

OCTOBER 25, 1948

A Continuing Study of Major Radio Markets

BROADCASTING
The Newsweek of Radio and Television
TELECASTING

Study No. 7

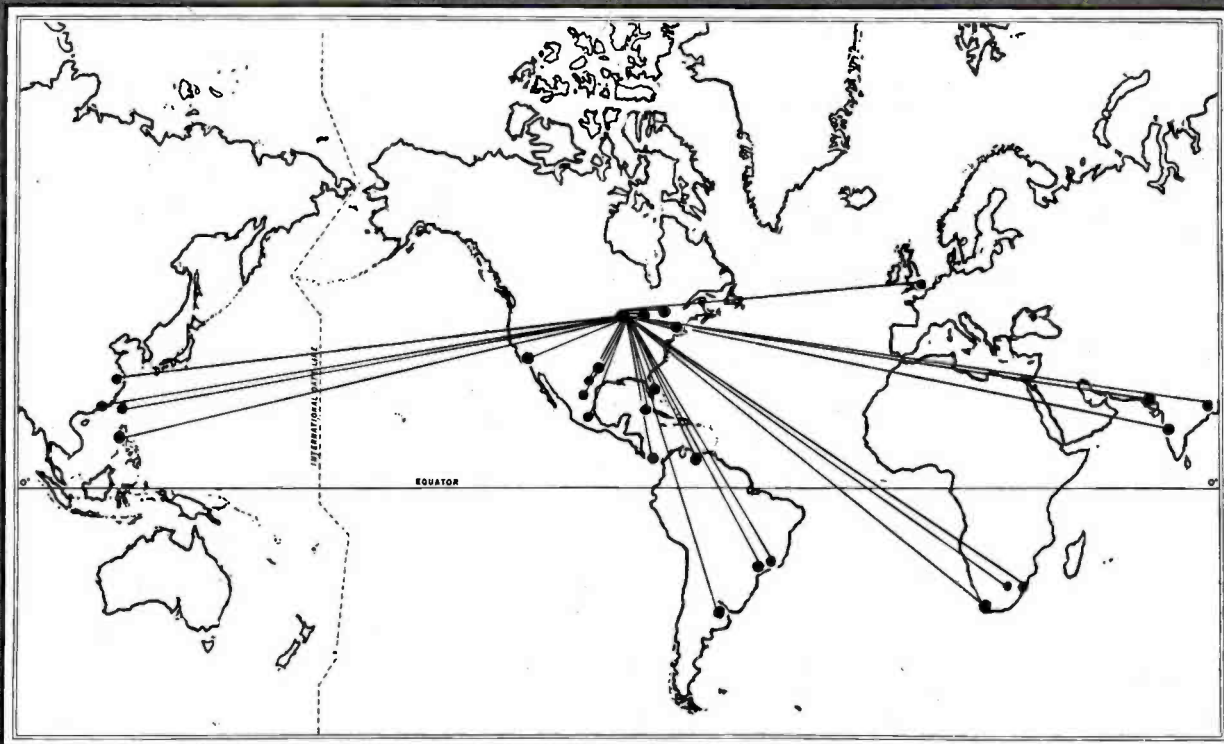
Chicago

*Ever since we opened shop in Chicago,
the bowl of apples in our reception
room has been a traditional greeting
and expression of hospitality to the
representatives of radio and to all our
other friends who call on us.*

LEO BURNETT COMPANY, INC.



Seventh of a Series



Chicago: Center of Grant World-Wide System

CHICAGO, one of the geographic and economic centers of the world, is the headquarters of Grant Advertising's world-wide network. Grant, Chicago integrates the operation of the entire system of Grant offices, in addition to serving such large domestic accounts as Mars, Inc., J. A. Folger & Co., The Cudahy Packing Co., The Hubinger Co., and American Burlington Buslines.

Grant Advertising, in a period of 13 years, has reached a position of leadership in the field of radio and television not only in Chicago and the



United States but in many other countries.

Grant believes that a most important factor in radio is the cost per listener. The success of this Grant principle was proved in a Nielsen survey which showed that a Grant-produced program in a recent period was heard in more homes per advertising dollar than any other network show. Thus, Grant assures the advertiser a strong, economical penetration of his sales message. The constantly growing volume of programs produced by Grant offices is indication of the value of radio and television to Grant clients.

CHICAGO	DALLAS	NEW YORK	HOLLYWOOD	DETROIT	WESLACO	MIAMI	HAVANA	MEXICO CITY
MONTERREY	CARACAS	RIO DE JANEIRO	SAO PAULO	BUENOS AIRES	PANAMA	TORONTO	LONDON	BOMBAY
CALCUTTA	KARACHI	MANILA	SHANGHAI	TAIPEH	HONG KONG	JOHANNESBURG	DURBAN	CAPE TOWN

Grant Advertising, Inc.

919 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

AM HISTORIES

WAAF

Palmer House
Randolph 6-1932

Established in May 1922, WAAF, owned and operated by the *Chicago Daily Drivers Journal*, has operated continuously under its original call letters and ownership. It covers the full range of music from symphonic to popular, and has received numerous awards from musical, educational and cultural groups, with whom it has co-operated for general community welfare. Station points proudly to a testimonial by Poet Carl Sandberg: "WAAF offers everything great in symphonic music, interspersed with the best modernist offerings."

WAAF has 1,000 w power on 950 kc, daytime only. W. E. Hutchinson is general manager and Bradley Eidman, commercial manager. Station has applied for an FM permit.

WAIT

360 N. Michigan Ave.
Franklin 2-0620

WAIT was established in 1923

as WCBD, the Guyon (Paradise ballroom) station. Gene T. Dyer, a former agency man, and his assistant, S. M. (Sil) Aston, appointed general manager last year, believe there is ample need in every metropolitan community for a station that concentrates on music with occasional news. Mr. Dyer's pet theory is that listeners tune in for "mood musical background" to escape chatter of frequent announcements, and consequently WAIT pursues a policy of continuous music (block programming), with commercials pared to a minimum. Block system was inaugurated last year.



S. M. Aston
Gen. Mgr.

Mr. Aston does most of the selling while Mr. Dyer maps the program structure. Station uses 5 kw on 820 kc.

* * *

WBBM

410 N. Michigan Ave (Wrigley Bldg.)
Whitehall 4-6000

Another Chicago radio pioneer is WBBM ("The Showmanship Station of CBS"); founded by H. Les-

Background and Facts on Area Stations

lie and Ralph Atlass. Using first an amateur transmitter, they changed it to a regular broadcast call, WBBM. "Where Better Broadcasts Materialize." The Atlass brothers furnished studios in the Broadmoor Hotel, received a power increase to 1550 w.



H. Leslie Atlass
Gen. Mgr.

In 1926 WBBM made a large local sale to Stewart-Warner Co.—fully one-half of its time. Contract

was in effect for a year-and-a-half.

In September 1928 WBBM affiliated with CBS. Its power was increased the same year from 5,000 to 10,000 w and boosted the following year to 25,000 w. CBS purchased WBBM in 1933 and two years later the station got its present 50,000 w transmitter on 780 kc. WBBM began experimentation in November 1941, and for several years has maintained W67C (now WBBM-FM), 99.3 mc, 13.5 kw.

(Continued on Chicago 17)

Radio Market

(Continued from Chicago 10)

complete listening radius is possible, whereas New York has the ocean on one side." He thinks Chicago has another advantage in that New York has many major markets in direct competition, while Chicago has only one or two within 300 miles.

A survey by BROADCASTING of nearly 100 Chicago agencies handling radio—there are 230 agencies in all—reveals that soaps, milling, home furnishings, construction, and packaged food accounts are on the upswing.

Chicago has dozens of sponsor success stories, but few compare with that of the Morris B. Sachs Co., whose account presently is handled by Ruthrauff & Ryan.

Success Story Of Morris Sachs

Morris Sachs, a Lithuanian orphan, migrated to Chicago in 1907 at the age of 11. Three years later he was peddling women's blouses, curtains, and blankets house-to-house in a pack on his back. By 1913, he was taking so many orders he bought a horse and wagon in which to cart his merchandise around, and by 1916 he acquired a Ford "with a box in back."

His popularity seemed greatest on Chicago's far south side, so in 1917 Mr. Sachs opened a store at 6624 S. Halsted St., 75 blocks from the city's famous retail district. It had a frontage of 16 feet and was 60 feet deep. In 1930, a few months after Mr. Sachs bought his first radio time on WABC, the World Storage Battery Station, the store was expanded to two floors, 25 x 125 feet. Jerry Sullivan, an announcer whose clipped "Chi-kawgo" was familiar to Midwest listeners in the '20s, played the piano and read commercials on the first Sachs programs. He was paid \$25 a week.

Amateur Hour Program Started in 1934

Later, the store sponsored *Breakfast Express* on WAAF, but not until 1934 did it hit pay dirt with

the *Morris B. Sachs Amateur Hour*, which preceded the famous Major Bowes program, by eight months, and has been running ever since.

The first *Amateur Hour* shows were aired on WCFL from the window of the store, but within a year the "studio audience" had grown to such proportions that it interfered with traffic on busy Halsted St. When the police intervened, the show was moved to a nearby Masonic Temple, seating 1,000. Meanwhile, the store's frontage was doubled.

1936 Sees Move to WENR

In 1936, the *Amateur Hour* moved to WENR and has remained there since, with the exception of about eight times yearly when it moves into Chicago's Civic Opera House for sell-out benefit performances.

The Sachs mercantile domain now consists of a 187-foot store front—three stories high—on South Halsted St., including a separate bridal shop; a two-story triangular-shaped store on Chicago's north side, and a five-story service building, near the south side establishment.

Famous entertainers who got their start on the *Amateur Hour* include June Haver of the movies, Pamela Britton of "Oklahoma," and Mel Torme, Frankie Lane, Skip Farrell, Maurine Cannon, the Harmonicats, and Lillian "Hymns of All Churches" Chookasian, all of radio.

Sachs Attributes Sales Increase to Radio

In addition to the amateur show, the company sponsors a "nostalgic pianologue" titled —*But Not Forgotten*, featuring oldtime pianist Herbie Mintz.

Mr. Sachs recently told BROADCASTING at luncheon in his penthouse atop the Halsted St. store:

"When I went into radio, my sales volume was less than \$200,000 yearly. Today, it is nearly \$8,000,000, of which 4% goes for radio."

RESULTS IN ADVERTISING

14 years of proven results for our ever growing list of clients (client turnover has been nil) placing special emphasis on radio and television. Our television staff, one of the largest and most experienced in the country, is now serving five clients in this important medium.

If your account is non-competitive to any we now have, and if you're interested in a fresh approach to your advertising problems, we'd like to come in and discuss them with you.

Randolph 6-7942

MALCOLM HOWARD ADVERTISING

203 NO. WABASH AVE., CHICAGO 1, ILLINOIS

Chicago's *most sponsored station*



WBBM — the nation's most honored station — carries *more* advertising than any other radio station in Chicago.

... And has every year for 22 consecutive years!

The reason? Local, national spot and network advertisers — like major radio award committees — have found WBBM has a flair for creating programs that command attention. *And get results.*

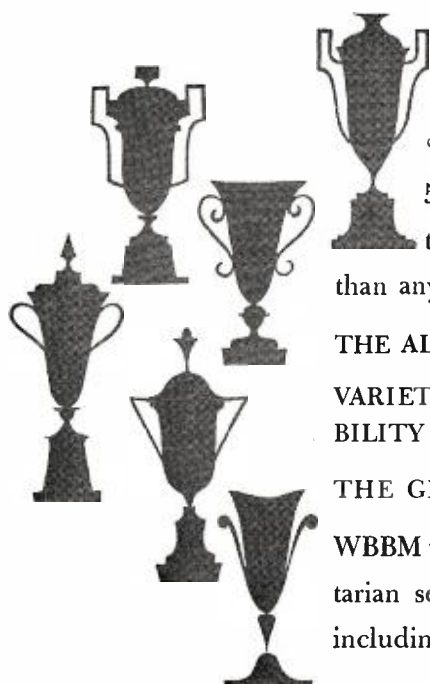
Credit goes to WBBM's 38 master showmen whose ingenuity and skill make every WBBM-built program a prize contender . . . whether it's designed to move people to act on a social problem or to move people to *buy* and *buy* and *buy*.

The conclusion is obvious: To get many more Midwesterners to buy much more of *your* merchandise, use WBBM — "Chicago's Showmanship Station."

"Chicago's Showmanship Station" **WBBM**

COLUMBIA OWNED • 50,000 WATTS • 780 KILOCYCLES

The Nation's most honored station



"Chicago's Showmanship Station"—
50,000-watt WBBM—has won more of
this year's most coveted Radio Awards
than any other station in America:

THE ALFRED I. DU PONT STATION AWARD
VARIETY PLAQUE AWARD FOR "RESPONSI-
BILITY TO THE COMMUNITY"

THE GEORGE FOSTER PEABODY AWARD
WBBM was honored six more times for humani-
tarian service to the community during 1947,
including citations by . . .

THE NATIONAL CONFERENCE OF CHRIS-
TIAN AND JEWS

THE NATIONAL ASSOCIATION FOR THE
ADVANCEMENT OF COLORED PEOPLE

A SPECIAL WENDELL L. WILLKIE JOUR-
NALISM AWARD

And WBBM-produced "Melody Lane" was
selected as the best commercial program in
America for "large store advertisers" by the
National Retail Dry Goods Association.

*Largest nighttime total audience
of any Chicago station is yours on*

WENR

The biggest buy in the nation's next-to-the-biggest market—that's what you get on WENR. BMB figures* show that WENR leads all other Chicago stations in total nighttime audience. The count for this one single station is 3,411,890 radio families—10% of the radio homes in the whole nation! And what an audience! Last year the counties where these

people live accounted for 22% of all the goods sold at retail in the United States. Those are exciting figures for any advertiser.

But delivering big, bountiful audiences is only *one* of the services WENR performs for its advertisers. Ask your local ABC representative to show you *all* that WENR can do for you and your product.

These two shows, now available, offer large, alert audiences. They're both co-ops—you can sponsor either of them for only WENR's share of the network cost.

America's Town Meeting of the Air... 7:30 p.m. Tuesday. What prestige, what good will! This distinguished full-hour forum gives listeners both sides of the vital issues in the news. Famous speakers, exciting debate... and a huge, loyal, ready-made audience.

Mr. President... 1:30 p.m. Sunday. Direct from Hollywood—with MGM's popular Edward Arnold as its star—comes this stirring program of behind-the-scenes dramas in the White House! History, patriotism, suspense, mystery, thrills for every member of the family.

**Survey No. 1—March 1946. Retail sales figures are from Sales Management. Note: report from WENR is combined with WLS. Stations share time with same power and frequency.*

Call the ABC spot sales office nearest you for information about any or all of these stations:

WENR — Chicago 50,000 watts 890 kc	WMAL — Washington 5,000 watts 630 kc
KECA — Los Angeles 5,000 watts 790 kc	WXYZ — Detroit 5,000 watts 1270 kc
KGO — San Francisco 50,000 watts 810 kc	WJZ — New York 50,000 watts 770 kc

ABC — Pacific Network

ABC

American Broadcasting Company

Radio Market

(Continued from Chicago 8)

permanents), \$1,300,000; Pet Milk, \$1,200,000.

Mr. McCluer thinks Chicago is "the best place in the world to do business."

"Honesty in the sales approach, a tendency to call a spade a spade, less scheming and conniving, a minimum of so-called 'country club' business, selling on a merit basis rather than on a personal basis—these are some of the reasons why I like Chicago," he says. "Network and station salesmen have more personal contacts with clients than in some other cities, where salesmen must work exclusively through agencies and never get to meet their clients."

Hult Faithful Disciple of McCormick Aggressiveness

Mutual's Midwest vice president, Adolf N. Hult, is another who has done an outstanding job for Chicago. WGN-trained, he subscribes 100% to the principles of his old boss, Col. Robert R. McCormick. In his desk is a dog-eared Sunday supplement from a *Tribune* of two years ago in which Col. McCormick wrote:

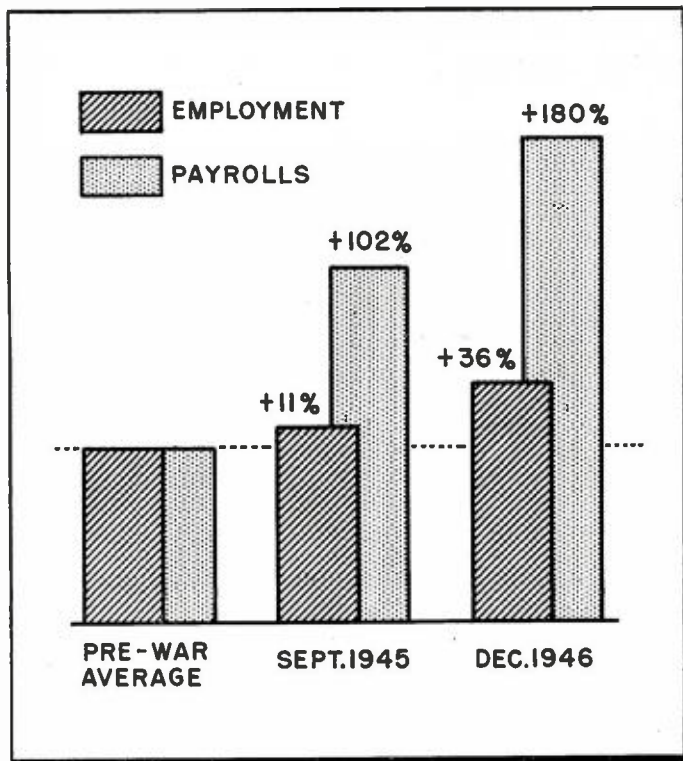
"I criticize a spirit of inferiority complex [in Chicago] which tranquilly accepts second place. . . . I criticize the weakness which accepts with little protest the principle of a head office in New York that ignores Chicago's interests in many ways. . . ."

"Ade" Hult slipped into network sales in 1934 when he found it just as easy to sell for WOR New York, and WLW Cincinnati, at the same time he was selling for WGN. The tri-station network, forerunner of Mutual, got a big lift from his early efforts.

Mr. Hult is amused at the system of protocol as practiced by agencies in the East, and is thankful that "we are less respectful of titles here in Chicago."

Agencies Given Credit For Billing Rise

Most Chicago radiomen agree, however, that agencies were an important factor in bringing their stations billings of about 20 million dollars during the past year. The agencies themselves have billings estimated at more than \$100,000,000, much of which goes to Foote, Cone & Belding (Pepsodent, Armour, Toni); J. Walter Thompson (RCA-Victor Distributing Corp., Kraft Cheese, Elgin Watch, part of Swift & Company; McCann-Erickson (International Harvester, Standard Oil of Indiana, part of Swift & Co.); Ruthrauff & Ryan (Wrigley Gum, Palm Beach Clothes); BBDO (Wilson Bros. Men's Wear, Meister Brau); and, until recently, Dancer-Fitzgerald-



...INCREASES in employment & payroll totals within Chicago

Sample (most of Procter & Gamble, and General Mills, now handled in New York).

R&R's Mezger Estimates Five Million in Radio

All of the foregoing, except D-F-S which was founded in Chicago in 1943, are New York concerns with big mid-western offices in Chicago. Few will release exact figures as to billings out of Chicago, but Ruthrauff & Ryan's Vice President R. W. Metzger estimates R&R will do more than 5 million dollars' worth of radio in 1948.

Leading the parade of local agencies are Schwimmer & Scott, which has had spectacular success in radio since it created the dramatized spot announcement in 1935, and O'Neil, Larson & McMahon, one of the nation's top mail-order agencies. Both will have billings of more than \$3,000,000 this year.

American Meat Reaches 3½ Millions Mark

Leo Burnett Co. (Pure Oil, American Meat Institute) has radio billings of \$3,500,000, but does more of a national job. In fact, Leo Burnett is acknowledged as Chicago's greatest agency success story in recent years, rising from three accounts and a staff of

seven in 1935 to 20 accounts and 160 employees today. Last winter, the agency moved into 21,000 square feet of space (two floors) in the London Guarantee Bldg., where it had signed a lease for 750 square feet in 1935. It was under Burnett counsel that Pure Oil first employed H. V. Kaltenborn as a commentator and Red Grange as a sportscaster.

Other Billings That Make Up The Chicago Picture

In a class by itself is Grant Advertising, Inc., one of the largest international agencies in the world with offices in 19 major cities. Will C. Grant, president, parlayed his first major account, Mars, Inc. (candy bars) into an enterprise of astounding proportions, now producing about 20 radio shows each in South America and Mexico, as well as numerous shows in the U. S. Grant also handles Cudahy Packing Co., and other large accounts.

Also very successful, but reluctant to be quoted on billings are Needham, Louis & Brorby (Johnson Wax, Morton Salt, Derby Foods, part of Swift & Company); Sherman & Marquette (most of Quaker Oats); Russel M. Seeds (Raleigh Cigarettes, Sheaffer Pen); Tatham-Laird (part of General Mills); Wade Advertising

Agency (Miles Laboratories, Shotwell candy bars); and Hill Blackett (Colgate-Palmolive-Peet).

Other Chicago agencies successful in radio are Henri, Hurst & McDonald (Perfect Circle, Skelly Oil, Stewart-Warner); H. W. Kastor & Sons (part of Procter & Gamble); LeVally, Inc. (Household Finance); Olian Advertising (Edelweiss, Atlas Prager, Green River, Beich candies); Morris F. Swaney (Kaiser-Frazer); Goodkind, Joice & Morgan (Jewel Tea); Gourfain-Cobb (Motorola); Crutenden & Eger (Admiral Corp.); Aubrey, Moore & Wallace (O Henry candy bars); Weiss & Geller (Elgin American Compacts); Roche, Williams & Cleary (Studebaker, Revere Camera); Burnet-Kuhn (Carson, Pirie, Scott, Oscar Mayer meats); Malcolm-Howard (Dad's Old-Fashioned Root Beer, Crosley Distributors, Keeley Beer).

Philadelphia's well-known N. W. Ayer agency handles United Air Lines and other accounts out of Chicago; New York's Young & Rubicam and C. J. La Roche agencies handle Grennan Cakes and Aunt Jemima, respectively; and Detroit's Maxon Inc. bills Brach Candy in Chicago.

Scott Ventures Opinion On Station 'Shortage'

R. J. Scott of Schwimmer & Scott, whose agency has a radio staff of 40, working on 20 accounts, thinks Chicago is becoming increasingly important in radio "because of a present trend toward idea shows rather than those with high priced talent." He believes there is a "decided shortage" of stations in Chicago, "worst shortage in the country with the possible exception of Detroit."

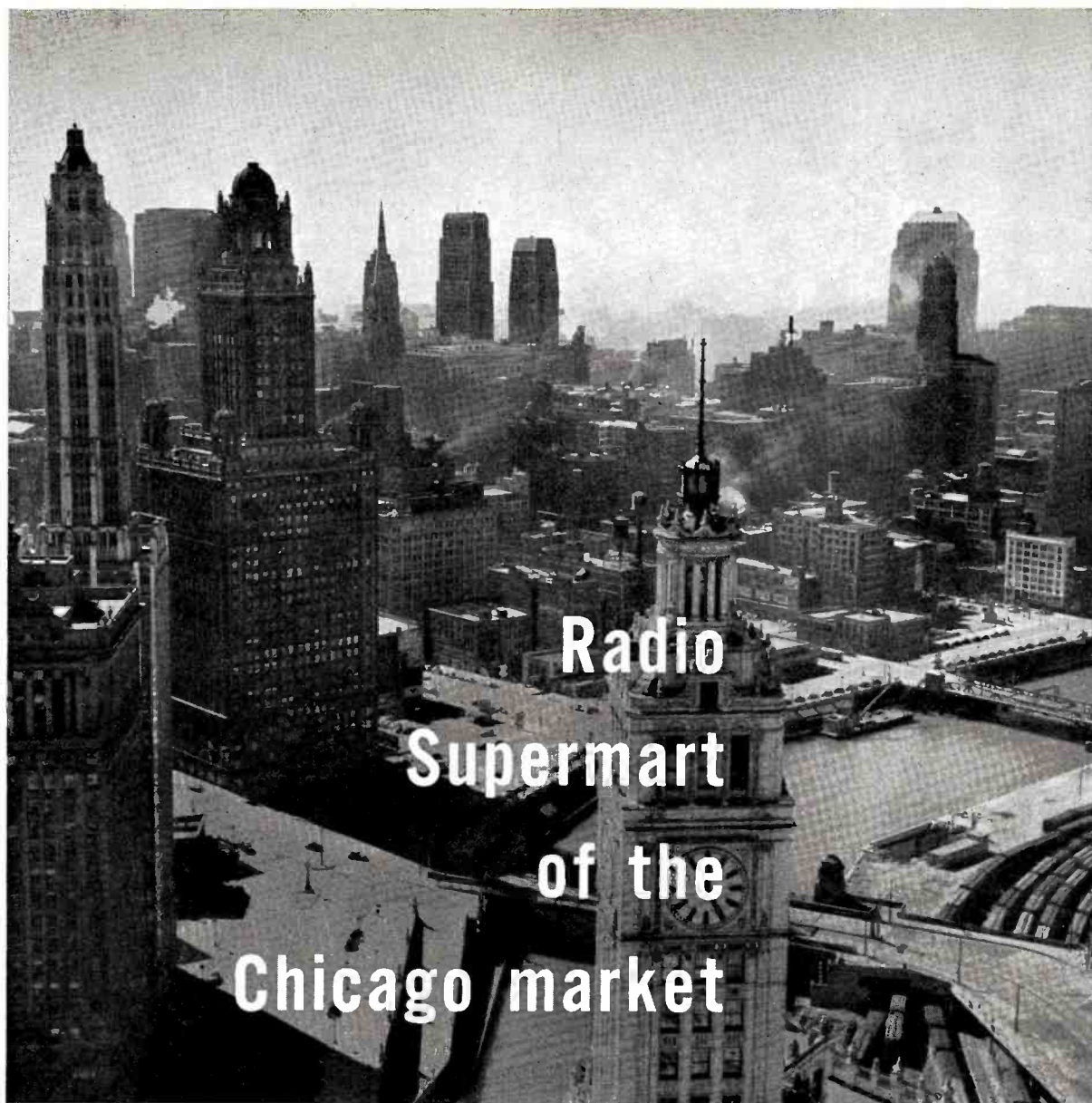
Irving Rocklin, of the small but live-wire agency bearing his name, is a strong advocate of smaller, specialized stations, like those catering to foreign and Negro groups. He wishes Chicago had more of these "to offer greater opportunities to beginning artists, and to serve as a laboratory for testing new ideas."

Dancer-Fitzgerald-Sample's radio director, James Neale, believes that "on a radio basis Chicago is a better place to sell than New York, since more people listen to radio here and you can sell more for your advertising dollar." He points to higher program ratings in Chicago.

Chicago's Audiences Held Most Responsive

Another who thinks Chicago has more responsive audiences than New York is Walter Zivi, radio director of O'Neil, Larson & McMahon. His agency claims to be the biggest user of hill-billy in the nation. Arthur Holland, radio director of Malcolm-Howard agency, believes Chicago has a "marked advantage over New York in that a

(Continued on Chicago 16)



Radio's top programs, broadcasting's
top stars—these are big reasons why WMAQ
is No. 1 in the No. 2 Market.



NATIONAL BROADCASTING COMPANY

Radio Market

(Continued from Chicago 4)

Skelton were radio actors there before they went to Hollywood.

Chicago radio takes pride in having started on the road to fame such well-known executives as NBC President Niles Trammel; CBS Vice President Don W. Thornburgh; J. Leonard Reinsch, managing director of the Cox stations; Frank E. Mullen, general manager of the Richards stations; NBC Administrative Vice Presidents Sidney N. Strotz and Harry C. Kopf, and James D. Shouse, president of Crosley Broadcasting Corp.

KYW, First Station, Debut Was in 1921

First commercial station in Chicago was KYW, Westinghouse outlet now in Philadelphia, which took the air Armistice Day, 1921. However, since KYW has not been in the Chicago picture since 1934, WAAF, founded by the *Chicago Daily Drivers Journal*, is acknowledged as the city's oldest station. Established in May, 1922, WAAF is widely known as the guinea pig used by AFM Czar James C. Petrillo to test the validity of the Lea Act with respect to featherbedding.

In the fall of 1922, the *Chicago Daily News* and the Fair Store put WMAQ on the air. This 500-w station was forerunner of NBC's 50,000-w WMAQ of today. It was first in the nation to broadcast the Democratic and Republican Conventions (1924); a daily schedule of professional baseball games (Chicago Cubs, 1925); an intercollegiate football game (Chicago vs. Kentucky, 1925); a trans-Atlantic conversation (between John Gunther, London correspondent of the *Chicago Daily News*, and Hal O'Flaherty, foreign news editor of the paper, 1925). Two more stations were born in 1923: The predecessor of WAIT, lively 5,000-w independent, and WENR, the 50,000-w station formerly owned by the late utilities magnate, Samuel Insull, that shares ABC network time with two other stations.

Gene T. Dyer, owner of WAIT, is one of Chicago's best known radio figures. In addition to WAIT, he developed 250-w WSBC and 5,000-w WGES, successful foreign language stations. He probably was harder hit by FCC's duopoly ruling than any other Chicago station owner.

Four More Make Appearance In 1924

Radio history was in the making in Chicago in 1924. The influential *Tribune* introduced WGN (for "World's Greatest Newspaper"); Sears, Roebuck & Co. established WLS; two enterprising young brothers, named Atlass, got a license for WBBM, the present CBS owned-and-operated outlet; and WGES, later to thrive under Gene Dyer, was founded by a group

TREND OF TRADE & FINANCES IN CHICAGO

(Sources: U. S. Bureau of Census—Chicago Assoc. of Commerce, Domestic Commerce Dept.—Federal Reserve Bank of Chicago)

YEAR	WHOLESALE SALES		RETAIL SALES		BANK DEBITS—20 LARGEST BANKS	
	AMOUNT	INDEX	AMOUNT	INDEX	AMOUNT	INDEX
1939	\$4,080,415,000	86.9	\$1,514,000,000	72.1	\$37,519,000,000	59.5
1943	7,440,000,000	130.6	2,300,000,000	109.5	65,738,000,000	104.3
1944	7,700,000,000	135.2	2,500,000,000	119.1	74,129,000,000	117.6
1945	7,800,000,000	136.9	2,700,000,000	128.6	75,262,000,000	119.4
1946	9,400,000,000	165.0	3,300,000,000	157.2	81,105,000,000	128.7

headed by the Coyne Electrical and Trade School. WGES took its call letters from "World's Greatest Engineering School."

WGN had a modest beginning. Its first studio was a squash court atop the Drake Hotel with a transmitter in the shower room and a clothes closet as engineers control room. Today, "serving the Midwest" like its fabulous newspaper parent, it occupies a four-story Gothic building, adjacent to and matching in splendor Tribune Tower. Every known improvement and invention of modern radio science is housed here. By next year, WGN, WGNB, its FM affiliate, and WGN-TV, its video station now in temporary quarters in the *Chicago Daily News* Bldg., will be under one roof in the Tribune's new Centennial Bldg. Now under construction, this 8-story addition to Tribune Tower will have 2½ floors especially designed for WGN, whose present building will be utilized as a main studio and foyer of the new structure. WGN is the only Chicago station to have been affiliated with three networks—NBC, CBS, and now Mutual, of which it was one of the founders.

WLS was founded "to serve the farms and homes of America," but not until the then 87-year-old *Prairie Farmer* purchased the station in 1928 was that basic purpose broadened in interpretation. Centering its attention on farm and home life, the station has originated many features of radio today accepted as basic ingredients of radio programming, especially for stations serving rural audiences.

Largest Farm Audience Is Claim of WLS

WLS, which claims the largest farm audience in America, features farm service and homemakers programs, market reports direct from the Chicago Board of Trade, Dept. of Agriculture releases, broadcasts of such rural events as corn husking contests, and entertainment as typified by the regular Saturday night five-hour-long *National Barn Dance*, now in its 25th year.

Deeply etched in Chicago's broadcasting history is the name Atlass. H. Leslie and Ralph L. Atlass built the foundations for

three of the city's most successful broadcasting operations—WBBM, WIND, and WJJD.

WBBM was born in the basement of the Atlass family home on the city's far north side. Within three years the station revolutionized Chicago broadcasting by (1) airing dance music as well as church services on Sunday; (2) carrying regular remote control broadcasts, with lines running from one end of the city to the other; and (3) clinching the largest number of local sponsors in the history of the '20s.

CBS Acquired WBBM In 1933

WBBM was purchased by CBS in 1933. Les Atlass, 10 years older than Ralph, was made general manager of the station on a lifetime basis and vice president of CBS in charge of the Central Division.

By this time, Ralph Atlass, with the help of his brother and P. K. Wrigley, chewing gum magnate, had bought an obscure Gary, Ind., station with the call letters WJKS. This tag soon was dropped for WIND, connoting Windy City, and the station underwent rapid and continuous growth with headquarters in the grandiose Wrigley Building.

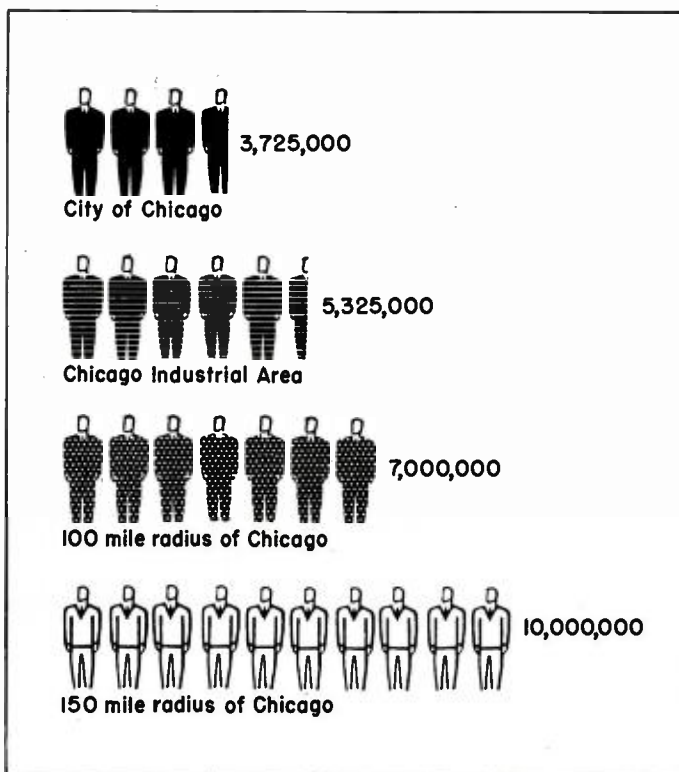
Now controlled by Les Atlass, Mr. Wrigley and the *Chicago Daily News*, with Ralph Atlass as general manager, WIND claims billings of more than 2 million dollars annually. It is to Chicagoans what WNEW is to New York, despite the fact its power is 5,000 as compared to WNEW's 10,000.

A year after the Gary purchase, Ralph Atlass formed a group of businessmen to buy WJJD, the Loyal Order of Moose station at Mooseheart, Ill. Six years later, the Atlass brothers, Mr. Wrigley, and three others, bought out the group. FCC's duopoly ruling soon forced the owners to sell, but WJJD is run in the Atlass manner by Arthur F. Harre, a star pupil of the brothers.

Marshall Field Now Owner OF WJJD

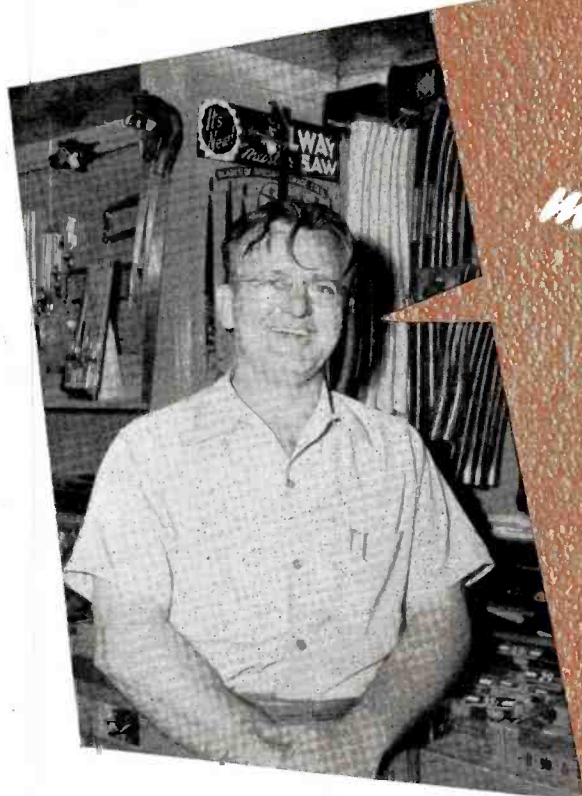
The station now is owned by Marshall Field, grandson of Chicago's pioneer merchant, and is one of the Field Enterprises chain of outlets. It claims billings third highest among the nation's independents.

Of three stations founded in 1926, WCFL, the 50,000-w Chicago Federation of Labor station is most prominent. Only labor-owned AM station in the country, it claims to cover an interference-free area of 28,025 square miles. Other outlets established in 1926 are WCRW, 250 w, which takes its call letters from the name of its owner, operator, manager, and engineer—Clinton R. White—and



... Population in the Chicago Area

(Continued on Chicago 8)

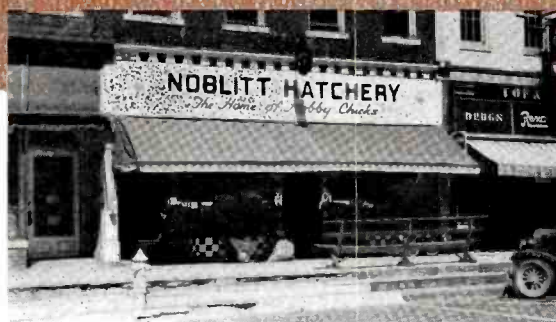


*"Radio advertising
means increased demand
in my business"*

**Austin K. Noblitt
Noblitt Hatchery
Rockville, Indiana**

THE name of Austin Noblitt's store in Rockville, Indiana, is misleading. Actually, "hatchery" represents but a small part of the business. Starting with a hatchery in 1941, Noblitt has since added home appliances, hardware, garden tools, radios, feeds and seeds, building supplies and toys! Today, the Noblitt Hatchery store is a tribute to a man's—and a town's progressive belief in the future.

Mr. Noblitt, after leaving Purdue University in 1928, worked on farms and in towns catering to rural folks. Prior to opening his own store he lived for five years on a farm in Parke County, of which Rockville is the county seat. He knows the people—their likes, habits and ambitions. He knows, too, the power of WLS among these people. That's why in his present business he makes a point of stocking WLS-advertised products. According to Mr. Noblitt, demand increases when products are WLS-advertised.



Figures bear out WLS popularity in Parke County. BMB gives WLS number one spot—86% day, 82% night. In 1947 the 3,840 radio families in this county sent WLS 2,559 letters . . . 67% response! Parke County represents a thriving market—over 8 million dollars in retail sales, \$14,200,000 effective buying income.

Like Austin Noblitt, WLS, too, *knows* these people. For over 24 years this typical Midwestern county has been served, entertained and advised by the powerful voice of WLS. They have reacted with loyalty, acceptance and belief—the basic ingredients of advertising results.

WLS has 567 such counties in its BMB daytime coverage area. Any John Blair man can tell you the complete market story.



Radio Market

(Continued from Chicago 6)

WEDC, also 250 w, owned by Emil Denemark, a southwest side business man.

The only AM stations in the immediate Chicago area not previously mentioned are WHFC, 250-w foreign language station in suburban Cicero, whose FM affiliate, WEHS, recently became the first commercial station in the country to participate in "Storecasting"; WMBI, 500-w Moody Bible Institute outlet; WCBD, 5,000-w voice of the famous Zion Tabernacle of the Christian Catholic Church; and WNMP, Evanston, 1,000 w, which is getting stiff competition from WEAU, Evanston, one of the nation's most efficiently run FM stations.

Many Other FM Outlets In City's Radio Picture

Other independent FM operations in the metropolitan area are WEFM, Zenith Radio Corp. experimental outlet; WOAK, Oak Park, serving Chicago's western suburbs; and WLEY Elmwood Park, serving suburbs to the northwest.

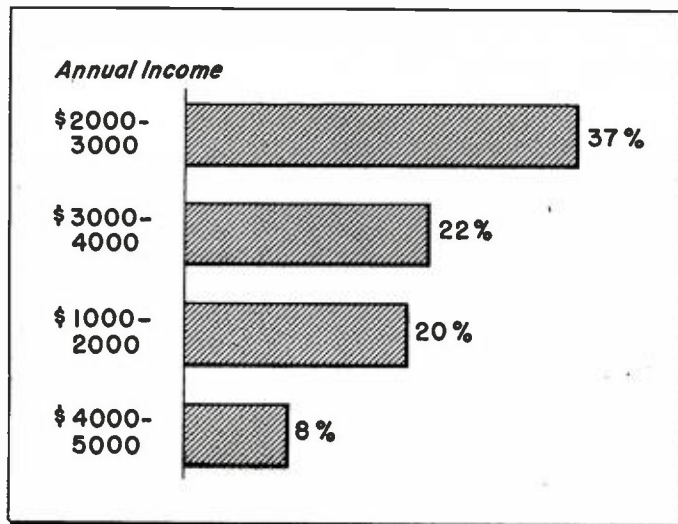
WHFC and WMBI were established in 1926; WCBD, WNMP, and WEAU in 1947; and WOAK and WLEY this year. Zenith's FM station has been on the air since February 1940.

Eight AM stations operate FM affiliates and duplicate AM programs. These are WBBM, WJJD, WGN, WMAQ, WSBC, WHFC, WENR, and WMBI. The WGN affiliate—WGNB—did its own programming from September, 1941, when it took the air, until last summer when it began to duplicate WGN and MBS from noon until 10 p. m. daily. Since December, 1945, WGNB operations have been directed by Marion Claire, former WGN prima donna of the *Chicago Theatre of the Air* and present director of the program.

WGNB started duplicating AM because its owner, the *Tribune*, found the cost of operating WGN-TV, its new television station, higher than anticipated. At the same time, WGNB dropped about a dozen exclusively FM accounts. Only FM time now being sold in the Chicago area is on the three suburban stations—WEAU, WLEY, and WOAK.

Chicago Bids for Role Of Radio's First City

Chicago hopes to become radio's first city through the medium of television. Already recognized as the electronics capital of the world, it has three TV stations in commercial operation, one soon to take the air, and five bids in hearing for its three remaining channels. On the air are WBKB, the Balaban & Katz outlet, which telecast its first test pattern in 1940 but did not go commercial until September, 1947; WGN-TV, which staged an ambitious inaugural last April; and WENR-TV, hub of ABC's midwest



... DISTRIBUTION of Income

television network, which beat all other western networks to the tape in September. WNBQ, NBC outlet, started sending test patterns early this month and, with FCC permission, carried the Cleveland portion of the World Series on an experimental basis.

Applications are in for Chicago channels from WBBM, WIND, WJJD, Zenith Radio Corp., and Warner Brothers Pictures. Zenith's owner, Commr. Eugene F. McDonald Jr., clings to the hope his Phonevision promotion will be popular with the public despite the fact AT&T recently gave him the cold shoulder. The telephone company, "correcting misunderstandings" that the Bell System companies would sponsor Phonevision, wrote Commr. McDonald that the companies "would probably not find it practicable to do more than provide [Phonevision] circuits."

Schreiber Sees Video Place for Chicago

Chicago's telecasters are going after video supremacy in a practical way. Frank P. Schreiber, manager of WGN-TV, thinks it's "plain nonsense" to think Chicago will attract film talent from Hollywood and stage talent from New York, but he feels the city has much to offer in televised sports shows and in "idea shows" in which name talent is not important.

Mr. Schreiber recently had reason to crow about the manner in which the public received WGN-TV's presentation of the 1948 All-Star football game in Soldiers Field. More than a half-million persons are reported to have seen the game on tele sets. Chicago TV experts said the telecasting of the game did for video what the Dempsey-Carpentier fight did for radio in 1921. WGN-TV telecast the Chicago White Sox games exclusively last summer, and currently has an exclusive for North-

western U's home football games.

WBKB, headed by John Balaban, Balaban & Katz president, has taken the lead in what Mr. Schreiber calls "idea shows." In fact, *Junior Jamboree*, *Knickerbocker Show*, and the dramatic offerings of the Barnum Theatre Players have attracted favorable criticism on both East and West Coasts. Still, WBKB has not neglected sports. The station brought Notre Dame football games from South Bend, Ind., to Chicago by microwave relay in the fall of 1947.

Eddy Resigns WBKB For New Position

Until Sept. 2, of this year, WBKB had been directed for nine years by Capt. William C. Eddy, often called "Mr. Television Himself" because he holds more than 100 TV, radio and electronics patents. On that date he resigned to become president of Television Associates, manufacturers and television consultants.

WGN-TV's best shows are *Club Television*, with a galaxy of talent, *Cross Question*, which dramatizes actual jury trials, *Mystery Theatre*, and *Man About Town*.

WENR-TV's forte is adaptation of ABC's popular audience participation shows—*Breakfast Club*, *Ladies Be Seated*, and *Welcome Travelers*.

Chicago's Video Termed Progressive by Lindquist

Norman C. Lindquist, television director of Malcolm-Howard Advertising Agency, points out that "firsts are a habit with Chicagoans in television as evidenced by the time a young lady—months ago—flagged a cab on Michigan Avenue and discovered it was equipped with a video receiver; by organization of the Chicago Television Council, first common ground for stations, advertising agencies, and

production companies; and the staging of America's first National Television Show."

"While rival cities thumped drums and made much ado about the need for a real television exposition for the public, Chicago's Electric Assn. actually put on a great show," he observed. "This association also has been instrumental in forcing Chicago's tele set manufacturers to stop shipping a larger percentage of receivers to eastern and western cities through creating a strong demand for them in the Chicago area."

Irna Phillips Sees Talent Source in Chicago

The dyed-in-the-wool Chicago radioman and woman will tell you to go take a jump in Lake Michigan if you so much as imply that Chicago is only a whistle stop on the radio map. In fact, one of the Windy City's most vocal champions is Irna Phillips, the former Ohio schoolteacher who wrote the first successful soap opera, *Painted Dreams*, in 1929 and at one time had four shows on the air with an income of \$200,000 a year.

Miss Phillips recently returned to Chicago after two years in Hollywood.

"Chicago is my town and I'm here to stay," she told BROADCASTING in an interview at her Ambassador East apartment. "Hollywood is not a creative center, and never will be. The only reason it has any radio is because of the stars—and they are not creative."

Conceding that New York has a corner on creative effort and talent, Miss Phillips predicts Chicago will get its big chance when agencies and networks realize that sooner or later old talent will have to be replaced and come to Chicago for young actors and writers "that are walking around loose here."

Calls Talent Situation A 'Closed Corporation'

She deplores the fact that radio is a "closed corporation" to beginners because of the Radio Writers Guild and AFRA. Because of union costs in rehearsals, few can afford to train new talent. Instead they rely on oldtimers, she says.

Chicago is noted for super-salesmen. One of the best is Paul McCluer, NBC Central Division sales manager, who went to work for WENR in 1928 as a combination announcer, script writer, and time salesman. He joined NBC two years later as a salesman and soon brought to the network such steady accounts as Miles Laboratories (Alka-Seltzer) and Johnson's Wax, both with NBC today. Here's a general idea of what Paul McCluer and his Midwest team are doing for NBC today:

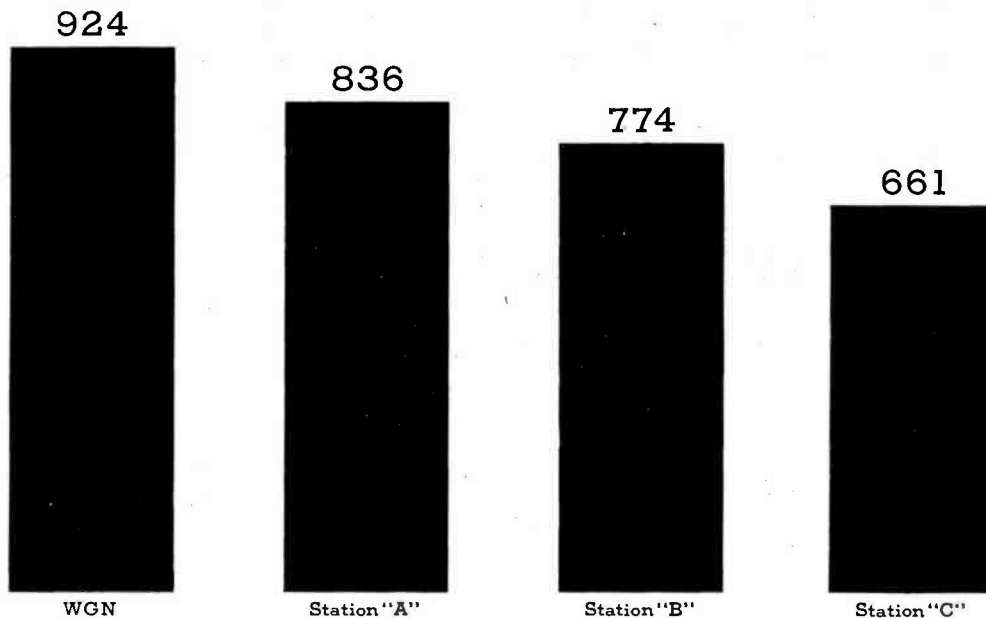
Procter & Gamble spends \$6,800,000 gross annually (facilities only); Miles Laboratories, \$2,800,000; General Mills, \$2,300,000; Mars (candy), \$1,800,000; Johnson Wax, \$1,500,000; Toni (home

(Continued on Chicago 10)

... THE SPOT ADVERTISERS

who selected WGN for their daytime, Monday thru Friday, middlewestern radio advertising received more* for their money than they would have on any other Chicago network station.

Actually, in **HOMES PER DOLLAR** per quarter hour . . .



Make sure that each one of your dollars buys you into over 900 homes. The only station in Chicago, as shown above, that can do this is WGN.

* Based on Nielsen Total Audience, January-April, 1948 using published time costs only.

*A Clear Channel Station . . .
Serving the Middle West*

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Radio Market

(Continued from Chicago 3)

mately 37% of these are women—"the buyers of the nation."

About 58% of the city's population is in the productive age group—20 to 55—when earning capacity is at its peak and needs are relatively high. Another index of potential economic capacity is the high proportion of males in the Chicago population. For the 10 largest American cities, the sex ratio is 96.8 males to every 100 females. In Chicago, the ratio is 98, nearly 1% higher than New York.

School Figure Is High Among Large Cities

Educational attainments are a useful key to whether people are economically stable. Of Chicago's 16 and 17-year-olds, 77.8% are in school—the highest percentage of the four largest U. S. cities and considerably above the figure of 75.6% for all U. S. urban centers.

Employment and payrolls have increased steadily since the war. In September, 1945, first month after V-J Day, employment was 11.5% above the average for 1935-39. Payrolls were 102.5% higher. By December, 1946, the pre-war averages had been topped by 36.1% and 180%, respectively.

These other business barometers were noted between January, 1946, and January, 1947:

Electric power consumption increased 9.3%, bank clearings 17%, checks cashed 7.7%, retail trade 34%, and average weekly wages increased from \$45.38 to \$51.62. (National average currently is \$46.83.)

And, Chicagoans being only human—marriage license applications increased 38% and births 25%.

Chicago's economic development and the proportionate buying power of its people is reflected in a 400% increase in property values from 1943 to 1947, or from \$1,861,585,339 to \$7,549,887,869.

The Chicago retail trading area is an economic geographical unit that presents to the advertiser a complete local market. Here are some facts about its makeup:

225 Suburban Communities Fringe Chicago

Within a 40-mile radius of downtown are 225 suburban communities—also scattered farms. Of 1,378,618 families, 1,300,000 own one or more radios. About 65% of its people are under 40. Most of its families "stay that way" as 65.9% of all persons over 15 marry, and only 2.6% are divorced or separated.

More than half of the employed are married men supporting families. Average annual family income is \$4,326.59. About 21% of the employed have operative jobs, 20% are clerks (including retail),

18% are craftsmen, 12% proprietors, managers, or "officials," 8% are in professions or semi-professional work, 6% laborers, 5% service workers, and the remainder are salesmen, protective officers, and domestics.

More than 37% make between \$2,000 and \$3,000 annually; 22% between \$3,000 and \$4,000; 20% between \$1,000 and \$2,000; and 8% between \$4,000 and \$5,000.

Day or night, Chicago is always

years old.

Chicago's largest industry, in terms of employment afforded, is iron and steel. Following, in order of size, are food processing, including meat packing and confectionery; machinery, machine tools, and metal working; electrical equipment, radio and radar; printing trades; and men's, women's, and children's apparel.

In terms of specific enterprises, first place goes to Swift & Co.,



... CHICAGO and the adjacent Areas

humming. This is desirable from the radio advertiser's viewpoint, for he can utilize the early morning and late evening radio time periods at considerable saving in time costs. A total of 504,000 workers, or 12% of those employed, work on shift—spending their free (and radio) time at other than conventional hours of the day.

Everyone in the Midwest goes to Chicago at one time or another. It is a regional headquarters of the Federal Reserve System, Social Security, FHA, VA, Federal Home Loan Bank System, SEC, and the Federal Deposit Insurance Corp.

Indications of Chicago's stability are seen in the fact that more than half of its 1,285,784 dwellings are single or duplex, and nearly three-quarters of them contain three or more persons. Forty per cent of the city's families own their own homes. Average cost is \$11,475 (1947 valuation). The remainder pay rents averaging \$42.34 monthly. A total of 99.1% of all dwelling units are equipped with electricity and running water.

Iron and Steel Industries Provide Employment

Of 641,523 automobiles in the metropolitan area, 15% are post-war and 84% are less than 10

whose sales last year were \$2,249,000,000 and whose radio budget runs into the millions. Following, in order, are Sears, Roebuck & Co., founder of WLS (for "World's Largest Store"), \$1,982,000,000; Armour & Co., \$1,957,000,000; and Montgomery Ward & Co., \$1,159,000,000. Other very large enterprises, in terms of dollar sales, are Standard Oil Co. of Indiana, Pure Oil Co., Carnegie-Illinois Steel, Inland Steel, and International Harvester Co.

Balance in Industry Affords Recession Insurance

There are 11,250 manufacturing concerns and 9,000 wholesale establishments in the Chicago industrial area.

Depressions affect Chicago less than most large cities because of its highly diversified industry and because of a balance in the Upper Mississippi Valley—of which Chicago is the focal point—between trade, industry, and agriculture. This balance is indicated by the fact that within a 500-mile radius of the city are 37% of the nation's wholesale establishments, 38% of its retail stores, 39% of its manufacturing, and 40% of the nation's farm output in terms of dollar value of products.

Industrial output in the Chicago area was estimated at 11½ billion dollars in 1947, as compared to 4½ billion in 1939.

Culturally, the city ranks high with four universities and scores of technological institutes. An average of 3,000 students attend the Chicago Art Institute, where famous paintings are on display, and each year tens of thousands of visitors troop through the world-famous Museum of Science and Industry, Oriental Institute, Field Museum, Adler Planetarium, and Shedd Aquarium. Noted for its lakefront spectacles, Chicago attracts thousands more to sports and musical attractions in Soldiers Field, as well as to such colossal promotions as the recent Railroad Fair. Two major league baseball and three professional football teams bring hundreds of thousands of visitors to the city in addition to those following college sports.

Chicago Makes Its Claim To Many Radio Firsts

Chicago has been credited with many radio firsts:

When its enterprising broadcasters found they were denied the opportunity to originate many shows because they lacked the talent available in New York and Hollywood, they developed the soap opera. In 1945, this "Chicago idea" brought 30 million dollars in time charges to CBS and NBC—66% of the two networks' daytime revenue, 22% of their total revenue, and 15% of the gross of all network broadcasting.

Aimed at the same group of listeners was the audience participation show, also a Chicago origination. One of the best of these is the *ABC Breakfast Club*, from WENR, which has been on the air with the same m.c. 15 years and in 1948 will cost its sponsors more than 3 million dollars for time and talent.

Because of the abundance of child talent, "kid radio" first flourished in Chicago. *Orphan Annie*, *Skippy*, *Jack Armstrong*, *Captain Midnight*, *Terry and the Pirates*, *Dick Tracy*, *Tom Mix*, the *Quiz Kids* and others originated in the city.

And because kid shows require bigger and better sound effects, Chicago also became headquarters for radio's first "noise" men. Many of the techniques now employed in New York and Hollywood were developed there.

Record Shows Radio Pioneers That Began in Chicago Radio

Chicago broadcasters put the Guy Lombardo, Kay Kyser, Hal Kemp, Ben Bernie and Phil Harris orchestras on the air for the first time, as well as such comedy acts as *Amos 'n' Andy*, *Fibber McGee and Molly*, *Lum 'n' Abner*, and *The Great Gildersleeve*. Jane Froman and Vivian della Chiesa first sang before a mike in Chicago, and Don Ameche, Tyrone Power and Red

(Continued on Chicago 6)

THE

Seventh of a Series

Chicago

RADIO MARKET

Leonard Bartholomew Photo, WGN-TV

By BILL THOMPSON

CHICAGOANS calmly accept the belief that their city is destined to be the greatest in the world.

And why not? Chicago was blessed by nature with a location second-to-none. Its geography, which makes it so important to water travel that it sees more ships in a year than the Panama Canal, also makes it an incomparable crossroads on land. East-west movements between the far northern states must go around Lake Michigan and through the city.

Consequently, 22 trunk line railroads and 17 connecting belt lines converge on 7,850 miles of tracks at this "world's largest railway center." Eight per cent of the entire railroad investment of the United States is centered in the city. Over 66,000 cars are handled a day—more than in New York and St. Louis combined—and 1,500 passenger trains arrive or depart every 24 hours. Seventy percent of the nation's population can be served at the lower first-class rail freight rates from Chicago, whereas only 38.1% can be thus served from New York.

Highway motor services, more extensive than those of any city in the world, provide scheduled daily transportation to 24,000 communities.

And with the advent of the air age, Chicago finds itself in a commanding global position—within 40 hours of any city on earth. Ten major airlines transport more than 3,000,000 passengers in and out of

the city annually, and seven lines operate scheduled air freight services. Within a 20-mile radius of Chicago's roaring "loop" are 21 airports.

In many respects, Chicago already is the world's first city. It leads all other industrial areas in the production of meat and packing house products; agricultural implements; telephone equipment; petroleum products; soaps, perfumes, cosmetics, and toilet preparations; radio and radar apparatus; confectionery; machinery (including electrical); machine shop products; major electrical household appliances; sporting and athletic goods; and gloves and mittens. It produces 43% of the nation's output of radio and radar apparatus. At the close of the war, WPB revealed that almost 30% of such equipment made for war use came out of Chicago.

It leads in the distribution of furniture and household furnishings; mail order merchandise; food products; produce; and jewelry.

Its Stevens Hotel is the world's largest, and its Merchandise Mart, the largest commercial building.

It sends and receives more telegrams; publishes more trade catalogs and telephone directories; and handles more domestic money orders and parcel post packages than any other city.

Chicago's retail trade currently is running at the rate of 4 billion dollars annually, but this is not an accurate gauge of the city's greatness. Each year it produces 10 billion dollars worth of goods, and between 7 and 10 billion dollars worth is handled in wholesale trade. Still other billions are in services, recreation, and education—making in all, close to a 25 billion dollar market.

60 Million People Within A Radius of 500 Miles

The city proper has an estimated population today of about 3,725,000, second in the nation and fourth in the world. The six-county Chicago industrial area, however, has more than 5,325,000 persons. Seven million live within a 100-mile radius of the city, 10 million within 150 miles, and 60 million within a 500-mile circle. The U. S.

center of population is 180 miles south of the city at a point just west of the Illinois-Indiana state line. This means it is easier to reach all 142 million Americans from Chicago than from any other city.

Audience surveys taken for Chicago's seven 50,000-w AM stations show they blanket areas with populations ranging from 10 to 15 million. *The Chicago Tribune*, owner of WGN, calls the region comprising Illinois, Wisconsin, Indiana, Michigan, and Iowa—"Chicagoland."

The Stations That Lure Dollars to Chicago

These seven stations—WBBM (CBS), WCFL (Chicago Federation of Labor), WENR (ABC), WJJD (Marshall Field), WLS (*Prairie Farmer*), WMAQ (NBC), and WGN—aided by seven other local AMs, four TVs, two suburban AMs, and three suburban FM's, help lure an estimated 8 million midwestern shoppers to the 49,800 retail firms in the 90 separate and distinct retail shopping centers within the immediate Chicago area. This is logical in view of the fact that there are nearly 2,500,000 persons gainfully employed in the Chicago industrial area. Approxi-

(Continued on Chicago 4)



WAAF

A NEW HOME FOR CHICAGO'S OLDEST CALL LETTERS

A famous Chicago landmark towering above the junction of two great thoroughfares . . . the LaSalle-Wacker Building . . . new home of WAAF, Chicago's Metropolitan Station.

New studios, with the latest developments in acoustical treatment, audition, control rooms, program and business offices . . . modern, efficient, air-conditioned throughout . . . equipped with every facility for top-quality broadcasting service.

A new home, but the same familiar call letters . . . known throughout the Chicago Metropolitan Area since the days of crystal sets and headphones.

A new home, but the same 950 spot on the dial . . . dependable source of fine entertainment, strong local and national news coverage and good community service.

For a big job at low cost in one of the world's richest and most densely populated areas . . . WAAF. Everything is in your favor . . . effective coverage, dial position, a program policy of consistently high quality and twenty-six years of radio know-how in America's Second Largest Market.

WAAF

C H I C A G O

950 KC

THE METROPOLITAN STATION

▲
Studios and Offices:

**LA SALLE-WACKER BUILDING
CHICAGO 1**

▼
Represented Nationally by
GEORGE P. HOLLINGBERY COMPANY

WJJD

outstanding schedule of Collegiate

football

COLLEGIATE SCHEDULE



Sept. 25 Purdue at Notre Dame
Oct. 2 Illinois at Wisconsin
Oct. 9 Army at Illinois
Oct. 16 Illinois at Minnesota
Oct. 23 Purdue at Illinois
Nov. 6 Iowa at Illinois
Nov. 13 Northwestern at Notre Dame
Nov. 20 Illinois at Northwestern



BOB ELSON and "RED" GRANGE form football's most informative and authoritative broadcasting combination as they cover many of the outstanding gridiron classics in the middlewest. Elson, equipped with sixteen years of major sports broadcasting, and Grange, still the outstanding player in football annals, provide not only an accurate description of the happenings on the playing field, but also devote a good deal of time to football strategy and color of the game as it unfolds.

for sports...its

WJJD 50,000 watts

Games also heard on WFMT
... Chicago's leading FM Station

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL

Page 16 Chicago • October 25, 1948

BROADCASTING • Telecasting

AM Histories

(Continued from Chicago 14)

The experiment boasted a special high-gain directional stacked antenna.

In recent years WBBM has emphasized public service features. Such semi-documentaries as *Report Uncensored* (which treated of juvenile delinquency) and *Democracy, USA* are cases in point. General Manager (and vice president in charge of CBS Central Division) is H. Leslie Atlass. Frank Falknor is assistant general manager.

WCBD

Administration Bldg. (Zion, Ill.)
Zion 522

Original WCBD, which began broadcasting July 1, 1923, was erected by and for the Christian Catholic Church. It was operated in the name of Wilbur Glenn Voliva, and programs consisted of the church services and airing of sacred and classical music concerts.

Faced with rising costs and not wanting to enter commercial field, Rev. Voliva arranged for the sale of WCBD to Gene T. Dyer and associates in 1934. Contract provided that the church have five hours of free broadcast time over the station's facilities. Letters were changed to WAIT over which the WCBD outlet continued to broadcast until Sept. 28, 1947. Then FCC pressed for a new arrangement whereby WCBD was listed as an independent station again with the right to broadcast five hours each Sunday over WAIT facilities, 5000 w on 820 kc. WCBD slogan is "serving churches in the Chicago area." Michael J. Minter is managing director.

WCFL

666 N. Lake Shore Drive
Superior 7-5300

WCFL, operating on 1000 kc, is also an ABC affiliate owned and operated by the Chicago Federation of Labor. It was built by the Federation in 1926. Today it is still the only labor-owned AM outlet in the country. Emphasis is on "better programming for more varied entertainment appeal," with children's programs and sports stressed.



Howard Keegan
Gen. Mgr.

Labor Activities Are Highlighted

Quite naturally labor activities highlight station fare. When union typographical workers struck last fall, they took to WCFL nightly to present the "union printers' case."

Responsible for these activities to a 400,000 person membership in Chicago is a governing board composed of William A. Lee (Chicago Federation president), Maurice Lynch (WCFL financial secretary), Matthew Woll (first v-p of AFL), Joseph Keenan (WCFL recording secretary), and Harry O'Reilly (AFL organizer). Howard T. Keegan is general manager. Station operates on power of 50,000 w and has applied for an FM permit.

* * *

WCRW

2756 N. Pine Grove Ave.
Eastgate 7-6860

WCRW, known as the "Gold Coast station," took the air on a commercial basis in 1926, under sole ownership of Clinton R. White. Formerly with Marconi International in New York, he became interested in radio in 1910. Station and transmitter are housed in a bungalow on top of the Embassy Hotel. The station shares the air with WSBC and WEDC. Format favors music during five-hour daily schedule. Eighty percent of accounts are local. WCRW operates with 250 w on 1240 kc.



Clinton R. White
Owner

WEDC

3860 W. Ogden Ave.
Rockwell 2-9461

A 250-w station sharing time with WCRW and WSBC, WEDC took the air in October, 1926, as a pioneer in U. S. foreign language broadcasting. It now has 60% of its shows in five languages. Centered in a one-story building covering an entire block, Denmark Square, station is owned and operated by Emil Denemark, automobile dealer for 25 years and owner of 100 thoroughbred race horses.



Frank Kotnour
Manager

Frank Kotnour, who has been with WEDC 19 years, is station manager. More than 95% of the billings are local. It is assigned to 1240 kc.

* * *

WENR

20 N. Wacker Drive (Civic Opera Bldg.)
Delaware 7-1900

WENR was created by E. N. Rauland, former official of the All (Continued on Chicago 18)

PROGRAM *Championship* is building LISTENER *Leadership* IN CHICAGO

WCFL

Presents
Champion Sports Attractions



1948 Schedule of
CHICAGO CARDINALS
Professional Champions
(exclusive over WCFL)

Exciting Play-by-Play of
The CHICAGO BLACKHAWKS
Hockey Favorites

1948 Schedule of
The NOTRE DAME
Fighting Irish

These top sports attractions and other great local and network features—newscasts, commentators, classical and popular musical shows, the Breakfast Club, Gang Busters—are building audience leadership.

For intensive penetration and extensive coverage of the Chicago market, WCFL offers top programming... PLUS...

Greater Power

50,000 watts

Ideal Position

1000 on the dial

Chicago's Champion Radio Buy
WCFL

666 LAKE SHORE DRIVE, CHICAGO, ILLINOIS

ABC AFFILIATE

REPRESENTED BY THE BOLLING COMPANY, INC.

AM HISTORIES

(Continued from Chicago 17)

American Radio Corp., and took the air March 20, 1925. Two years later it was taken over by Great Lakes Broadcasting Co. (organized by the late Samuel Insull Sr.), which merged it with previously - acquired WBCN, whose call letters were dropped.



Roy McLaughlin
Gen. Mgr.

50 Kw Transmitter Erected in 1928

Great Lakes Co. erected a 50,000 w transmitter in Downers Grove in 1928, and on March 1, 1931, ABC took over management and operation of WENR and also short waver W9XF, which had been on the air since 1929. WENR's studios, originally in the Strause building, were moved to the Civic Opera building in 1930 and the Merchandise Mart the following year. WENR, which still maintains sales offices in the opera building, shares the 890 kc frequency with WLS. WENR-FM began operation Jan. 1, 1948, and like many other FM-ers duplicates network offerings—in this case,

ABC's. WENR-TV, ABC's TV outlet in Chicago, started operations in September.

Roy McLaughlin is general manager and commercial manager of the station.

WGES

2708 W. Washington Blvd.
SACramento 2-1700

WGES took the air Feb. 15, 1924, owned by the Oak Leaves Broadcasting Station Inc., in the suburban Park Arms Hotel. It was bought by Gene T. Dyer and others in 1930 when Mr. Dyer also owned WCBD and WSBC. At the time of Mr. Dyer's purchase, WGES was located at Guyon Paradise ballroom and moved in 1937 to 2400 Madison St. In 1944 WGES moved to present location on Washington Blvd.



Dr. J. A. Dyer
Pres.-Gen. Mgr.

Dr. Dyer Switched To Radio in 1938

Dr. John A. Dyer, a brother of Gene, is president and general man-

ager. A practicing physician for 15 years, he switched to radio in 1938. Station shared time with WSBT South Bend until 1940 when it went on full time at 1360 kc, now 1390, with 5 kw. WGES presents daily programs in many languages.

Four other active partners are in the company, though Dr. Dyer has controlling interest. Station sells 65% local, and 35% national advertising.

WGN

441 N. Michigan Ave. (Tribune Tower)
SUperior 7-0100

The forerunner of WGN (a clear-channel station) was 9-ZN, started in 1920. That year, it received directly from Bordeaux, France, by wireless transmission, a news dispatch from a foreign nation. Equipment, which had been rented at \$100 per month, became outmoded the following



F. P. Schreiber
Gen. Mgr.

In December 1921 Col. Robert R. McCormick's Tribune negotiated with KYW (Westinghouse Electric Co.) and in January 1922 started programs on KYW. The Tribune on March 24, 1924 leased WJAZ in the Edgewater Beach Hotel. WJAZ at that time was jointly owned by Zenith Radio Co. and the hotel. While under Tribune management, the station presented one of the earliest major remotes—the Indianapolis Speedway races of 1924. When the Tribune dropped its WJAZ lease in June of the same year, it took over WDAP in the Drake Hotel from the Whitestone Co., and changed letters to WGN with 1,000 w power. It shortly acquired WTAS and WCEE in nearby Elgin and by 1925 was operating three stations: WGN (1,000 w), WTAS (2,500 w), WCEE (1,000 w).

WLIB Call Letters Are Retained

In 1928 the stations were consolidated and the power was increased to 25,000 w; in 1934 to 50,000 w. WGN, Inc., was formed as a Tribune subsidiary in January 1932. With four studios in the Drake Hotel proving inadequate, the station built a \$600,000 four story studio directly north of Tribune Tower. This will be augmented next year by 12 new studios in the adjacent Centennial Bldg., now under construction. Two studios will be two stories high and one of three stories.

Frank P. Schreiber, who has been associated with the Tribune since 1919, has been general manager and treasurer of the master corporation, WGN, Inc., since Sept.

1, 1940. Paul C. Brines is WGN director of operations, while Marion Claire directs WGNB operations.

WHFC

6138 W. Cermak Road (Cicero, Ill.)
ROckwell 2-7756

WHFC was started in 1926 by Triangle Broadcasting Station, with Richard W. Hoffman as major stockholder. In 1928 WHFC was formed and stock was transferred to Mr. Hoffman, who still has controlling interest, and two others. Programs are broadcast in several languages. Transmitter is located at 6122 W. Cermak Road. Station was originally in metropolitan Chicago.



R. W. Hoffman
President

Annual Cigarette Drive Proves Popular

One of WHFC's strongest "pullers" is its annual collection from listeners of cigarettes for distribution to hospitalized veterans at Hines and other institutions. Station operates with 250 w on 1450 kc. WEHS, an FM station, is also owned by Mr. Hoffman. It is located at the Bankers Bldg., 105 W. Adams, in Chicago's loop.

WIND

400 N. Michigan Ave. (Wrigley Bldg.)
WHitehall 4-2170

Founded by Johnson-Kennedy Radio Corp. in 1927, WIND (then WJKS) was located originally at Gary, Ind., with 1,000 w. In the late 20's the station was moved to 1360 kc. In 1931 the Atliss brothers, P. K. Wrigley and later John T. Carey (now commercial manager) became owners of WIND (changed then from WJKS), which also changed to 560 kc. Purchase price was \$10,000; minority interests sold out in 1946 for about \$75,000. Power was increased to 5,000 w.



Ralph Atliss
Gen. Mgr.

News, Wrigley, Atliss Control Station

Present controlling interests are the Chicago Daily News, P. K. Wrigley and H. Leslie Atliss, with corporate name of Johnson-Kennedy still retained. While trans-

WHFC

has been serving Chicago's foreign language groups and western suburbs since 1926

WEHS

(its FM affiliate)

is the first commercial station in the nation to air "Storecasts"

WHFC

6138 W. Cermak Road
Cicero

WEHS (FM)

Bankers Building
Chicago

Richard W. Hoffman
President

mitter remains at Gary, studios and offices are in the Wrigley Bldg. John T. Carey was named commercial manager in 1935. One of the first stations to inaugurate block programming, WIND emphasizes music, news, and sports during its 24-hour schedule. It has a TV application pending.

* * *

WJJD

230 N. Michigan Ave. (Carbide & Carbon Bldg.) STate 2-5466

Original license for WJJD was issued on Oct. 13, 1924, to the Supreme Lodge of Loyal Order of



Arthur F. Harre
Gen. Mgr.

Moose at Mooseheart, Ill. (1081 kc, 500 w, unlimited hours.) License was renewed for three months on 990 kc Jan. 27, 1925, and on 810 kc with 1000 w July 19, 1926, getting unlimited time in 1927 and increasing to 20 kw (1180 kc) daytime (sharing time with WEBB on 820 kc). On April 1, 1932, Ralph Atlass was designated head. Main studios were moved from Mooseheart to 201 N. Wells St., and transmitter to Des Plaines, Ill. Control was transferred on Nov. 28, 1938, to H. Leslie and Ralph Atlass, Pauline Atlass (mother of the Atlass brothers), and others, including Philip K. Wrigley.

Fields Gains Control In 1944

With NARBA reallocation in 1941, station was granted license at 1160 kc, 20 kw, limited time. Control was transferred July 24, 1944 to Marshall Field and Arthur F. Harre, who had been sales manager, was named general manager. On March 6, 1945, stock was transferred from Field to Field Enterprises Inc., effective April 2. Howard Lane was appointed director of broadcasting for Field stations that fall. Last August the station went to 50,000 w and this May started FM broadcasting on WFMF from 3 to 10:30 p.m. (100.3 mc, 18,000 w effective power). WFMF carries all night games of Chicago White Sox (since WJJD is off the air then). WJJD stresses sports coverage and recorded and transcribed music. Field Enterprises has a TV application pending for the Chicago area.

* * *

WLS

1230 W. Washington Blvd.
MOnroe 6-9700

WLS was established by Sears, Roebuck & Co. in 1924 as a 500-watter. WLS was soon featuring

fiddlers and oldtime tunes. Mid-westerners wanted more folksongs so the WLS *National Barn Dance* was born — became a station "must," and has since continued uninterrupted. *Prairie Farmer* purchased WLS from Sears in 1928. Studios were set up in the *Prairie Farmer* building at 1230 W. Washington.



Glenn Snyder
Gen. Mgr.

Three years later power was increased to 50,000 w. A clear-channel station, operating on frequency of 890 kc, it is affiliated with ABC and shares time with WENR. Slogan has been "Clean, wholesome entertainment." Basic criterion by which WLS pre-judges air material is the station creed enunciated in 1938 by the late Burrige D. Butler, station owner. It reads in part: To me radio is far more than a mere medium of entertainment . . . it is a God-given instrument. . . . No medium developed by mankind is doing more to broaden the lives of rich and poor alike. . . . When you step to the microphone never forget this responsibility and that you are walking as a guest into all those homes beyond the microphone."

Beer, Liquor Accounts Rejected by WLS

Policy-wise WLS rejects beer and liquor accounts, yet enjoys high commercial success in a "solid market area." Station points to its pioneering in early morning hours of broadcasting. Turnover in staff personnel has been relatively small through the years—such veterans as Harold Safford (program director), Tom Rowe (chief engineer), Al Boyd (production manager), Hal Halloran and Jack Holden (announcers), "Chick" Freeman (sales manager), and numerous others all have been with station from 15 to 25 years. Glenn Snyder has been general manager since 1931.

WMAQ

222 W. North Bank Drive (Merchandise Mart) SUperior 7-8300

One of Chicago's largest department stores and heaviest advertisers, the Fair Store, laid ground-



I. E. Showerman
Gen. Mgr.

work for the present WMAQ, established as WGU in the spring of 1922 at about the same time the *Chicago Daily News*, an independent newspaper, was seeking a foothold in radio. Result was joint ownership by store and newspaper when station took the air. Following October, with 500 w and transmitter atop the Fair Store building, WMAQ officially began operation.

Daily News Becomes Sole Owner in 1923

The *Daily News* became sole owner in 1923, moving transmitter and antenna location to the top floor of the LaSalle Hotel. By 1927 engineers agreed the time had come to move the site to the country. Elmhurst, a western suburb, was chosen, with power raised to 5,000 w. Studios were built in the *Daily News* building and from August 1929 until May 1932 WMAQ programs originated there.

In November 1931 NBC assumed ownership and operation, making WMAQ its Chicago outlet for network programs. The following May new studios were opened in the Penthouse of the Merchandise Mart. WMAQ got its 50,000 w. transmitter (at Bloomingdale, Ill.) in 1935 using 670 kc.

General manager (and vice president of NBC Central Division) is I. E. Showerman. WNBQ, TV outlet, is slated for winter inaugural. Transmitter already has arrived and construction work continues in Civic Opera Bldg. An FM outlet recently took the air.

* * *

WMBI

153 Institute Place
Michigan 2-1570

WMBI began broadcasting in July, 1926, with 500 w. Owned by the Moody Bible Institute in Chi-

BASIC HOURLY AM RATES

WBBM	\$1,100
WMAQ	900
WENR	900
WGN	900
WLS	900
WJJD	260
WAIT	240
WCFL	250
WIND (24-hr. station)	225
WGES	175
WAAF	175
WCRW	100
WEDC	85
WSBC	120



R. L. Constable
Gen. Mgr.

ago the station has never had any sponsors, all money coming directly from listener donations. The station programs music, mostly religious, with 80% originating at its studios. Staff has both professionals and students, and is training ground for ministerial students who some day hope to combine religion and radio. WMBI operates only during daylight hours on 1110 kc with 5,000 w.

WMBI-FM (formerly WDLM) began broadcasting in November 1943. Now operating with 1,000 w, (Continued on Chicago 20)

WMBI-FM

NOW

50,000-W

CHANNEL 283 — 95.5 MC

The Moody Bible Institute announces the increase to 50,000-w, of it's FM station. WMBI-AM, Chicago's pioneer Christian station has been broadcasting for over 22 years!

OWNED AND OPERATED BY

MOODY BIBLE INSTITUTE

153 INSTITUTE PLACE

CHICAGO 10, ILL.

AM HISTORIES

(Continued from Chicago 19)

it has received a CP to increase to 50,000. FM station is heard at 95.5 mc and operates morning to night. General manager of both operations is Robert L. Constable.

WNMP

2201 Oakton St. (Evanston, Ill.)
Greenleaf 5-1590

WNMP took the air Sept. 29, 1947, on a four-hour non-commercial basis, featuring music. Owned by the Evanston Broadcasting Corp., it now operates from 6 a. m. to sunset—in summer and early fall to 7:30 p.m. Corporation includes Angus D. Pfaff, vice president and general manager; Fred S. Newton, president, and J. M. McTaggart, secretary and treas-



Angus D. Pfaff
Gen. Mgr.

urer. Mr. Pfaff has been in radio since 1930 and originally was with WJBK Detroit. Later he was general manager and 50% stockholder of WHLS Port Huron. He also owned part of WGRB Grand Rapids.

Specialized Programming Is Utilized

Policy of station is determined by area of operation (Evanston) in which commercialism is generally restrained. Block programming is utilized, barring both hot jive or the more heavy classical music.

Some students from Northwestern U. are used, mainly as announcers. Studios and offices are housed in one-story structure, also the transmitter site. WNMP operates with 1,000 w on 1590 kc.

WSBC

2400 W. Madison St.
Monroe 6-9060

In 1927 World Storage Battery

Co. began operation as WSBC. Call letters came from the company name. Concern owned the station for only a few months, and in 1934 it was bought, after one intervening purchase, by Gene T. Dyer. Studios were at 13th and Michigan until 1937, then moved to 2400 W. Madison, also the transmitter site. At the time of the FCC duopoly ruling, which caused a splitup of Mr. Dyer's three Chicago station properties, Robert Miller bought WSBC for \$100,000 and went into partnership with members of his family.



Robert Miller
Gen. Mgr.

Mr. Miller, who had joined the station as a salesman and then served as a staff announcer, is gen-

eral manager. WSBC share's time with WEDC and WCRW, broadcasting about seven hours daily at 1480 kc, 1,000 w power. It broadcasts in several tongues. WXRT, FM station licensed for fulltime, is operating experimentally in the Sheraton Hotel. Scheduled for 14 programming hours when the station goes commercial, programming will stress serious and special music.

Locator Index on AM Station Histories

WAAF	14	WGN	18
WAIT	14	WHFC	18
WBBM	14	WIND	18
WCBD	17	WJJD	19
WCLF	17	WLS	19
WCRW	17	WMAQ	19
WEDC	17	WMBI	19
WENR	17	WNMP	20
WGES	18	WSBC	20

VIDEO STATION HISTORIES

Backgrounds and Facts

WBKB

190 N. State St.
Randolph 6-8210

WBKB, owned by the Balaban &

Katz theatre circuit, has been progressing steadily since its 1940 debut. First live program was March 26, 1941, and the station

went commercial in September 1947.

The station claims to be the first TV outlet to meet FCC's requirement of 28 broadcasting hours per week and now carries about 50 hours a week. It owns relay stations to South Bend, Ind., and Calumet City from which it has originated Notre Dame football



John Balaban
Pres.-Gen. Mgr.

games and wrestling shows. Additional relays are under construction. WBKB also has pioneered in adaptation of Broadway hits to TV requirements. Major productions are scheduled monthly. In addition to plays and sports (also including hockey, boxing and baseball) station airs women's and children's shows. Present transmitter is located on top of State & Lake Bldg. at 190 N. State St.

WBKB Points to Video Set Count

WBKB contends it is probably the only TV station which can supply an accurate count of sets, with names and addresses. (Station's rate card is based on number of sets in area.) National accounts represent 63% of total. Seventy-five percent of all available time is sold, according to Don Meier, sales manager. Operation-wise, live and film breakdown run about 75-25% respectively. Station expects to sign pact with AFM for live music. Station recently signed John Mitchell, associated with B&K since 1932, as its business manager. John

Balaban is president and general manager. It operates on Channel 4, 7 kw aural, 13.7 kw visual. WBKB's FM sister, WBIK, owned also by B&K, took the air last summer. With same personnel, studio and transmitter sites and stressing records and transcriptions, WBIK operates on 96.3 mc with 17 kw.

WGN-TV

400 W. Madison St.
Financial 6-0011

Newest member of the Chicago Tribune radio family took the air last April 5. WGN-TV is featuring sports and newsreels. Nucleus of large newsreel staff is group of former newspaper photographers, two from the Tribune itself, which is fast building a variety library. Chief Engineer Carl J. Meyers has held a first



Vernon Brooks
Operations Dir.

class commercial radio operators license since 1918, has built four midwestern stations and rebuilt WGN since 1922. He was a naval officer during the recent war. Vernon Brooks is WGN-TV director of operations.

Station Manager Frank P. Schreiber deplores the fact that, because number of Chicago TV receivers is far below New York's local advertisers, buying at bargain rates, are tempted to invest in inferior programming. He expects receiver sales to skyrocket this winter and is hopeful sponsors will become interested in quality programming.



chicago's quality FM station

Has won recognition of its precision programming for the discriminating audience. Programs of dignity and character build good will and sales. Become one of the select groups of business institutions who choose Chicago's leading FM Station.



Radio Station **WXRT** 101.9 Megacycles—Channel 270
SHERATON HOTEL — 505 N. MICHIGAN AVE. — CHICAGO

FM OUTLET HISTORIES

Background and Facts

WBEZ

228 N. LaSalle St.
DEarborn 2-7801

WBEZ, which started operation in 1937, is operated by the Radio Council of Chicago public schools and owned by the Board of Education. Originally station went on the air to instruct children who were kept home because of a polio epidemic. In later years WBEZ has filled supplemental role to actual classroom, and has been highly successful. For several years, two programs have been aired daily and simultaneously over WJJD and WIND. WBEZ is on the air from 9 a.m. to 4 p.m. for use in schools, with classes in art, literature and science.



George Jennings
Director

WBEZ Also Engaged In TV Work

George Jennings, who is president of the Assn. for Education by Radio and director of the School Broadcast Conference, is its director. For five years WBEZ has engaged in educational TV work, conducting experiments on WBKB. Frequency has been changed from 41.5 to 91.5 mc, effective this fall. Effective radiated power is 14.5 kw. Schools, themselves, have bought more than 100 AM and FM combination sets and at least 2,000 more will be added this winter. In radio and TV, a campaign designed to cut down on juvenile vandalism afforded excellent results. Schools with best ratings were awarded tape recorders, receivers and playbacks.

WEAW

2425 Main St.
(Evanston, Ill.)
UNiversity 4-4606

Originally organized to serve only the exclusive North Shore, WEAW recently got an increase in power from 665 w to 36,000 w, making it the most powerful FM station in the Chicago area and the most powerful station of any kind between Chicago and Milwaukee. WEAW now serves a basic area claimed to include all terri-



Edward Wheeler
Gen. Mgr.

tory between Milwaukee, Benton Harbor, Mich., and Rockford and Kankakee, Ill.

WEAW Debuted in 1947 With Wheeler at Head

Founded by a 25-year-old ex-marine, Edward Wheeler, in February, 1947, WEAW started out with a staff of nine and a four-room building. Today, the staff numbers 23, and two rooms have been added to the station building. When Mr. Wheeler opened shop, he hoped for a 50% commercial operation, but the response from advertisers to his first published rate card "was so tremendous" WEAW went into the black shortly after its inaugural. Frequency was changed in July from 96.7 mc (channel 244) to 105.1 mc (channel 286).

* * *

WEFM

135 S. LaSalle St.
STate 2-1357

WEFM, owned by the Zenith Radio Corp., went on the air in February 1940. General manager is Ted Leitzell, who is also Zenith public relations director. President is E. F. McDonald Jr. Station programs all types of music—classical, semi-classical, symphonic and popular. WEFM operates on Channel 258, 99.5 mc, 16 kw.



Ted Leitzell
Gen. Mgr.

WLEY

2526 N. Harlem Ave.
(Elmwood Park, Ill.)
GLadstone 3-5466

WLEY was founded by Zeb Zarnecki, formerly with WHFC, in February, 1948, and went commercial in April. General manager and v-p is Joe Scott, a radio veteran since 1923 and also formerly with WHFC. Among its accounts: Dairies, spring water firm, motor sales, furniture, appliances, night clubs, amusement park, dry cleaners, ice cream shops, paint stores and real estate. Music and newscasts highlight programming. Station operates with 320 w on 107.1 mc.

WOAK

Hotel Guyon, 4000 Washington St.
SACramento 2-6272

WOAK, owned and operated by the Gale Broadcasting Co., went on the air May 16, 1948, on 98.3 mc, as a Class A station serving west sections of Chicago and suburbs, especially Oak Park, the "world's largest village," and suburbs.



Bernard Jacobs
Gen. Mgr.

Bernard Jacobs is president and general manager. Included are two broadcasting studios, a control room, news room, and offices. Before the station took the air, a huge promotional drive was launched in the form of Jim Ameche discs mailed to 5,000 Oak Parkers in a teaser envelope. Staff comprises 15 members. WOAK is on the air 18 hours daily—from 7 a.m. to 1 a.m., a heavy schedule for an FM (Continued on Chicago 22)

TV Sets

VIDEO receivers in the Chicago area increased by 2,927 between Sept. 10 and Oct. 8, it was revealed in a report of Chicago's Electric Assn. last week. In the week between Oct. 1 and 8, 753 families purchased television sets. Of receivers now in use throughout the area, 83 percent are in homes, 13 in public places and 4 in dealers' showrooms. A month ago, 80 percent were in homes, 15 in public places and 5 in showrooms, the association reports.

Sell ALL Chicago

Tell your story to the
foreign-language audience via

WSBC

"The Friendly Voice of Chicagoland"

A potential market
of over 3 million
people is reached
by the specialized
programs of WSBC.

For data on FM stations affiliated with
AM Outlets see listings page 10-20

RADIO STATION WSBC—Chicago
Represented Nationally by Forjoe & Co.

FM's Histories

(Con't from Chicago 21)

station. Mr. Jacobs, whose previous interest was technical, became seriously interested in radio while serving in the Philippines. His prime love being music, he at first planned on founding a firm a la Musak, but finally decided on station ownership. FM was "a natural," he thought. Under his management, station thus far has attempted to maintain a high quality of commercials. In addition to music, WOAK emphasizes public service forum discussions and human interest programs, and talent shows featuring amateurs from the community. WOAK hopes to build up its news coverage for "top billing."

Radio Market Studies

of

- Minneapolis — St. Paul
- Baltimore
- Other Major Areas

Will Appear Soon

TELEVISION CITY

Chicago 50-Million Dollar Project



Sketch of projected Television City

CHICAGO is equally determined to establish itself as a great tele-

vision center, along with New York and other cities. A \$50,000,000 Television City project near Grant Park on Chicago's lakefront, under consideration for three years, has been on the drawing boards of the Walter Butler Co., St. Paul contractors, since early this year.

Financing and negotiation of leases are being handled by the L. J. Sheridan Co., Chicago real estate firm, whose vice president, Frank C. Wells, has been meeting with officials since last June for air rights over the Illinois Central Railroad tracts. Discussions thus far have pertained primarily to the "owning corporation," with the project to be supported by private interests.

Blueprint for Project Tentatively Approved

Chicago network and station officials—I. E. Showerman, H. Leslie Atlass, and Frank Schreiber (refer to market text)—have tentatively approved a blueprint which calls for changes over the original. All have indicated interest in the project, at one time or another. Ralph Atlass and Howard Lane reportedly are still interested in studio space on the lakeside of the proposed development.

Project, covering 30 acres, would include a central building with

studios and television tower, in addition to a sports palace, convention hall, outdoor stadium and other facilities. Erection of main office and tower would be postponed until completion of TV studios, sports arena and stadium projects—all related to telecasting.

Original blueprint, calling for a spacious plaza, would be altered and 1,050 ft. studio frontage would be substituted to accommodate NBC, CBS, ABC and MBS-WGN. Latest draft envisions adjoining network studios 260 ft. wide and 190 ft. deep, looking west across Chicago's outer drive. All studio ceilings would be 30 ft. high. WIND and WJJD studios would be 350 ft. wide and 75 ft. deep, overlooking Lake Michigan.

Project Heralds Beginning Of A Chicago Dream

The project appears to be in the blueprint stage and years off from reality. But to Chicagoans it does constitute the beginning of a dream. Meanwhile, the city's television welfare edges forward.

"The Sheridan Co. decided to handle the details of the proposed Television City after being convinced that the idea is sound and that financial support is available," according to Mr. Wells.

Television Associates, Inc.

190 North State Street
Chicago 1, Illinois

Manufacturers of

- T.A. Controllable double duty studio lighting system
- T.A. Back loading microwave reflectors and mounts
- T.A. Cast aluminum tripods for reflectors and cameras
- T.A. Parapet mounts and clamps for reflectors and cameras
- T.A. All-purpose portable camera dollies
- T.A. Kaleidoscope projectors
- T.A. Video Analyzers
- T.A. Camera Hi-Hats

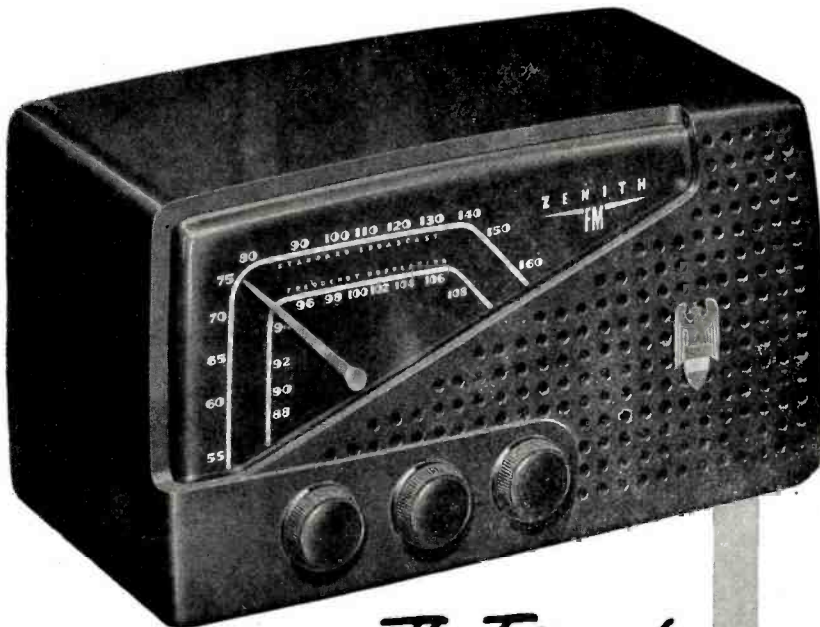
Every item results in reducing operating costs.

Bill Eddy

Keith Kiggins

FM BROADCASTERS:

Here's the answer to YOUR audience-building problem...



The Triumph

**Ask Your ZENITH Distributor or Dealer
to DEMONSTRATE IT!**

Hear your own station, as you want your audience to hear it . . . crystal-clear and static-free, with genuine Zenith-Armstrong FM. The powerful Zenith built Alnico "5" speaker reproduces your programs in full, natural tone quality. See it, hear it, compare the value . . . and you'll agree that the low-priced Triumph is the answer to your audience building problem.

USE THIS NEW ZENITH YOURSELF!

You will want these radios throughout your offices for monitoring purposes. Your time salesmen will want them, too, for the "Triumph" is so small and compact. It's easy to carry about and to demonstrate—in the prospect's own office—the static-free, true-fidelity quality of FM. Zenith's patented Light-Line Antenna eliminates the need for a dipole . . . insures perfect reception almost anywhere.

*Reg. U. S. Pat. Off.

A Really Good
FM-AM RECEIVER
with Genuine
ARMSTRONG FM

PRICED FOR VOLUME BUSINESS

\$59⁹⁵
West Coast
Slightly Higher

HERE'S HOW TO GET MORE OF THESE RADIOS INTO YOUR TERRITORY

Talk to your local Zenith dealer or distributor today. He's anxious to help you plan a program to make listeners as completely FM-conscious as possible! He has up-to-the-minute information, suggestions and sales promotion plans, designed to get more Zenith* Triumphs into your territory. Yes, your Zenith dealer or distributor is ready to help you develop an effective campaign—to sell Zenith Triumph radios, and to increase YOUR listening audience. Call him today!

Prices Subject To Change Without Notice

Keep An Eye On



ZENITH RADIO CORPORATION • 6001 DICKENS AVENUE • CHICAGO 39, ILL.

BROADCASTING • Telecasting

October 25, 1948 • Chicago Page 23

SURVEYS PROVE

THERE ARE

5

MAJOR STATIONS IN CHICAGO*

1. More Chicagoans listened to WIND on Sunday morning, and Saturday and Sunday afternoon, during July and August, 1948, than any other station in Chicago.

2. More Chicagoans listened to WIND between 11:00 P.M. and 12 midnight Monday through Friday, during July and August, 1948, than any other station in Chicago.

3. More Chicagoans listened to WIND Monday through Friday 2 to 4 P.M., during July and August, 1948, than any other station in Chicago.

4. WIND gave local and national advertisers More Listeners Per Dollar than any other station in Chicago, Monday through Friday 12 noon to 6 P.M., and Saturday and Sunday daytime.

*SOURCE: July-August PULSE or HOOPER

560 KC **W·I·N·D** **5000 WATTS**

For well over a double-decade WIND has been breaking sales records for local and national advertisers with its unbeatable combination of **BLOCK PROGRAMMED...SPORTS...NEWS...and MUSIC...24 HOURS A DAY...** Results? ... well, look at those survey statements. **PROOF POSITIVE** that WIND now ranks on a competitive basis with Chicago's other top outlets. Chicago-programming, plus a 560 dial position, plus a 24-hour schedule add up to **MORE LISTENERS AT LESS COST.** ... WIND is the No. 1 BUY in AMERICA'S No. 2 MARKET!

WRIGLEY BLDG., CHICAGO 11, ILL. • Represented by The KATZ AGENCY, Inc.

**CHICAGO'S
ONLY
24
HOUR
STATION**

THE

Minneapolis -

*Eighth
of the
BROADCASTING
Continuing Studies
of Major
Radio
Markets*

By JOHN OSBON

THE Northwest's illustrious twins—Minneapolis and St. Paul—drop their hatchets, embrace affectionately and shout ringing denials every time they hear that the only thing they have in common is pride in the juggernaut of the Golden Gophers of the U. of Minnesota.

These abutting metropolises, blessed by Mother Nature with more than their share of resources, have jointly, if competitively, risen to commercial, industrial and electronic eminence in the vast Northwest while zealously building a far-flung reputation as the "nation's bread-basket."

The cities are truly twins, from many viewpoints. Just as truly, they are distinct units, depending on the subject under discussion. In any case, they comprise one market, and the signals from their up-to-date radio stations have a habit of ignoring municipal geography.

In trade, Minneapolis and St. Paul are a unit on the wholesale level but their retail centers are distinct except for a certain amount of inevitable overlap.

Radiowise, some differences crop up in listening tastes, possibly because of population traits. St. Paul is described as partly rural and heavily Irish and German in descent; Minneapolis is Scandinavian.

Recreation Facilities Well Matched

The two cities are well matched recreationally, with fine parks, lush winter spectacles and common participation by residents of each.

The reputed rivalry's there,

though often described as healthy, kindly and remarkably free from bitterness, indicating that geographical blood is thicker than partisan water.

These facts and figures stand up imposingly on behalf of the Twin City market area:

For Minneapolis, headquarters for the ninth district Federal Reserve Bank:

• Bank deposits in Jan., 1948, totalled \$1,097,665,552 and clear-

ings in 1947 totalled \$12,468,293,509.

• 1947 wholesale sales were estimated at nearly \$1,500,000,000 and retail sales at over \$600,000,000.

• Net effective buying income in 1947 was \$6,122 per family, \$1,856 per capita, with total of \$1,018,028,000 overall.

• Percent radio was 98.7% and radio families, 154,840 (out of 156,880 total families), according to

BMB's 1948 interim reports.

• Retail sales were nearly \$750,000,000 in 1947. Wholesale sales over \$1,620,000,000.

For St. Paul, Minnesota state capital:

• Total 1947 payroll of \$285,784,039 jumped approximately 65% over 1940 with industry accounting for 45% of the entire payroll.

• Net effective buying for 1947 was \$5,621 per family, \$1,597 per (Continued on page 4)

St. Paul

RADIO MARKET

Minneapolis-St. Paul

(Continued from page 3)

capita, with an overall total in excess of \$540,000,000.

- Percent radio was 98.7% and radio families, 87,350 (out of 88,500 total families) BMB, 1948.

- Retail sales were over \$460,000,000. Wholesale sales nearly \$510,000,000.

The role of the farm dollar in the Northwest market can be gleaned from figures pertinent to Minnesota for 1947. The state's cash farm income accounted for 54% of the entire ninth Federal Reserve district net income. In fact, it represented \$1,331,000 (or 38%) of the lump sum of the \$3,446,000 estimated net income payments to individuals in Minnesota.

St. Paul's effective buying income in net farm dollars points up auspiciously its huge farm trade activity and role as probably the nation's second leading livestock center. Certainly it is the distribution hub of the Northwest farm country.

Little wonder that in this market of silos and smokestacks, radio should satisfy many of the commercial and recreational needs of the citizenry.

Six Commercial Outlets In Twin Cities

Accounting for an estimated \$3,500,000 billings in the Twin Cities last year were six commercial AM stations—four network and two independent. Observers point out that the market is not glutted with outlets; indeed, there has been no new standard station since 1940 though three applicants have Minneapolis CPs.

Minnesota's two most thickly-populated counties are Hennepin (Minneapolis) and Ramsey (St. Paul). A survey of the whole Twin City area by the Dept. of Commerce's U. S. Census Bureau in 1947 showed a population of 1,006,278, including related suburbs. The



Geographical Location of Minneapolis-St. Paul

approximate breakdown: Minneapolis, 530,000, and related suburbs, 70,000; St. Paul 351,000, and related suburbs, 49,000.

Interpreting the growth since 1940 the survey noted that Minneapolis accounted for a 7.6% boost, an increase greater than that for the full 10 years between 1930 and 1940. It's greatest growth took place in suburban areas.

St. Paul also showed a considerable increase. The entire Twin City metropolitan area showed a 10% increase over 1940's figure of 911,077. The Census Bureau also found that the number of private households in the area jumped from 261,000 to 287,000 in 1947.

Radio Advertiser List Is Impressive

Some of the heavy users of Twin City radio (aside from larger firms such as Ford Motors, Lever Bros., etc.) include Griggs Cooper & Co., Campbell Cereal Co., Zinsmaster Baking Co., Gamble Stores, Hubbard Oil Burner Co., Weyand Furniture Co., Boutell Bros., Durkee Atwood Co., National Battery Co., Minneapolis Brewing Co., Albrecht Furs, Juster Bros., Holmes Coal & Oil Co., Koppers Co., Chicago & North Western Railway, Minnesota Federal Savings & Loan Assn. and Twin City Federal Savings and Loan Assn.

Department stores and banks are prominent on the list. Such firms as L. S. Donaldson Co., Golden Rule Dept. Store, W. T. Grant Co., Schunemans Inc., Montgomery Ward & Co., and Sears, Roebuck & Co., are confirmed disciples of the radio medium.

Because Minneapolis is located in an agricultural area, food processing is its largest manufacturing industry. Its leading industries, based on average annual employment in 1947 (as reported for purposes of unemployment compensation): (1) food and other kindred products, (2) machinery other than

electrical, (3) fabricated metal products, (4) printing and publishing (the city ranks fifth among such centers in the U. S. with about 400 establishments) and (5) apparel and other fabric products.

A leading subdivision of the food category—and perhaps best known—is milling. In fact one of the first business establishments in the area was a mill to provide flour for soldiers at Fort Snelling. From 1882 to 1930 Minneapolis was acknowledged the top flour-producing center in the country but now ranks under Buffalo and Kansas City. It remains the hub of the milling industry by dint of headquartering the five largest wheat flour milling companies in the U. S.: General Mills, International Co., Pillsbury Mills, Commander-Larabee Co., and Russell Miller Co.

Minneapolis is also home of the Minneapolis - Honeywell Regulator Co., which manufactured the automatic pilot control used to guide B-17s through the atom bomb tests at Bikini.

1948 Employment Hit New Record High

It is important to note how employment is spread in Minneapolis by industry groups. The city's employment in July 1948 had surged to a point 5,600 higher than that for July 1947, according to the Minnesota Division of Employment and Security. Wholesale and retail trade showed the largest gain. According to MDE's August review, a supplement to "Labor Market Trends," the breakdown was as follows: Manufacturing, 66,697 (of which food and kindred products comprised 12,410); wholesale and retail trade, 59,235; service, 32,055; utilities, 24,630; government, 17,220; finance, 14,430; construction, 8,850, and others, 1,200. Total industry and non-agricultural employment as of July 1948: 224,317.

No comparable figures on St. Paul employment were available for that period. An April 1947 es-

timate, however, broke down employment by industry groups as follows: Manufacturing, 36,300; wholesale and retail trade, 31,000; service, 22,200; utilities, 14,800; government, 11,700; construction, 10,400; meat packing, 8,000; finance, 7,500, and others, 3,900.

It should be noted, in a comparison of figures with Minneapolis, that employment in construction holds a higher rank in St. Paul; construction appears further removed from the saturation point there than in the larger city, especially in the "loop" area. The relative role of meat packing in St. Paul should also be kept in mind.

Construction Boom Continues in Force

This is not to suggest a dearth of building in Minneapolis, where permits for July 1948, for instance, were evaluated at \$2,577,390—an increase over the same month last year. High month was last April when \$4,551,844 was registered for some 881 permits. The city's whole 1947 evaluation broached the \$31,000,000 mark, with more than 6,000 permits. For St. Paul the July 1948 total was \$2,017,370, compared with \$2,359,770 for July 1947. These are figures released by the Federal Reserve Bank of Minneapolis.

In the matter of debits, the Federal Reserve Bank of Minneapolis recently hailed figures for the period January through July 1948 as evidence of a "business boom." The seventh-month total: \$7,332,888,000—a 15% increase over last year's similar period. St. Paul's banks recorded a comparable boost for the same period with \$3,273,575,000. Bank deposits, attesting the prosperity of the twin markets, were listed at \$1,097,665,552 for Minneapolis, \$529,500,893 for St. Paul.

St. Paul's primary manufacturing firms (employing more than 1,000 people) include: American



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