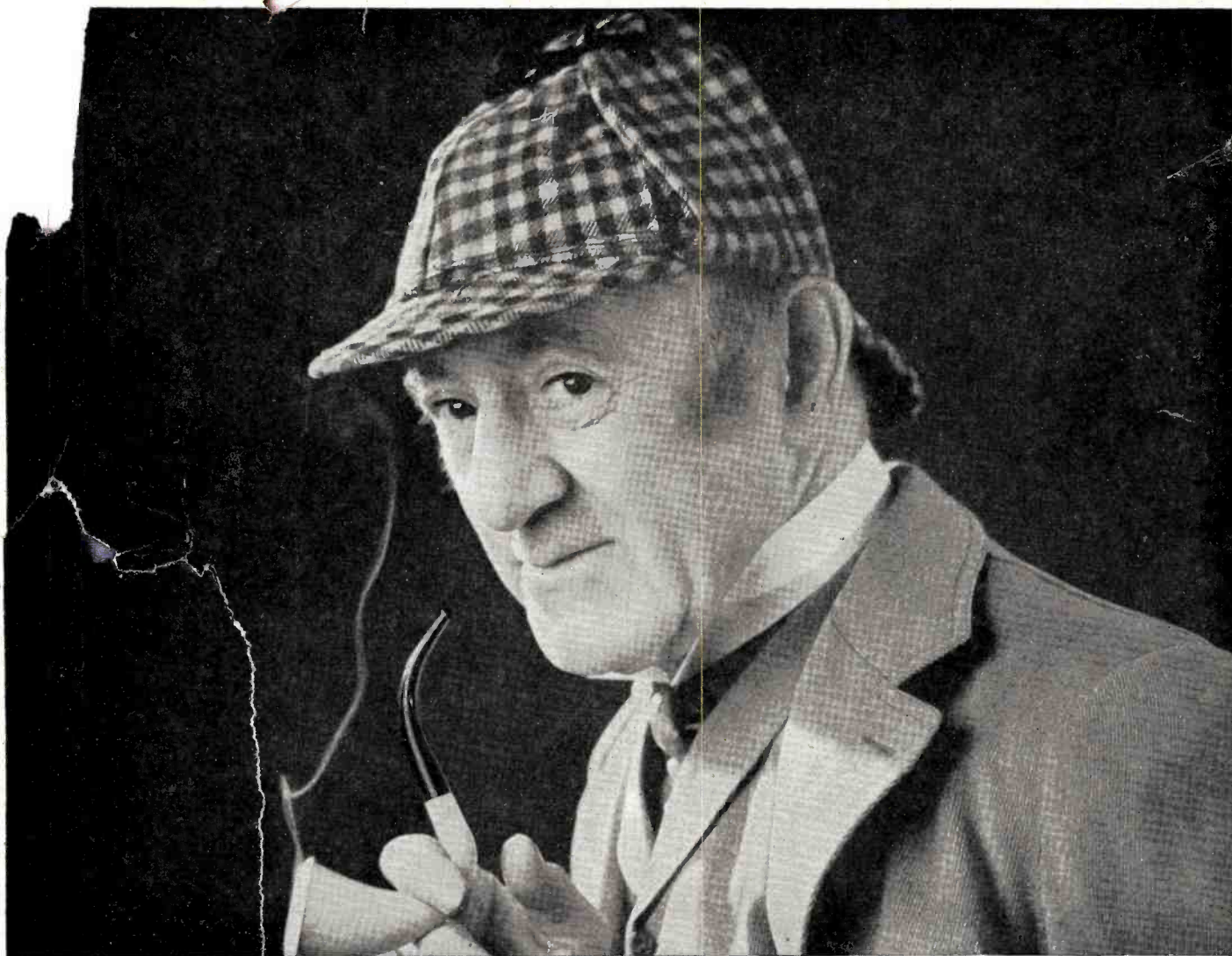
BALTIMORE

Advertising

NEW YORK

Member American Association of Advertising Agencies

*Ninth of a Series*



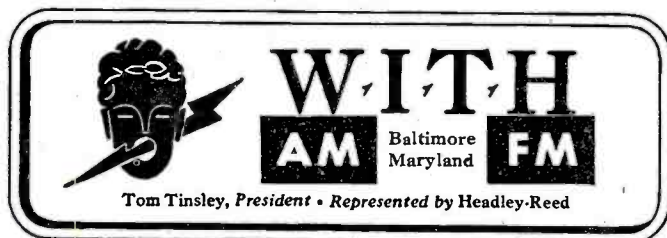
# Elementary, my dear Watson!

It wouldn't take the great Sherlock Holmes long to solve the problem of buying radio time in Baltimore—the nation's sixth largest market. After a few minutes' study, he would say:

“Elementary, my dear Watson. The best buy is the **BIG** independent with the **BIG** audience, Station **W-I-T-H**.”

Yes, sir! In this big, rich market, it's **W-I-T-H** that delivers more listeners-per-dollar than any other station in town. **W-I-T-H** covers 92.3% of all radio homes in the Baltimore trading area.

So if you're looking for the station that produces low-cost sales, the station that is the big-bargain-buy, the station that has the big audience at low cost, put **W-I-T-H** on that list of yours. Call in the Headley-Reed man, and get the whole exciting story about **W-I-T-H** today.



THE

Ninth of a Series

# Baltimore

## RADIO MARKET

By J. FRANK BEATTY

BALTIMORE is a geographer's nightmare and a businessman's dream.

Located on the deepwater Patapsco estuary near the northern tip of Chesapeake Bay, it is the South's northernmost port and city.

As the southern terminus of the Chesapeake & Delaware toll-free canal, it is the North's southernmost port and city.

And just to keep the compass spinning, it is the westernmost seaport of the industrial East and thus the closest ocean connection for the Midwest.

The pre-radio plantation owners who chose this bay-head site as an outlet for their products flaunted the finest maritime traditions of the early 18th century. None lived to see the fruition of his daring and wisdom in picking the farthest inland port location in the East.

All the marvels of the mechanized era have fit into Baltimore's geographical blessings. Steamboat, railroad, airplane, telephone, electricity, motor transport and electric communication—each has added to the city's commercial and

industrial well-being and each has helped clinch its high place in the nation's economy and its sixth place in population.

This metropolitan area of 1,300,000 citizens enjoyed a 25% population boom as it added human tools to keep its wartime factories and shipping facilities operating. Most of the families stayed on, attracted by job availability and low-cost living, and a \$150,000,000 program of residential building in 2½ years has eased their housing problem.

Like their fellow home dwellers—for Baltimoreans are extremely home-minded—they are settled citizens who go back to the fireside after work is done, and stay there.

### Careful Buyers Are Brand Conscious

Such families provide a seller's paradise. They buy carefully and are highly brand-conscious. As home-loving citizens they naturally spend much of their time listening to the radio, and 97% of families have at least one set around the place.

At the moment this rather staid and steady city is going slightly

television crazy. Its row upon row of row houses are studded with dipoles. A sparrow's quick scanning of an unweighted sample of the vast residential expanse would reveal one TV antenna to every 10 chimneys.

Though the bite of the television bug generally causes some degree of hysteria for the moment, Baltimore's broadcasters aren't especially alarmed. Their AM stations did a \$4,000,000 business last year and the first scattered returns indicate the 1949 figure will be even higher.

True to the city's character, Baltimore's AM growth has been steady. Up to about a year ago it had only five AM outlets—WBAL, WCAO, WFBR, WCBM and WITH. Two AM daytimers—WBMD and WSID—are barely a year old and one already is over the hump. One straight FM station, WMCP, claims it is just shy of the break-even point. Another FM outlet, WMAR, has the powerful *Sunpapers* behind it. They have been showing more than casual interest in transit FM and their exciting WMAR-TV is in the black. Several other FM sta-

tions duplicate programs of AM parents.

Of the three TV stations in Baltimore, only one—WBAL—has an AM outlet in the permit process. WAAM is TV only, but has a grant and an FM application. WAAM has been too busy listening TV to do much about a permit. WMAR-TV had a grant but television was absent from its schedule, so the news firm turned in its AM permit in November.

### Would Like More TV Channels

Should the FCC happen upon two or three extra video channels lying under an allocation engineer's blotter, eager Baltimore AM stations will bump heads at the Commission's front door. Meanwhile, slighted Baltimoreans are wondering why their more fortunate Washington neighbors latched on to four TV channels.

Channels 2, 11 and 13 are assigned to Baltimore, leaving the whole center of the TV dial wide open. The city's television appetite

(Continued on Baltimore 4)

## Baltimore

(Continued from Baltimore 3)  
had been whetted by signals from Washington, over 30 airline miles away and even before any local stations were on the air there were 3,000 video receivers around the city.

Luckily for Baltimore viewers the TV programming is excellent as the three stations vie for attention. One station, WBAL-TV is on the air a minimum of 60 hours a week. All three are highly creative and the keen competition is bringing the public plenty of studio and remote programming.

For years agencies have spoken of Baltimore as a good radio town. After a year of telecasting, Baltimore looms as one of the nation's better TV cities. With two separately programmed FM outlets with the FM affiliates of AMs, the city's dialers have a ration of electronic entertainment.

### Baltimoreans Proud of Radio

Baltimoreans are proud of their diversified radio service and have granted it a place in the municipal heart right alongside such institutions as Johns Hopkins, Maryland Rye, Pimlico, Chesapeake oysters, Peabody conservatory, the B&O, white marble steps, Joe Katz, the *Sunpapers*, its 600 churches and Henry Mencken.

Those who do business in Baltimore need not be reminded that it is the sixth largest city in the United States. And those who know the city's history know how it reached that population point and why it is smug about the future.

From a business viewpoint nothing is more important to Baltimore than its central position on the Atlantic coast. With an inland location close to the tip of Chesapeake Bay, Baltimore is nearer the large interior producing areas and cities than any of the other Atlantic ports.

Chicago, for example, is 767 rail miles away from Baltimore compared to 814 from Philadelphia and 890 from New York. This provides critically important freight rate advantages on both foreign and domestic traffic, stimulating the business and industrial growth of the city.

Blessed with a fine natural harbor, the city is focal point of international trade. The harbor, with 40 miles of water frontage, is the city's top business asset, with manufacturing industries operating extensively at waterside sites.

### Harbor First In Export Trade

That's why Baltimore is the No. 1 U. S. port in export trade and No. 2 in total commerce.

Baltimore became a factor in world trade at the turn of the 18th century when settlers started sending grain and tobacco to British ports. Soon "Baltimore Clippers" became world-renowned, plying the seven seas, and the city became Maryland's first metropolis.

Shortly after the Revolutionary

War groups of Baltimoreans started financing the construction of fast clippers that sailed empty into the Atlantic and returned a few months later with fine cargoes provided by reluctant British skippers. This profitable profession aroused the aggrieved Britishers but the two nations worked out a satisfactory solution in the War of 1812 and the clippers were put into more conventional types of commerce.

ily laden freighter every hour-and-a-half.

### Every Freighter Means More Commerce

The city is blessed with culture and traditions galore, but it is more interested in the drab freighter whose arrival means \$15,000 to \$25,000 will be spent for provisions alone. The freighter unloads valuable cargoes for local and

eight ore cranes; 30 public general merchandise warehouses; four coal piers; 14 ship repair yards.

The port facilities involve a capital investment of over \$200,000,000, including ship channels. A \$40,000,000 port development fund has been raised to modernize and expand the facilities at this all-weather ice-free harbor.

### Leads Nation In Export Tonnage

As leading U. S. city in export tonnage, and second-place port in total foreign-trade volume, Baltimore moves over 45,000,000 tons of cargo, including nearly 25,000,000 in overseas commerce.

Bethlehem's Sparrow's Point plant, largest tidewater steel mill in the world, employs 22,000 workers and is the country's second largest plant. The adjoining Bethlehem shipyard has seven shipways. During the war the yard topped all others in ship construction, including 383 Liberty and 93 Victory ships. Besides it built large numbers of other craft and handled a heavy conversion and repair program.

Western Electric produces nearly all of its rubber-covered wire and coaxial cables at the Baltimore plant, where it employs 5,500. Crown Cork & Seal, dominating the bottle-cap field, employs 5,000.

Westinghouse Electric Corp. has two plants operating under direction of Walter Evans, vice president and also president of Westinghouse Radio Stations Inc. The Industrial Electronics Division and X-Ray Division employ over 2,000 persons. During the war they turned out products valued at over \$400,000,000, including the radar set that gave the unheeded warning of the Japs' approach to Pearl Harbor.

### Bendix Produces TV in Baltimore

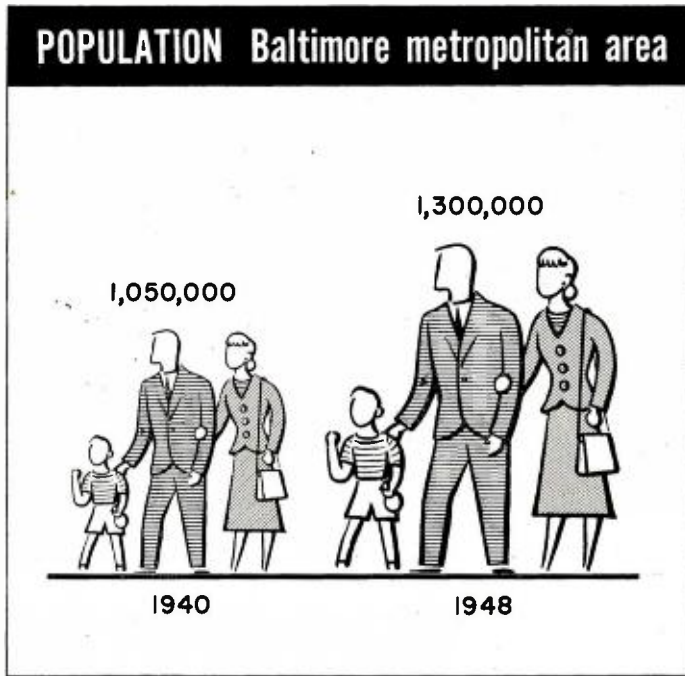
Bendix Aviation Corp. has a Baltimore plant employing 3,000. Last autumn it added a TV line to its receiver output. The TV unit is said to have 350 persons working on the production line.

Koppers Co. hires 3,000 workers for its insulator plant. Davison Inc. has at least a third that many for its insulator plant and Davison Chemical employs about 1,500.

Two railroads—Baltimore & Ohio and Western Maryland—headquarter in the city. The B&O has been a Baltimore institution for 122 years. Nearly every citizen bought stock when the line was conceived as a means of meeting the Erie Canal menace. The original Mt. Clare station is still in use.

Other railroads serving the city include the Pennsylvania and two short lines. Some 65 scheduled shipping services used the port in the month of June, 1948, and 4,389 deep-sea vessels arrived in the 12 months of 1947.

Aviation in Baltimore will enter a new era this year with completion



During that war Francis Scott Key, Georgetown lawyer, penned his immortal "Star Spangled Banner" as the British prepared to launch an unsuccessful attack on Baltimore.

### Met Challenge In Transportation

Within a decade the city faced a new crisis as the Erie Canal was constructed across New York State. Products from the West started to move into New York harbor. Baltimore accepted the challenge, coming up in 1827 with the Baltimore & Ohio Railroad, and its commerce has thrived uninterrupted.

Darkest days in Baltimore's history followed a fire in 1904 that razed the downtown area. For a decade the city reeled, but plodded steadily at the reconstruction task.

The rebuilding was well done, with brick and masonry structures predominating. Quarries and clay abound in the region, and no eastern city is more substantially constructed. Business and residential structures were built to stay, for Baltimore does not think in temporary terms.

Came the war—World War I—and Baltimore got the shot-in-the-arm that started a new era of commercial and industrial growth. The pace has never slackened, though casual historians occasionally drape the city with gustatorial and social mantles while ignoring the arrival or departure of a heav-

ily laden freighter every hour-and-a-half.

inland industries and commerce, and departs with goods and raw materials from these same areas.

That ship is the symbol of Baltimore's prosperity and its steady expansion during the last three decades.

### Major Industries Locate on Waterfront

Nearly 100 major industrial plants are located along the 40-mile waterfront. Among the list are Bethlehem Steel Co., American Sugar Refining Co., McCormick & Co., Western Electric Co., Glenn L. Martin Co., Procter & Gamble, American Smelting & Refining Co., National Gypsum Co., Locke Inc. and Esso Standard Oil, to name a few. They employ 180,000 workers, and their annual output is nearly \$2 billion.

Entirely aside from employment at these plants, the port's shipping and related maritime activities provide work for over 30,000. Port facilities include four railroad marine terminals, 270 piers, wharves and docks; three grain elevators;

Friendship International Airport eight miles southeast of the City Hall. Largest municipal project in the nation, it involves a cost of \$18,000,000.

The 3200-acre site is a mile from Route 1, main East Coast highway from North to South. It is 22 miles from Washington's district line and a new highway will provide swift service to the nation's capital.

Friendship is expected to ease the international and domestic air load at National Airport in Washington. Located 125 feet above sea level, it has good air drainage with fewer than 10 foggy days a year compared to New York's 30 to 40. Three trans-Atlantic airlines and nine domestic lines will use the port. The present municipal airport will be used mainly as a sea-plane base.

### Elaborate Facilities To Be Included

To be completed next Dec. 31, Friendship will have a railroad siding; hotel roomettes in the terminal runway; runways up to 10,000 feet in length; access to the new Chesapeake bridge to the Eastern Shore, with the bridge just seven miles away; provide the best airport in the East for blind landings. Runways are about complete, work having been started in spring of 1947.

Baltimore is air-minded. On the outskirts the big Martin plant provides employment for thousands in turning out military and civilian aircraft, and the area isn't even ruffled at the weird screech of something supersonic that the engineers are testing.

Though 60% of Baltimore's income is port-derived, it is a city of diversified interests. This diversity carried it through the depression of the '30s with minimum discomfort and accounts for the confidence with which businessmen contemplate the future.

With its fine land and water transportation, the city is one of the nation's leading wholesaling and jobbing markets. This activity traces back to the early Colonial days when the city first became a commercial center. The primary wholesale influence is felt all over Maryland, District of Columbia and parts of Virginia and West Virginia, an area of 20,000 square miles. The secondary wholesaling area extends from Maine to Florida and as far away as Tennessee, Kentucky and Ohio.

Baltimore's wholesale business exceeds \$2 billion a year, with employment provided some 25,000 persons. The 15,000 retail stores do a business of more than \$1 billion and give work to 75,000.

### Business Financing Important Enterprise

Financing of business enterprises has long been a Baltimore activity of major importance, tracing back to the day when its bankers personally knew the credit possibilities of Colonial planters. First major project was the B&O in 1827 and the city's financial houses have pro-

vided service for all types of enterprises. Baltimore is the largest banking center south of Philadelphia and east of the Mississippi.

### Commercial Credit Located in Baltimore

Commercial Credit Co. headquarters in the city. It is one of the largest sales finance companies in the world and is high in the bonding and casualty insurance fields. Four of the leading companies writing casualty insurance and surety bonds have home offices in the city.

All this hard-bitten business and industrial activity provides the lifeblood that keeps Baltimoreans happy with their lot and permits indulgence in the art of pleasant living.

Baltimore is a city of culture. Its famed Johns Hopkins Hospital and Medical School and similar U. of Maryland institutions are among the best known in the nation. The U. of Maryland dental school is the first in the world. Johns Hopkins U. has undergraduate and graduate departments and Maryland U. has law, pharmacy and other schools in the city.

Museums and libraries abound. The city supports a municipal symphony orchestra. Peabody Conservatory is nationally known in the musical world.

Home of 600 churches, Baltimore has been a leader in religion since its founding by the Lords Baltimore 300 years ago after a grant by the English king to the Calvert family. U. S. Methodism was organized in the city in 1784. The

\$2,000 or \$3,000 six-room home complete with white marble stoop.

Having bought the place, the homeowner generally had the choice of buying the land after five years or continuing to pay the rent and taxes. Development companies sold the houses at cost or thereabouts in order to collect ground rents.

Though an airplane view of the city reveals miles of block-long piano-box edifices, Baltimore's residents are well housed. They are famed as housekeepers and the basic morning occupation of housewives is a careful manicuring of the marble stoop.

Being well housed, Baltimoreans are stay-at-homeers. They do most of their entertaining at home. While downtown Baltimore has several renowned dining places, the city is known for its eating at home. Few night clubs are able to exist. The city's night life, however, supports several burlesque theatres.

### Set Ownership And Tune-In High

The stay-at-home citizens buy more than their share of food and other merchandise, guided by the sponsored messages of radio and television stations as well as newspaper advertising. The local radio tune-in and set ownership are high and the newspapers are perhaps read more carefully than those of most large cities.

Visitors quickly catch the hometown feeling of the metropolis. The mass media are naturally alert to the phenomenon, and a local-flavor

breeding industry.

These hills also support agricultural industry just Chesapeake provides extensive food enterprises.

### Marylanders Loyal To Home Products

Marylanders are loyal to Chesapeake oysters, and to Maryland Rye whose subtlety are ascribed to choice grain limestone wells and skilled picking. Baltimore consumers consume substantially to the support the rye and beer industries, much of the consuming is done at home.

Taking a powerful role in more's steady commercial growth have been its advertising agencies many of them decades old many other cities, the agencies are calm and steady, the wild scramble for clients familiar to advertisers. The advertising counsellors work carefully and skilfully, and their client lists vary slightly from year to year other than to reflect healthy growth.

Generally rated as the largest agency is Joseph Katz Co., with headquarters in the city and a large working organization in New York. Sparked by Mr. Katz, the agency has guided the expansion of many radio-using companies such as the American Oil, Maryland Pharmaceutical, Ex-Lax, Arrow beer, Gaby sun tan lotion and stations WJLA and WMAZ Baltimore, WWDC Washington and WLEE Richmond.

And encouraged by Mr. Katz, the agency has gone into television seriously. American Oil Co. sponsors the Washington Redskins football games on WMAL-TV Washington. Arrow beer sponsors telecasts of fights on WMAL-TV and WMAR-TV.

Obviously Mr. Katz believes in television. He feels, however, that AM and FM are being sold short in the TV excitement. "If television has the best story in costs and sales, it will beat out the other media," he says. "But my guess is that they'll all be here, competing for the ears and eyes of the listener."

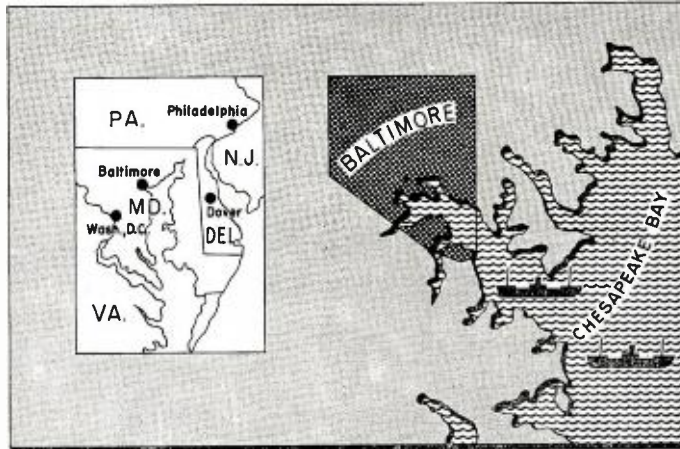
### Joseph Katz Co. Effective with Spots

The story of Rem and that of Ex-Lax are classic examples of the effective spot technique used by the agency.

Among the Katz media executives are John McHugh, Robert Swann, Evans Rodgers and Beth Black (New York).

Another active radio agency is Van Sant, Dugdale & Co., with Daniel Loden as director of radio and television. Sherwood Bros. Inc., regional gas station chain operating in Maryland, is a heavy broadcast user and Mr. Loden says radio has carried a substantial share of the Sherwood advertising burden. The company uses newscasts in

(Continued on Baltimore 6)



nation's first Cathedral was built by the Catholic Church in 1806. A third of the city's residents are Catholic.

Baltimoreans claim their percentage of home ownership is highest in the nation, even above that of Philadelphia. The city is slumless, though it has poorer sections.

Availability of brick and marble along with a peculiar local system of ground rents were important in the home-owning trend. Under these ground rents, most Baltimore homes were sold without the land beneath them. The developments were of the row-house variety and \$50 down would buy a comfortable

broadcast is sure to pull a heavy audience. Feeling runs high at sports events and a riot was barely averted a few weeks ago when the pro football Colts were nosed out of the eastern championship. The Naval Academy plays its home games in Baltimore's big stadium.

Sports provide a major business in the city. The mid-May Preakness at the old Pimlico track is the second ranking racing event of the year. The tracks draw a heavy amount of transient business to the city. Within motor distance are Bowie, Laurel, Bel Air, Havre de Grace and Timonium. The rolling Maryland hills support a horse-

# Baltimore

(Continued from Baltimore 5)

cities, U. of Maryland  
l, Baltimore symphony con-  
pecial Christmas music and  
ograms.

s Bakery places through  
ant, Dugdale in Baltimore  
lmington, using a good deal  
radio.

e Baltimore meat packer,  
1 Schluderberg-T. J. Kurdle  
sskay), markets regionally.  
used a lot of radio in the  
at is weak at the moment.  
to the medium is expected  
ar. When Esskay celebrated  
h anniversary of *It's Fun to*  
eard on WFBR, it hired a  
but ran out of tickets be-  
nounced requests would  
ved.

sylvania and California.

The California angle, a sort of  
merchandising freak, stems back to  
Baltimore's shipping activity. A  
demand for Gunther's originated in  
San Francisco and Oakland marine  
circles and the beer is shipped by  
boat.

Gunther's sponsors Baltimore  
Bullets and Washington Capitols  
basketball on AM and television.  
The football Colts are sponsored  
in Washington on WINX and in  
Baltimore on WITH. Arch Mc-  
Donald does a regular record-  
sports series on WTOP Washing-  
ton. Special events and elections  
are telecast on WMAR-TV Balti-  
more and WTTG Washington. Rac-  
ing was telecast on WNBW Wash-  
ington and WBAL-TV Baltimore.  
Amateur fights and other sports  
are carried. A two-hour sports  
series has been carried nearly eight  
years on WITH Baltimore. The  
Washington Capitols basketball is  
sponsored on WWDC and WWDC-  
FM and WTTG (TV) Washington.  
The Bullets basketball is carried  
on WITH and WMAR-TV in Balti-  
more.

In its 11th year is the famed  
*Gunther's Quiz of Two Cities*, with  
Washington and Baltimore con-  
testants connected by land line and  
appearing on the program simul-  
taneously. The program is heard  
on WFBR Baltimore and WMAL  
Washington.

Baltimore has developed into a  
fine television city, according to  
Mr. Reese. He believes TV will  
have a terrific advertising impact,  
perhaps cutting into the AM audi-  
ence but not replacing AM.

Frank L. Blumberg Adv. Agency  
is interested in television but Mr.  
Blumberg believes AM radio will  
remain strong. Television is open-  
ing up and will find its place along-  
side other media, he feels. "Tele-  
vision presents an active market  
to the advertiser," he says. "The  
TV business we have placed has  
not replaced any other medium."

The agency broke into TV when  
WMAR-TV opened over a year  
ago, telecasting a football game for  
the local Crosley distributor. A  
five-minute package show is spon-  
sored by a local Chevrolet dealer.

## City of Business led by Van Sant

Glenn L. Martin Co. buys radio  
to announce entrance of new planes  
into service. A national radio user  
is York Wall Paper Co., via dealer  
co-ops. Fram Corp., maker of oil  
filters, is buying the *MBS Sports*  
*Thrill of the Week*. Montco coffee,  
marketed in the Philadelphia area,  
will probably use radio this year.

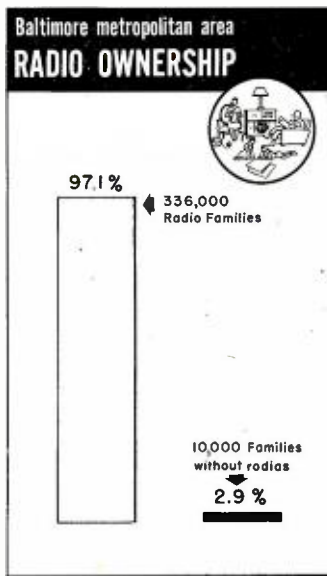
Mr. Loden subscribes to the the-  
ory of many other timebuyers that  
radio is not doing a good merchand-  
ising and promotion job. Radio  
salesmen often fail to give the basic  
facts, he says, making it difficult  
for radio buyers to sell account ex-  
ecutives on use of the medium.

Van Sant, Dugdale has used little  
TV but the new medium will ap-  
pear in three or four budgets this  
year. The agency is studying video  
and has some campaigns in the  
planning stage. It's a bit concerned  
at the moment over the cost-per-  
thousand. A new network show  
starting in late January is in the  
final planning stage.

In supervisory charge of radio  
at Theodore A. Newhoff Adv.  
Agency is Marx S. Kaufman, vice  
president. A former Washington-  
ian, he now is a confirmed Balti-  
more resident and points out that  
the city is a leader in the field of  
new and space-annihilating indus-  
tries such as aviation, electronics  
and plastics. He sees business  
benefits in the nation's defense  
program.

Among Newhoff radio accounts  
is Food Fair Stores Inc. The Balti-  
more segment of the chain has  
sponsored *Dialing for Dollars* nine  
years. It is one of the early tele-  
phone programs. The agency han-  
dles local radio for the chain but  
does all of the national advertising  
in other media. Another Newhoff  
radio account is Better Ice Cream.  
Samuel S. Strouse is Newhoff radio  
director. WCBM is a Newhoff ac-  
count.

Head of the Ruthrauff & Ryan  
branch office in Baltimore is T.  
Hamlin Reese. Principal account  
is Gunther's beer, marketed in  
Maryland and District of Colum-  
bia, Virginia, West Virginia, Penn-



The Blumberg agency has the  
Klein Chocolate Co. account and  
used spots successfully to promote  
Nick-L-Nut candy bar. Horace J.  
Elias is radio director. The agency  
places WFBR advertising.

Cahn-Miller Inc. handles a num-  
ber of regional accounts, with  
George Gettman as secretary and  
media buyer. Louis F. Cahn, presi-  
dent, directs some of the accounts  
personally. The agency places spots  
for Central National Bank of Rich-  
mond. For Diamond State Brewery  
it places a sports show and play-  
by-play baseball in Wilmington,  
Del.

Fidelity Trust Co. of Baltimore,  
old-line financial house, uses FM  
only, catering to the Charles St.  
families. Jarman Motors uses spots  
and a 15-minute news series.

Cahn-Miller is agency for  
WCAO.

The agency has used some spe-  
cial events television and right now  
is working on a TV series for a  
client.

Another agency head who sees a  
bright future for both television  
and sound broadcasting is I. Harold  
Kuff, head of Kuff & Feldstein.  
Hecht Bros., a leading department  
store, sponsors televised news on  
WMAR-TV twice daily along with  
institutional AM broadcasts.

The agency buys TV spots fo  
American beer, in cooperation with  
Elmer Free, radio specialist.  
Among other accounts are Univer-  
sity Motors, R. C. Heller, bedding  
manufacturer, and WBAL and  
WBAL-TV.

Mr. Kuff sees TV most effective  
at night and AM in the daytime.  
Women must stop work to watch  
television, he reminds, but they  
can do housework and listen at the  
same time. Many women plan their  
day around one or two AM dra-  
matic programs, says Mr. Kuff.  
He is satisfied television won't re-  
place AM. Baltimore, he claims, is  
one of the best radio cities in the  
country.

Among national and regional  
agencies having branches in Balti-  
more are St. Georges & Keyes,  
New York; McManus, John &  
Adams, Detroit, servicing the  
Bendix account, and Courtland D.  
Ferguson Inc., Washington. Some  
of the other leading agencies are  
A W & L Adv. Agency, Azrael Adv.  
Agency, S. J. Lichtman Co., S. A.  
Levyne Co., Frank D. Webb Adv.  
Co. and Justin Funkhouser Adv.

## Department Stores Watching Television

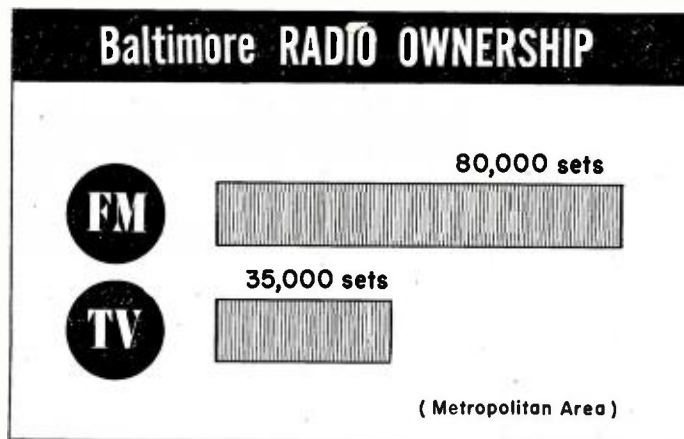
Baltimore has its share of im-  
portant department stores. They  
are not overly radio-minded but  
are watching television closely.  
Hutzler's is described as the most  
consistent radio user, with Hoch-  
schild-Kohn showing interest in the  
medium. Hamburger's men's cloth-  
ing store, buys spots and programs.  
The Hub likes announcements.

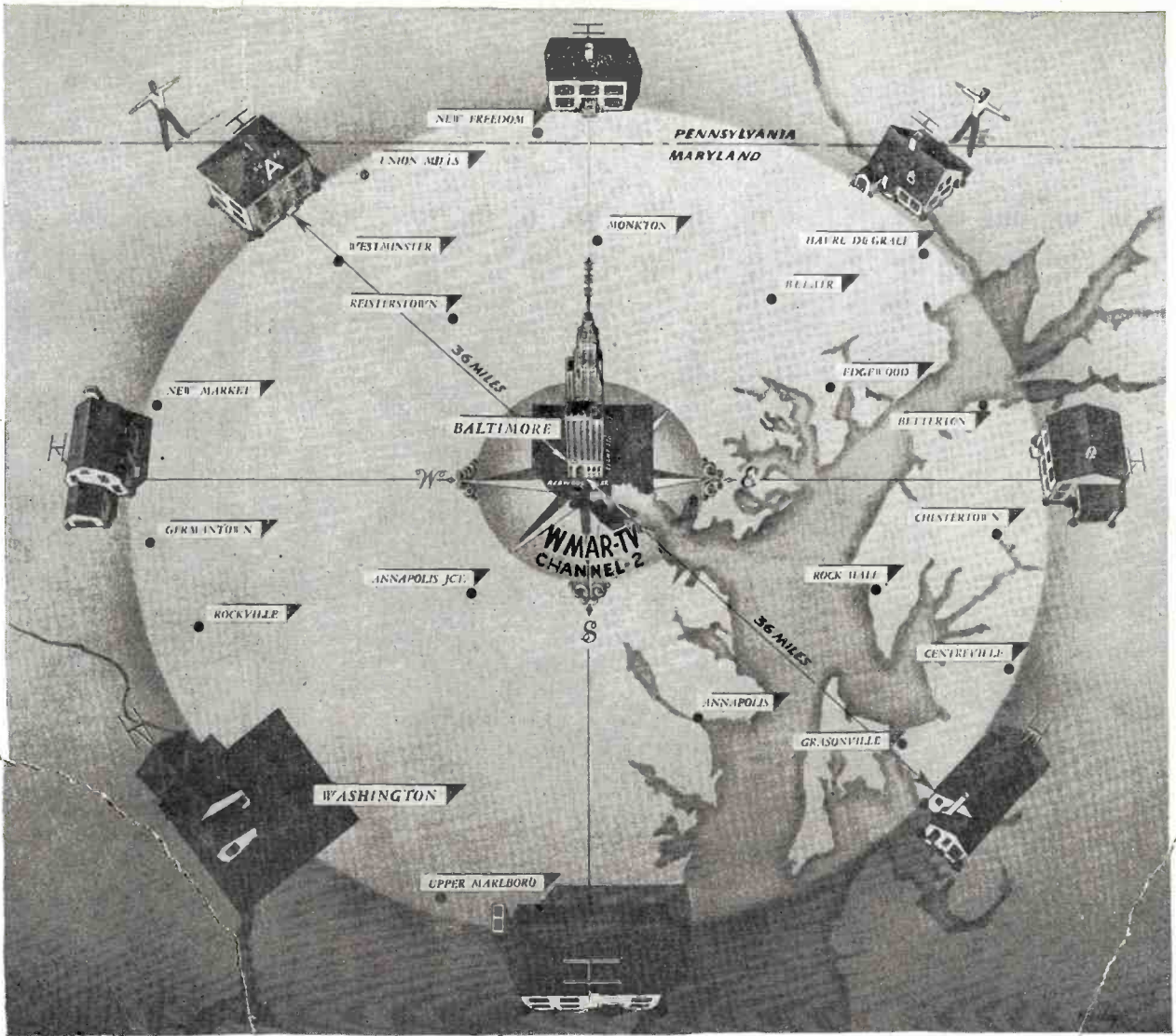
The city's heavy industries are  
not radio-minded, as a rule, nor do  
the garment or liquor makers em-  
brace the medium. In the field of  
consumer goods, however, the story  
is different. Emerson Drug Co. con-  
sistently sponsors nationwide radio  
for its Bromo-Seltzer, as does  
Maryland Pharmaceutical for Rel  
and Rem. Some of the manufac-  
turing drug houses aren't radio  
minded, however, especially those  
not promoting brand names.

This haven of freedom, where the  
national anthem's lyrics were  
spawned, hangs its municipal head  
in shame at mention of the "Balti-  
more Gag."

The gag is a juridical freak  
traced to the city's English fore-  
bears. In essence it is a warped  
contempt-of-court rule laudably  
designed to protect indicted persons  
but maliciously ineffective in that  
it operates as a cancer on the vitals  
of democracy.

Several Baltimore stations face  
early trial for contempt because  
they carried press association re-  
ports that a suspect had con-  
fessed to the sex murder of two  
little girls, along with statements  
made by high police officials. The  
city's newspapers have quaked in  
fear of reprisals from the bench,  
but broadcasters are standing on  
their constitutional rights. If they  
lose in the local court, the fight will  
be carried to the U. S. Supreme  
Court which long ago branded the  
antique common-law rule as out-  
moded and unconstitutional.





## This is a picture of **WMARyland**

Throughout Maryland and the rich Chesapeake Bay area, viewers rely on good reception from Channel Two. They know that only on WMAR-TV, The Sunpapers television station in Baltimore, can they enjoy the programs with that special Maryland flavor.

Only WMAR-TV gives its loyal audience a daily motion picture newsreel of the news events of Baltimore and Maryland. Only WMAR-TV



gave the Maryland audience the Baltimore Orioles baseball games; the Baltimore Bullets basketball games; the Baltimore Colts professional football games; and the daily feature races from historic Pimlico and Laurel race tracks.

Add to these distinctive "local" programs on WMAR-TV the outstanding entertainment presented by the Columbia Broadcasting System's television network, and there's little wonder that television aeriels in Maryland are turned to Channel Two.

Represented by

**THE KATZ AGENCY, INC.**

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO  
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



## *two are always better than one*

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

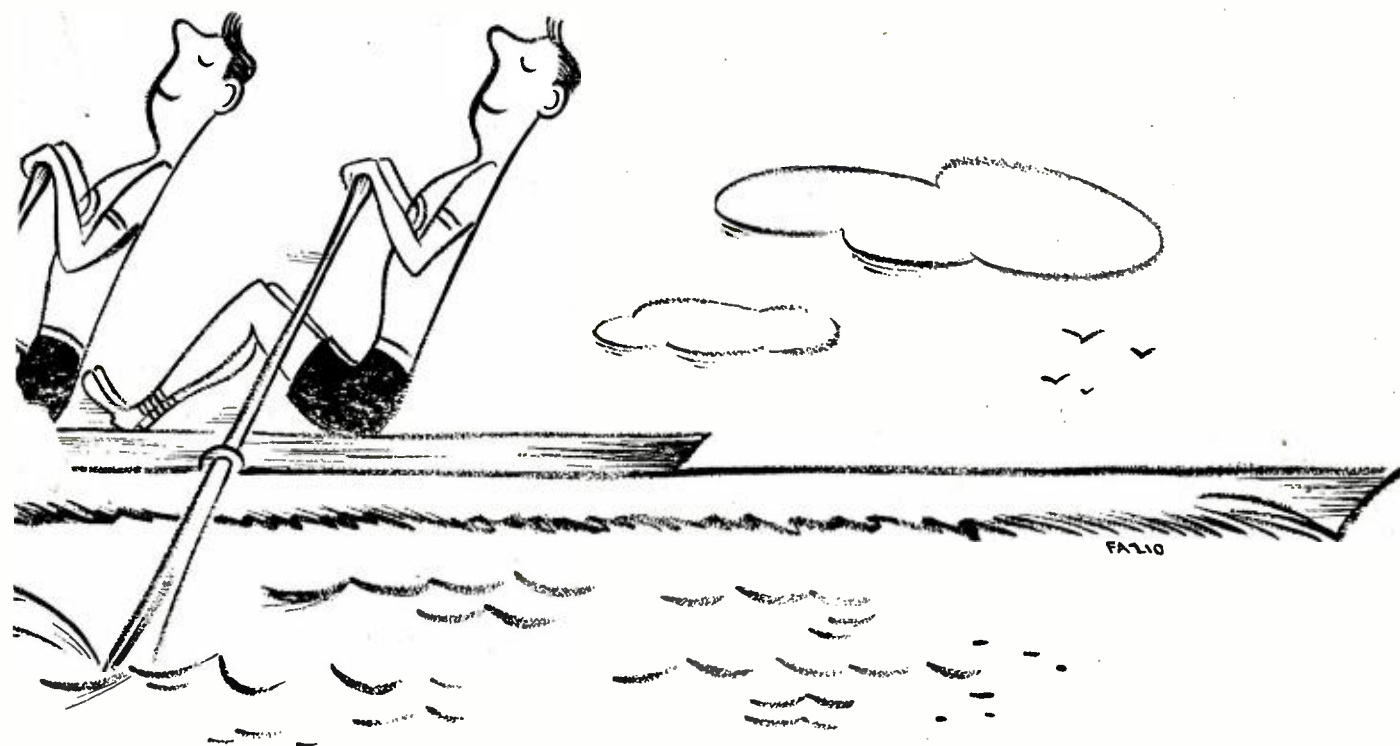
For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has *only one* broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis\*.

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

- ...you can promote your shows both ways
- ...you can publicize your talent both ways
- ...you can merchandise your product (or service) both ways

\*under the same roof that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.





Your advertising in one medium reinforces and strengthens your effort in the other...with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved so *strong* that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So...if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction...because

*in Baltimore. WBAL—and only WBAL—offers both*

# **WBAL**

1090 KC 50 KW  
NBC Affiliate

# **WBAL-TV**

Channel 11 36.2 KW  
NBC Affiliate

Represented nationally by  
Edward Petry & Co.

**WBAL and WBAL-TV**  
*Mean Business in Baltimore!*

# STATION HISTORIES

## Background, Data on Baltimore Outlets

**WAAM (TV)**  
3725 Malden Ave.  
Mohawk 7600  
26,100 w (TV) 13,800 w (audio)  
Channel 13

WHEN WAAM took to the air last Nov. 1 it was completely sold out for the day. The next day it was on 23 hours without a mishap in covering election returns.

The station claims another first in a simultaneous telecast of the Hochschild, Kohn & Co. *Quiz Teen Time* with WFBR. Both outlets carried the program commercially.

Officers include Ben Cohen, president; Fred Allman, executive vice president; Norman C. Kal, general manager, and Armand Grant, commercial manager. Mr. Kal is president of Kal, Ehrlich & Merrick, Washington agency.

WAAM has everything under one roof, with no department more than 75 feet from any other department, including executive, commercial, program and engineering. The station is located away from the heart of the city.

Just six weeks after taking the air the station moved into daytime programming with a 4 p.m. five-a-week film program sponsored by Joseph M. Zamoiski Co., local Philco distributor.

WAAM is a television affiliate of ABC and DuMont. It is repre-



Mr. BURKE

1929, by Consolidated Gas, Electric Light & Power Co., WBAL was purchased by Hearst Radio Inc. in January, 1935. It was on NBC Blue network until Sept. 30, 1941, moving to the Red (now NBC). Power was increased that year to 50,000 w and frequency was shifted from 1060 to 1090 kc.

"New World of Tomorrow" studios and offices were occupied in 1947 at 2610 N. Charles St., just north of the business center. The station has spent a million dollars on its new AM and TV facilities. It has no FM outlet but is an applicant.

Operating hours of the TV station exceed those of any operation outside of New York, according to Harold C. Burke, Hearst Radio vice president in charge of WBAL and WBAL-TV, with a minimum of 60 hours on the air since last Oct. 18. The TV station was opened March 11, 1948. Daytime programs begin at noon Monday through Friday. Harold P. See is TV director and acting chief engineer of both stations. Kenneth Carter is sales manager.

As of last December the TV station had 28 network and 50 local advertisers. Studio facilities are elaborate, with the main large studio equipped for a large variety of programs and filmed productions.

Basic WBAL AM rate is \$500 an hour. TV rate is \$350. Edward Petry & Co. represents both stations. Station slogan is, "WBAL and WBAL-TV mean business in Baltimore."

\* \* \*

**WBMD**

2 W. Eager St.  
Mulberry 7095  
1000 w D 750 kc

THOUGH WBMD just celebrated its first anniversary last Dec. 7, it has been out of the red for some time, according to the owners. Twelve stockholders, mostly Baltimoreans, founded Key Broadcast-



Mr. EARP

ing Corp., operating the station. President is George Hull, in the automotive business.

H. Shelton Earp Jr., formerly of WTOP Washington, took over management last February. He built the programming around several personalities. Ralph Powers was hired from another station for a 7-10 a.m. morning program. He is said to command a wide following. From 11 a.m. to 1 p.m., proceedings are in charge of Barry Kay. In the afternoon Happy Johnny presides from 1 to 5.

A daily noon participation program is said to be popular with listeners who fill the station's auditorium studio. WBMD's director of women's activities, Polly Dorsey, has a 10-10:15 a.m. program.

WBMD carries the Washington Redskins games under sponsorship of American Oil Co. and U. of Maryland games for Sherwood Bros., regional gasoline concern.

The station's basic hourly rate is \$100. National representative is Joseph Hershey McGillvra Inc.

Merrill Carroll is sales manager of the station, with Thomas O'Connor as program director.

\* \* \*

**WCAO; WCAO-FM**  
1102 N. Charles St.  
Mulberry 0600  
5000 w 600 kc  
10,000 w 102.7 mc

EVER since it took the air May 8, 1922 WCAO has had the same 600 kc assignment. Originally it was licensed to Sanders & Stayman, Baltimore music store, later being acquired by Brager-Eisenberg, department store, from which it was purchased in July 1926 by Monumental Radio Inc. Officers of Monumental were R. V. O. Swartout, George Eckhardt and William Atkinson.

WCAO joined CBS Sept. 18, 1927 as one of the original 16 basic affiliates. The ownership was transferred April 15, 1931 to the present Monumental Radio Co.

Original officers were Lewis M. Milbourne, president; J. Thomas Lyons, executive vice president; Clarence W. Miles, secretary; L. Waters Milbourne, assistant treasurer. Mr. Lyons died in December 1938, L. Waters Milbourne becoming general manager in early 1939.

Power has increased from the original 250 w to 500 w and 500-1000 w, with the present 5,000 w fulltime granted Nov. 28, 1942. WCAO-FM was started experimentally Jan. 23, 1948, with 3 kw power on 102.7 mc, going fulltime with 10 kw the following Feb. 1. It duplicates the complete AM program schedule.

WCAO is an applicant for a television CP should Baltimore receive additional TV channels. It originally applied for TV last March 8. The station has occupied its own modernized building in the center of the city since Aug. 4, 1947. Transmitter is located on Park Heights Ave. extended. National representative is Paul H. Raymer Co. Station slogans are "Maryland's Oldest Radio Station" and "The Voice of Baltimore." WCAO



Mr. MILBOURNE

claims to have originated the morning musical clock and likes to recall that A. D. (Jess) Willard Jr., NAB executive vice president, was an announcer on its staff.

Station's basic hourly rate is \$375.

\* \* \*

**WCBM; WCBM-FM**  
Harford & North Aves.  
Belmont 8400

250 w 1400 kc  
(CP 10,000 w D 5,000 w N 680 kc)  
15,000 w 93.1 mc

ORIGINAL WCBM license was issued in May, 1924 in the name of Charles Swartz, with 250 w day and 100 w night on 1370 kc. Baltimore Broadcasting Corp. was formed in

(Continued on Baltimore 12)



Mr. ALLMAN

sented nationally by Free & Peters. Basic hourly rate is \$300. Radio-Television of Baltimore Inc. holds a CP for AM station (WTLS) with 1 kw daytime on 1010 kc but has not started construction. The company has a Class B FM application pending at the FCC.

\* \* \*

**WBAL; WBAL-TV**  
2610 N. Charles St.  
Hopkins 3000

50,000 w 1090 kc  
32,600 w (TV) 17,200 w (aural)  
Channel 11

ESTABLISHED in November,

# MORE POWER AND A BETTER PLACE ON THE DIAL!

In 1949 we move to



**680**

**KILOCYCLES**

with

**10,000** watts—and that

means more **SELLING POWER** for advertisers using

*Baltimore's Listening Habit*

# WCBM

**Mutual Broadcasting System**

John Elmer, President      George H. Roeder, General Manager

Exclusive National Representatives **WEED & COMPANY**

NEW YORK • CHICAGO • BOSTON • DETROIT • ATLANTA • HOLLYWOOD • SAN FRANCISCO

(Continued from Baltimore 10)

1929 and the present management began operations the same year.

The station went to 250 w full-time in 1939, moving to 1400 kc in 1941. The FCC has granted a CP for a regional facility in the drawn-out 680 kc litigation and the station is preparing to move into the new assignment as soon as possible.

President of WCBM is John Elmer, well-known industry figure and president of NAB in 1937. He is still active in NAB affairs and has been on the board of Broadcast Music Inc. since its formation. George H. Roeder is general manager and program director of the station.



Mr. ELMER

WCBM is the Baltimore outlet for MBS network. Weed & Co. is national representative. Basic hourly rate is \$200.

The station emphasizes the city's port-derived aspects, and is identified on every station break as "WCBM, the Port of Baltimore." Musically it reaches the non-extremist listener, "pleasing the middle-minded person while not sloughing off either long-hair or cat."

News policy stresses local events. Newsroom effort is geared to processing of national and international events for Baltimore listening, based on this theme: "The

news of the world as it applies to our town."

Several teams operate in news broadcasting. Outstanding is the *Ian & I* 10:30-11 p.m. broadcast by Ian Ross MacFarlane and Charles A. Roeder, brother of George. The half-hour is completely ad-libbed, being tape-recorded to handle a heavy volume of post-broadcast queries. The two newsmen talk over their respective news experiences of the day and kick around controversial and political topics too hot for formal programs. Both men travel widely and fly in wire spoils from remote points.

WFBR; WFBR-FM  
10 E. North Ave.  
Mulberry 1300  
5000 w 1300 kc  
20,000 w 101.9 mc

PIONEER Baltimore station, WFBR took the air June 9, 1922, as WEAR. Call was changed to WFBR in 1924 when officers of the National Guard took over operation. Studios were moved to the Fifth Regiment Armory. In 1927 studios were moved to 711 St. Paul St. Facilities were purchased in 1931 by the present owners, Baltimore Radio Show Inc., the station opening its present studios in 1939.

Among milestones was the June 14, 1922 speech by President Harding at Fort McHenry, claimed to be the first Presidential broadcast.

In recent years WFBR has featured studio-audience programs with both eye and ear appeal, with 100,000 persons visiting the studios every year. Special events are featured. The station has had exclusive rights to the Maryland State Fair, Baltimore Food Show, Maryland Pharmaceutical Assn. events and Chesapeake Bay Fishing Fair Assn. annual fair.

WFBR is the ABC outlet in Baltimore. Basic hourly rate is \$375. John Blair & Co. is national representative.

The present staff numbers 66, with R. S. Maslin as president and chairman of the board. Other officers are J. H. L. Trautfelter, vice president and treasurer, and acting manager since the death of Hope H. Barroll Jr.; L. O. Groves, secretary; Robert S. Maslin Jr., assistant secretary and treasurer.



Mr. MASLIN

Engineering facilities are under direction of William Q. Ranft. AM transmitter is located at Water-view Ave., Westport, and FM transmitter at Edmonson Ave. extended. The FM transmitter went into operation last Nov. 28.

WITH; WITH-FM  
7 E. Lexington St.  
Lexington 7808  
250 w 1230 kc  
20,000 w 104.3 mc

WITH'S policy since it went on the air March 1, 1941 has been music, news and sports, with no straight talking programs or stories. News is broadcast every hour on the hour 24 hours a day. Principal executives of the station, operated by Maryland Broadcasting Co., are Thomas G. Tinsley Jr., president, and Robert C. Embry, vice president.

WITH takes its sports seriously. Mr. Embry is president of the Colts, pro football team, and Bullets, pro basketball team. Their games are broadcast play-by-play as well as the Orioles baseball games. Ted Husing handles football, aided by Bill Dyer, and Mr. Dyer does basketball and baseball.

The station opened with a musical bang in 1941, ASCAP sending down a songwriter show. NAB was feuding with ASCAP at the time. The debut was extensively promoted by Joseph Katz Co. WITH has handled Miss Maryland contests and in 1942 staged the event at Camp Meade for the benefit of the soldiers.

All types of music are carried, from swing to classical, along with outstanding public events.

An experimental FM operation was started late in the war with call letters W3XMB. First Maryland FM license was granted the station in September 1946. The FM station, now WITH-FM, duplicates the AM program. Power was increased last September to 20,000 w.

National representative is Headley-Reed. Basic hourly rate is \$195. Under the same ownership is WLEE Richmond, Va., which has



Mr. TINSLEY

an FM grant. WITH has applied for television.

WMAR-FM; WMAR-TV  
Sunpapers Bldg.  
Lexington 7700  
20,000 w 97.9 mc  
17,100 w Channel 2

ALL the facilities of the Sunpapers are available to newspaper's FM and TV outlets, directed by Ewell K Jett, radio vice president of A. S. Abell Co. A former FCC



Mr. JETT

Commissioner, Mr. Jett long was a Baltimore resident. He has brought to the office long experience in the engineering side of broadcasting.

WMAR-TV celebrated its first anniversary last Oct. 27. Its news-reel operation uses seven cameramen, three director-writers, two film editors, two laboratory technicians and is an around-the-clock operation. Film documentaries carried on WMAR-TV have been taken by the CBS eastern TV network. A daily man-in-the-street program is telecast with the aid of the station's elaborate remote equipment.

Basic TV rate is \$350 an hour. The station has over 50 TV sponsors. It carries the CBS network television services. Regular mail is said to come from points as far distant as Harrisburg, Pa., with

(Continued on Baltimore 14)

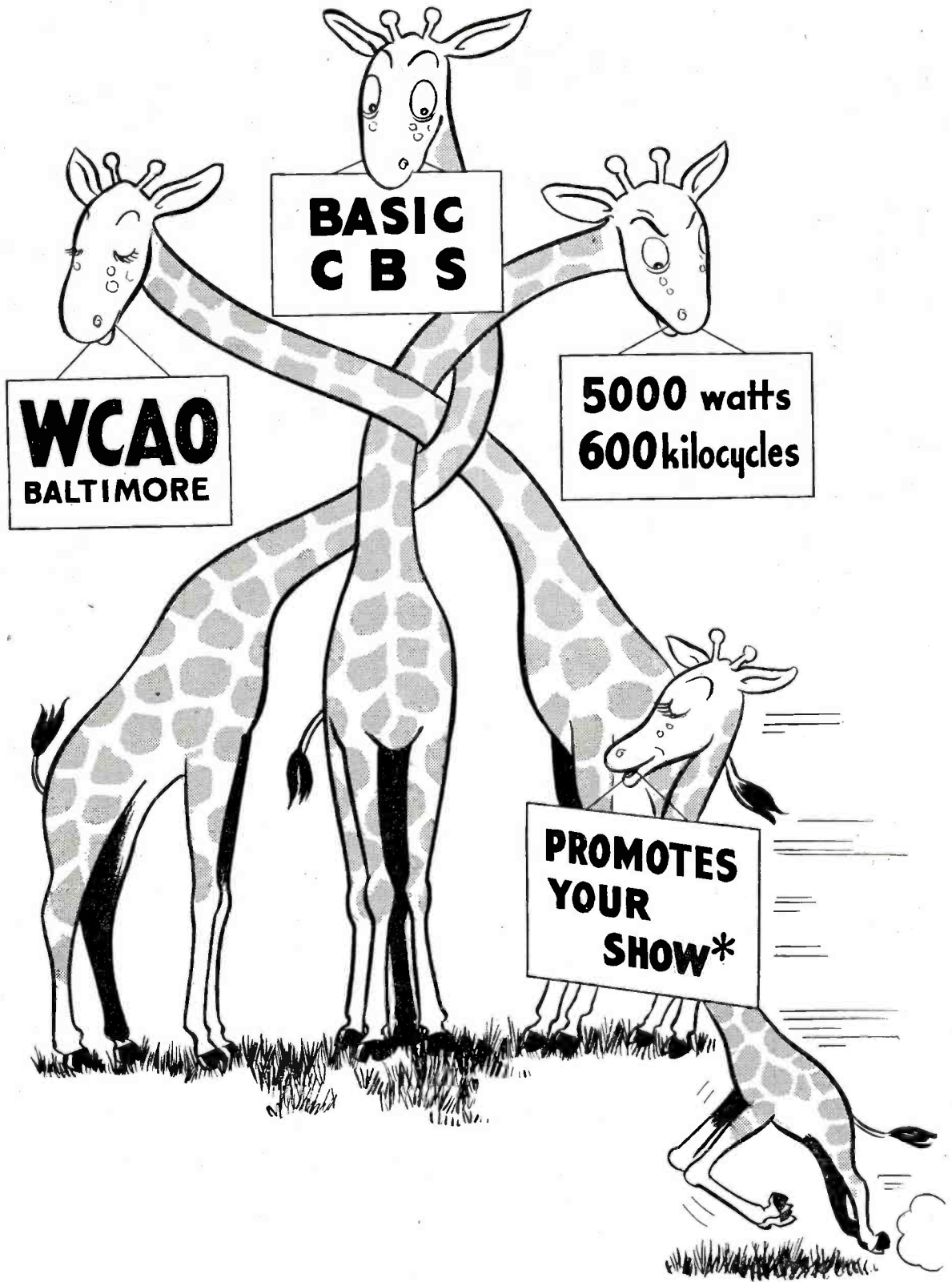
## WBMD BALTIMORE

750 KC. • NON-DIRECTIONAL • 1000 WATTS

For Complete Coverage of  
AMERICA'S SIXTH LARGEST MARKET  
plus most of Maryland—plus parts of Delaware, Pennsylvania, New Jersey & Virginia

BUY:—RALPH POWERS, BARRY KAYE, HAPPY JOHNNY

Represented Nationally by Jos. Hershey McGillivra



\*Just ask your Raymer representative

## Stations

(Continued from Baltimore 12)

occasional mail from the New York area.

President of A. S. Abell Co. is Paul Patterson. Assisting Mr. Jett are Ernest A. Lang, sales manager; Philip Heisler, chief of film department; R. B. Cochrane, production director, and Carlton G. Nopper, chief engineer.

The FM station is on the air 42 hours a week. It features good music and some popular numbers, with religion dominating the Sunday schedule. Basic hourly rate is \$50. The Katz Agency Inc. represents the stations nationally.

Officers and studios are in the Sunpapers building. Across the street atop the O'Sullivan Bldg., highest south of Philadelphia, is a two-pylon FM tower supporting a three-batwing TV antenna. It is 591 feet above the sidewalk.

\* \* \*

**WMCP (FM)**  
5718 Reisterstown Rd.  
Mohawk 4400  
20,000 w 94.7 mc

OPENED shortly after the war by Thomas F. McNulty, WMCP has fought the good FM fight and is understood to be near the break-even point despite the fact that it had no AM, TV or newspaper affiliation. Seventeen local businessmen

put up the money and named Mr. McNulty president. He had conceived the project while serving as director of the Maryland War Emergency Radio Service, pattern for similar services he helped set up in other states.

An ex-ham and ex-legislator, Mr. McNulty abandoned the insurance business to get the station under way. Good music is featured by WMCP, with no sports at all. News is kept to a minimum on the theory that listeners also read newspapers.

Out to build prestige, Mr. McNulty handles only quality accounts, he points out. Only programs are sold—no spots. The station feeds programs via air relay to WINC (FM) Winchester and WCHA (FM) Chambersburg.

At first WMCP was on the air 12 hours a day, but increased the time to 13 hours—10 a.m. to 11:15 p.m.—and now broadcasts 18-hour service.

Dinner music is sponsored 6-8 p.m. by Arrow Beer. Commercials are kept non-irritating on all station programs, according to Mr. McNulty. Only two of its 30 sponsors have been lost since the station opened. Located six miles from the center of town, it has an auxiliary studio setup downtown in Stieff Hall. The transmitter is on the highest ground in the region.

Mr. McNulty's main aide is Mar-



Mr. McNULTY

tin J. Porter, ex-managing editor of *American Weekly*. The station has no disc jockeys and claims a heavy following among Baltimore's erudite population. Advance program schedules are said to be in heavy demand. Sponsors include Cadillac, Oldsmobile dealers, Fidelity Trust and others of the type. The basic hourly rate is \$50.

\* \* \*

**WSID**  
136 Eastern Ave.  
Peabody 8150  
1000 w D 1570 kc

ONLY suburban outlet in the Baltimore area, WSID is located in the rapidly growing residential and industrial community of Essex, east of the city, but claims coverage of the entire metropolitan area.

The station was founded by Sidney H. Tinley Jr., Baltimore, head of a real estate and insurance business. Just a few weeks ago Mr. Tinley sold the station to United Broadcasting Co., Washington, operating WOOK Silver Spring, Md., Washington suburb. Price was \$80,000. At this writing the transfer awaits FCC approval. Richard Eaton, president of United, has indicated that public service features of both stations will be given increased emphasis.

WSID has stressed community flavor in its programming. Its basic hourly rate is \$90. Representative is Forjoe & Co.

Last year Mr. Tinley placed operation of the station under Howard S. Frazier via a management contract. Mr. Frazier is associated with Paul Peter in the radio management consultant firm of Frazier & Peter, Washington. The station took the air Thanksgiving Day, 1947.

The *Essex Spotlight* program features merchants along the Philadelphia road. Another local feature is the teen-age talent show for Bond Bread. A sports parade starts at 1 p.m., lasting to signoff. It includes race results and scores of games. Five-minute newscast is carried just prior to the hour.

## Surveys of Other

# MAJOR

# Radio Markets

## Are Underway

## Watch For

- San Francisco
- Buffalo
- Seattle
- Detroit
- And Others

## Baltimore's Newest TV Station

# Proves Its Performance

# WAAM

**CHANNEL 13**

## 14 COMMERCIAL SHOWS WEEKLY

In just two short months WAAM has established a record of acceptance with important advertisers: Basketball (Arrow Beer)—Fashion Show (Isaac Hamburger)—Wrestling (Ford Dealers)—Quiz-teen Time (Hoschild Kohn Co.)—Movie Matinee (Philco Dealers)—Film Musical (Parker Co.)—Entertainmentime (Reuben Enterprises).

- **Bulova Watch Time Signals**
- **Chesterfield Cigarettes**
- **Host of Local Spot Advertisers**

A B C  
AFFILIATE

DUMONT  
NETWORK SHOWS

FREE & PETERS — NATIONAL REPRESENTATIVES

## Publication Dates

To Be  
Announced

# fi **STILL** rst\*

 **in the morning** (8-12 a. m.)

 **in the afternoon** (12-6 p. m.)

and **in total rated periods**

\*October-November Hooper Ratings.

This business of leading the pack is getting to be a habit at WFBR.

And we're leading not only on the Hoopers, either. We're way out in front in audience interest—audience *loyalty*, too!

Witness: recently one of our M.C.'s mentioned that he had some studio tickets available. He mentioned it *just once*—and Uncle Sam's harassed mailmen brought requests for 113,952 tickets.

Add it up: all our firsts—audience loyalty—constant newspaper and car card advertising—a house organ, modern, handsome studios—and 100,000 people that see a broadcast in those studios every year—and your total *has* to be:

AM

# WFBR

FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.  
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

# BROADCASTING

The Newsweekly of Radio and Television

# TELECASTING

..... always the  
advertising leader

## BROADCASTING

CARRIES MORE RADIO  
LINEAGE ANNUALLY  
THAN ALL OTHER  
TRADE PUBLICATIONS  
COMBINED.



*Because* BROADCASTING enjoys the highest degree of reader interest of any trade publication . . .

*Because* time buyers have repeatedly made it their first choice for station advertising . . .

*Because* its carefully-edited, painstakingly-prepared columns inspire confidence in the news it brings and the advertising it displays . . .

*Because* in its 17 momentous years of publication, it has relentlessly espoused the cause of free, competitive radio in the best interests of the art and industry and the free people it serves . . .

*BROADCASTING has consistently been the most effective, result-producing medium in the entire field.*