

August 2, 1948

A Continuing Study of Major Radio Markets

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

Study No. 4

Atlanta

In **GEORGIA** It's "GALS"

In
ATLANTA

It's
WQXI

(A Rounsaville Station)

1000 WATTS

at **790** ON THE DIAL

In The Heart of a Class Market

"The Station that sells *Better* to the *Best*"

OTHER ROUNSAVILLE STATIONS

WBEG — Elizabethton-Johnson City, Tenn. WGRV — Greenville, Tenn.

WBAC — Cleveland, Tenn. WKSX — Pulaski, Tenn.

Fourth of a Series

Georgia Association of Local Stations
26 STATIONS that
COVER the STATE

- ★ Combined Low Rate
- ★ One Billing
- ★ One Order

The Outstanding radio buy for
complete, blanket coverage.

Look under "GEORGIA" for
the G A L S Stations, or
write TOM CARR,
ROBERT FULTON
HOTEL,
Atlanta,
Ga.



Drawing by Permission of
D. Appleton-Century Co.

THE RIGHT WAY TO GET SALES IN ATLANTA BUILD A FIRE WITH WCON!

PROGRAM FIRE

In addition to ABC network programs, WCON has one of the South's finest programming departments. Outstanding local shows, The LeFevre Trio, Channing Cope, Lockwood Doty, Bill Hickok—to mention a few— attract and hold listeners. That's the reason leading advertisers, both local and national, are swinging to WCON in Atlanta.

PROMOTION FIRE

WCON's 7-way promotion plan has plenty of what it takes to get more ears tuned to 55 on the dial. Aggressive and consistent use of such powerful aids as our own newspaper, our own air, Transitads and outdoor advertising has made this whole neck of the woods plenty conscious of WCON.



PLENTY WARMTH OF GOOD WILL

We are the younger child of one of the South's beloved institutions—The Atlanta Constitution. Goodwill, Brother, consists of something more down here than just a phrase. You have to work to get it—watch your "P's and Q's" to keep it.

We got it, come on down and spit on the stove, and whittle with the boys over WCON's air!



THE ATLANTA CONSTITUTION STATION

5000 WATTS

550 KC

Affiliated, American Broadcasting Company

National Representatives HEADLEY-REED COMPANY



Atlanta

Radio Market

By BERNARD PLATT

PEACHTREE STREET is destined to become as famous as New York's Fifth Avenue, Chicago's Michigan Boulevard and London's Trafalgar Square.

Authority for this modest prognostication is none other than a loyal son of Atlanta, Gawgia, John M. Outler Jr., who positively, suh, would never let the tiniest trace of loyalty influence his commercial pronouncements.

Is the general manager of WSB a reckless dreamer and a Dixie tub thumper?

Let's look at the record.

A little over a century back—1837, says the history book—Engineer Stephen Harriman Long drove a stake into a spot surrounded by a few scattered farm houses. Looking up after he had driven the stake home, he predicted this terminus for a railroad line he was surveying would some day be a natural meeting place for vast transportation lines to the Southeast.

As a native-born Atlantan, Mr. Outler's pride in his city is matched only by his confidence that

★ despite the handicaps of narrow streets, congested traffic and lively politics, Atlanta, like Topsy (and television), will grow and grow and grow.

Atlanta is the largest city in the South, east of the Mississippi. Its metropolitan area has a population estimated in excess of 565,000, 27.7% over the 1940 Census figures. But that doesn't tell half the story. Its trading area extends within a radius of 100 miles with a total population of nearly 2,500,000 to whom Atlanta is the Big Town to shop in.

Atlanta Serves as Air, Rail Terminal for Area

With 15 main lines of eight railroad systems, and terminal of nine major airplane routes, Atlanta is

strategically located to serve as a distributing center funneling hundreds of millions of dollars worth of goods annually into the adjoining states and beyond. Small wonder that more than 3,200 national concerns maintain branch offices, factories or warehouses in Atlanta with more and more industrial concerns deeming it economically wise to move into this focal point of distribution and away from the costlier industrial centers of the North.

In the first five months of 1948, for example, 49 new manufacturing plants were opened in Atlanta, according to the Chamber of Commerce. Among them were Curtiss Candy Co., Elliot Addressing Machine Co. and Swift & Co.'s Adhesive Division. Only recently General Motors completed another assembly plant there at a cost of \$6,000,000, now employing more than 5,000 workers in the two Atlanta plants. Ford, too, has opened a new plant. It will employ another 2,500.

Other large manufacturers include National Biscuit Co., Cluett,

Peabody & Co., Atlantic Steel Co., Fulton Bag & Cotton Mill, Exposition Cotton Mill, Crown Cork & Steel Co., Owens-Illinois Co., Kraft Cheese Co., du Pont, Sherwin Williams, U.S. Envelope Co. All told, 50,000 people are employed in Atlanta industrial plants with value of manufactured goods estimated at about \$400,000,000 annually.

This expanding market is serviced by nine radio stations, four of them recent additions. In 1947 aggregate radio billings (five stations) were approximately \$2,500,000.

City's Home-Loving Folks Take Radio Seriously

BMB figures for 1946 showed 115,820 radio families in Atlanta, which takes its radio very seriously indeed. For Atlantans are a home-loving, home-staying people. The state enjoys the largest residential consumption of electric power in the country. There is practically no night life though

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Atlanta

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there are many luxurious private clubs and golf courses. But in the main the people do their entertaining in the parlor and by far the most popular medium of entertainment is their radio. Even at the clubs, it is not unusual to interrupt a poker session to tune in someone's favorite broadcast.

The classic beauty of many Atlanta homes has already been well publicized. These are part of the 142,000 residential units which a reported 150,000 families call "home." As in any metropolis, Atlanta homes illustrate varying degrees of prosperity and not a few startling contrasts.

Common to all, however, is radio. Outlets of the four networks as well as the independent stations pour a variety of programming schedules into those homes, and competition is intense for the relatively high per-family buying power, estimated at \$4,896 by *Sales Management*.

Effective buying income in Atlanta is said to exceed \$700,000,000 for the approximately 260,000 employed there, including some 26,000 U. S. Government workers.

Atlanta is an important banking center ranking 12th in bank clearings among U. S. cities. It is headquarters for the Sixth Federal Reserve District. Bank debits rose from \$7,615,000,000 in 1946 to \$8,697,000,000 in 1947. Though deposits were on the downgrade for most of the nation during that period, Atlanta showed an increase from \$881,000,000 to \$895,000,000.

Georgia City Ranks High As Insurance Center

As an insurance center, it ranks fourth in the U. S. in amount of fire insurance premiums cleared annually, and serves as southern headquarters for practically all of the larger insurance companies.

As the "Gate City of the South," Atlanta is the dynamic hub of a new-found Dixie prosperity. An industrial and agricultural revolution that began in World War II is in full swing, according to reports by the regional office of the Dept. of Commerce, pushing the South to heights of economic well-being never before achieved.

The seven years covering the war and postwar activity in the Southeast (Alabama, Mississippi,



Georgia, Florida, North and South Carolina and Tennessee), have brought an increase of 179% in salaries and wages paid in the land of the old Confederacy. Cash income came close to quadrupling itself, and bank deposits more than tripled, according to the survey by the Commerce Dept. Business telephones increased from 401,800 to 766,200, residential telephones from 577,300 to 1,356,300 and the business population from 181,162 to 206,717 concerns.

Cash farm income registered a gain from \$881,000,000 to \$2,901,000,000. Value of farm products for Georgia alone is well over \$1,000,000,000 and Fulton & DeKalb counties, in which Atlanta is located, are its largest agricultural producers.

City's Intense Activity Is Like Boom Town

All this is reflected in Atlanta which has all the appearances of a boom town. Atlanta is third largest telegraph and third largest telephone switching center in the world and ranks eighth in air mail volume. Right now it is literally straining and bursting at its metropolitan limits and overflowing into the dense woods

and fields beyond. There new roads and homes are under construction for the expanding city population coming in at the rate of 8,000 per year.

New Stores Springing Up on Peachtree Street

And along Peachtree Street, which extends from the magnificent homes on the north side of town through the heart of the downtown business district, new stores and amusement centers are being erected. Already Atlanta boasts of 4,300 modern retail establishments doing an annual business of about \$600,000,000. Rich's Department Store alone is said to have grossed near \$50,000,000 with the Macy-owned Davison Paxon Co. doing about \$30,000,000. Both stores use radio.

A department store-developed radio institution in Atlanta is Enid Day, radio director of the Davison Paxon Co. On the air six days a week for 15 minute periods on WSB, Miss Day sells merchandise by skillfully combining her stage experience with that gained in radio over a period of 17 years. She began her radio career in Burdine's Miami de-

partment store which seven years later agreed to "lend her" to her present employers.

Termed one of the most successful retail programs developed for radio, Miss Day writes and delivers approximately a million words of radio copy per year. She leans heavily on fashion show angles and makes good use of the interview.

Miss Day is author of *Radio Broadcasting for Retailers*, which relates her formula for successful exploitation of radio by the retailer.

Diversified Activities Make Atlanta Prosper

Patent medicines, cotton and real estate first brought wealth to Atlanta. This is also the home office of Coca Cola which had its beginning here and left a legacy of some 35 millionaires in and around the city. Atlanta's modern prosperity, however, stems from diversified business activities. Its 1,400 factories turn out more than 2,000 different commodities, no single one of which dominates the industrial life of the community.

There are more than 1,000 wholesale businesses doing an annual volume of \$1,335,430,000.

The Atlanta skyline with its tall, streamlined office buildings and hotels rising from the narrow, bustling streets below gives it the flavor associated with most of America's leading industrial and commercial centers.

But Atlanta is also a city of churches—450 of them with membership totaling 200,000. Moreover, it is a cultural center with 22 colleges and institutions of higher learning having an enrollment of about 20,000.

Radio came to Atlanta March 15, 1922 when WSB went on the air followed later that year by WGST. Then came WATL (1928), WAGA (1937), WBGE (1947), WCON (1947). To these should be added WEAS in nearby Decatur (1947), WQXI in suburban Buckhead (1948) and WERD (1948).

A tenth Atlanta AM station is authorized for construction. Licensee is The Fulton County Broadcasting Corp., of which Samuel Rothberg, real estate operator and civic leader, is owner.

Four FM stations are on the air with several others building.

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John Fulton
Gen. Mgr., WGST

David Carpenter
Gen. Mgr., WCON

R. W. Rounsaville
Pres., WQXI

R. A. Granville
Gen. Mgr., WERD

John M. Outler Jr.
Gen. Mgr., WSB

James E. Bailey
Mng. Dir., WAGA

Mike Benton
Pres., WBGE

E. D. Rivers
Pres., WEA



Southern Exposure . . .

- ATLANTA, GA. — the
distribution center of
the great Southeast!
- THE ATLANTA JOURNAL CO.
pioneers of radio . . . frequency
modulation . . . and NOW TELEVISION
- ATLANTA'S PEACHTREE STREET . . .
already famous throughout the world . . .
now has a new lustre in WSB-TV . . .
located on this thriving thoroughfare.
Operation planned for October.
- ATLANTA . . . for complete and powerful
Southern Exposure . . . offers "The Eyes and
the voice of the South" . . .

750 K.C. **WSB** N. B. C.
*Georgia's only 50,000 watt,
clear channel station*

Represented Nationally by Edward Petry & Co., Inc.

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WBGE-FM, WATL-FM, WAGA-FM and WGST-FM mostly duplicate their AM programs.

Television plans, too, are far advanced with both WSB-TV and WAGA-TV scheduled to start telecasting by late summer or fall. WCON-TV also is under construction, with starting date not yet determined.

18-Acre Site

Will House Both Operations

An 18-acre site where part of the Battle of Atlanta was fought in 1864 will house both FM and TV operations of the *Atlanta Journal*. In time, this area located inside the city limits will be the home of all WSB properties.

Transmitter and studio of WAGA-TV will be located at 1018 West Peachtree St. in downtown Atlanta, while WCON will have its AM, FM and TV under one roof in the new Atlanta Constitution Building.

Reactions of Atlanta broadcasters to the number of stations now on the air (two more applications for local outlets are pending before the FCC) vary from soft-spoken confidence that the expanding market can support them all to visible hand-wringing at the slightest mention of the subject.

Local Advertiser Lost In Station Maze

Reaction of the local advertising agencies is unmistakable. Their sentiments are perhaps best described in the phrase, "enough is enough." As Harry Siegel, Eastburn-Siegel Advertising, put it: "The local advertiser is bewildered and lost in a woods filled with radio towers. Business will go to the station that tells the best story."

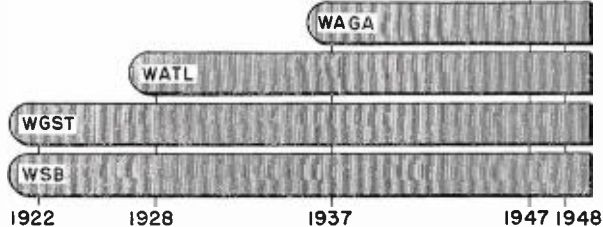
John R. Fulwiler Jr., J. Walter Thompson Co. field representative, views the situation in a different light. "The influx of additional stations has made it necessary for all of them to compete for the listener's ear," reasons Mr. Fulwiler, "Result is that today Atlanta is witnessing the most extensive radio station promotion in its long history. For the first time you can see billboards all over town inviting listeners to tune in to this or that station. Net effect is to attract more listeners to the advantage of all radio."

This is very pleasing to Mr. Fulwiler, whose agency maintains an Atlanta office primarily to service the Ford account. On reflection, he adds: "With all the new businesses coming into this market annually, it's a wonder to me that the local stations continue to raid each other's accounts instead of going all out for new business."

Both Mr. Siegel and Mr. Fulwiler know their Atlanta radio.

9 RADIO STATIONS

serve
115,820
radio families



Founding dates of the nine operating stations in Atlanta are shown in the above chart.

Though their views reflect divergent radio interests, they fairly accurately summarize agency thinking in this area.

Mr. Siegel is a graduate of Georgia Tech and an alumnus of 10 years' service with Sears Roebuck as advertising manager in the Atlanta district and sales manager in the Carolinas. He estimates that about 40% of his agency's billings go into radio. The Eastburn-Siegel firm was formed in 1936 and has Army recruiting and Italian Swiss Colony Wine among its accounts.

Local office of J. Walter Thompson Co. is headed by T. R. (Russ) Paulson who has been with the agency some 20 years. Mr. Fulwiler handles the radio end.

Many Fine Agencies Represented

Two of the important agencies handling radio in Atlanta are Tucker Wayne & Co. and Liller, Neal & Battle. In 1938 Tucker Wayne

bought the former James A. Greene & Co. agency and today probably enjoys the highest billings among local agencies. At the time of the purchase Douglas D. Connah, a Yankee from New York with radio experience at CBS (five years) and BBDO (two years), joined the new firm as its radio director.

Tucker Wayne Firm Handles Several Radio Accounts

With a team that includes Mrs. C. C. Fuller as timebuyer, the agency handles the following radio accounts: American Bakery Co., using 3 half-hour periods a week (*The Lone Ranger*) over 66 stations throughout the South, Southern Bell Telephone & Telegraph Co., Southern Spring Bed Co., Central of Georgia Railroad, Norris Candies, General Shoe Corp., Schwab Clothes, White Lilly Flour, Archer Hosiery.

Mr. Wayne was advertising manager of some of the regional con-

cerns he now services. He is strong on radio and it represents a sizable portion of the agency's billings.

In 1940 C. K. Liller, formerly with N. W. Ayer in New York and Philadelphia, William W. Neal, with local advertising experience, and James Battle, former artist for Tucker Wayne & Co., formed the Liller, Neal & Battle Agency which ranks high in radio billings, possibly 25% of total business. Sarah Williams, space and timebuyer, joined the agency in 1941.

Radio accounts include: Allied Drug Products, Chattanooga, which has used some 80 stations and beamed its sales appeal to the rural audience via hillbilly shows; Brock Candy Co., Chattanooga, which used radio exclusively (120 stations) to introduce a new candy bar; H. W. Lay (Lay Potato Chips), Atlanta; Colonial Stores (food chain), Atlanta, 60 stations; Bank of Georgia (on WAGA, WGST); Trust Co. of Georgia (WSB) institutional; Ashley Automatic Wood Stove Co., Columbia, S. C. (20 stations rural coverage); Blackman Stock Medicine Co., Chattanooga (15 of the larger stations for rural coverage).

Agencies Study TV Prospects

Liller, Neal & Battle is only Atlanta agency already on the television bandwagon. WMAR (TV) Baltimore and WLW-TV Cincinnati are used for Brock Candy Co. They successfully adapted movie trailers 35 and 16 millimeter film for the three-minute candy commercials.

Freitag Advertising Agency is perhaps one of the oldest users of radio in the Southeast. It represented the Pure Oil account for many years placing national spots for them as well as regionals. Norman Frankel, radio director, reports the agency is very much alive to television's potential and is working with television stations on fundamentals of good tele showmanship. Mr. Frankel has been with the agency some 10 years now, having worked formerly for RKO Orpheum. He estimates his agency's radio billings in excess of \$100,000 last year.

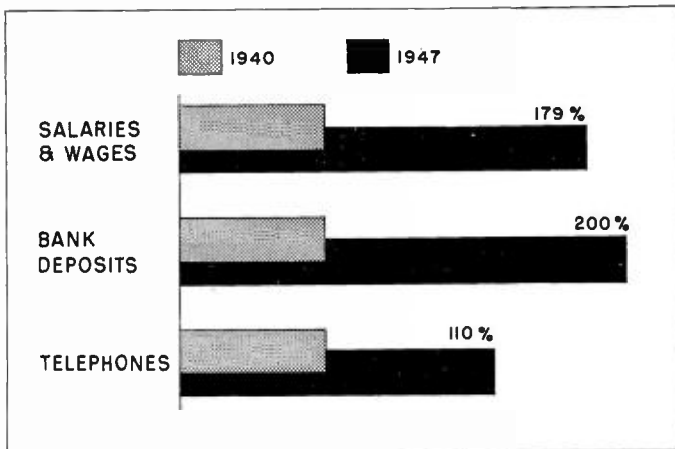
Radio accounts include Columbia Baking Co. operating in five Southeastern States with headquarters in Atlanta, and Walton Rice Mill, Stuttgart, Ark. Agency also prepared spots for use by Jefferson Standard Life Insurance Co.

National Agencies Have Local Offices

"If it were possible," Mr. Frankel opines, "for a national advertiser to sponsor a program keyed to the local taste characteristic of each market, he'd flush out lots more business than he ever thought existed."

Harvey-Massengale Co., with headquarters in Atlanta, handles

(Continued on page 10)



An analysis made in 1947 of the comparative growth in the Southeast of several basic economic factors over the base level of 1940 are presented in the above graph.



*Just what is
Sufficient
Coverage?*

WGST covers 82% of the radio
families in the Greater Atlanta area*
at lowest cost per thousand.

*Broadcast Measurement Bureau

**WGST GOES
MUTUAL**

SEPTEMBER 26th

Joining the world's largest
network — the world's
sports network — the
World Series network.

WGST

ATLANTA

Delivers it for less!

5000 Watts Day — 1000 Watts Night

REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERRY

ATLANTA'S **WAGA goes**

*Effective September 26,
after breaking National Records
as an Independent (C. E. HOOPER),
WAGA becomes Columbia Affiliate*

WAGA



590 KILOCYCLES • 5000 WATTS • ATLANTA

For information and Availabilities — Call

THE KATZ AGENCY — National Representatives

CBS...



WAGA's modern AM Transmitter Building
of brick and pink Georgia Marble



J. S. Ayres
Taylor-Howe-
Snowden Inc.

Dan Schmidt 3d
George Holling-
bery Co.

James M. Wade
Free & Peters
Inc.

Tom Carr
Georgia Assn.
Local Stns.

C. C. Coleman
Avery-Knodel

Charles Grisham
Ed Petry & Co.

Fred Bell
Katz Agency

Royal Penny
Paul H. Raymer

E. W. Sweetm.
Jr.
Headley-Ree

Atlanta

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all of its radio business out of the Durham, N. C., office. C. Knox Massey is manager and radio director. Radio accounts include B C Remedy Co., Beeman's Laboratories, Edwards Drug Co.

While other nationally-known agencies like Beaumont & Hohman, Donahue & Coe and D'Arcy Advertising Co. maintain branches, radio business is placed by the respective home offices.

A recent addition to the agency field in Atlanta is Kirkland, White & Schell. J. A. Kirkland and Frank W. White got most of their advertising training at the *Atlanta Journal*. James B. Schell, firm's art director, is a department store alumnus. While radio billings account for only about 15% of their total, agency interest in the medium is growing. Radio accounts are: Charles S. Martin Distributing Co. (electrical appliances), Gordon Foods Inc., Maier & Berkelee Inc. (jewelers), McNeel Marble Co. (manufacturers of memorials).

Crawford & Porter is another agency with mounting radio billings. Harry N. Crawford Jr. is president and Carol Porter is vice president and radio buyer. Robert E. Martin & Co. is also active in Atlanta radio, with Ed P. Harris as radio director.

Some radio is also handled by the following agencies: Maurice C. Coleman & Associates, Groves-Keen Inc., Ulrich C. Jones Advertising, Dillard Jacobs Agency, Bruce Moran & Co. and Burton E. Wyatt & Co.

Most frequent complaint heard among local agencies is that stations do not encourage local business development. They point to station policy established several years ago which does not allow agency commission on time sold at local rates.

Despite these differences more and more local and regional accounts are turning to radio. Nearly every station points to new advertisers using programming patterns selected to please a variety of listeners throughout the broadcasting day.

Of time-tested programming successes there are many. WAGA's *Shell Panorama*, a 15-minute, six-

day-per-week documentary type show consisting of news, sports and interviews with celebrities and public figures, is a four-year Shell Oil Co. success.

Standard Feed Milling Co. sponsors a local feature created by WAGA called the *Homeland Harmony Quartet* of sacred music fame, which is exceedingly popular. On the same station Royal Crown Hair Dressing for a number of years has sponsored *In the Groove*, an afternoon program directed at the Negro audience. WAGA's newscasts have proved most successful for Bond Clothes, Wagstaff Motors, Muellers Macaroni, Victory Motors and Robert Hall Clothes.

Sports Featured By WBGE

WBGE's appeal is to the sports-loving listeners. The Atlanta Cracker ball games with Ernie Howell doing the play-by-play chore for Old Gold cigarettes are an exclusive feature. The station also broadcasts high school football and the annual pigskin classic between the Baby Jackets of Georgia Tech and the Bull Pups of the U. of Georgia. WBGE also aired Atlanta's Golden Gloves Tournament.

WATL reports that their *Radio Want Ads* feature, originally begun as a public service program without benefit of a sponsor, has proved so popular that Siano Construction Co., local builders, now buys it five mornings weekly.

Built around telephone calls from listeners who want to buy, swap or sell articles that may be needed by fellow listeners, the program occupies the 10:30-11 a.m. slot in WATL's schedule.

Varied Fare From WCON

WCON provides a service to the farmer in the person of Channing Cope, direct from his Yellow River farm in Covington, 40 miles from Atlanta. Mr. Cope is a pioneer in soil rehabilitation and his early morning Monday through Friday broadcasts are just what the farmer ordered. Half the people in Atlanta have a rural background making Mr. Cope's rural remarks equally popular among the city

slickers. Sponsor is Standard Feed Milling Co., also sponsor of Mr. Cope's early afternoon program five days a week.

Going over big with the sports loving Atlantans are Jim Woods' and Les Hendrickson's recreated major league ball games on WCON. Fans vote by mail on which game they want to hear Saturday afternoons. Program is sponsored by Coca-Cola through D'Arcy Advertising Co., St. Louis.

Lane-Rexall Drug Stores is sponsor of an early evening music and news program on the same station. Agency is BBDO, Los Angeles. WCON also carries the *Lone Ranger* for American Bakeries, which this year celebrates ten years of successful radio sponsorship of this transcribed show. Account is placed by Tucker Wayne & Co.

The Atlanta Dress Mart, whose owner, Irving Somach, went south with the avowed purpose of capturing the Atlanta market, finds radio advertising his most effective ammunition. Says Mr. Somach: "Radio made my business in Atlanta." With WCON's Le Fevre Trio and Jim Waits accompanied by pianist Hovie Lister, he is using radio to good advantage.

WGST's local programming is high on the list of Atlanta favorites. With its large number of outstanding productions, it holds the record for the longest run of any locally produced feature for the same sponsor—a total of 3,200 broadcasts for Carroll Furniture Co.

The station is especially proud of the Jack Almond Trio which is believed to have been the first locally-produced feature employing local talent to broadcast its show regularly from Atlanta to a network-wide audience. Trio just completed a five-month series for CBS in addition to spearheading successful radio campaigns for Beauty-Crafts Inc., makers of venetian blinds, and Rhodes Furniture Co., both of Atlanta. Also included in WGST's talent family are the Blue Sky Boys whose folk songs and ballads of the mountains have sold the products of a number of sponsors including The Atlanta Milling Co., Jack Briscoe Inc. (jeep dealer), and *Southern Farmer* magazine.

Programming formula employed

by WQXI, located in the finger-bowl area of Atlanta, is based on music (popular and classical), news, comedy-variety shows and fashion appeal. WEAS, on the other side of the track in Decatur, beams its appeal to the Negro and labor audience with religious programs, colored sports attractions and rural features predominating.

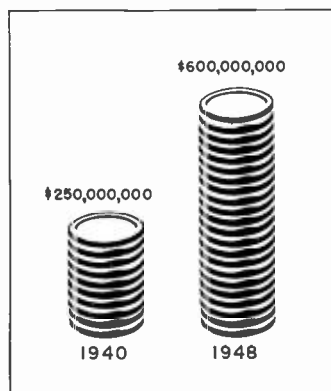
There's a hillbilly show on the Atlanta air most of the time and, almost as often, a religious broadcast and gospel music.

With the acquisition of WSB and the *Atlanta Journal* by Ohio's former Governor James E. Cox in January 1940, followed in June of that year by the purchase of WAGA by George B. Storer, president of Fort Industry Co., Atlanta radio became an active area of operations for two of the foremost broadcasting figures in the industry. Gov. Cox appointed J. Leonard Reinsch to supervise WSB and, a short time later, to the post of managing director of all his radio properties, headquartering in Atlanta.

Under Mr. Storer's direction, WAGA developed an aggressive sales organization responsible to James Bailey, the station's capable managing director. On Sept. 26, WAGA becomes the CBS outlet in Atlanta.

Reinsch Was Truman's Radio Advisor

Mr. Reinsch, whose radio know-how frequently brought him to Washington as radio advisor to President Truman, effected com-



Growth of retail sales in the Atlanta area from 1940 to 1948 are shown in the above comparison.

plete separation of the station from the newspaper and inspired new efforts in promoting and expanding WSB's dominant position in the growing Atlanta market. The station has been an NBC outlet since 1927.

WGST, present CBS station, joins Mutual network Sept. 26 and WATL, now a Mutual station, goes independent. WCON is the ABC outlet in Atlanta.

As a result of the September switch in networks, the regional network picture, too, is likely to undergo a few changes.

The Georgia Major Market Trio now comprises WAGA Atlanta, WTOG Savannah and WMAZ Macon, all CBS affiliates. The Trio is represented by The Katz Agency.

Quartet Forms A New Regional

A new regional network known as the Georgia Quartet and represented by the George P. Hollingbery Co., has just been formed. It is composed of four 5 kw stations, including WGST (MBS) Atlanta, WRDW (CBS) Augusta, WSAV (NBC) Savannah and WRBL (CBS) Columbus.

Also in the regional picture is the Georgia Assn. of Local Stations formed in November 1947 by 21 local stations in 21 Georgia markets. Tom Carr, former manager of WGAA Cedartown, and owner-manager of WLBB Carrollton, is secretary-treasurer and sales director. Headquarters are in the Robert Fulton Hotel, Atlanta. Belmont Dennis, WMOC Covington, is president.

New Key Station Is Planned

A new station in the Atlanta area, managed by Mr. Carr and scheduled to be the key station for the network, is now pending before the FCC. Operation of the network will begin on completion of the Atlanta outlet. Member stations include: WDEC Americus, WGAU Athens, WLBB Carrollton, WBHF Cartersville, WGAA Cedartown, WMJM Cordele, WMOC Covington, WBLJ Dalton, WMLT Dublin, WKEU Griffin, WFOM Marietta, WMVG Milledgeville, WMGA Moultrie, WROM Rome, WFRP Savannah, WWNS Statesboro, WWGS Tifton, WRLC Toccoa, WRQN Vidalia, WAYX Waycross, WRLD West Point, WDWD Dawson, WSFT Thomaston, WK TG Thomasville, WDU N Gainesville and WIBB Macon will join when they go on the air.

Palmer Building Popular For Rep Offices

To Fred Bell, manager of the Katz Agency branch located at 22 Marietta St. Bldg., unmistakable sign that radio has at last become a potent advertising medium in the

Southeast is the large number of station representatives now maintaining offices in Atlanta. Mr. Bell, a veteran of 25 years with the Katz Agency, points out that this was one of the last sections of the country to acknowledge radio's renowned potential and it was only in the past six or seven years that the area advertisers became increasingly radio conscious.

Many Representatives Located in One Building

Half of the station representatives are located in the ultra-modern Palmer Bldg., which has earned the title of "House of Representatives." Among them are: Avery-Knodel, Charles C. Coleman, manager; Free & Peters, James M. Wade, manager; Taylor-Howe-Snowden Radio Sales, J. S. Ayers, manager; Weed & Co., B. W. Randa, manager; Headley-Reed

Co., E. W. (Duck) Sweatman, manager; Edward Petry & Co., Charles F. Grisham, manager.

Raymer & Co. has its office in the Candler Bldg. with Royal Penny, veteran radio executive, as manager. Dan Schmidt has just become manager of George Hollingbery Co., with offices in the Whitehead Bldg. Alice Grant is manager of both Burke, Kuipers & Mahoney and the John H. Perry Assn. office in the Rhodes-Haverty Bldg. The Branham Co., in the same building, is headed by Horace Ralls. Lorenzen & Thompson maintains its branch in the William-Oliver Bldg. Hugh Wood is manager. Pierce W. Cook is at 22 Marietta St. Bldg. and the Walker Co. is also located in the William-Oliver Bldg. under Hugh Wood's management.

Contributing to a better understanding of radio and its problems

is the Georgia Assn. of Broadcasters, with a membership of 62 stations. John Fulton, WGST, is the new president with Dean Covington, WROM Rome, vice president, and Tom Carr, director of the Georgia Assn. of Local Stations, secretary-treasurer.

Radio Institute Sponsored by Association

The association sponsors the popular Georgia Radio Institute in cooperation with the U. of Georgia in Athens and the Technical Institute with the cooperation of the Georgia School of Technology in Atlanta.

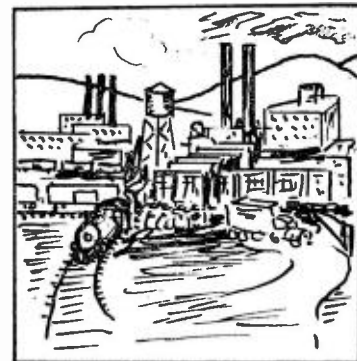
Students are instructed in practical radio by broadcasting authorities who regard these functions as an integral phase of learning rather than a sounding board for critics.

... inside story on the South's "Triumvirate"

RACE — RURAL — RELIGION



From



To



WITH 1000 POWERFUL WATTS ON 1010

Decatur's WEAS Corners the Market!

We don't like to brag but . . .

. . . Facts are Facts!

- . . . Special Promotion + 12 Spots = 1,135 Mail Returns!
- . . . An Average Sponsor + 5 Weeks = Business Doubled!!
- . . . Three Request Shows + Average Week = 2,175 cards, letters!!

—“Nuff Said”

Studios & Business Office

217 W. Ponce De Leon Avenue—Decatur, Georgia

	1 hour	½ hour	¼ hour	5 Min.	1 Min. ET	100 Words	35 Sec. ET	50 Words or less
1	\$76.50	\$46.90	\$26.50	\$12.75	\$8.95	\$6.40		
26	72.70	43.56	24.25	12.05	8.65	6.20		
52	68.85	41.20	22.45	11.50	8.30	5.90		
65	64.95	39.00	21.70	11.00	8.00	5.65		
130	61.20	36.75	20.40	10.40	7.70	5.30		
156	57.35	34.40	19.00	9.95	7.35	4.95		
260	53.55	33.00	17.65	9.40	7.00	4.60		
312	49.70	29.85	16.10	8.90	6.65	4.25		
520	45.90	27.55	15.30	8.45	6.30	3.95		



Maurice C. Coleman Jack Fulwiler Douglas D. Connah Sarah Williams
Owner, Maurice C. Field Rep., J. Wal- Radio Dir., Tucker Timebuyer, Liller, Owner, Eastburn-Radio Dir., Freitag
Coleman Adv. ter Thompson Co. Wayne & Co. Neal & Battle Siegel Co. Adv. Agency

HISTORY

WSB

Biltmore Hotel
Hemlock 1045

Licensed to begin operations on March 15, 1922 by the Dept. of Commerce with authorized power of 100 w, WSB is the oldest station in the South operating on the originally-assigned call letters. The station was erected by the *Atlanta Journal* whose editor, Maj. John S. Cohen, regarded it as a promotional adjunct to the newspaper.

Lambdin Kay, diminutive Brooklyn-born Southerner, became manager and colorful microphone dispenser of a slogan that literally

resounded throughout the South. In fact "The Journal Covers Dixie Like the Dew" became well known above the Mason-Dixon line as well. In 1925 WSB went to 1,000 w and in 1929 to 5,000 w. In 1933 the Federal Radio Commission authorized its present 50,000 w operation. It operated on 740 kc until 1933 when it shifted to the 750 kc clear channel following the reallocation conference in Havana.

From 1922 to 1929 the station was non-commercial with programs and program ideas subject only to the originality and ingenuity of management and the vagaries of

Atlanta Stations' Development

talent. Though WSB was associated with NBC as early as 1927, it did not go commercial until 1929 when it was decided that revenue from time sales would provide a means for program improvement and expansion. With its own identity thus recognized and its potential reevaluated, WSB's own slogan "Voice of the South" took on new meaning and earned for itself national acclaim and acceptance.

In January 1940, Gov. James E. Cox purchased WSB and the *Atlanta Journal* and appointed J. Leonard Reinsch general manager. Back in 1931 the *Journal* loaned John Outler Jr. to WSB to set up a commercial department. His return to the newspaper was put off from year to year and in 1940 he was officially separated and appointed commercial manager.

Reinsch Promotion Boosts Outler

Mr. Outler became general manager when Mr. Reinsch was made managing director of all radio properties under ownership of Gov. Cox. The station has 85 employees and an investment in physical broadcasting facilities alone of nearly \$1,000,000. The WSB rate card issued in 1937 was used as a sample form for standardization of rate cards by the NAB. Frank Gaither is commercial manager and C. F. Daugherty, employed since 1922, is chief engineer. All told about 85 people are on the payroll. Station is represented by Edward Petry & Co. WSB-FM construction is now completed, as is WSB-TV. Both stations will soon go on the air. WSB-FM is on 104.5 mc with 50.1 kw ERP and 10 kw transmitter. WSB-TV is on Channel 8 (180-186 mc) with 5 kw visual and 2.5 kw aural power.

Another Newspaper Builds WGST

WGST

Not to be outdone by the *Atlanta Journal*, the *Atlanta Constitution* in 1922 obtained a license to operate a 500 w station on 270 meters

with call letters WGM. Seeing little more than educational possibilities for the new medium, Clark Howell Sr., then publisher of the *Constitution* and also a member of the Board of Trustees of the Georgia School of Technology, decided soon after to donate the station to Georgia Tech. In July 1923 the transfer was completed and call letters were changed to WGST.

Operated by Engineering Dept. Until 1930

The Electrical Engineering Dept. of the school operated the station on a part time basis until January 1930 when the trustees concluded an operating contract with the Southern Broadcasting Co., a partnership composed of William A. Clarkson, Walt Dobbins and A. S. Foster, to run the station for a period of 10 years, Georgia Tech reserving two hours a week for its own use.

The station was then sharing time with WMAZ Macon on 890 kc using 250 w power. The FCC in 1940 set aside WGST's application for renewal for hearing and in 1943 the Board of Regents of the University System of Georgia assumed active operation of the station through its radio committee of which Frank M. Spratlin serves as chairman.

Fulton Rose to Helm With Gaither Resignation

John Fulton and Frank Gaither were appointed associate managers. On Mr. Gaither's resignation in July 1946, John Fulton became general manager and in September 1947 Ben Akerman, chief engineer, became assistant manager. WGST, now on 920 kc with power of 5,000 w day and 1,000 w night, is an endowment of the Georgia School of Technology and all profits from its commercial operation are used for purchase of land and buildings. Since 1943 its funds have enabled the university to expand its campus from 37 to 132 acres in the heart of Atlanta.

WGST claims the second largest audience in Georgia with 219,600 radio families in 127 counties in its daytime pattern and 188,860 families in 120 counties in its nighttime pattern. WGST has been second in overall Hooperatings in 10 out of the past 13 months. The station joins Mutual Sept. 26 when it gives up CBS affiliation. WGST-FM is on Channel 231, 94.1 mc, with 345 kw ERP. Application has been filed for television facilities. George P. Hollingbery Co. is its national representative.

* * *

WATL

Henry Grady Bldg.
Walnut 4377

Oglethorpe U. built the station in 1928 as an educational outlet with call letters of WJTL. Its frequency was 1350 kc with 20 w. Station moved into the Shrine Mosque, which is now the Fox Theatre, in 1933 and became part

**Your Pass WERD in
ATLANTA
to more sales
at less cost!**

WERD

"THE GOOD WERD STATION!"
(clear channel)

860 kc 1,000 watts

Ask Joseph Hershey McGillvra to
give you the GOOD WERD about

**ATLANTA'S
NEWEST STATION**

WERD

THE STATION THAT HAS
"A GOOD WERD FOR EVERYBODY"

Dick Granville,

General Manager

commercial and part educational. By then its power was 100 w and it was operating on 1370 kc. J. W. Woodruff purchased WJTL in 1936 and changed its call letters to WATL, moving the station to the Volunteer Bldg. In 1939 WATL's power was increased to 250 w and in 1941 it began operating on its present 1400 kc frequency.

Its new 5 kw transmitter is now being tested, with operation scheduled to begin this month on 1380 kc. Mr. Woodruff is owner-manager. The station relinquishes its Mutual affiliation Sept. 26 and becomes an independent outlet. WATL-FM went on the air May 1 of this year on 97.5 mc. (Channel 248) with 44 kw ERP. FM antenna is mounted on AM towers to a height of 367 feet.

* * *

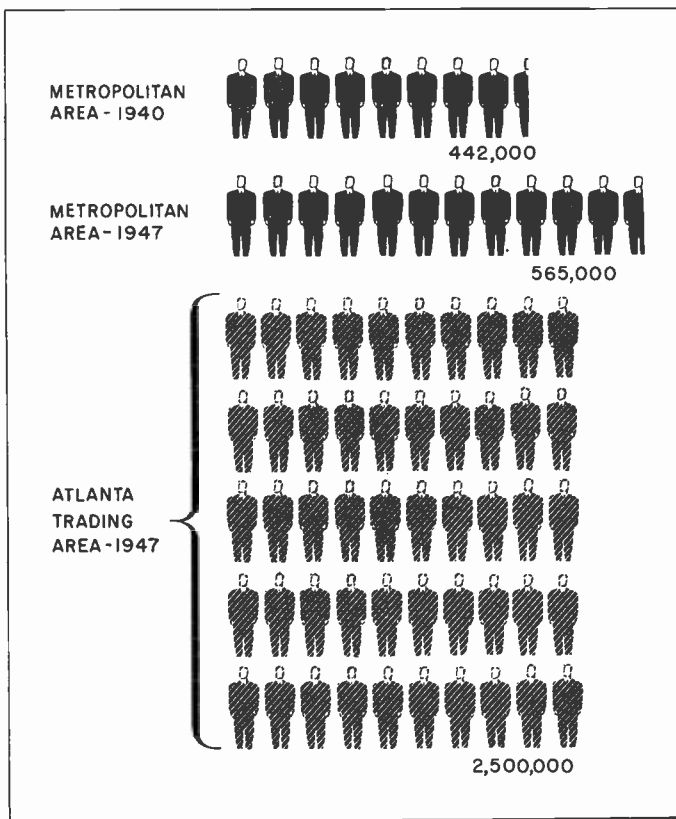
WAGA Western Union Bldg. Main 5101

WAGA got its start back in 1927 as WKBJ in Toccoa Falls. In 1931 it became WTFI in Athens and moved to Atlanta in 1937. Its ownership included Toccoa Falls Institute (1927); Norman Winston (1932); *Atlanta Journal*, Harold Lafount and Arde Bulova (1937) when it moved to Atlanta with its present call letters. The station was on the 1450 kc band with power of 1 kw day and 500 w night. Jess Swicegood was manager. The station was sold to George B. Storer and the Fort Industry Co. on June 1, 1940, with Don Ioset as the new manager.

In 1941 the station was authorized to shift its frequency to 1480 kc and later that year to its present frequency of 590 kc. Its nighttime power was increased to 5 kw in 1944. In 1942 Charles Smithgall succeeded Mr. Ioset as general manager and in 1946 James E. Bailey, who was then commercial manager, was appointed managing director. The station was an ABC affiliate until Dec. 15, 1947, when it relinquished the network to become an independent outlet. As of Sept. 26 of this year, however, it will become the Atlanta affiliate of CBS.

Station Built Audience With Extensive Promotion

Between network affiliations, WAGA managed to build a listening audience that has been the envy of independents the country over. Using extensive promotion for its varied program appeal, the station made Hooper history for an independent in a market served by the four networks. Program theory based on block scheduling of audience appeal paid off handsomely: 11 a.m. to 2:30 p.m. daily, a typical example, programming beamed to audience preferring gospel or hill-billy music; 4 p.m. to 6 p.m. four-four beat and jive stressed with minimum conversation. WAGA claims that an analysis of the six year Hoopers from 1942 through



Figures Show Population Growth in Atlanta Area

1947, shows it to be the only station in Atlanta consistently to increase its share of the morning, afternoon and night audience.

Mr. Bailey's staff includes Wm. H. (Bill) McCain, program director; Claude Frazier, sales director; Wm. R. Terry, promotion director, and Paul Cram, chief engineer. Transmitter is located on North Druid Hill Road, six airline miles from downtown Atlanta. Station employs about 40 people.

WAGA-FM on Full Power Soon

WAGA-FM began preliminary operation on 103.3 mc (Channel 262) on May 15 and will go to full power (10 kw) very soon. Effective radiated power will be 50 kw. WAGA-TV, Channel 5 (76-82 mc), 17.5 kw video, 9.5 kw aural, is expected to go on the air Sept. 1 with a schedule of news, film features and remote programs. The Katz Agency is national representative.

* * *

WBGE Georgian Terrace Hotel Vernon 1194

WBGE went on the air March 1, 1947. It boasts the best technical equipment and most modern studio design. Its frequency is 1340 kc with 250 w power day and night. Station is the only 24-hour outlet in Atlanta. Licensee is General Broadcasting Co. of which Mike Benton, owner of General Elevator

Co. and other enterprises, is president. Mr. Benton is also president of the Southeastern Fair Assn., said to be the biggest venture of its kind in the entire East.

WBGE Manager Owns Ad Agency

WBGE is managed by Maurice C. Coleman, formerly associated with WGST, WJTL and WAGA in Atlanta. He is also owner of an advertising agency in that city. WBGE claims it was the first independent station in Atlanta and first fulltime FM station, WBGE-FM, went on the air June 23, 1947, duplicating its AM programs. It operates on 95.5 mc., (Channel 238) with 20 kw power on a 24-hour schedule. WBGE's link mobile transmitter truck is a familiar sight in Atlanta. On hand to give listeners an on-the-spot review of news in the making, it has broadcast such noteworthy events as the motorcycle and midget auto races at Lakewood Park, the arrival of the Freedom Train and the giant balloon parade heralding the opening of the Southeastern Fair. The mobile unit also travels to the airport and other terminals to greet outstanding visitors to the city and visits the public schools for special broadcasts. Thirty-two are employed at the station, which is represented nationally by Burn-Smith Co.

(Continued on page 14)

5000 WATTS

DAY AND NIGHT

WRGA
WRGA-FM

Covers
Northwest Georgia and
Northeast Alabama

HAPPY QUARLES GENERAL MANAGER

MUTUAL BROADCASTING SYSTEM

Represented by
THE WALKER COMPANY

ROME, GEORGIA

Atlanta

(Continued from page 13)

WCON

Atlanta Constitution Bldg., Lamar 4545

WCON went on the air Dec. 15, 1947. It occupies the entire top floor of the new, streamlined Constitution Bldg. which houses all properties of Atlanta's only morning newspaper. The station is licensed to the Constitution Publishing Co. of which Clark Howell is president. Its frequency is 550 kc and day and night power is 5,000 w. The station, part of the corporate setup of the newspaper, is operated as an independent entity. Editorial and promotion cooperation, however, is extremely close between the two. David Carpenter, formerly with WINR Binghamton, N. Y., WKNE Keene, N. H. and WHEB Portsmouth, N. H., is general manager. Mr. Carpenter began his radio career in 1928 as part-time announcer at WBRE Wilkes-Barre, Pa. while studying at Wyoming Seminary and working in a clothing store. His first full-fledged radio job was as salesman for WCMI Ashland, Ky. in 1938.

Station Readies TV Operation

WCON is the ABC affiliate for Atlanta and claims to be the only newspaper-owned station in the country to have all its properties, including the newspaper, under

one roof. WCON-FM begins interim operation Aug. 15 on 98.9 mc with 3 kw power and full power operation in mid-1949 with 10 kw transmitter output and 54 kw ERP. WCON-TV is under construction, Channel 2 (54-60 mc) 15.8 kw visual, 9.05 kw aural power. The station employs 40 people and has invested in physical broadcasting property alone close to \$900,000 for AM, FM and TV. Headley-Reed Co. is the national representative.

WERD

23 Broad St., SW
Lamar 0666

On the air Aug. 2, the station is licensed to Radio Atlanta Inc. with Radio South of Jacksonville, Fla. owning 45%. Station is on 860 kc operating daytime only with 1,000 w power. Richard A. Granville, general manager, is its driving spirit. Forty-year-old Mr. Granville is a radio veteran with experience at WHBI Newark, N. J., WTTM Trenton, WMPS Memphis, WMBR Jacksonville and WBYN Brooklyn covering a period of eight years.

Prior to joining WERD, Mr. Granville was president of Litho Service in Atlanta. He is a cousin of movie star Bonita Granville. Announcing that WERD is starting "in the black," Mr. Granville estimates that cost of building the station has been about \$35,000. He is determined to go after 80% of the local merchants who "have not been able to afford radio before"

BASIC RATES

One-Time Hour Rates for Atlanta Stations

WSB—750 kc,	\$450.00
WGST—920 kc,	200.00
WATL—1400 kc,	160.00
WAGA—590 kc,	240.00
WBGE—1340 kc,	160.00
WCON—550 kc,	240.00
WERD—860 kc,	100.00
WEAS (Decatur)—1010 kc,	76.50
WQXI (Buckhead)—790 kc,	82.50

and make it possible for them to use radio consistently and profitably as "their one best advertising medium." Joseph Hershey McGillvra has been appointed national representative.

WEAS

217 W. Ponce de Leon
Decatur
Dearborn 2521

The station went on the air July 15, 1947 as a daytime station with 1,000 w power on 1010 kc. Licensee is E. D. Rivers Jr., son of former Governor Rivers of Georgia who in turn owns WGOV Valdosta, Ga. Young Rivers, who was admitted to the bar at the age of 16, is providing a necessary service to the Negro population and devoting considerable time to educational and civic problems in his community.

Specializing in race, rural and religious programming, WEAS claims coverage of a 75-mile radius having a population of almost a half-million Negroes. For promoting racial harmony, Mr. Rivers was recipient recently of a plaque "for meritorious public service" by an all-colored group, first time in the 27-year history of radio that such a group has presented an award to southern radio management. Station has 16 employees.

WQXI

Peachtree & Mathieson
Cherokee 2196

WQXI is licensed to R. W. Rounsaville who also owns WBAC Cleve-

land, WBEJ Elizabethton-Johnson City, WKSR Pulaski and WGRV Greeneville, all in Tennessee. Station went on the air April 26, 1948 operating on 790 kc with 1,000 w daytime only. Mr. Rounsaville claims to have brought a new formula into the Atlanta market. Specializing in good music, daily news coverage of on-the-scene events and ruling out hillbilly and religious programming, WQXI has aimed its appeal at the well-to-do suburban market. Proud of its time capsule, every hour on the hour, and including the time of day, local temperature, four headlines in the news and sports flashes packaged in the three-minute capsule, the station also directs its selling effort to the local merchants with remarkable success, according to Mr. Rounsaville.

Army Buddies Help Run WQXI

The story at WQXI is that only the program director, Bill Lowery, has had extensive radio experience (that is, besides Mr. Rounsaville himself). The others are buddies he picked up while serving in the Army or just likely looking youngsters with a will to sell radio. Incidentally, Mr. Rounsaville was the first GI to be granted a station by the FCC on discharge from the service. Total number employed is 16.

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REPRESENTING RADIO STATIONS EXCLUSIVELY

NEW YORK CHICAGO DETROIT ATLANTA
LOS ANGELES SAN FRANCISCO
ALL OFFICES COMPANY OWNED AND OPERATED

Surveys of Other Major Radio Markets Are Underway

Watch for Los Angeles, Boston, Chicago, Baltimore and San Francisco Stories in Future Issues

in ATLANTA

it's



WBGE

WBGE—FM

ATLANTA'S MOST MODERN AND PROGRESSIVE STATION

Locally owned station

Locally operated station

Independent station

FIRSTS

ONLY

24 hour station

Full Time FM Station

Mike Benton, President

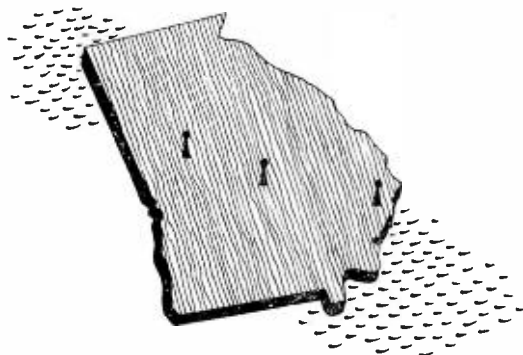
Maurice Coleman, Gen. Mgr.

Studios and General Offices

GEORGIAN TERRACE HOTEL, ATLANTA, GEORGIA

GENERAL BROADCASTING COMPANY

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS



The Georgia Trio



The C.B.S.* Affiliates in Georgia's First 3 Markets

*WAGA joins C.B.S. Sept. 26, 1948

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

1. Concentrated coverage
2. Listener loyalties built by local programming
3. Dealer loyalties
4. Merchandising assistance

— In Georgia's First Three Markets

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