

June 7, 1948

A Continuing Study of Major Radio Markets

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

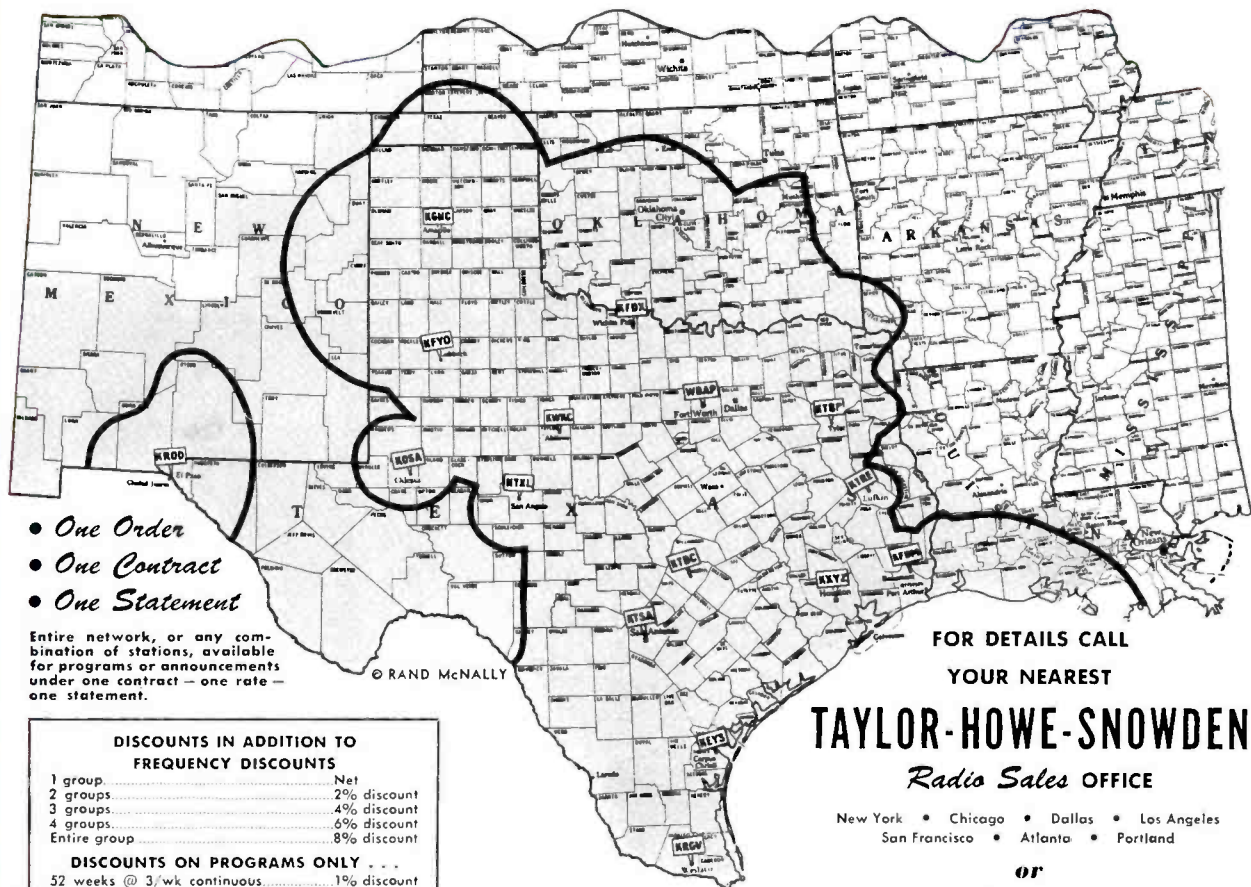
Study No. 2

Dallas-Fort Worth

Now Bigger and Better...

the Lone Star Chain

DELIVERS TEXAS!



TAYLOR-HOWE-SNOWDEN

Radio Sales OFFICE

New York • Chicago • Dallas • Los Angeles
San Francisco • Atlanta • Portland

or

FREE & PETERS, INC.

DISCOUNTS IN ADDITION TO FREQUENCY DISCOUNTS

1 group.....	Net
2 groups.....	2% discount
3 groups.....	4% discount
4 groups.....	6% discount
Entire group.....	8% discount

DISCOUNTS ON PROGRAMS ONLY

52 weeks @ 3/wk continuous.....	1% discount
52 weeks @ 5/wk continuous.....	3% discount

Second of a Series

THE INGREDIENTS OF

★ LEADERSHIP

RECIPE FOR
LEADERSHIP

★ **Power**, 50,000 Watts on 820 kc and 5,000 on 570 kc
... insures large regional coverage.

★ **Experienced Staff** in production, programming
and merchandising to maintain variety and balance ...
attract and hold listeners.

★ **NBC, ABC and Texas Quality Network
Shows**, identified by the Southwest's favorite call letters,
WFAA 820 and WFAA 570.

★ **95 Newscasts weekly**, locally gathered, edited
and presented, supplementing network news services.

★ **Complete Recording Laboratories**, the
best in equipment, studios, talent and technical "know-how."

Mix age and power with experience. Carefully blend the best in equipment, talent and network services with audience loyalty. Season with Texas enthusiasm and add local color with these ingredients of leadership.

Serve in generous portions and you have the soundest possible investment for your radio dollar with

Station **WFAA**
DALLAS, TEXAS

820 NBC 570 ABC
TEXAS QUALITY NETWORK

Radio Service of the Dallas Morning News

and
**WFAA
FM**

Represented Nationally by EDWARD PETRY and COMPANY

The

Dallas

Second
of a
Series

By JULIAN STAG

THROUGH radio there now exists something that never existed before—a Dallas-Fort Worth market.

A Dallas or Fort Worth station's signal represents the only semblance of a market embracing the two neighboring but dissimilar Texas cities.

What geography, newspapers, Chambers of Commerce, and a certain friction of civic temperament have put asunder, radio has successfully wrapped up into one neat bundle. The microphone alone has been able to weld marketwise two cities as widely separated in spirit as Washington and Moscow.

The Dallas-Fort Worth market is larger than any other single metropolitan market in the state, and has total radio billings of approximately \$5,000,000 a year.

Included in the metropolitan areas are Dallas and Tarrant Counties, with Dallas and Fort Worth, respectively, serving as county seat and urban center.

Encompassed in the immediate Dallas metropolitan area are the two corporate suburbs of Highland Park and University Park, to the north. These are known locally as the Park Cities, with some of the finest homes in the country and, hidden from view, the magnificent estates that oil built. Likewise in Fort Worth, wealth is reflected in the elegant homes and far-flung ranches.

More than 900,000 people are in the combined metropolitan areas of the two-city market.

Populations are estimated at 265,000 for Fort Worth proper with 325,000 for the metropolitan area, and 475,000 for the city of Dallas and its immediate suburbs with about 575,000 in the Dallas metropolitan area.

DALLAS has grown about 50% in population since the 1940 census and Fort Worth has expanded similarly. Furthermore, the pace is expected to continue rather than slow down. Radio stations contend the man who creates



one customer for his product in the area can hope for two customers instead of one in the not too distant future, with 1,000,000 population foreseen in the market within five years.

But the immediate area is only a fraction of coverage offered by the powerful stations strategically situated deep in the heart of Texas.

Dallas stations service perhaps 2,000 radio advertisers, with a somewhat smaller number in Fort Worth.

BMB 1946 figures for radio distribution in principal cities showed 96,600 radio families in the city of Dallas, 128,720 for city and county. Fort Worth figures were 64,650 for the city, 79,850 for Tarrant County—or a total of 208,570 radio families for the two-county area. These, in the majority, are good radio listeners.

In the Dallas-Fort Worth market retail sales have been running at a rate of almost a billion dollars a year *Sales Management* es-

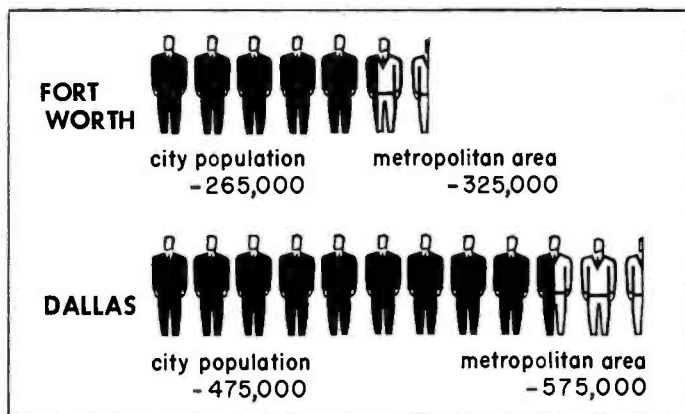
timates, with \$632,956,000 for Dallas and \$337,956,000 for Fort Worth. Food sales accounted for \$84,557,000 of the Dallas figure, \$63,689,000 for Fort Worth. Of the retail total in the area, \$215,567,000 is spent for general merchandise, \$135,374,000 in Dallas and \$80,193,000 in Fort Worth.

Buying Power In The Market

Estimated "net effective buying income" is placed at \$686,349,000 for Dallas, \$396,574,000 for Fort Worth, a total of \$1,082,923,000. Per-family buying power is placed at \$5,413 for Dallas, \$5,388 for Fort Worth.

The dual market does a wholesale business of 1¼ billion dollars, with \$1,300,682,000 for Dallas and \$405,835,000 for Fort Worth, a total of \$1,706,517,000.

Bank debits for the first four months of 1948 totaled \$1,184,458,098 in Fort Worth. The Dallas figure for the same period showed bank debits of \$3,888,309,000. Last October bank deposits for Dallas and Fort Worth aggregated \$1,288,761,477.



Population of Dallas and Fort Worth metropolitan and city areas are compared on the above chart. Total population of the combined metropolitan areas is 900,000 people.

FORT WORTH and Dallas rank No. 1 and 2, respectively, in
(Continued on page 4)

Dallas-Fort Worth

(Continued from page 3)

rate of industrial expansion, not only among Texas cities but for the nation as a whole, according to figures compiled by the Texas Employment Commission this May. Industrial expansion is figured in terms of increase in number of manufacturing workers employed, applying to the period between April 1940 and April 1947.

Large Gains Reported In Employment

The gain in Fort Worth was 144.91% in the seven-year period, with 58.56% in Dallas. As of April 1948 Dallas provided jobs for 222,100 persons, or 14,000 above the war-time peak. In Fort Worth 34,177 were employed in manufacturing alone a year ago compared to 13,955 in the spring of 1940.

The four major networks have affiliates in the dual market. Stations in the area are also threaded into the patterns of four Texas regional networks.

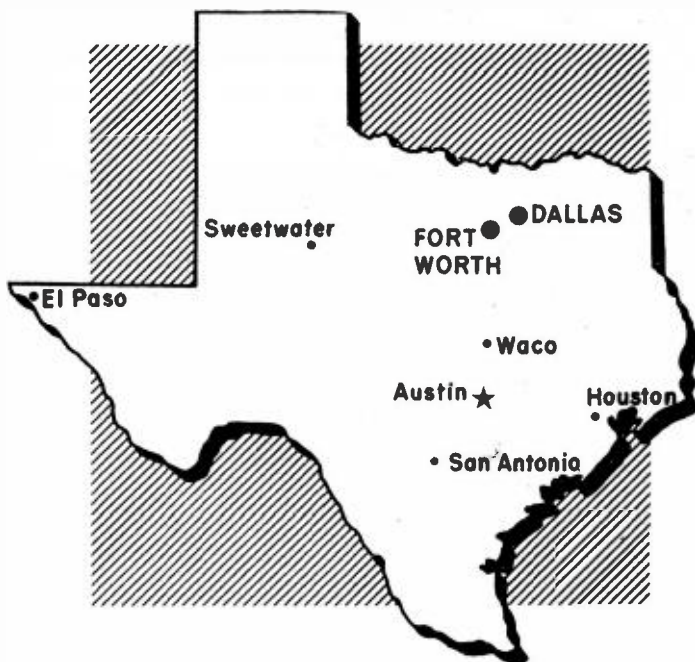
Serving the Dallas-Fort Worth area are 11 AM and three FM stations. All FM operations are in Dallas.

Dallas stations and their founding dates: WFAA (1922) (on two frequencies); KRLD (1926); city-owned WRR (1920); KSKY (1941); KIXL (1947); KLIF (1947). WFAA, KRLD and KIXL also have FM stations.

Fort Worth stations and their founding dates: WBAP (1922), divides frequency with WFAA; KFJZ (1922); KWBC (1946); KXOL (1947); KCNC (1947).

Television Will Arrive In Market by Fall

Television lies ahead for Fort Worth, perhaps by autumn. Going up rapidly at an outlying Fort Worth site is a structure to house WBAP and the first TV operation in the market. The Carter organization in Fort Worth remains secretive about its new building



Location of Dallas-Fort Worth in Relation to Other Major Metropolitan Cities in Texas.

and its television plans. No story on the project has appeared in the Carter-owned *Star-Telegram* but it's understood WBAP-TV will be on the air in the fall.

One TV station has been authorized in Dallas. Original applicants were Tom Potter, an oil man, and the late Rogers Lacy, also an oil man, who had plans for the highest hotel in the country with TV in every room. Mr. Lacy died six months ago. Mr. Potter is proceeding with plans alone. Others anxious to have Dallas TV outlets are WFAA, KRLD, and KIXL, and Leo F. Corrigan, real estate operator.

WRR's Plans If Video Application Is Granted

Television as a mode of bringing government closer to the people is being talked in Dallas, in connection with municipally-owned WRR's application for a video license. City officials are discussing the idea of employing television programs to inform the public on traffic control problems particularly. Durward Tucker, WRR chief engineer, and the Dallas police chief have been talking about a televised film summary of daily traffic activities in Dallas as a traffic educational program series. Operations of the police department generally, and fire, water and health departments could also be explained by television, Mr. Tucker has pointed out.

Radio Makes Both Cities One Market

Dallas and Fort Worth are one market only when radio is the medium. Dallas is the metropolis of East Texas—in its narrower aspect

—and Fort Worth the metropolis of West Texas. Both cities together are the big towns of North Texas and at the communications crossroads where the rest of the country touches the "empire" of Texas.

While the distance between the cities downtown to downtown is 30 miles, recent annexations have pushed limits of each to a degree where at one point Fort Worth is only 12.8 miles from Dallas.

Both are skyline cities, rising sharply in jagged silhouette from the plain to an apex of height represented by the tower of the war-time-built 30-story Mercantile Bank Bldg. Atop this building the antenna for WFAA's FM operation jabs upward at a height of 547 feet above the street.

Houston Is Common Competitor

While Dallas and Fort Worth—off the air—indulge in civic bickering, Dallas prefers to pick on Houston for real competition. Here, Dallas runs into trouble, for Houston is undeniably bigger and the No. 1 industrial city of Texas today.

But the radio-fashioned Dallas-Fort Worth market appears to challenge Houston, or Houston-Galveston, for leadership.

As Joe Evans, manager of the Free & Peters office in Fort Worth, puts it: "No other medium—news-paper, outdoor or carcard—affords an advertiser this single-facility coverage of the two cities."

Mr. Evans says that the WBAP-WFAA "confusion" has rapidly been eliminated, with attendant agency-and-client awareness that Dallas and Fort Worth should be considered one market from every standpoint of distribution.

Dallas Is 'Big D'; Fort Worth 'Cowtown'

DALLAS is "Big D" to Texans, Fort Worth is "Cowtown." They somehow are appropriate soubriquets, and both towns acknowledge them. Dallas people are very proud of what they like to think of as their cosmopolitanism and urbanity. Folks in Fort Worth are just as apt to look upon Dallas as a place where men are less manly, perhaps, as contrasted with Fort Worth, "where the West begins."

In keeping with the spirit of "Big D," the Dallas Chamber of Commerce has, since the end of the war, been conducting a program to popularize a concept which it calls "the Dallas Southwest."

As one Dallas business institution said in a national trade magazine, Dallas "distributes a 13-billion-dollar market basket to over 17 million consumers in the Dallas Southwest."

Dallas Fast Becoming Regional Hub

This portrays Dallas as the hub of a great organic block of states including not only all of Texas, New Mexico, Oklahoma, Arkansas, Louisiana and Mississippi, but also 26 western counties of Tennessee, an area with 17,000,000 consumers and a 13-billion-dollar buying strength—all attainable via Dallas as a base.

Dallas is being increasingly pinpointed on national sales managers' maps as a regional distribution point. It is headquarters for American Airlines' Southern region, divisional office for United Press with a control over some eight or nine states, and publication office for the newly launched Southwest edition of the *Wall Street Journal*.

The Fat Stock Show at Fort Worth is one of the country's greatest rodeo events, and the

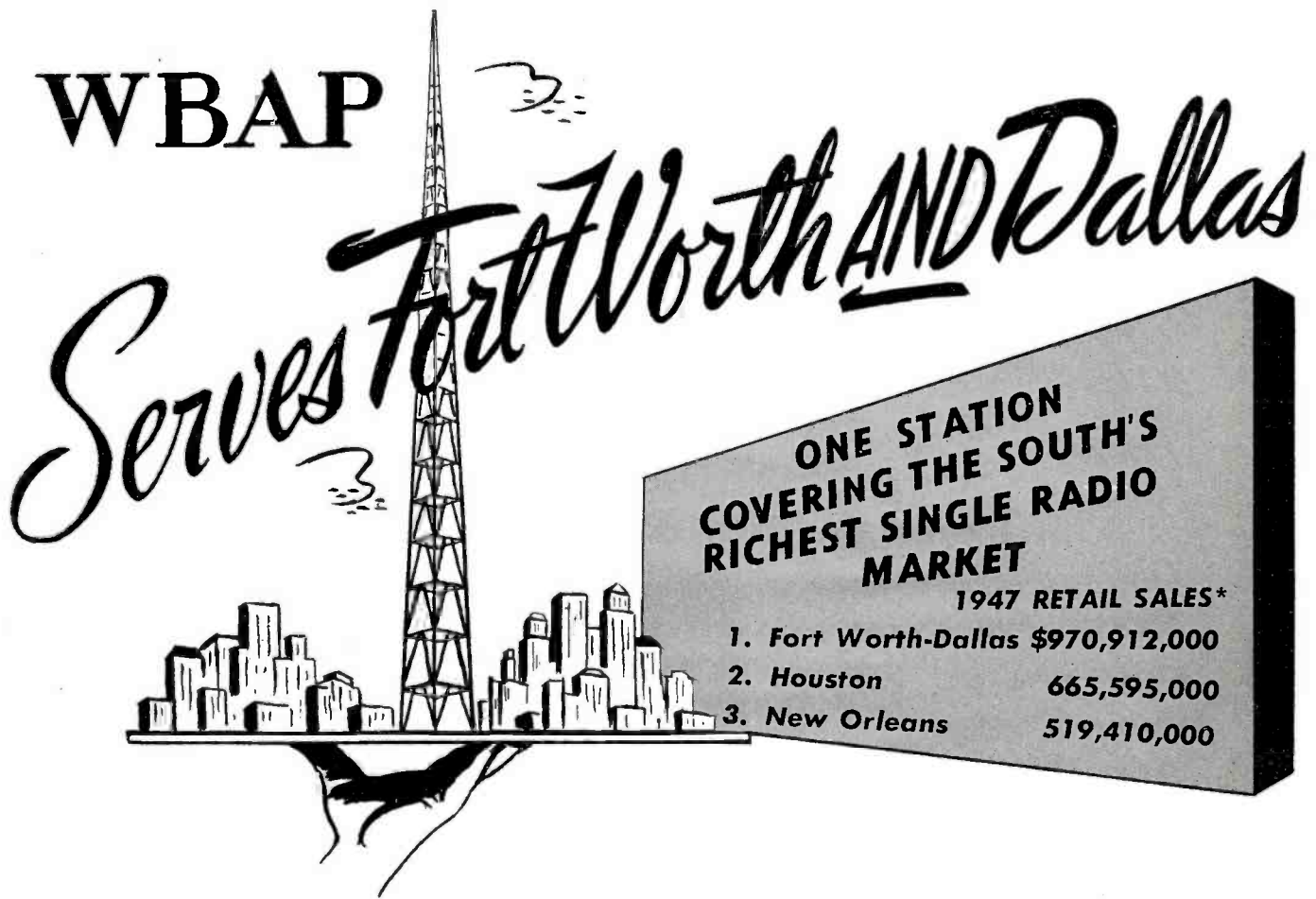
(Continued on page 8)



MR. MELVILLE
Managing Director
Lone Star Chain



MR. REMBERT
Managing Director KRLD;
General Manager, Texas
Broadcasting System



TWO TRANSMITTERS—50,000 watts (820 kc) and 5,000 watts (570 kc)—located EQUI-DISTANT between Dallas and Fort Worth.

TWO-CITY-PLUS COVERAGE carrying great distances beyond the city limits of Dallas and Fort Worth.

ABC, NBC, and LONE STAR CHAIN outlets for Dallas and Fort Worth.

TWENTY-FIVE YEARS OPERATING EXPERIENCE, in which time listeners have come to associate the words Radio and WBAP as one.

IN this rich, comparatively new and ever expanding market you will want the MOST FOR YOUR MONEY. Check the facts with Free & Peters. WBAP serves Fort Worth AND Dallas. WBAP IS YOUR BEST BUY.

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ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

Lone Star
Chain

Amon Carter, Pres.
Harold Hough, Dir.

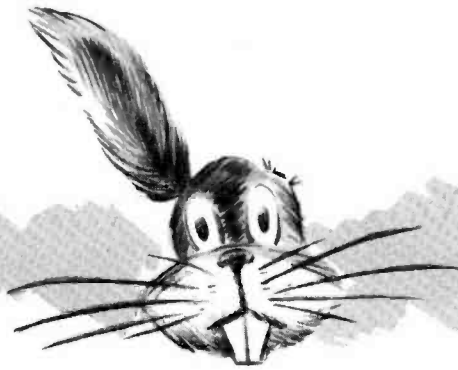
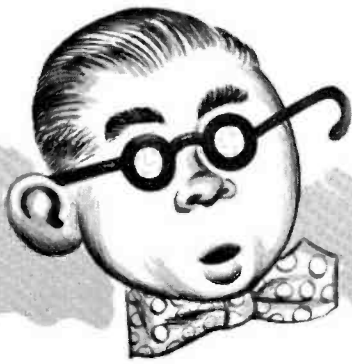
George Cranston, Mgr.
Roy Bocus, Com. Mgr.

FREE & PETERS, INC. National Representatives

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

BROADCASTING • Telecasting

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IS YOUR LISTENING

OURS ISN'T! HERE IN DALLAS-FT. WORTH—

**SO WE USE
TWO STATIONS
FOR A SINGLE PRICE**

TEXAS' RADIO'S
KFJZ



**SIMULTANEOUS
SCHEDULES
COMBINATION COVERAGE**

*Population 1,857,500
*Buying Income . . . \$2,257,516,000
Bank Deposits \$1,904,769,000

KFJZ-FT. WORTH

**FT. WORTH
MARKET**

ONLY 30 MILES APART IN



*Copyright, Sales Management, 1948



PUBLIC ONE-EARED?

—NATURE GAVE 'EM TWO—TO HEAR WITH!

TOP COMBINATION
WRR

TO SELL WITH!
DOUBLE COVERAGE
TO CATCH BOTH EARS!

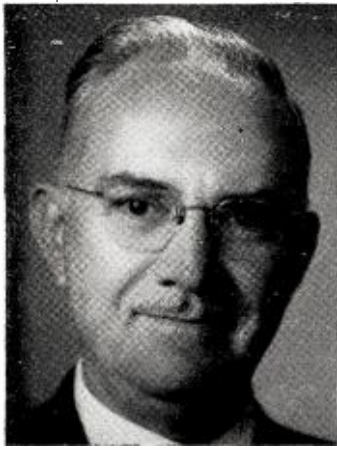
SEPARATE
SCHEDULES
COMBINATION COVERAGE

*Retail Sales	\$1,784,833,000
*Wholesale	\$1,861,658,000
†Radio Families	410,033

**—DALLAS
REGION**

TEXAS' POPULATION CENTER!

†BMB Area Survey, 1947



MR. CAMPBELL
General Manager WFAA;
Director, Texas Quality Network



MR. JORDAN
Vice President
Texas State Network



MR. CAGLE
President—Gen. Mgr. KFJZ;
President Texas State Network

construction of big league ball games.

Texas Quality likes to refer to itself as the oldest network in the state, and that it consists of NBC stations on Class A lines. All stations serve as sales offices. Directors are Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Halff, WOAI San Antonio; Jack Harris, KPRC Houston.

TQN stations are WFAA; WBAP; WOAI; KPRC; KGNC Amarillo; KRIS Corpus Christi; KRGV Weslaco. National representative is Edward Petry & Co.

19 Stations Comprise Texas State Network

Texas State Network has headquarters at 1201 W. Lancaster, Fort Worth, with Gene L. Cagle as president. Mr. Cagle is president and general manager of KFJZ Fort Worth. Charles Jordan is vice president. Network stations are KFJZ; WRR Dallas; KABC San Antonio; KBST Big Spring; KGKL San Angelo; KRBC Abilene; KPLT Paris; KRRV Sherman; KCMC Texarkana; WACO Waco; KTEM Temple; KNOW Austin; KFRO Longview; KBWD Brownwood; KMAC San Antonio; KCRS Midland; KGVL Greenville; KMHT Marshall; KXYZ Houston.

Blackburn-Hamilton, radio station broker, has also set up an office in Dallas.

Hillbilly Music Hits High Hooper There

HILLBILLY music is one of the staples of this market. An outstanding example of this type of program has been achieved by Hal Horton, with his *Cornbread Matinee* on KRLD.

Mr. Horton has also demonstrated the pulling power in radio-mail-order selling. He has scored

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Dallas-Fort Worth

(Continued from page 4)

whole town goes western for it each spring. The great Will Rogers Coliseum and Auditorium, which accommodates this event, draws large West Texas crowds the year-round for shows, trade exhibits, and other events.

Like Dallas, Fort Worth is a college town, with its Texas Christian U. undergoing great expansion just as Southern Methodist U. is in Dallas.

Ford, P & G Plants Located in Dallas

The Ford Motor Co. and Procter & Gamble both have plants with large production in Dallas serving the region. Chance Vought has begun moving its entire aircraft manufacturing operation, now employing some 8,000 people, from Stratford, Conn., to Dallas.

Dallas is an insurance center, a banking center (Eleventh Federal Reserve District), and a fashion center for the area. The clothes-consciousness of Dallas women has been termed "Parisian."

Fort Worth is the largest livestock and packing center south of Kansas City. Nearly 5,000,000 head of cattle pass through its yards in a year. It is the largest sheep market in the nation, and also a major milling and grain storage center.

B-36 Is Made In Fort Worth

In a sense, Fort Worth is one of the world's power houses. Here Consolidated-Vultee with a huge peacetime working force, is turning out the world's biggest military plane—the B-36 bomber. Here, too, is the home of the U. S. Eighth Air Force, known as the Air Force's atomic bombing group.

Fort Worth and Dallas each have branches of national representatives handling radio only. Free &

Peters at Fort Worth, managed by Joe Evans, and Taylor-Howe-Snowden at Dallas. Other representatives giving large attention to radio include the Branham Co. office in Dallas. An oldtimer in Texas radio, George Harding, once an announcer, is in the Branham radio department. Others with Dallas offices include Burke, Kuipers & Mahoney, Katz, and Pan American Broadcasting, the last-named handling Latin-American and other foreign stations.

Best informed estimates on the gross volume of business done by all radio stations in the Dallas-Fort Worth market place the figure at more than \$5,000,000 a year. Probably \$3 is spent with radio stations in Dallas to every \$2 in Fort Worth. This again is a rough estimate.

Apparently there is enough business to go around. But there are those who express qualms about what may happen to black ink operations if adverse conditions should grip the economy too tightly again.

Four State Networks In Two Cities

The Texas Quality Network and the newly formed Texas Broadcasting System (with KRLD) center in Dallas. The Texas State Network is in Fort Worth. The recently enlarged Lone Star chain has both Fort Worth and Dallas offices.

Lone Star chain, established in 1938 with seven stations, expanded to 16 outlets in April [BROADCASTING, April 26]. Headquarters are at the Taylor-Howe-Snowden offices in the Tower Bldg., Dallas, with Clyde Melville as managing director. Representatives are T-H-S and Free & Peters. The operating committee consists of Harold Hough, radio director of Carter Publications (operating WBAP Fort Worth), who is president; O. L. (Ted) Taylor, executive general manager, KGNC Amarillo,

and Tilford Jones, president of KXYZ Houston.

TQN Claims to Be Oldest of Nets

The 16-station Lone Star chain is composed of WBAP; KXYZ Houston; KTSA San Antonio; KTBC Austin; KGNC Amarillo; KFDX Wichita Falls; KFYO Lubbock; KROD El Paso; KOSA Odessa; KWKD Abilene; KXTL San Angelo; KFDM Beaumont; KRGV Weslaco; KEYS Corpus Christi; KTRE Lufkin, and KTBB Tyler.

Texas Broadcasting System, comprising three 50-kw outlets, was formed April 22 in Dallas [BROADCASTING, April 26]. Stations are KRLD Dallas, KTRH Houston and KABC San Antonio. Clyde W. Rembert, managing director of KRLD, is general manager of the network. Offices are in the Hotel Adolphus with KRLD.

In the formation stage is a new network, Liberty Broadcasting System, built around KLIF's re-

64,650
radio families



FORT WORTH

96,600
radio families



DALLAS

The Radio Homes in Dallas-Fort Worth

BROADCASTING • Telecasting

The Texas State Network

Proudly Salutes the

DALLAS—FORT WORTH

Billion \$ \$ \$ Market

TSN—*Provides concentrated individual market coverage throughout
Texas with 19 affiliated stations.*

TSN Markets—Fort Worth	Abilene	Big Springs
Dallas	San Angelo	Paris
Houston	Sherman	Greenville
San Antonio	Longview	Temple
Austin	Brownwood	Marshall
Waco	Midland	McAllen
Texarkana		

TSN—*is the only regional network with an affiliated station in both Fort
Worth and Dallas.*

KFJZ—Fort Worth
1270 Kilocycles

WRR—Dallas
1310 Kilocycles

Full-time—5000 Watts—Full-time

TEXAS STATE NETWORK

Represented Nationally by Weed and Company

Dallas-Fort Worth

(Continued from page 8)

big selling successes for Texas nurseries and hatcheries.

Extremes in this highly diversified market are found in the case of KIXL Dallas, which carries no hillbilly at all and goes in for classical music, as against the Fort Worth station, KXOL, which saw a chance to fill a gap by creating a supper-music program built on hillbilly tunes.

WFAA Reaches To Honolulu

Clear-channel WFAA cites as an example of its range on 820 kc the story of R. B. Morehead, a time-buyer and vice president of Grant Advertising, Dallas, who recalls listening to the WFAA *Early Birds* show while stationed at Honolulu during the war.

One of the unusual successes in use of radio—built up in this market and now on a nationwide footing—is that of the Stamps Quartet of Dallas. This organization uses a kind of syncopated barber-shop quartet harmony to sing gospel songs.

The Stamps Quartet is on the air 12 times a week and has had one of its sponsors continuously for more than 10 years. This is Russell Miller Milling Co., Dallas, maker of American Beauty Flour. Part of the time the quartet is on as a sustaining program.

Stamp Quartet Sells Song Books

A major part of the Stamps Quartet activity is to sell gospel song books, its original purpose. In the last 12 months it has sold nearly a half-million books of the songs they sing on the air—books ranging in price from a quarter to a dollar. Something like 100 stations scattered over the country now have Stamps Quartet programs—some live, some transcribed, all directly or indirectly operating under the Dallas organization.

Probably the most sensational

success of the Stamps Quartet is the annual all-night song festival, which last year packed 9,000 people into the Dallas Sportatorium with 5,000 others turned away. KRLD carried 7½ hours of the singing event in 1947. The event will go on again June 26. CBS carried 30 minutes of the all-night program in 1946.

The quartet organization—headed by Frank Stamps—writes the songs, prints the song books in its own printing plant, sings them and sells them. It also has a music school. In Dallas, 40 people, including three quartets, are employed. The first tenor of one is shop foreman of the printing plant.

Amon Carter, Citizen Extraordinary

TO personalize the picture of this unusual Dallas-Fort Worth market, one might review the experiences of Amon Carter, leading Fort Worth citizen and outstanding Texan.

Mr. Carter's apathy towards Dallas is so celebrated it became the subject of a *Saturday Evening Post* article some years back. But—thanks to radio—Mr. Carter of Fort Worth finds himself doing a most friendly, profitable business with a Dallasite patronage every day of the week.

Mr. Carter's *Star-Telegram*, covering West Texas as few other newspapers cover their region, plays its news in acid rivalry with Dallas. No one would think of buying a line of space in the *Star-Telegram* to sell anything to a Dallas customer. Nor would anyone give serious consideration to advertising in the *Dallas News* to draw Fort Worth trade.

WBAP, WFAA Share Two Frequencies

Yet, WBAP, the Carter-owned station in Fort Worth, during half of each listening day has a larger listening audience in the Dallas area than in the Fort Worth area.

There still exists an odd WBAP



MR. KEESE
Vice President-Gen. Mgr.
T-H-S Radio Sales Inc.



MR. EVANS
Manager, Free & Peters,
Fort Worth

Fort Worth-WFAA Dallas time-sharing arrangement, whereby these two stations, in separate cities, alternate on two frequencies and as outlets for two networks (570 kc for ABC, 820 kc for NBC). This arrangement has been termed locally the FCC's "judgment of Solomon."

The dual-frequency setup of WFAA and WBAP, splitting 570 kc and 820 kc between them, makes it possible for KRLD to advertise that it is the "only full-time" 50 kw station serving the area.

Three Networks Serve 'Twins'

But the Dallas and Fort Worth clear-channel twins are able to boast each is a single station, with two frequencies and three networks perhaps the only such situation in the country. Besides being outlets for NBC and ABC, WFAA and WBAP each is hooked into a regional Texas network (WFAA with Texas Quality, WBAP with the Lone Star chain).

The situation was created early in 1947 when the FCC ended "duopoly" in the Dallas-Fort Worth area by wiping out one set of call letters — KGKO — and giving WFAA Dallas and WBAP Fort Worth each half-time on KGKO's frequency. The duopoly was created by the fact that the *Dallas News* and the *Star-Telegram* owned KGKO jointly on a 50/50 basis, and at the same time each owned another station—the *News* WFAA and the *Star-Telegram* WBAP. The partnership in radio was further complicated by the fact that the papers' two individually-owned stations WFAA-WBAP shared a single frequency on a clear channel. Thus each was actually a half-time station.

Many Listeners Use Frequencies, Not Calls

Mathematically, the newspapers could contend each owned but a single station. Their formula, ½

KGKO plus ½ shared frequency, equals 1 station.

The FCC decision eliminating KGKO and assigning its frequency parttime to WFAA and part to WBAP added to an already confused situation. One moment a housewife in Dallas may be tuned to 820 and listening to WFAA and the next—when she gets back from shaking out her mop—find that she is now tuned into WBAP without having moved her dial. On the other hand if the same housewife switched her radio to 570 she would get WFAA when WBAP was on 820 and WBAP when WFAA was on 820.

Many people do not refer to WFAA and WBAP by their call letters, but speak instead of "570" and "820," the frequencies.

On 570, WFAA and WBAP are half-time outlets respectively for ABC, and on clear-channel 820, each is the NBC station for its time on the air.

Frequency Split Is Unique Sales Tool

WFAA and WBAP have the same rates (\$480 basic Class A hourly on 820 kc, \$240 on 570 kc), but time is not sold jointly for the two stations. The FCC, in setting down its rules for operation of WBAP and WFAA, stipulated that there must be complete separation, except for joint ownership of the

(Continued on page 12)



MR. DRAKE
Manager WRR



MR. SEGALL
President-Gen. Mgr. KIXL

FORT WORTH	\$5,388
DALLAS	\$5,413

Per-family buying power in Dallas-Fort Worth.

KRLD

Oldest CBS AFFILIATE IN
TEXAS ★ ONLY FULL-TIME
50,000-WATT STATION SERVING
THE BIG DALLAS-FORT WORTH

Area!

BMB DATA — NIGHTTIME

BMB %	No. of Counties	1946 Radio Families	Families Nighttime Audience
DALLAS 93%		96,600	90,520
Dallas County 92%		128,720	118,890
FORT WORTH 88%		64,650	56,910
Tarrant County 87%		79,850	69,450
50% or more	126	693,350	531,290
40% " "	182	861,430	606,010
30% " "	249	1,028,750	661,970
20% " "	362	1,320,120	730,870
10% " "	597	2,111,860	842,560

BMB DATA — DAYTIME

BMB %	No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS 81%		96,600	79,030
Dallas County 81%		128,720	104,230
FORT WORTH 75%		64,650	48,620
Tarrant County 77%		79,850	61,680
50% or more	104	979,980	494,840
40% " "	138	1,086,900	542,920
30% " "	172	1,187,690	578,030
20% " "	236	1,459,310	654,200
10% " "	335	1,770,240	692,670

Number 1
Radio Station

KRLD

Number 1
Radio Market South

The Times Herald Station

Represented by the Branham Company

Dallas-Fort Worth

(Continued from page 10)

transmitters and sites for 820 kc and 570 kc.

Both stations, and their representatives, have found that the selling of WFAA and WBAP on two frequencies has, in a sense, provided them with an effective sales tool.

For an advertiser whose budget is limited and whose distribution is confined to a smaller area around Dallas and Fort Worth, 570 kc might be logical. When that same advertiser's budget and distribution increases, he might well move to 820 kc to cover a larger area.

More Attractive Than Separate Unit

Considering that the same programming and production know-how goes into both 820 kc and 570 kc each becomes even more attractive for an advertiser than it might be if it were operated as a separate unit.

* * *

THE two new Dallas stations, KLIF and KIXL, are well-heeled financially. KLIF represents the bid of the McLendon theater-chain-radio family, and KIXL's miniature "Radio Town" is the creation of versatile, talent-minded Lee Segall, onetime Houston advertising agency owner, creator and owner of the *Dr. I. Q.* show, originator of *Vox Pop* and for a time producer of *Hildegard* network show out of New York.

KLIF and KIXL each used about a quarter-million dollars to get going—KLIF in a hotel penthouse in populous suburban Oak Cliff, KIXL in its own modernistic pill-box on the fringes of downtown Dallas.

WRR Claims to Be Oldest Station

Municipally-owned WRR, said to be the oldest city-owned radio station in the country, runs into the special problems involved in public ownership. Last fall the City Council dipped into WRR's earnings and took out \$200,000 for municipal purposes—which was that much less available to the station for its own expansion or improvement. Early this year Charles Jordan, for many years manager of WRR, left to become vice president of Texas State Networks,



MR. LAMB
KXOL General Manager



MR. McLENDON
Vice President—Executive Director KLIF

explaining the move simply as a preference to go into private industry—as against working for a governmental institution. Dale Drake is the new general manager.

WRR Dallas and KFJZ Fort Worth have worked out a competitive angle for themselves by selling time jointly—offering their two 5,000 w stations at a single price—with simultaneous or separate schedules.

Bill Roberts Coins Phrase

W. A. (Bill) Roberts, KRLD Dallas commercial manager, has coined a selling phrase, "The Number One 'Two for One' Market in the South," in speaking of Dallas-Fort Worth on radio.

Clyde W. Rembert, manager of KRLD says, "Dallas-Fort Worth market is unquestionably the largest market in the entire South . . . This market is not just Dallas and Tarrant counties, but it's the whole trade territory. It is one of the brightest spots in the U. S., one which all national advertisers are eager to test. This market is often used as a testing ground.

"Without any question of contradiction, the radio picture in Dallas-Fort Worth is highly competitive, because this area has the finest operated stations that can be found anywhere in the country. We have probably the most advertising-minded merchants anywhere."

Rich Men Sprout All Around

Aubrey Escoc, manager of KLIF, feels that, "This is a strong healthy market, growing fast; there's just as much need for good, clean, up-to-the-minute competition in radio as any other field."

* * *

JUST as there is perhaps not another pair of feudin' cities anywhere under the sun quite like Dallas and Fort Worth, by the same token radio does its most interesting selling—and human relations—jobs in this dual-personality Texas market, which boasts a smooth complexion only for radio.

It is a market where there are radio listeners like the individual toward whom *Life* and *Fortune* magazines pointed fingers in their April issues and asked, "Is this the richest man in the U. S.?"

Weekly Income Of \$ 1,000,000

The little-known citizen of Dallas was photographed standing on a street corner. But he happened to be Haralson L. Hunt, said to own oil properties worth \$263,000,000 and to have an income of \$1,000,000 a week. There are lesser Mr. Hunts in both cities in the "new crop of super rich," in the Southwest. And there are those who will bet you

that another unpretentious gent named Sid Richardson of Fort Worth tops Mr. Hunt's oil holdings.

With three FM stations in Dallas and none in Fort Worth, it is thought the former area has about 10,000 sets capable of receiving FM. This figure is based on a sample study conducted last February. Of the total, about 7,000 are within the Dallas city limits.

Dallas-Fort Worth Agencies Radio-Minded

DALLAS and Fort Worth advertising agencies, many of which enjoy nationwide fame, are radio-minded. Many new ideas in broadcast advertising have originated in the market, and many local accounts have been expanded into regional and national markets.

The agency field has mushroomed in Dallas and Fort Worth since the end of the war. Hardly a week goes by without announcement of a new agency. One veteran official said there are 80 recognized agencies in Dallas alone compared to about 10 before the war.

Crook Advertising Agency, Dallas, is headed by Wilson W. Crook Sr., with James P. Anderson as associate. Account executives are R. L. Claxton Jr., Wilson Crook Jr. and Phyllis Simborg. About 40% of its billing goes into radio. Major radio accounts are Mrs. Tucker's Foods Inc., Sherman, Tex.; International Milling Co.'s Robin Hood Flour, Crook's largest radio account; Linz Jewelers, Dallas retailer, and Armstrong Packing Co., Swift subsidiary.

Tucker's Foods Puts 60% Of Budget Into Radio

Mr. Anderson entered radio in the '20s when he tinkered around at KUOA Siloam Springs, Ark., while attending U. of Arkansas. He thinks of radio as "an intimate medium to catch the homemaker in her normal surroundings."

Expansion of the Mrs. Tucker company has been rapid since Wilson Crook introduced it to radio 15 years ago. About 60% of its advertising budget goes to radio. A smoothness theme marks Mrs. Tucker's *Smile Program* on Texas Quality Network, a thrice-weekly dinner-hour musical offering. Commercials, too, are brief and smooth.

Some 150 stations in the South and Midwest carry Robin Hood Flour's share of Mutual's *Queen for a Day*. Recent stunt included

IN THE AGENCY FIELD

IR. CROOK
Crook Adv.
Agency

MR. TAYLOR
J. B. Taylor Inc.

MR. BROILES
Rowland Broiles Co.

MR. WILLSON
Parker Willson
Adv. Co.

MARIE CALLAHAN
Rogers & Smith
Adv. Agency

MR. MORELAND
Grant Adv. Inc.

MR. MANN
Tracy-Locke Co.

MR. GLENN
Glenn Adv.

MR. EVANS
Albert Evans Co.



give-away of 50,000 queen crowns to school children and dealers' clerks. The flour sponsor has grown rapidly since it gave the Robin Hood account to Mr. Crook in 1945, with sales quadrupled and six states added to the territory. Last year's increase in sales was 16%.

Glenn Adv. Offices In Both Cities

Mr. Crook prefers to keep the agency a regional operation, so he can closely supervise activities in a limited area.

Glenn Advertising has Dallas and Fort Worth offices, along with a third in Los Angeles. Ray K. Glenn is president. Other officers are Ted Workman, Dallas v-p; John Steward, Fort Worth v-p; Arnold Shaw, Dallas account executive. Accounts include Bewley Mills, Waples-Platter Co.; Frito in Dallas; Taylor-Howe-Snowden, Dallas, radio representative; Lone Star Chain; Oklahoma Network;



MR. CRANSTON
General Manager WBAP

Taylor-Howe-Snowden-owned stations; Cabell's Dairy Stores, Dallas; Thrift Packing, Dallas.

Mr. Workman places advertising on the T-H-S six-station group as well as the 16-station Lone Star chain, the eight-station Oklahoma Network plus several independents. He created the Taylor-Howe-Snowden man, trademark of the group. Almost a fourth of the Glenn billings go to broadcast time.

Video Is Termed 'Golden Opportunity'

Mr. Glenn believes television will give the regional and local advertiser "a golden opportunity to compete for the consumer audience now reached by network radio."

Time buying has become more complex, he feels, due mainly to increased competition in each market caused by granting of new stations. "Such competition, however, can only result in a better dollar's worth for the advertising

agency and its clients," he feels.

Grant Advertising, Dallas, is one of the world's major agency operations. It was started in 1935 by Will C. Grant. Technically Dallas is home office for the worldwide organization, but Mr. Grant operates out of the Chicago office. In charge at Dallas and Weslaco, Tex., is Sam W. Hepworth, vice president. R. B. Moreland is radio vice president. Paul Rafferty, account executive, is in charge of the strategy board, with Monty Hurst as radio director. Even Ken Fosslien, art director, is radio minded and is working on packages suitable for TV.

Rise of Will Grant Story of Its Own

The rapid rise of Will Grant is a radio story in itself. About the time Mars Candy Co., Chicago, was getting ready to fold Mr. Grant asked for a crack at the account. He opened a one-man office in Chicago, and with the Dr. I. Q. program carried the account up to a current \$2,000,000-a-year billing including three network programs.

Dr. I. Q. was the creature of Lee Segall, owner of KIXL but then operating in Houston. Mr. Grant tried it out in Atlanta, and the rest is history.

Has Branches In 19 Cities

At present the Grant organization includes branches in 19 cities—seven in the United States and 12 abroad. Accounts include Southland Life Insurance Co., with news on KRLD Dallas and music on KRLD and WFAA; Denison Mattress Co., with dream-type program on WBAP; Skillern Drug Co.; Texas Textile Mills, with news on seven stations and occasional co-op network program; Conro Mfg. Co., using Texas Quality and a half-dozen other stations with news, music, spots and sports; Delaware Punch, using 65 stations coast-to-coast and planning a network test in Texas and California as well as cooperation with local bottlers.

Skillern's, drug chain with about 25 stores in Dallas, offers an instance of almost saturation use of radio by a retailer, sometimes running as high as seven 15-minute shows in one day and spending as much as \$125,000 a year on radio.

Shows are generally built around advertised products, with part of the time bill paid by manufacturers.

Tracy-Locke Also Good Radio Billings

At one time the Dallas office was producing 106 15-minute programs a week, plus a number of half-hour and hour shows.

Tracy-Locke, Dallas, is headed by Raymond P. Locke, president.

(Continued on page 14)

KXOL . . . THE SPORTS STATION . . . KXOL . . . TEXAS LEAGUE

If it's **HOOPERS** you want
KXOL DELIVERS

If it's **LETTERS** you want
KXOL DELIVERS

If it's **RESULTS** you want
KXOL DELIVERS

HOOPERS:

Hooper Station Listening Index										August-September 1947	
TIME	SETS IN USE	STA. A	STA. B	STA. C	STA. D	STA. E	STA. F	STA. G	KXOL		
Weekday Morning Mon. thru Fri. 8 A.M.-12 Noon	13.9	23.9	21.3	4.2	14.7	11.2	1.8	2.1	16.8		
Weekday Afternoon Mon. thru Fri. 12 Noon-6 P.M.	16.1	10.8	33.4	7.2	16.2	10.8	3.6	1.6	11.8		
Evening Sun. thru Sat. 6 P.M.-10:30 P.M.	23.6	9.2	19.4		9.5	10.9			45.9		
Sunday Afternoon 12 Noon-6 P.M.	20.6	14.4	25.9	2.2	17.3	13.7	0.7	1.8	16.5		

LETTERS:

One ad lib mention that words to a popular song would be sent upon request brought over 300 immediate mail responses. Two follow-up mentions swelled the total number of inquiries to over 2,000. The program on which the offer was made is "Mr. & Mrs. Entertainment". Spot time is available.

RESULTS:

KXOL is the only day and night independent station in the wealthy Fort Worth-Dallas area, and KXOL can produce results. A concentrated, low cost, full-time coverage makes KXOL the happy medium for national spot time buyers. Ask your John E. Pearson representative.

KXOL

Studios and Offices
Professional Building

1216 Pennsylvania Ave.
Fort Worth, Texas

THE ONLY INDEPENDENT
DAY AND NIGHT STATION

SERVING FORT WORTH AND DALLAS

KXOL . . . THE SPORTS STATION . . . KXOL . . . TEXAS LEAGUE

Dallas-Fort Worth

(Continued from page 13)

Principal officers include Monty Mann, v-p and media director; Morris L. Hite, Scott Leonard, Glenn G. Addington Sr., Ernest S. Lovan, Dan Gillean and John H. Wellenkamp, all vice presidents; Ralph H. Robins, secretary and production manager.

About 25% of all billings go into radio. One of the oldest agencies in the Southwest, it is 35 years old this year. Tracy-Locke services Burrus Mill & Elevator Co. (Lightcrust flour); Imperial Sugar; Byer-Rolnik (Resistol hats); Dr. Pepper Co.; Republic National Bank, Dallas; Mrs. Baird's Bread, Dallas; Borden's Southern Division at Houston.

Over half the Lightcrust flour budget goes into broadcasting with mostly noon broadcasts. The Lightcrust Doughboys, where W. Lee O'Daniel got his political start, are now heard five days a week in a quarter-hour program on 25 powerful stations in 15 states, the hookup including Texas Quality Network.

Famed in the business world is the story of Dr. Pepper. Back in 1932 Monty Mann was using a Dr. Pepper Dixie Network in a dozen states. The sales campaign was built around two phases—a clock symbol suggesting three-a-day refreshment and the food-value slogan, "Drink a bite to eat."

Mr. Mann adheres to the "survival of the fittest" radio theory, foreseeing some failures and con-

solidations as new stations keep entering the field. He says many station operators and time buyers "are beginning to feel that FM will die a slow death as television begins to infiltrate into the areas beyond metropolitan markets in the North and East, and on the Pacific Coast.

AM Streamlining Is Today's View

"The previous thought that eventually AM radio would be obsolete and non-existent is seemingly changed. It now seems to be popular opinion that standard broadcast radio will eventually be streamlined, improved and continued, sharing honors with television. AM and TV together may conceivably throttle and choke out FM before it has the opportunity to become a habit with mass listenership."

Herbert Rogers Co., Dallas, with Mr. Rogers in charge, handles the McGaugh Hosiery Mills, Sanger Bros. department store and Hal Collins' Baker's Best Hair Tonic accounts. The executive staff includes J. W. Rike and K. O. Billingsley.

Firm Using Radio For 17 Years

About three decades old, the agency has been using radio 17 years, with the McGaugh Airmaid account using chain breaks coast-to-coast and spending \$2,500 a month. Sanger store uses KIXL-FM nine hours continuously

through the night with music. Hal Collins puts on a quarter-hour daily show direct from the plant. Mr. Collins is m. c. and plant employees provide talent. Using radio, the firm has built up its mail-order business at \$1 a bottle to 300,000 bottles a year.

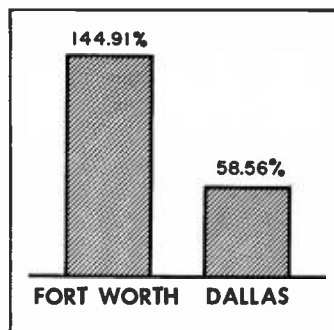
Rogers & Smith, Dallas, buys about \$50,000 a month of radio time. Howard K. Smith, executive vice president in Dallas, also directs the Kansas City office. Marie Callahan is director of radio, with J. D. McConnell, Louise Wood Allen and Wilson Goss as account executives. In the radio production department are Mary Anne Baccus and Carol Weaver.

Other Agencies Also Active in Radio

Among accounts are First National Bank of Dallas, Sears Roebuck, Taylor Bedding Co., Dearborn Stoves, Burlison Honey, Ripley Shirt Co., Greater Dallas Motors, Jo Franklin Myers Candy.

Ira DeJernett Advertising, Dallas, was started by Mr. DeJernett in 1935. Executives include Dorothy Musselman and E. Poston Hamilton. The agency's radio accounts include Red Arrow, Waco drug firm, and Padgett Bros., leather goods.

J. B. Taylor Inc., with Mr. Taylor as president, includes Thomas W. Norsworthy, vice president; Mary Tevis Bennett, treasurer, and Leslie Shultz, secretary and attorney. Jack Taylor was with Tracy-Locke before the war, later



Percentage increase in manufacturing employees between 1940 and 1947 (100% is April 1940 base).

managed the Dallas branch of McCarty, of Los Angeles. He formed his agency last November, taking over the business of the McCarty branch.

Radio activities include a daily poetic program with music on KIXL for Bluebonnet Venetian Blind Co., Dallas. An operetta series is planned for a new account, State Fair of Texas.

Ratcliffe Advertising, headed by Morelle Ratcliffe, has developed high school football for Magnolia Oil Co., drawing 40,000 into Cotton Bowl for a championship game.

Gladiola Flour Successful in Radio

Albert Couchman, heading his own agency, has done an active radio job with Gladiola flour for (Continued on page 18)

HISTORY

WRR Dallas . . .

Tenison 3-6101

Municipal Radio Bldg.

Experiments by Henry (Dad) Garrett of Dallas Fire Dept. signal force led to establishment of WRR. A 50-w transmitter beamed signals to radio-equipped fire wagons to send alarms . . . Record playing between alarms built up unsolicited audience . . . result was that in 1920 WRR was a municipally-owned station broadcasting regular entertainment . . . Became commercial in 1925 . . . in 1931 a separate station was set up to handle fire and police calls exclusively . . . this was originally 5-ZAQ, now KVP, on 1714 kilocycles . . . WRR foots bills to maintain KVP, which handles emergency messages for peace officers throughout North Texas . . . In 1925 studios of WRR moved from

fire station to Hotel Adolphus . . . and first city radio commission appointed . . . WRR went to 500 w . . . city put up \$10,000 . . . commission collected \$22,000 . . . transmitting towers were donated . . . station moved to Jefferson Hotel . . . then Hilton Hotel . . . then Southland Life Bldg. . . ultimately to present up-to-date studios in Fair Park . . . Edwin J. Kiest, publisher of the Times-Herald, acquired an interest in radio . . . this led to establishment of KRLD in 1939 . . .

Under Charles B. Jordan's management, WRR revenues increased from \$75,000 in 1939 to \$398,346 in 1947 . . . Went from 500 w to 5 kw in 1940 . . . New studios constructed in fall of 1939 at Fair Park . . . new transmitting plant in 1940 . . . Mr. Jordan had been with WRR since 1928 . . . starting as announcer . . . and is now vice president of Texas State Network. Dale Drake, former commercial manager of WRR, succeeded Mr. Jordan.

Background, Development of Dallas and Fort Worth Stations

KLIF Dallas . . .

Winfield 0328

Cliff Towers Apt.-Hotel

Went on air Nov. 9, 1947 . . . "Cliff," a parrot squawked station breaks . . . Station represented realization of ideas of Gordon McLendon, who began building station on paper while serving as Navy Japanese-language officer . . . Mr. McLendon's father has Texas theatre and radio interests . . . Mr. McLendon is married to a daughter of former Louisiana Governor Noe, also in radio field . . . estimated KLIF investment about \$375,000 . . . Studios in Cliff Towers apartment-hotel, in Oak Cliff, populous "bedroom" suburb of city . . . KLIF is heavily sports-minded . . . features play-by-play reconstructions of sports events . . . dramatizing with sound effects on basis of wire reports . . . Young Mr. McLendon

Basic Rates

Here are the basic one-time hour rates charged by Dallas-Fort Worth AM stations:

DALLAS

WFAA-820 kc, \$480; WFAA-570 kc, \$240; KRLD, \$450; WRR, \$200; KSKY, \$80; KIXL (listed by half-hour), \$60 a half-hour; KLIF, \$66.75.

FORT WORTH

WBAP-820 kc, \$480; WBAP-570 kc, \$240; KFJZ, \$200; KWBC, \$100; KXOL, \$60; KCNC, \$80.

also goes on air in gag news feature as Lowell Gram Kaltenheiter . . . Station has own news staff . . . Disc jockeys include two Negro jockeys catering to audience of 85,000 Negro residents in Dallas.

KSKY Dallas . . .

Central 6193
Hotel Stoneleigh

Took air Sept. 28, 1941 . . .
"Your Sky Station" . . . Owned

Fulltime AMs DALLAS

WFAA-820 (NBC, Texas Quality), 820 kc-50 kw clear-channel; Dallas Morning News-owned; Martin Campbell, Gen. Mgr.; Edward Petry & Co., Nat'l. Rep.

WFAA-570 (ABC), 570 kc-5 kw; see WFAA-820.

KRLD (CBS, Texas Broadcasting System), 1080 kc-50 kw; Dallas Times Herald-owned; Clyde W. Rembert, Gen. Mgr.; Branham Co., Nat'l. Rep.

WRR (Mutual), 1310 kc-5 kw; City of Dallas, owner; Dale Drake, Mgr.; Weed & Co., Nat'l. Rep.

FORT WORTH

WBAP-820 (NBC, Lone Star), 820 kc-50 kw clear-channel; Fort Worth Star Telegram-owned; George Cranston, Gen. Mgr.; Free & Peters, Inc., Nat'l. Rep.

WBAP-570 (ABC, Lone Star), 570 kc-5 kw; see WBAP-820.

KFJZ (Mutual, Texas State), 1270 kc-5 kw; Texas State Network-owned; Gene L. Cagle, President & Gen. Mgr.; Weed & Co., Nat'l. Rep.

KXOL, 1360 kc-1 kw; Fort Worth Bcstg. Co., owner; Russ N. Lamb, Gen. Mgr.; John E. Pearson Co., Nat'l. Rep.

* * *

Daytime AMs DALLAS

KSKY, 660 kc-1 kw; Mr. and Mrs. A. L. Chilton, owners; R. G. Terrill, Gen. Mgr.

KIXL, 1040 kc-1 kw; Variety Bcstg. Co., owner; Lee Segall, President & Gen. Mgr.; Forjoe & Co., Nat'l. Rep.

KLIF, 1190 kc-1 kw; Trinity Bcstg. Corp., owner; Gordon McLendon, Vice President & Executive Director; Burke, Kuipers & Mahoney, Nat'l. Rep.

FORT WORTH

KWBC, 970 kc-1 kw; Worth Bcstg. Co., owner; Forrest Wallace, Gen. Mgr.; Rambeau, Nat'l. Rep.

KCNC, 870 kc-250 w; Blue Bonnet Bcstg. Corp., owner; J. H. Speck, President & Gen. Mgr.; Walker Co., Nat'l. Rep.

* * *

FM's

(ALL IN DALLAS)

WFAA-FM, Channel 250, 98 mc-14 kw; Dallas Morning News-owned; on air 1946.

KIXL-FM, Channel 283, 104.5 mc-34 kw; Variety Bcstg. Co., owner; on air 1947.

KRLD-FM, Channel 223, 92.5 mc-50 kw; Dallas Times Herald, owner; on air 1948.

by Mr. and Mrs. A. H. Chilton . . . a news-and-music station . . . five minutes of AP news every hour on hour . . . large record library . . . uses slogan "an easy listening habit" . . . a beacon of shining daytime" . . . A non-affiliate daytime station, frequency 660 kc, 1000-w power . . . managed by R. G. Terrill . . . office supervisor, Dorothy M. Smith . . . chief engineer, M. M. Ming . . . Studios atop Hotel Stoneleigh.

KWBC Fort Worth . .

2-9231

Houston at 9th St.

Station's slogan, "Serving Over A Million Texans," result of contest when KWBC first went on air in 1946 . . . For a 1 kw station it

boasts great coverage . . . one-half millivolt contour said to extend 85 miles in all directions from Fort Worth . . . broadcasts on 970 kc.

KFJZ Fort Worth . . .

3-3473

1201 W. Lancaster

Started as one-man operation in 1922 . . . several years as 100-w station . . . went to 250 w in 1935 . . . Elliott Roosevelt, son of President, bought station in 1937 . . . his wife at time was Fort Worth resident . . . in 1939 KFJZ absorbed old KTAT . . . in 1941 went to 5 kw . . . built own building in 1938 . . . handsome stone structure on fringes of downtown Fort Worth . . . station transferred to

(Continued on page 16)



MR. WALLACE
KWBC General Manager

The Branham Network

10 Branham offices representing Radio and Television

THE BRANHAM COMPANY

People

LISTEN TO
SHOWS
not to
STATIONS



FIRST in DALLAS
with
**MAJOR LEAGUE
BASEBALL**

FIRST in DALLAS
with
PRO FOOTBALL



KLIF 1190
on the
DALLAS
DIAL

Histories

(Continued from page 15)

Texas State Network ownership last year . . . network was Mr. Roosevelt's idea, linking small stations with local appeal . . . originally network had about 23 stations, dropped to 14, now up to about 19 . . . ownership of network with group of Fort Worth oil men . . . network also owns WACO Waco, KNOW Austin and KABC San Antonio and is spearheaded by Gene Cagle . . . KFJZ concentrates on local type of program . . . General Manager Cagle joined station in 1933 as \$40-a-month part-time announcer . . . became salesman, commercial manager in 1941 . . . general manager since 1944.

WFAA Dallas . . .

Riverside 9631

Santa Fe Bldg.

Outgrowth of late Walter Dealey's hobby . . . he was brother of E. M. (Ted) Dealey, now publisher of *Dallas Morning News*, which owns WFAA . . . Station went on air June 26, 1922 . . . more than \$1,000,000 spent before station became profitable . . . pioneered polycylindrical diffusion studio acoustics . . . original studio was tent pitched in *Dallas News* library to kill echoes . . . first experimental broadcasts were from 9x9 ft. shack on roof of *News* building in downtown Dallas . . . started with 50 w . . . in September 1922, became Class B 500-w outlet . . . studios for a time atop Baker Hotel . . . WFAA joined NBC early in 1927, not many months after network was organized . . . was first Texas station to become affiliated with a national network . . . early educational lectures resulted in Texas School of Air . . . today more than 2,000 schools participating . . . broadcast five mornings weekly over Texas Quality Network stations during school year . . . went to 50 kw in 1929 . . . shares clear channel with WBAP Fort Worth . . .



MR. HARRIS

Director, Texas Quality Network



MR. CULLUM

KCNC Vice President

Moved to present penthouse studios atop second unit of Santa Fe Bldg. June 23, 1941 . . . a two-story unit, with five studios, five control rooms, 30 other rooms and offices . . . studios first to be designed with new polycylindrical diffusion treatment . . . In September 1940, *News* acquired half interest in KGKO . . . Oct. 15, 1945, W5XIC launched . . . first FM development station in Texas, forerunner of KERA-FM, which went on air October 1946 . . . first FM in Dallas-Fort Worth area . . . now WFAA-FM . . . In April 1947 FCC abolished KGKO, assigned its 570-kc frequency half time to WFAA, half to WBAP . . . Last BMB figures indicated WFAA listening audience of more than 1,300,000 radio homes.

WBAP Fort Worth . .

3-1234

Medical Arts Bldg.

Launched May 2, 1922 . . . studios in Col. Louis F. Wortham's office in *Star-Telegram* building . . . happiest at the feeble 10-w squawk was Harold V. Hough, present circulation manager of *Star-Telegram* and director of radio for the Carter Publications . . . Mr. Hough's baby, the broadcasting unit, was put together from \$250 worth of parts under the skeptical eye of Mr. Hough's boss, Amon G. Carter . . . George Cranston, present WBAP manager, joined station in 1929 . . . Cowbell signal used in 1922 for station breaks still WBAP trademark . . . WBAP, one of the first stations to give livestock, grain market reports . . . 1923 highlights were a Texas League baseball broadcast, descriptions of outlaws wanted by sheriffs . . . First broadcast of famed Fat Stock Show in 1924 . . . a factor in success of Senator Connally's first race for Senate in 1928 was series of WBAP state-wide pickups . . . in 1935 WBAP began regularly scheduled newscasts . . . in 1944 built own news staff, now number-

ing 12 . . . 1943 created Farm Bureau to supply farm and ranch information . . . Layne Beaty hired from U. S. Dept. of Agriculture to become farm editor . . . Beaty often travels 50,000 miles a year on job . . . among WBAP-claimed alumni are NBC's Don Gillis, Tex Benecke, Nelson Olmstead, Announcer Del Sharbutt and Lum 'n' Abner . . . Member Lone Star chain.

KRLD Dallas . . .

Central 6811

Hotel Adolphus

KRLD started Feb. 14, 1926 . . . licensed to Dallas Radio Laboratories, which was acquired by Edwin J. Kiest, publisher of the *Dallas Times-Herald*, shortly after it started . . . owned by paper ever since . . . started as 500 watt . . . shared time with KTHS Hot Springs, Ark., for awhile . . . transmitter originally in Hotel Adolphus . . . later north of city . . . went to 10 kw in April, 1928 . . . operates simultaneously on same frequency as WTIC Hartford . . . July 1939 went to 50 kw . . . KRLD oldest CBS affiliate in entire South . . . 16th station to join CBS . . . CBS outlet for Dallas and Fort Worth . . . gives 10th largest coverage of any CBS affiliate . . . KRLD originates championship high school football games for Magnolia Oil Co. . . Clyde Rembert is general manager . . . has been with station more than 20 years . . . Mr. Rembert is one of original members of CBS advisory board . . . served three terms . . . He is director of the NAB 13th district, covering state of Texas . . . studios of KRLD now occupy whole wing of the Adolphus, on mezzanine floor . . . John W. Runyon, first vice president of *Times-Herald*, is president of KRLD . . . Tom C. Gooch, publisher of *Times-Herald*, is chairman of the board of KRLD Radio Corp., subsidiary of *Times-Herald* Printing Co.

KIXL Dallas . . .

Riverside 4521

1401 S. Akard St.

Long before KIXL took the air June 8, 1947, Dallas knew something different in the way of a station was coming . . . Lee Segall wrestled for months with delays, and joked about his tribulations in clever newspaper advertising . . . the day KIXL finally went on the air, Mr. Segall ran a perfumed-ink ad to the effect that "the air is sweeter in Dallas" with KIXL on the air . . . stockholders included movie star Tyrone Power and Mr. Segall's father-in-law, Carl Metzger, Texas dairy products company founder . . . KIXL was conceived as a "radio man's idea



MR. HARDING

Dallas Manager, The Branham Co.

of a radio station" . . . Mr. Segall originated, still owns and writes *Dr. I. Q.* and created *Vox Pop*. Talking about KIXL, Mr. Segall says: "It is as planned as anything could be . . . we do everything other stations weren't doing . . . as a newspaper has a character, or a book, or a home, so must a station . . ." station breaks are accompanied by something original . . . announcer says, "Here's something to think about," reads a maxim or sentiment, pauses, says in an intimate way, "Think it over" . . . KIXL took an initial investment of about \$200,000 . . . Mr. Segall said the station was operating in the black three months after it went on air . . . KIXL also has FM.

KXOL Fort Worth . . .

3-1448

1216 Pennsylvania Ave.

Commenced operations April 2, 1947, 1 kw fulltime independent station . . . first night broadcast exhibition baseball game . . . later broadcast Texas League ball games on exclusive basis . . . Russ N. Lamb is general manager . . . KXOL was carrying about 125 accounts during first fall-winter season, including all four of retail credit clothiers in city who are big radio advertisers . . . Four of the six department stores have also bought time . . . KXOL *Hillbilly Supper Club* and *Mr. and Mrs. Entertainment Show* were developed to work the hillbilly vein . . . KXOL promotional slogans: Fort Worth's ONLY Independent Day and Night Station; To the Man Who Hasn't Heard of You—You Don't Exist; Special Emphasis on Special Events . . . The Fair, Fort Worth department store, used a once-a-week 15-minute program featuring a Sinatra-like high school boy crooner, to promote Junior Dept. . . . Sales increases ranged from 40% to 150% over same months of the previous year . . . On a list of 123 accounts that were among KXOL advertisers, 55 used hillbilly shows of some kind.

KCNC Fort Worth . .

2-7175

705 1/2 Main St.

Started Feb. 15, 1947, as partnership by J. H. (Jim) Speck, now general manager, and Elliott Wilkinson, vice president and treasurer, and A. Earl Cullum Jr. . . . Messrs. Wilkinson and Cullum live in Dallas . . . Mr. Cullum is a consulting engineer . . . Mr. Speck was with WFAA Dallas, on the engineering side, before the war . . . was signal officer of the 464th Bombardment Group of the Air Forces in Italy in war, with rank of major . . . a 250-watter, daytime, primarily appealing to the local Fort Worth audience, making a special play to the colored segment of the population part of time . . . has a colored disc jockey . . . colored bands are favored . . . national representative for KCNC is Walker Co. . . . basic hourly rate, \$80 . . . Negro population of Fort Worth about 55,000 to 60,000.



MR. BRIMM

Dallas Manager, The Katz Agency

TEXAS TV EMERGES O'Daniel Incident Convinces Hough on That Point

"RADIO has grown up" says Harold V. Hough, sage of the Southwest who doubles in brass as director of the Fort Worth *Star Telegram's* stations, WBAP and upcoming WBAP-TV. Here's how: About three o'clock May 20, Senator W. Lee (Pass the biscuits, Pappy) O'Daniel sent to WBAP, key of the Lone Star chain, the advance script of his address to be delivered at 8 p.m. that evening announcing that he would not run to succeed himself in the Senate. In sending over the script for advance perusal, he simply admonished the station to "take care of this."

Although a number of station executives had read the address and newspapermen were clamoring for information, the story did not leak.

"That proves how radio has grown up," Mr. Hough philosophized.

870
KC

FROM
DAWN
TO
DARK

DEEP
IN THE
PART
OF TEXAS
that
BOOMING

BEAM YOUR
SPOT BROADCASTS
AT THE HOTTEST
SPOT IN TEXAS

There's millions in buying power in the big, new "MILLIONAREA" of Texas — the rich Fort Worth-Dallas market.

KCNC listeners, by actual mail check, will be found from Waco to Wichita Falls, from Tyler to Ranger — blanketing the "MILLIONAREA".

You, too, will find KCNC "a friendly spot on the dial" — with friendly listeners — ready to make friends with your product.

Send for full information about KCNC's high coverage and low rates today.

The Walker Co.
National Representative

ATTENTION!

Mr. Station Manager

Are your expenses too high? Do you have trouble getting GOOD script writers?

Radio Station KIXL in Dallas managed and programmed by Lee Segall (creator-owner of network shows including DR I.Q.) will supply you with **EIGHT HOURS of DAILY programs**. Complete scripts plus music sheets for a total cost of only \$50.00 per week.

KIXL's program schedule has won praise from all over the country.

For full details about this program schedule that will give you **EIGHT** hours each and every day of fresh radio write to:

KIXL
c/o RADIO TOWN
1401 S. Akard
Dallas, Texas

Dallas-Fort Worth

(Continued from page 14)

Fant Milling Co. Nine years ago the product was little noticed in the Southwest. Now Gladiola claims to sell one of every five bags of family-type flour. Fant spends 75% to 80% of its budget on radio.

Parker Willson, long in Chicago radio as announcer, musician and m. c., heads Parker Willson Advertising in Fort Worth. For three years he was advertising manager of Burrus Mill & Elevator Co., using radio extensively for Lightcrust Flour. The agency's accounts include Universal Mills, Ernest Allen Motor Co., Glen Mattress Co. and Terrell Supply Co.

Fort Worth Officers of Firm

Officers of Albert Evans Advertising, Fort Worth, are Albert Evans Jr., senior partner, and Gordon N. Teague Jr., partner. Account executives are Gene M. Lightfoot and Dorothy Cantrell. Started in 1924, the agency handles advertising for Premier Oil, Williamson-Dickey Work Clothes, Texas Motors and Foremost Dairyland (Southwest Division).

Rowland Broiles Co., Fort Worth, puts about 40% of its billings into radio. Officers are Rowland Broiles, president; Maxwell Goodman, vice president and manager; J. Frank Lively, vice president and production manager; Mrs. Inez Brower, secretary. In the radio department are Marion Mabey and Mrs. Claudia Benge.

Radio accounts include Mrs. Baird's Bakery; Burrus Feed Mills; Chickasaw Lumber Co.; Louis Daiches, jewelers; Equitable Building & Loan Assn.; W. B. Fishburn Inc.; First National Bank of Fort Worth; Fort Worth Transit Co.; Hatters Inc.; Mutual Savings & Loan Assn.; Vandervoort's Inc.

Mr. Broiles started the agency 12 years ago. He had handled Eddie Lee and W. Lee O'Daniel. A 35-word announcement on WBAP for Mutual Savings once brought in a \$5,000 deposit from a listener in Omaha.

Dallas Campaign

BIRELEY'S Beverages, General Foods fruit flavor drinks, is being introduced in the Dallas area. Young & Rubicam, New York, is buying time on Dallas stations. Hart H. Miller, former Dr. Pepper sales manager, heads the new Dallas bottling company for Bireley's.

DALLAS RELATIVE Will Unravel Tax Problems —For 'Walking Man' Winner—

WHAT do you do when you hit the radio jackpot?

Mrs. Florence Hubbard, the Chicago woman who identified Jack Benny as the "Walking Man," is letting a lawyer relative in Dallas handle the sale of some of the big items.

Prizes advertized in Dallas included buys in a plane, typewriter, washer, movie projector, refrigerator, deep freeze, vacuum cleaner, and motor boat.

Sample price: \$459 Servel 8½ cu. ft. gas refrigerator for \$395.

TCU Outlet

A CAMPUS RADIO station will be started at Texas Christian U., Fort Worth, with the fall semester. Programs will be audible only within the campus area. Representatives of KSMU, the Southern Methodist U. station at Dallas, are advising TCU speech department professors in setting up the unit.

POTTER SEEKING SITE FOR DALLAS TV TOWER

AFTER A TURNDOWN by the Dallas City Plan Commission, Tom Potter will take his case for constructing 500-foot television tower at an outlying Dallas site before the City Council about June 22.

Mr. Potter, Dallas oilman, who holds a TV permit, seeks to construct the tower atop a building in the Lakewood shopping center, northeast of downtown Dallas. Residents opposed the tower at hearings on grounds that zoning was against structures more than two and half stories high in the district. Also it was argued the tower would be an aircraft hazard.

WFAA Speaker

LOUIS A. BREAUULT Jr., WFAA Dallas-Fort Worth public affairs director, spoke before the Wichita Falls Rotary Club on the subject of "Homer K. Saphead," the station's mythical motorist who does everything wrong on the road—and thereby dramatizes safety lessons.

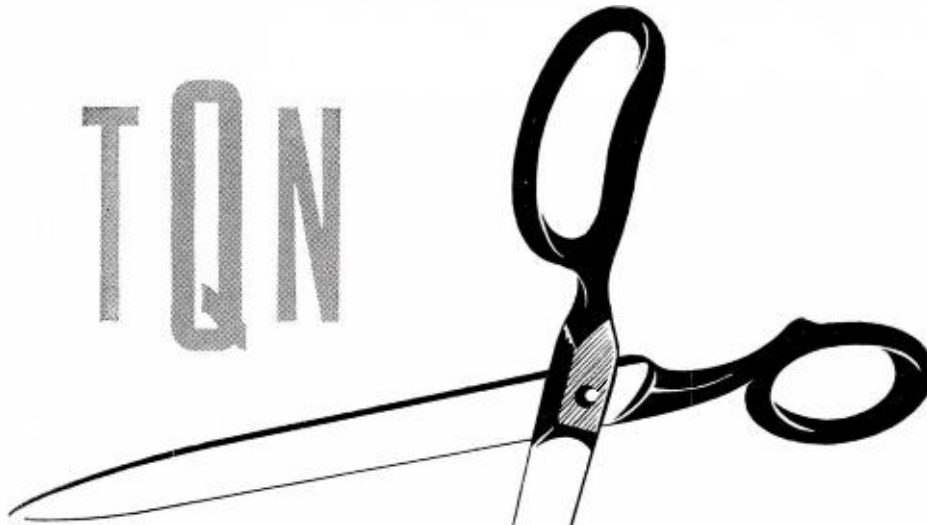
Surveys of Other Major Radio Markets Are Underway



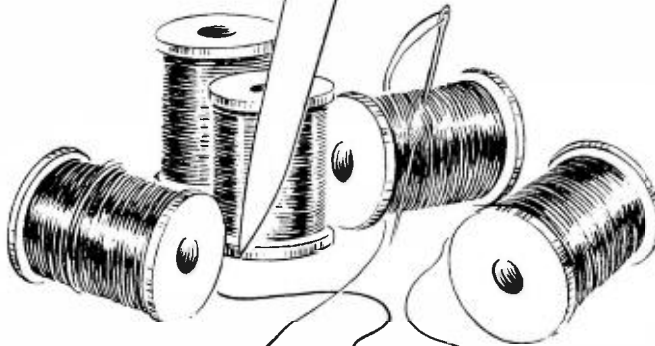
**Future Issues of BROADCASTING will
Carry Reports on:**

- Philadelphia
- Atlanta
- Los Angeles
- Boston
- Chicago
- Twin Cities
- Baltimore
- San Francisco

TQN



A NETWORK TAILORED TO SELL TEXAS



The "Quality" Network, threading through sixteen years of continuous programming for the people of the Southwest, offers to its hundreds of thousands of regular listeners top quality stations in the Southwest's top quality markets. The prestige of these old established leaders, reaching 78% of all radio homes in Texas, makes TQN synonymous with QUALITY.

TEXAS QUALITY NETWORK

WOAI
(San Antonio)

KPRC
(Houston)

WFAA
(Dallas-Ft. Worth)

KRIS
(Corpus Christi)

KVAL
(Brownsville)

BROADCASTING Influences More Radio Buyers Than the Rest of the Publication Field Combined

*According to WJW Survey**

FOR the second year in a row, radio station WJW, Cleveland ABC affiliate, conducted a survey to register the recognition value of its trademark—the WJW Indian Chief—and again the figures showed an amazing recognition percentage, and a top-heavy preponderance of trade reference to BROADCASTING among time-buyers and agencies.

WJW's survey established a 57% recognition figure for their advertising in both surveys proving a consistency which station officials were at first prone to doubt, but of which they were later convinced. Of the 57% who did recognize the trademark, 48% named BROADCASTING as the magazine in which the ads were seen.

The two surveys were remarkably parallel in effect. In 1947, 8,500 cards, picturing the WJW Chief, were sent out to time-buyers and agencies, asking three questions: "Do you ever see him? In what publications? What does he advertise?" 19% of these were returned with 30% of the returned cards claiming to have seen WJW ads. As mentioned before, 57% of those who had seen the trademark, recognized it, and 48% of the 57% named BROADCASTING as the publication, leaving the rest of the trade magazines dispersed among the remaining 9%.

In 1948, from the same number of cards, 24% were returned, an increase of 5%. 41% of these respondents had seen WJW ads, indicating a cumulative growth over the previous year's figure of 30%. Again 57% recognized the Chief as representing WJW. BROADCASTING once more established itself as leader in the trade magazine field with 45% of the respondents naming it as the publication in which they had seen the ads.

That's the story—and a very musical one indeed to both WJW and BROADCASTING. Very probably the advertiser doesn't live who would not settle for this volume of recognition. It proves also what many advertising men have long claimed. A good trademark, imaginatively used, just about assures recognition of a very high degree.

Some of the favorable comments listed on the cards attest more graphically than figures what the respondents thought of the Chief as a trademark. "Don't ever change it. I think it's darn good. Swell trademark—get me one as good! A good trademark, attention getter, I see it everywhere, it seems to me. Good trademark—good recognition value!"

May 13, 1948