

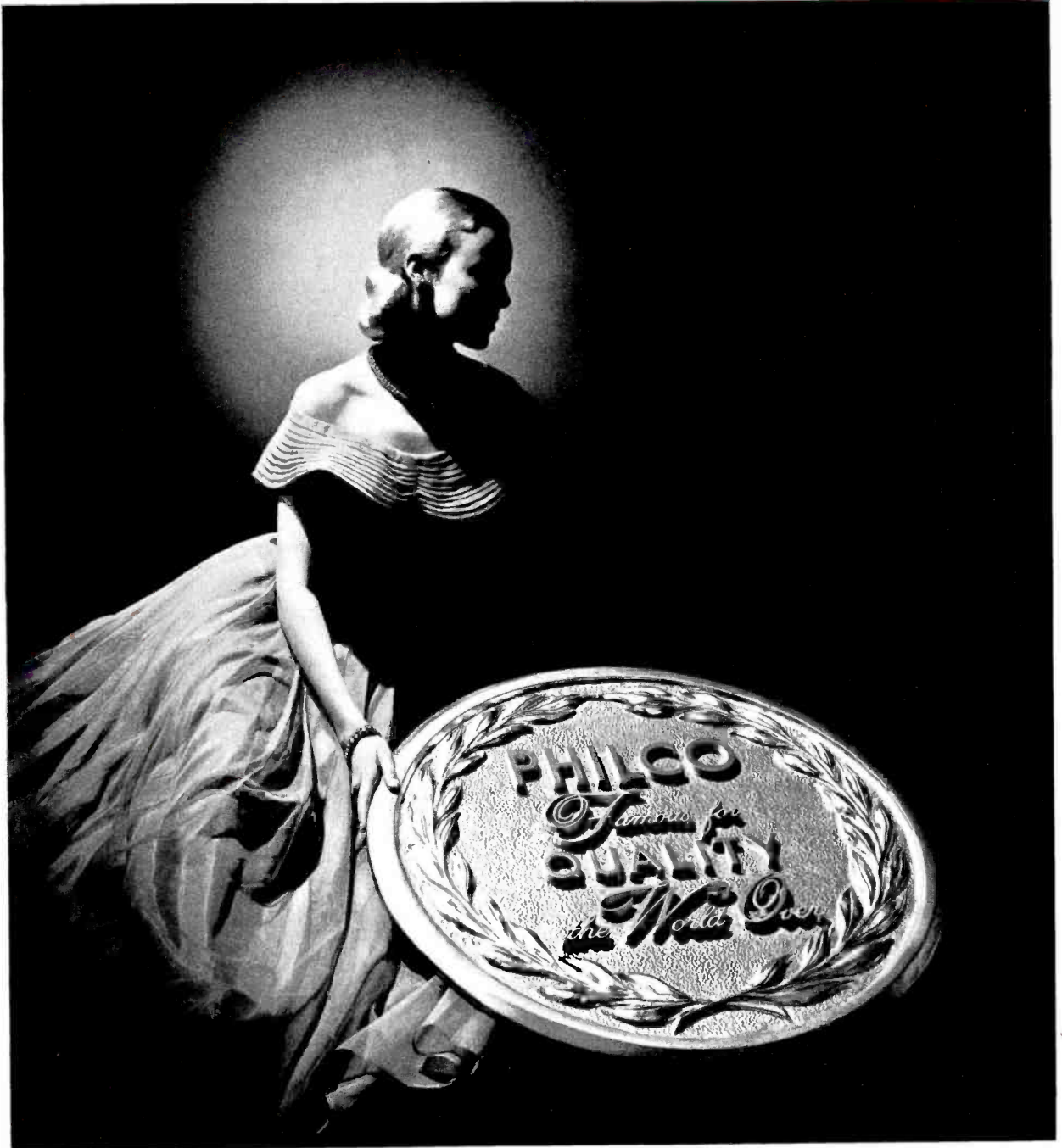
July 12, 1948

A Continuing Study of Major
Radio Markets

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

Study No. 3

Philadelphia



Third of a Series

WHAT'S NEW IN TELEVISION?

Take a Look at WPTZ



In the Merry, Merry Month of May...

52 ADVERTISERS on WPTZ

When 52 experienced, "show-me" advertisers buy time on this one Philadelphia television station they must have had more compelling reasons than just a desire to get on the TV bandwagon.

It could be coverage. With WPTZ's new antenna system topping downtown Philadelphia by almost a thousand feet, the Philco station reaches out roughly 50 miles to offer television service to 3,306,000 people! Here is one of the nation's fastest growing television audiences, already second largest (42,000 receivers) in the country.

Or facilities perhaps... WPTZ's well equipped studio, three complete mobile units, art and scene shop, film production crew, 16mm and 35mm

projection equipment, two-way relay to New York for NBC network origination—just to name a few.

Or knowing how to use these facilities. Nine years of actual television station operation coupled with Philco's sixteen years of active television experience have produced at WPTZ what many consider to be the best trained, *professional* staff and crews in the business!

Or maybe it's the alacrity with which the boys in the commercial department will tell you what WPTZ and the Philadelphia television audience have to offer you and your clients. Drop us a note or, better yet, phone—

PHILCO TELEVISION BROADCASTING CORPORATION

Architects' Building, Philadelphia 3, Pa.

Telephone: LOcust 4-2244

WPTZ



FIRST IN TELEVISION IN PHILADELPHIA



By HERMAN BRANDSCHAIN

PHILADELPHIA has been called the nation's third market, "The Workshop of the World," "The City of Homes"—and such less complimentary descriptives as "Corrupt and Contented."

There are scores of other phrases about Philadelphia. The validity of many of these phrases is not to be discounted. They tell a sponsor much about the city—but not enough about the city whose annual radio billings reach the five million mark.

What a sponsor needs to know most of all, Philadelphians say, is this little appreciated fact: Philadelphia is an unparalleled *bargain rate* radio town. Few markets anywhere can offer a radio sponsor more for his money.

There are two reasons for this: First, time rates are astonishingly low. Second, regardless of rates, quantity and quality of prospective purchasers are high.

An advertiser seeking to enter the airwaves of the Philadelphia market has at his disposal the facilities and brains of large radio organizations—and at rates which are low when compared to other

similar areas. But it is important, in making a true evaluation of the bargain rates to consider the economics of the market.

Such an analysis reveals:

- Philadelphia is America's third city, producing about 4% of the country's manufactured goods.

- In its metropolitan area are close to four million people, with an estimated 10 million in the listening area. Within a 100-mile radius, which includes New York City, is an area containing 18,000,000 people and the greatest market in the world; these people have a per capita spendable income rated at 70% greater than the remainder of the country.

- Of the nation's ten largest industrial areas, Greater Philadelphia has the highest percentage of owner-occupied dwellings, about 15% above the average for such districts.

- It is strategically located as

a manufacturing and distributing center. Immense quantities of raw materials are at hand.

Within Pennsylvania alone are the nation's leading production centers of coal, coal tar, pig iron, steel, ferrous alloys, cobalt, sand, stone, slate, lead pigments and sulphuric acid. The city of Philadelphia alone boasts 5,000 industrial establishments, and adjacent counties add another 1,000. Four out of every five types of manufacturing common to the American industrial scene are to be found there. Annual production of such industries is estimated at about four billion dollars.

Quaker City Stands High As Cultural Center

All this indicates a great metropolitan center, economically. Culturally, the city has few equals, with high standing as an educational, medical, scientific, literary, religious, music and art center.

All in all, it is an area a radio sponsor should find profitable, even if its stations did not offer low time rates. A quick comparison of rate

cards with those in other cities shows how low are these rates.

Remembering that Philadelphia's listening audience is estimated up to 10,000,000 persons in Eastern Pennsylvania, New Jersey, Delaware and Maryland's Eastern Shore, with an annual buying power of 10 billion dollars, it is startling to contrast the rates of its powerful stations—both AM and TV—with those in other areas. KYW Philadelphia, 50 kw Westinghouse station, for example, charges \$500 an hour for Class A time, as does the 50 kw WCAU, owned by the *Bulletin*.

This \$500 an hour figure compares with \$650 an hour charged by KNX Los Angeles, \$575 by KMOX in St. Louis, \$560 by WBZ Boston. And throughout the country, many stations with less power, reaching fewer listeners than even the smaller Philadelphia stations, charge more for time. WPEN, for example, which claims to deliver more listeners per dollar spent than any other station in Philadelphia, charges but \$150 an hour

(Continued on page 4)

Philadelphia

(Continued from page 3)

for its 5 kw facilities. Oddly, many station executives seem unaware of this peculiarity of their own market.

Gordon Gray, sales manager of WIP Philadelphia, and Benedict Gimbel Jr., station president, are among Philadelphia station executives who have been selling sponsors on the viewpoint that "any radio buy in Philadelphia is a good buy."

Competitive factors keep the price tags on radio time low. Perhaps as good a reason as any is that Philadelphia has been a big printed-word town since the days of Ben Franklin. Newspaper rates have been low and radio has competed with them.

In latter years, however, it seems more probable that radio rates have been kept down merely through competitive factors among stations. Newspapers seem able to raise advertising rates and circulation prices with what takes on the appearance of unanimity, but the fiercer competition among stations seems to have prevented any concerted action.

If Philadelphia is a bargain radio town, is the purchase of time there really a cheap buy—or, like so many bargains, does the product delivered turn out to be on the shoddy side? The local reply to this question, of course, is that Philadelphia radio is truly a bargain.

Philadelphia's Radio Row Is Concentrated

Radio facilities in the Quaker City largely are located in a strip, two blocks by eight blocks, north and south between Market and Walnut Streets and east and west between Ninth and 17th. In that strip, which contains the city's shopping center, is a radio row worth an estimated \$20,000,000 to \$25,000,000—containing all the AM, FM, facsimile and TV studios in the city except the AM WTEL and the television headquarters of WFIL-TV. WTEL is 4½ miles north of the city's center while WFIL-TV is housed in quarters three miles west. In the strip are the headquarters of Westinghouse Radio Stations Inc., operator of the Westinghouse radio chain.

Added to these broadcasting fa-



ilities are large radio manufacturing plants which make Philadelphians radio-minded. Much of the radio of the world has been born in the workshops of the area. In the Quaker City are the plants of Philco, boasting the longest TV production lines in the world, and across the Delaware River, in Camden, the RCA Victor shops, producing everything in electronics needed by the industry.

The fact that the industry has grown in Philadelphia's own backyard, so to speak, has had a profound effect on radio in the Quaker City. Those who forget this should watch the influence of local TV manufacturing on the growth of television in Philadelphia.

WPTZ a Pioneer In Television

Philco's experimental telecasts led to commercial operation of WPTZ, which last year was among the country's leaders in the number of television hours on the air and sponsored. Philco and RCA have introduced receiver models in the area, have used the section to test repair and maintenance programs, and have made it second only to New York in television.

Commercial radio itself got off to a big start in the Quaker City

in 1922 when no less than five of the nine AM stations now on the air threw out roots in one form or another. They were WCAU, WDAS, WFIL, WHAT and WIP. A sixth outlet, KYW, was founded the year before in Chicago, but moved to Philadelphia in 1934. WIBG and WTEL were started in 1925, WPEN in 1929. A tenth, WJMJ, is locked in litigation and has yet to broadcast.

WIP Started In Gimbel's Store

Much of early Philadelphia radio was tied up with retail merchandising. WIP, for example, began broadcasting in the Gimbel department store, is still under Gimbel leadership, and maintains offices and studios in the Gimbel building. WFIL, a merger of WFI and WLIT, had its origin in the Lit Brothers and Strawbridge & Clothier department stores. It now is owned by a newspaper, *The Philadelphia Inquirer*.

Bonwit Teller store formerly was licensee of WHAT, a station now owned by William Banks, a veteran career man in radio. WPEN, founded in 1925, is a reversion to a former type of ownership, in that it was purchased last year by Sun Ray Drug Stores,

retail chain. At one time, Wanamaker department store owned WOO, a license since withdrawn.

Much has been made of the retail background of the operators of Philadelphia radio stations. The charge often has been leveled that radio was just a sideline, and therefore was held back. There seems little to justify the charge.

Radio's Start in Twenties Was Inauspicious

When radio started going commercial in the early twenties, there were few who knew much about it. The pioneers in the new field almost of necessity had to come from other businesses. And the men from the retail business brought to radio a business sense. A big boost to Philadelphia radio came in 1924, when the Levys, Dr. Leon Levy, a dentist, and his brother, I. D. Levy, a lawyer, bought WCAU for \$25,000. At that time WCAU didn't even bother to broadcast Saturday nights, for Philadelphians, conservative though they be, had more exciting pastimes than radio. But the Levys entered the Philadelphia radio scene with the determination of making WCAU a separate business and an outstanding station. This had a salutary effect in local radio, and put a \$6,000,000 price tag on the station when it was purchased by the *Bulletin* a year ago.

In 1934 another big boost came with the transfer of KYW from Chicago to the Quaker City. KYW, one of the bright stars in the Westinghouse chain, for a time shared studio space with WCAU. Now, however, the 50 kw stations are situated back-to-back in their own modern buildings, constructed especially for radio.

With purchase of WCAU by the *Bulletin* last year, it would appear that WCAU was transferring much of its attention from its natural AM rival to rivalry with WFIL, a 5 kw station. Under Anenberg management, WFIL has poured \$2,000,000 into its AM, FM, TV and facsimile development.

The rivalry between WFIL and WCAU is some comfort to Philadelphia's radio row. WCAU and WFIL, the newspaper-owned stations, are regarded by the rest of Philadelphia radio as having an unfair advantage in being able to publicize their activities through

(Continued on page 6)

Benedict Gimbel Jr. Gen. Mgr., WIP

Edward D. Clery Gen. Mgr., WIBG

Roger Clipp Gen. Mgr., WFIL

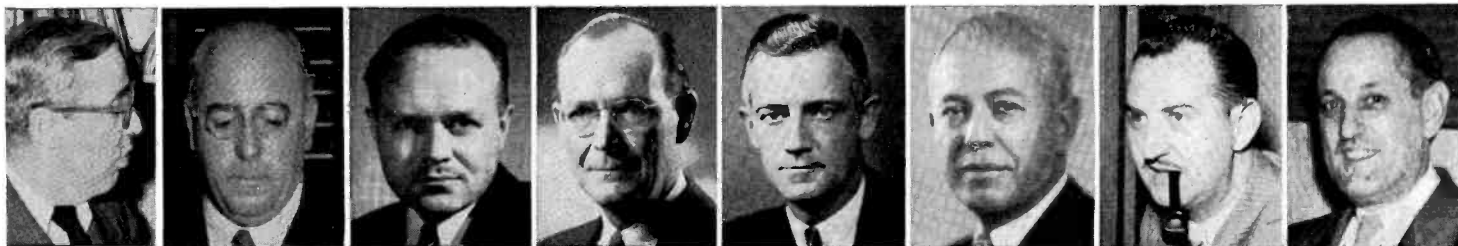
Robert White Gen. Mgr., KYW

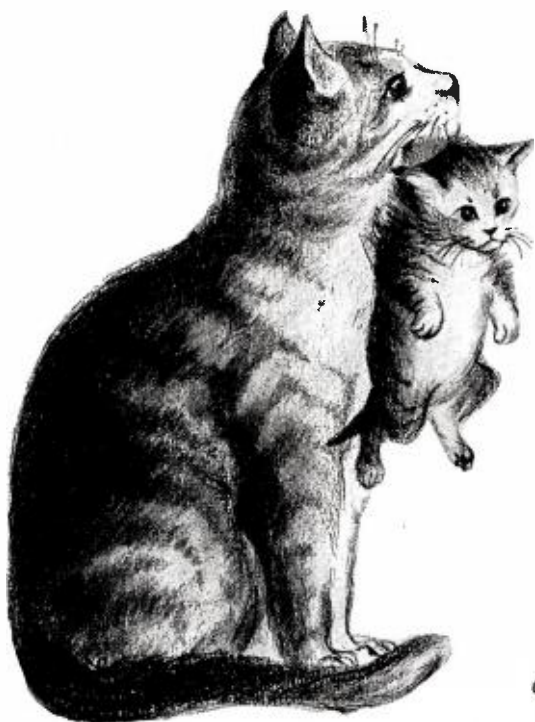
Leslie Joy Mgr., WDAS

Dr. Leon Levy Pres., WCAU

Edward C. Obrist Mgr., WPEN

Wm. A. Bank Owner, WHAT





SOMETHING NEW

... all the time!



THINGS KEEP MOVING in the KYW program department! Old, established KYW shows seldom pass through a season without new twists, new angles, new patterns. And *new* shows . . . custom-built for local and spot advertisers . . . keep attracting new listeners to KYW.

Whatever your plans, whatever your product . . . KYW can fashion a program to suit. And whether it's a Variety Show, a Musical, a Sports Program, or a Kid Show . . . you can be sure it will be kept fresh, stimulating, *sales-productive*. Our writers, producers, arrangers, actors, and announcers are fully conscious that good shows mean increased sales for the sponsor.

PHILADELPHIA'S NBC AFFILIATE
50,000 WATTS



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

Philadelphia

(Continued from page 4)

their parent newspapers.

Television is rapidly becoming a powerful force in the Quaker City. In fact, it can be said that Philadelphia television, collectively, this year nailed down the biggest sponsorship deal in history—the two national political conventions. It is accepted fact that the city was selected because of its television facilities.

WPTZ, the Philco station, WFIL-TV, the *Philadelphia Inquirer* station, and WCAU-TV, the *Philadelphia Bulletin* station, are at present commercially operating for an estimated 40,000 television receivers and 200,000 viewers—with the audience still growing phenomenally. Although WFIL and WCAU have been telecasting but a short time, they have made rapid progress. WPTZ, started as W3XE in 1932, is now a full-grown TV station with a long list of "firsts" in television.

In 1947, WPTZ was on the air 1,458 hours of program time, one-third of which was NBC network brought in over Philco's own radio relay system. Additionally, 1,530 hours of test charts were broadcast.

Successes of WPTZ on behalf of sponsors have been many. Some examples: Six budget programs for Max Rusoff, furrier, brought in \$24,505 worth of direct sales. *Handy Man* program sponsored by Gimbel's department store has sold the store out of stock on featured articles week after week. On a non-commercial program, Barr jewelry store appeared as a guest and described a book on diamonds; 250 women came to Barr's stores to get the book and 150 others sent letters requesting it.

All Three Can Claim Video Successes

The two other TV stations in Philadelphia have their success stories, too, despite their short time on the air.

The FM picture in Philadelphia is at present uncertain, with only two stations actually quoting rates for time. All the stations on FM at present have AM outlets and all duplicate except KYW, which at this writing neither duplicates nor sells time. Other FM stations are owned by WCAU, WFIL, WIP and WPEN, with WDAS hopeful of joining the others.

FM, generally, gives AM sponsors a free ride to a class audience. And while Philadelphia stations thus make no profit out of it, they nonetheless are making preparations for FM's eventual commercialization. KYW, for example, currently is erecting a 245-foot FM antenna tower atop the 24-story Architects Building, providing reception within a 60-mile radius, while WIP has just installed a new transmitter. FM figures in the plans of other stations, too.

The area is a powerful unit, but to an advertiser, the important inquiry is into the nature of the Philadelphian as a buyer of sponsors' products. In summary, it can be said that the average Philadelphian is conservative but a big buyer. Potentially, he is an even greater buyer.

His income is high. In April, if he was an average wage earner, he made \$54.57 weekly, according to Federal Reserve Bank figures. That's \$5.10 more than he made the year before, more than double what he made in 1939, when he took home \$24.95 and almost double his \$27.90 earnings in 1929.

What this means to a sponsor is significant. It means that the average Philadelphian must have many extras to furnish his additional rooms, bringing additional sales.

And Philadelphians are buying to improve their homes. A census Bureau sampling survey in 1947 showed only 6% of ordinary dwelling units in the city needing major repairs as against 8% in 1940.

There seems every reason to believe that Philadelphia will continue to be the city of homes, and its citizens potentially big buyers. For 5,000 homes annually have been built in the city since 1896, and homebuilding, which dropped

Philadelphia has two other kinds of markets important to a sponsor—a very rich suburban market and a considerable farm market.

The rich suburban market includes communities such as Ardmore, Merion, Upper Darby, and the like. Many such communities are actually closer to city center than some of the remoter parts of the city—and many are among the nation's outstanding class markets.

The big farm audience is another plus quantity stations in the area can offer. Few metropolitan stations in the country go in so strongly for farm programs. Philadelphia outlets send their farm editors to county and state farm fairs, have them broadcast from farms, give lengthy crop, market and weather reports.

The farm areas are not remote from the big city, although many a Philadelphian never sees a field from year's beginning to year's end. From the three-story statue of William Penn, who stands atop the 547-foot high tower of City Hall, it is possible to see many of the hundreds of farms in the immediate area, including one which is regarded as the largest truck farm east of the Mississippi. Value of farms in industrial Pennsylvania is exceptionally high.

Much is known of the habits of the Philadelphia radio listener. A consumer analysis made in 1947 by the *Bulletin* not only shows the Philadelphian as a house-owning individual, but as a family man with definite habits. It shows him as a member of a family whose average size is four persons, and there are six chances out of ten that the family has children under 18.

Every Third Philadelphian Is a Car Owner

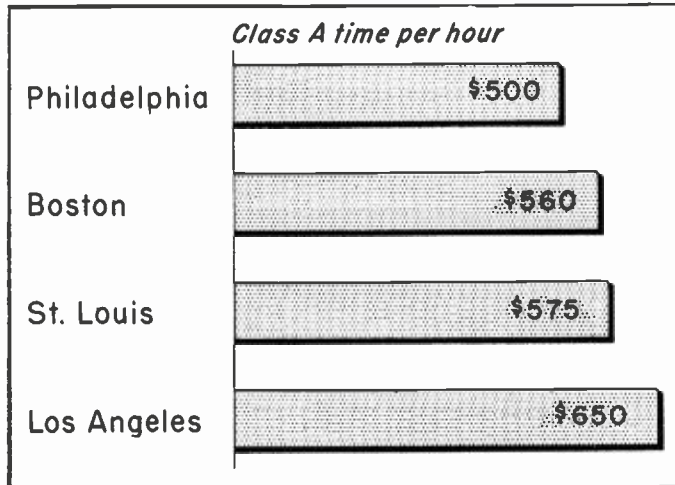
Every third Philadelphia family head owns an automobile, which he has serviced at an independent station, but his preference in gasoline is for Atlantic, product of one of the biggest timebuyers of sports programs in the world. He buys his family groceries at a chain store, but the independent grocer is putting up a good enough fight to get about 37% of Philadelphians to patronize him regularly.

Among high points of Philadelphia family habits are: about 91% use frankfurters, 55% fresh frosted foods, 97% ice cream, 71.8% macaroni, spaghetti or noodles, 99.4% fresh milk, and only 76.9% use hot breakfast foods while 89.3% use cold breakfast foods.

On the other hand, most Philadelphians buy their drug store items at an independent rather than a chain drug store. Most families heat their homes by hard coal, but prefer oil or gas. In 68% of the homes are electric toasters, in 70% electric vacuum cleaners, and in 62% electric washing machines.

But one of the most significant pieces of household equipment owned by Philadelphians is a radio

(Continued on page 8)



Hourly Cost of Radio Time

He is a spender—but he spends pretty wisely. Total retail sales in the area amounted to 4¼ billions of dollars in 1946—nearly \$2,900 per family, or \$400 more than the national average. His income as a family man, after taxes during that period, amounted to \$3,650, approximately \$200 above the national average. Retail sales in the area hit an all-time high last December of 460 on the Reserve Bank index. The average for '47 was 261.4 and the average for '46 was 235.4. This index is based on the 1935-1939 daily average of 100. The retail sales figure in 1939 was 104.1 and in 1929 128.2.

The reason the average Philadelphian is a great spender is to be found in the way he lives.

Small Percentage Live in Apartments

It is not merely a phrase that "Philadelphia is the City of Homes." No other comparable city has as many families living in their own homes. The apartment idea did not catch on in Philadelphia, and this is important in the buying habits of its citizens. Briefly, a 1947 survey showed that Philadelphians live as follows: in row houses, 70.5%; in semi-detached houses, 13.4%; in detached houses, 9.5%; and in apartment houses, 13.4%.

to a low of 170 in the war year of 1944, was back to 5,180 in 1947, with 1948 appearing to be an even better year.

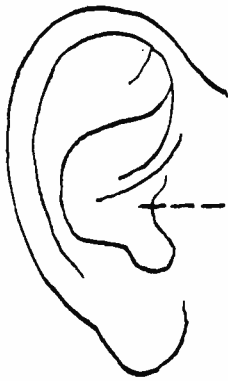
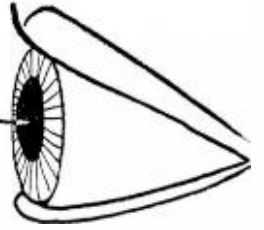
This is no mean building record in an area where union scales call for \$110 weekly for bricklayers, \$100 for roofers, plumbers and steamfitters, \$95 for electricians and \$90 for carpenters, stone masons, lathers and floor finishers—with many builders paying above union scales to attract labor.

The trend toward expansion of home ownership is accompanied by a trend toward factory expansion. Since the end of World War II, \$175,000,000 has been spent on industrial plant expansion in Philadelphia. This is a sizable addition to an industrial beehive which led the country in war production before Detroit's auto factories converted to military output. But this postwar expansion is but a start.

Thus a sponsor coming into the Philadelphia area has as prospects a huge home-owning population made up of workers occupied in operating one of the world's huge industrial centers. The sponsor also has the promise that such a home-owning center will expand and that the industrial and commercial area which is its heart already is expanding. He can look for future and repeat orders as well as for immediate business.



Television



or Radio



When you're on WCAU, you're in Philadelphia

- **AM**
- **TV**
- **FM**
- **FAX**

CBS AFFILIATE

THE PHILADELPHIA BULLETIN STATIONS

Philadelphia

(Continued from page 6)

set. The survey reveals that 97.9% of families own radio sets.

The conclusion is inescapable, say Philadelphians, that here is a center of population which is stable, productive and is equipped to hear a radio selling message. There also is much data to indicate that the people have many unsatisfied demands. For example, major repairs or replacements are needed by 28.3% of the radios, 24.2% of the washing machines, 22.4% of the vacuum cleaners, by 20.2% of the heating equipment, 17% of the cooking ranges, 16.7% of the lighting fixtures, 15.8% of the refrigerators, 14.1% of the electric irons, 12.2% of the house roofs, 9.4% of the water heaters.

All this makes an inviting picture for a sponsor. This does not mean, however, that there are not factors in the market which may not disturb a sponsor. It is now almost half a century since Lincoln Steffens described Philadelphia as "corrupt and contented." There still is much in the Philadelphia picture that accepts corruption with little demonstration. In April, May and June of this year, crime and irregularities in administration of tax matters came to light which would have rocked the foundations of many communities. But in the Quaker City there were no marches on city council, or on the city fathers; no protest meetings of consequence. A sponsor may regard this condition as a disturbing factor in the future health of the city. But the sponsor, looking to sell goods via radio, may well ignore it as having little immediate relevancy in the effort to make cash registers ring as the echo to today's or tomorrow's radio program. There is nothing to show that the Philadelphian, used to many decades of municipal irregularities, feels insecure enough because of it to be less of a buyer.

Choice of Medium For Philadelphia

Assuming, then, that the advertiser decides to come into the Philadelphia market area, he may raise the question of choice of media. There is no doubt that the traditional way to advertise in Philadelphia is via newspapers. An NBC report on the city once rated it first in paper, printing and publishing. Many a local advertising man will say that radio is a good "supplementary" medium, which is but faint praise.

The only answer to this is to be found in the tills of advertisers who have used radio in the area. Results have been produced and every station in the city can pull out case histories to show how a small time investment yielded magnificent returns.

As for the value of newspaper advertising in the Quaker City—it is not to be belittled. Yet, it can

	INCOME per family	RETAIL SALES per family
Philadelphia	\$3,650	\$2,900
National average	\$3,450	\$2,500

Income & Retail Sales Per Family

be said that campaigns built around radio have been successful beyond the hopes of sponsors. It also can be said that Philadelphia papers, both dailies and weeklies, often carry so many advertisements that only a most unusual ad can emerge from the mass and hit its mark. A space buyer whose campaign is smothered by competition of other space buyers in the gigantic dailies of the area might well try time instead.

On the question of media, however, it would be wise for an advertiser to consult with a local advertising man, or with one who knows Philadelphia. The area itself has numerous agencies, of which about 40 can be regarded as quite active in radio.

A Philadelphia advertising counsellor can aid a sponsor immeasurably in fitting a program to the local audience. For Philadelphia audiences are different. Much is said about the slowness of Philadelphians by New Yorkers. But Philadelphians are much more critical than New Yorkers, and what may be a huge success or failure elsewhere might have a reverse experience in the Quaker City. Roland Tooke, assistant general manager of WPTZ, Philco television station, says that audience surveys made of TV programs co-incidentally with similar surveys in New York consistently show that the New York audience will rate almost every program 10 to 15 points higher than Philadelphians.

The lesson in this is that the Philadelphian should be approached by one who knows and understands him.

As for agencies themselves, often a Philadelphia advertising firm may do a business out of proportion to its reputation. Not every agency in the city is apt to blow its own horn anywhere as near as loudly as it toots for a client. Many seem to work almost anonymously.

One of the best known Philadelphia agencies is N. W. Ayer & Son, founded in 1869—four years after the Civil War. Its radio billing figure is kept confidential but it is known that it buys \$750,000 annually alone for Atlantic Refining's sports radio and television program. It also handles the account of U. S. Army and Air Force Recruiting, Rexall Drug

Co., Bell Telephone System, Hires, Sheffield Farms, Electric Companies Advertising Program, Michigan Bell Telephone Co., Supplee-Wills-Jones Milk Co., Clicquot Club, Kerr Chickeries, Charms Candy, and others. This agency, founded in 1869, and now occupying its own 13-story building on Washington Square, has offices in New York, Detroit, Boston, Chicago, Hollywood, San Francisco, Honolulu, London. Its radio, television and public relations departments are directed from New York offices at 30 Rockefeller Plaza.

N. W. Ayer & Son Program Started in 1923

Like so many Philadelphia agencies and stations, it has many "firsts" to its credit. It claims the first continuous series of commercial programs. In 1923 it recommended and originated the *Eveready Hour* for National Carbon Co., first regular series of broadcast entertainment and music to be sponsored by an advertiser.

Among its claims are the first continuity or drama-type program designed for broadcasting (1924), first commercial adaptation of a full-length play for radio (1925), first commercial adaptation of a full-length novel, introduction of Eddie Cantor, George Gershwin and The Revelers Quartette to radio (all 1926), and many others.

James E. Hanna, a vice president of Ayer and its radio manager, stresses that although radio has played an important part in the building of the agency, and although radio billings have been climbing steadily for years, Ayer's has never attempted to build one media at the expense of another. As for the use of radio in the Philadelphia market, Mr. Hanna has this to say:

"We believe radio is one of the most effective and economical channels of mass communication, highly desirable for certain types of both direct selling and informative or institutional messages. Our belief in its effectiveness for the Philadelphia market is witnessed by the very large baseball and football broadcasting schedules we have operated for more than 12 years in the Philadelphia market for our client, the Atlantic Refining Company. In addition, this year another of our Philadelphia

clients, Supplee-Wills-Jones Mill Co., is sharing the baseball broadcasting as co-sponsor with the Atlantic Refining Company. We think radio does an excellent job in covering the Philadelphia area."

Another agency which has made a national name for itself in radio is Clements Co., which was founded May 25, 1932 and bought its first radio time the same day—*The Children's Hour* over WCAU for Horn & Hardart. In 1947 the agency bought a half million dollars worth of time.

Among its radio clients are P. J. Ritter Co., Hudson Coal Co. of Scranton (Pa.), Campana Sales Co. for Solitari Lipstick and cake makeup, Ranger Joe Honey Flavored Wheat, Hornung Brewing Co., Northwestern National Bank, S. S. White Dental Mfg. Co., Time Jewelers, Metropolitan Milk Assn., Certified Milk Assn. and Walker-Gordon Laboratory.

It claims many firsts in radio, among them the origination of singing commercials, the first network amateur program, and many others. Its radio director is Mrs. Alice Clements, wife of I. W. Clements, president of the agency. Her radio activities are reputed to net her \$75,000 yearly.

Still another agency making a name for itself in radio is Gray & Rogers, whose total billing is now over \$5,000,000 annually, of which \$200,000 is radio. This agency has had a rapid growth since modest beginnings in 1927, when it started with one client—itsself. Current radio accounts include: Bell Telephone Co. of Pennsylvania, Diamond State Telephone Co., Keystone Automobile Club, Chevrolet Dealers Assn., of Philadelphia, Southern States Iron Roofing Co., Philadelphia Saving Fund Society, Fidelity-Philadelphia Trust Co., Sunshine Beer, and others.

The Other Agencies In the Market

Edmund H. (Ned) Rogers, firm partner, claims no great innovations for the agency in radio. During the war, however, it developed an extensive campaign for Bell Telephone Co. of Pennsylvania, using 62 stations consistently for five years to explain shortages and service difficulties.

Mr. Rogers believes that better balanced programming can be obtained in Philadelphia through better cooperation of agencies and stations. When a station has a block of time to sell, he believes, it is best for the outlet to discuss the situation with an agency to discover whether the client would benefit from that particular time on that particular station. Then a program can be worked out, a tailor-made product that fits the client and the listening audience, and in the long run, the station.

Philip Klein agency is housed in its own colonial building on fash-

(Continued on page 10)

WIP

Produces

Example
4

Miller North Broad Storage Company became a WIP client to tell the public of the rebuilding of its fire-razed warehouse. So successful was this campaign, that in the eight years as a WIP sponsor, and without using other radio time or other media, the company has built another warehouse to accommodate increased business. It's no *burned* client who says, "we feel our radio advertising on WIP is just as much a part of our business as our sales department."

WIP

Philadelphia

Basic Mutual

•
Represented Nationally

by

EDWARD PETRY & CO.

in Philadelphia

WIBG

is the people's choice!



Merchandise moves fast when WIBG is the salesman. Why? Because thousands of families in this huge market cast their vote for WIBG'S outstanding programming and entertainment. They listen regularly. They listen intently. And then they BUY. If it's a responsive audience you want, it's WIBG you want!

10,000 WATTS dial 990



Aggressive Promotion:

CAR CARDS
OUTDOOR POSTERS
NEWSPAPERS
TRADE PAPERS

Philadelphia

(Continued from page 8)

ionable Rittenhouse Square. Mr. Klein, a tousle-haired, boyish looking man of 41, has an intense interest in radio and television—in fact, he bought his own television show to advertise his agency, making it the first agency in the country to sponsor its own television show. He himself emceed the show for the fun of it. He founded the agency in 1932 and claims among his other "firsts" the initial purchase of FM time in Philadelphia, for client Seven-Up Co., and the first purchase of television for a member of the New York Stock Exchange, for its client, Reynolds & Co. Currently the agency buys time for Frankford-Unity Assn. (one of the nation's biggest independent grocery store combines), Buten Paint Stores, Wilmington Provision Co., Lincoln-Mercury Dealers of Philadelphia, Charter Bank of Philadelphia, Crescent Nut & Chocolate Co.

Herbert Ringold, radio director of the Klein agency, feels the major problem of the agency is to create limited-budget local programs which can compete with national programs. Another problem is the question of ratings—which he feels often do not give a true picture of program acceptance or ability to sell a product. He believes that television will make extensive inroads on AM radio.

Another agency which has concerned itself with television—and profitably—is the Solis S. Cantor Adv. Agency. Although Mr. Cantor believes radio and television to be but a supplementary medium in the area, he believes it an essential part of many a rounded campaign. His agency is one of the leaders in television and in the last ten months has placed 14 accounts in the new medium. Among its "firsts" are the placing of the first beauty contest on TV and the production of the first live show on the new WCAU-TV station for his client, Lou Block, Studebaker dealer.

Cantor agency currently also buys radio and television time for: Ezo Products Co., Shellenburg's, Melville Storage, Fred Dannenhauer (Admiral Television), Chex, Land O' Sun Dairies, Versailles Hotel, Jacques Ferber Furs, Locust Radio, Frank Royall and Chapman Shoes. Aiding Mr. Cantor are Ethyl Foster, a former WCAU staffer and a radio instructor at Temple University, and Robert Weiner, account executive.

An agency which has bought considerable foreign language programs is Borrelli Co., for which Charles John Borrelli acts as his own time buyer. Mr. Borrelli, himself a station founder, an announcer and time salesman, believes radio is a top medium for reaching foreign-language elements, many of whom can't read even their na-



G. Bennett Larson Television Director, WCAU-TV
Ernest D. Loveman Vice-Pres. & Gen. Mgr., WPTZ

tive tongue adequately. In 1947 his agency bought \$75,000 in time.

No attempt can here be made to summarize the activities of all the agencies in the area, but the spread of some of them can be seen from a list of the following agencies and some of their radio accounts:

Aitken-Kynett Co.—Philips Packing Co. Inc., Stephano Brothers, Felton, Sibley & Co., H. C. Derby Co., Corkran Hill & Co., R. M. Hollingshead Corp.

E. L. Brown Adv.—Otto Erlanger Brewery, Hershel Calif. Fruit Products, Frank Locke Shoes, Frank & Seder.

Benjamin Eshleman Co.—Commonwealth of Pennsylvania, Department of Revenue, Republican State Committee of Pennsylvania, Republican Central Campaign Committee of Philadelphia.

Lawrence I. Everling Inc.—Adam Scheidt Brewing Co., M. A. Bruder and Sons Inc., Foster, Miller and Bierly, Wilmar Manufacturing Co.

Harry Feigenbaum Adv. Agency—Renuzit Home Products, Yankee Maid Meat Products, King's Wine, Amerada Cigars, Federal Savings & Loan Association of Philadelphia, London Dry Bottling Co., Hardwick & Magee Co., Sam Gorson.

Lamb, Smith & Keen—Esslinger's Beer, A. C. Roberts Packing Co., Southgate Foods, Johnston & Holoway Co., Standard Homes Co., Silver Suds Co., Chalfont-Haddon Hall.

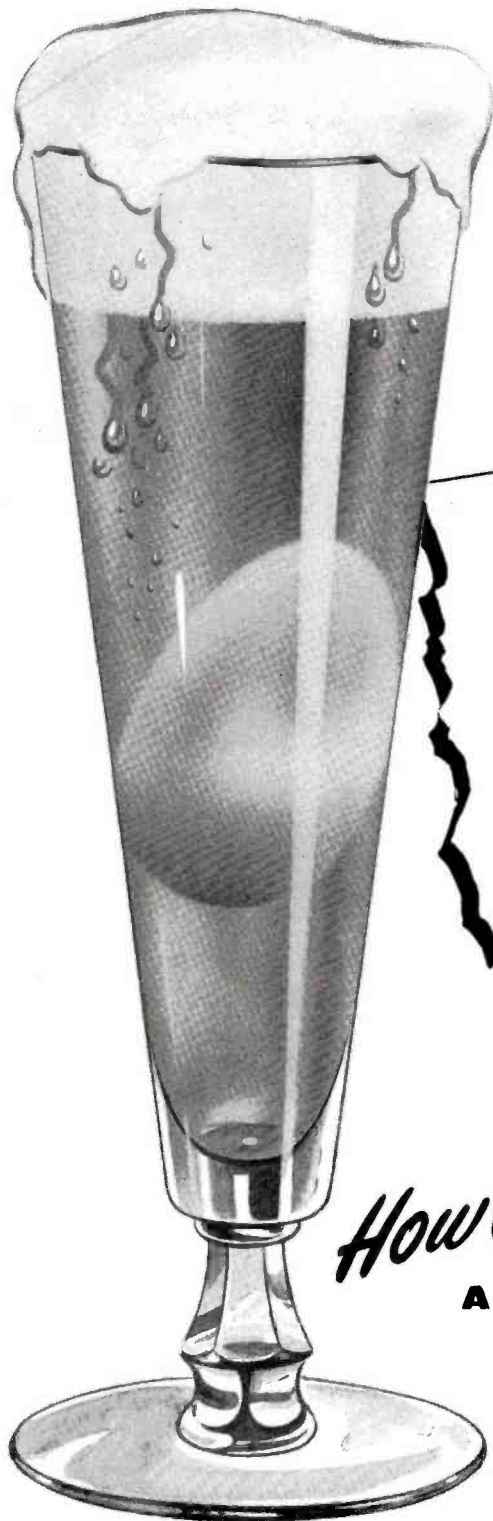
Julian G. Pollock Co.—Kahn & Rosenau, Commonwealth Optical Co., Quaker Storage Co.

Dan Rivkin Agency—Ismak Rug Mills, Moskin Clothes, Kaplan's Jewelers, Karl's Juvenile Furniture.

Ward Wheelock Co.—Campbell Soup Co.

Wellman Advertising Agency—New Jersey Savings & Loan, City Savings and Loan Association, M. London, Allinger's Billiard Academy, Fitzpatrick's, Star Stores, Keats Motors, Rev. G. E. Lowman, Rev. Robert Fraser.

These agencies have an array of broadcasting facilities in Philadelphia from which to choose. These facilities are to be found among the stations, listed alphabetically starting on page 14.



Only at
WPEN
in Philadelphia

How Come?

**Ask William G. Rambeau Co.
or ask us.**

HISTORY

The Background and Development Of Philadelphia's Stations

KYW

KYW, 1060 kc, a 50,000-w NBC affiliate, has a basic hourly rate for Class A time of \$500 an hour, \$300 for half an hour. BMB listening figures give it 6,278,800 audience in 1,662,000 radio families in 44 counties in Pennsylvania, New Jersey and Delaware. According to station estimates, its listening area had buying power of \$6,662,484,000 net last year after income taxes, and actually spent \$4,802,002,000 in retail sales.

KYW, born Armistice Day, 1921, claims the distinction of being the eighth oldest station in the United States. It is one of the Westinghouse Radio stations. It opened in Chicago with Mary Garden doing the honors and Walter Evans, president of Westinghouse Radio Stations Inc., serving as chief operator.

KYW moved in December 1934, shutting down in the "Windy City" at 2 a.m. and opening the same day at 6:45 a.m., 700 miles away in Philadelphia. Its present quarters were built expressly to house the station. Also headquartered there is Westinghouse Radio Stations Inc. Only a few months ago, WPTZ, the Philco television station, leased two floors of the building, taking over quarters which

were designed in 1938, when the structure was built, for a future television expansion of KYW.

Like all Philadelphia stations, KYW has numerous outstanding selling jobs to its credit. Reflection of this is the length of time sponsors stay at KYW. *Esso Reporter*, for example, is in its 11th year and Keystone Automobile Club in its 7th year. Spot business and new business activity are brisk. Public service features are numerous. Station does effective advertising, promotion and publicity job.

Present general manager is Robert E. White, veteran of 20 years with Westinghouse and NBC, who became manager in January 1947.

WCAU

WCAU, 1210 kc, 50,000-w CBS affiliate, is the only clear in Philadelphia. Its Class A rate is \$500 hourly, \$300 per half hour. The station considers its primary coverage area considerably in excess of 4,000,000 listeners with an effective buying power of over \$4,000,000,000. Its secondary and tertiary coverage areas, bring its total population to 10,402,000 with buying power of \$9,571,867,000.

The station was the first Columbia affiliate, joining in 1927. It is housed in its own ten-story structure on Chestnut St. which was the

first building of such size to be constructed specifically for radio.

Station now is owned by *The Bulletin*, whose afternoon newspaper has the biggest p.m. circulation in United States. Management, however, is still in the hands of Dr. Leon Levy and his brother, I. D. Levy, who are president and vice president respectively. Dr. Levy, a practicing dentist, and his brother, a successful lawyer, ran a \$25,000 property, which the station was worth when they bought it in 1924, up to \$6,000,000, which was the sale price in 1946 when it was bought by *The Record*. Since *The Bulletin* purchased the station in 1947, the value of the broadcasting facilities has undoubtedly increased. Now, in addition to AM and FM, the facilities include TV and facsimile, the TV alone a considerable investment.

WCAU programming has such favorites as the Horn and Hardart sponsored *Children's Hour*, now in its 23rd year, one of the highest-rated weekend daytime programs in the area, with a sponsor identification of almost 100%. The station has frequently extended itself to perform public services.

Facsimile operation publishes news reports daily which are received at local airports and farm markets. Television activities started commercially in May 1948, but already are big time.

Commercial department maintains offices and representatives in New York, Boston, Chicago, Los Angeles and San Francisco. The station has always been solid on advertising, promotion and publicity.

WDAS

WDAS, 1400 kc, 250 w, charges \$90 an hour, \$54 a half hour. Station claims 750,000 sets are in its "reliable service area," which oscillates in an irregular 15-mile circular area covering Philadelphia and contiguous counties.

Started in 1922, WDAS last year became one of the properties of William Goldman theatrical organization, chain in Eastern Pennsylvania. Leslie W. Joy, formerly manager of KYW, became the new manager, bringing a 64% change in program scheduling, based upon a study of opposing programs and vertical-and-lateral block programming system. Station claims listener-interest and fan-mail increases resulted immediately.

Station claims big foreign-language listenership and at same time a big high-income audience, the latter following due to three hours of classical music broadcast daily. Station also has its claim in the ring as originator of (a) the disc jockey, and (b) the "club" program idea.

Like other Philadelphia stations, it can point to successful selling

jobs of its sponsors. Station itself has had a loyal following of sponsors, many of oldtimers having been with the station more than six years, with one actually buying time for 22 years.

Station considers its best programs are the 12-year-old *Morning Music Hour* and *Nocturne*, sustaining shows of classical music, each 1½ hours long. Also it boasts the top-ranking Yiddish news commentator, Nathan Fleisher, whose audience is one of the most faithful in all radio. Another WDAS feature is its *Million Dollar Floor Show*, a three-hour production which uses four announcers to present records, news every half-hour, interviews and sports results.

To sell itself, station plugs futures on own time, uses spotlight newspaper ad technique, telephone calls at random to plug shows. It regards as its greatest immediate problem the puzzle of getting its 20,000 w FM station in operation.

WFIL

WFIL, 560 kc, 5000-w ABC affiliate, has a rate of \$330 an hour, \$198 a half hour. Its coverage embraces virtually all of New Jersey, Southeastern Pennsylvania, Delaware and the Eastern Shore of Maryland — roughly 13,030 square miles. Its half-millivolt line blankets 7,287,205 population. WFIL claims to be the first station in the country to have reached the air with AM, FM, TV and facsimile, "the four-way service."

Station was purchased on March 1, 1946 by Walter H. Annenberg, editor and publisher of *The Philadelphia Inquirer*, at an announced price of \$1,900,000. Since that time, more than \$2,000,000 has been spent on station facilities, including TV and facsimile. AM, FM and facsimile facilities are housed in the Widener Building, a center city skyscraper. TV facilities are now separately housed in a specially built studio near the Arena at 46th and Market Sts. The Arena, the Madison Square Garden of Philadelphia, is owned by *The Inquirer*. Location of the TV studios has made the Arena features practically studio, instead of remote, shows.

WFIL can point to many notable selling achievements for sponsors. Amount of time sold in 1947 averaged 62.9%. Currently WFIL has a backlog of 3500 requests for reservations to attend *Breakfast at the Click*, in spite of fact studio audience must pick up 50c tab for coffee and doughnuts.

Advertising and promotion on the station, as well as trade publicity, are strong points. In addition, the station has the resources of *The Inquirer* behind it.

It rushed its television installation to completion in record time, then quickly placed a surprising number of good features on the air. It started the *Philadelphia Inquirer Newsreel of the Air*, which has already won a national award. It was the first station in the area to publish facsimile on

WHAT'S W-H-A-T in Philadelphia

WHAT

reaches the majority of the 300,886 COLORED audience in Philadelphia AND vicinity.

WHAT

reaches the majority of the 367,000 ITALIAN audience in Philadelphia AND vicinity.

WHAT

reaches the majority of the 300,000 JEWISH audience in Philadelphia AND vicinity.

WHAT

also reaches the 1,388,352 native WHITE audience in Philadelphia with their popular English programs.

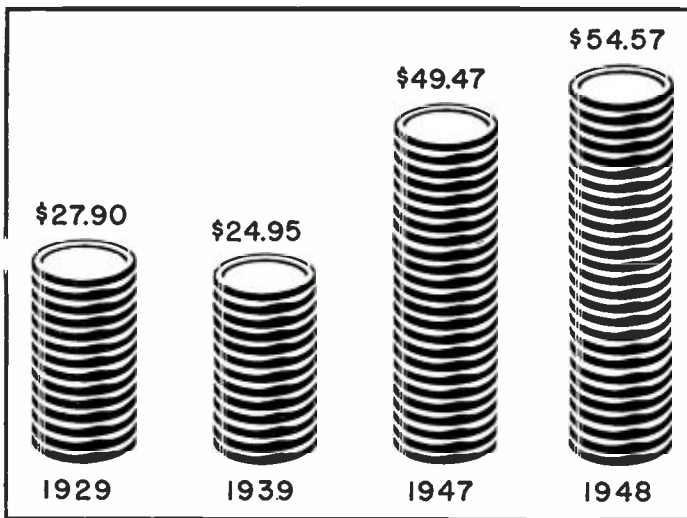
Write, Phone, Wire for Availabilities

WHAT

1340 K.

1505 Walnut Street, Philadelphia, Pa.

Phone: Rittenhouse 6-2058



Average Weekly Wage of Philadelphians

a daily basis in the format of a tabloid newspaper, although WCAU-TV, *The Bulletin* service, antedates it by some months in regular daily facsimile news service. Its AM public services are many and last March it won the coveted "du Pont Award" for distinguished public service. Members of its staff are busy in numerous civic and radio industry affairs. Roger W. Clipp, general manager of all the WFIL stations, is chairman of the ABC's planning and advisory committee, secretary-treasurer of BMB.

WHAT

WHAT, 1340 kc, a 100-w independent split-timer, has a rate of \$90 an hour, \$51 a half hour. It claims a listening audience of four millions in a 30-mile radius.

Its origins go back to 1922, but although it was previously owned by two newspapers and a department store, it remained for the present ownership to make any notable financial success with it.

Present owner is William A. Banks, who bought it "for the price of a grocery store" from J. David Stern, former publisher of the defunct *Philadelphia Record*. Mr. Banks, a former WIP time salesman, started a more vigorous foreign language and minority groups policy. To aid him, he has his sister Miss Dolly Banks, thus making a team which has worked with exceptional harmony. They are frank in saying their policy has resulted in profits beyond their expectations. Rumor has it that the station now would not be sold for as high as \$300,000. They talk of expanding their studios along the Walnut St. radio row and have a pending application before the FCC for greater power and increased time.

In the effort to build a huge minority group following—and Philadelphia has large foreign born population sections—the station has tried to advance the interests of such groups as well as

entertain them. It also has gone in heavily for the Negro market, which in population was over a quarter million in 1940 but which is probably greater now. Among its features for the Negro group, although it commands a big general following, are a Negro disc jockey (a staffer) and a Negro breakfast show of the audience participation variety. Station is strong in the Jewish and Italian markets, claiming in the latter more national accounts than any other Philadelphia outlet.

WIBG

WIBG, 990 kc, a 10,000-w independent, charges \$285 an hour, \$185 per half hour. It claims a 5,000,000 audience in an area of "fifty miles surrounding Philadelphia." Founded in 1925, it was variously operated until Seaboard Radio Broadcasting Corp. purchased it in 1939 as a 100-watter.

It claims to be "Philadelphia's baseball station," and is strong in all sports. It is the local outlet for the Atlantic Refining Co.'s huge sports program. Its athletic interest is carried over into executive posts, with John B. Kelly, one-time Olympic oarsman, chairman of the board.

The station boasts of the faithfulness of its advertisers. It estimates 80% of its advertisers have been with the station over two years and 50% over five years.

WIBG does a creditable job of backing programs with billboard, car card, newspaper and direct mail and trade paper advertising. It also sponsors a monthly newspaper distributed to all Catholic high schools in the area. It uses a show window type of studio on Walnut St., on the ground floor of its building, through which pedestrians can watch an announcer pull teletype messages off a machine and read them and watch

(Continued on page 14)

WDAS

sells your advertising

message to a large

Philadelphia audience,

yet costs you less than

other stations.

Facts and figures prove it.

(Continued from page 13)

interviews as they go on the air. One of its major programs is *Danceland*, a record jamboree sold on 15-minute participation basis. Gretz Brewery and Ward Baking Co. are among sponsors who have renewed on the program more than four years. One unnamed sponsor did a \$48,000 business attributable to the program over ten weeks.

At present, the station is party to an application for a television license in conjunction with *Daily News*, Philadelphia's tabloid, for the remaining channel to be allocated in the city. Edward D. Clery is general and commercial manager.

WIP

WIP, 610 kc, 5,000-w Mutual affiliate, charges \$390 an hour for Class A and \$247 per half hour. It claims a listening audience of 5,528,600, comprising 1,489,840 radio families spending \$4,405,188,000 annually. It boasts that it was the first station on the air in the Quaker City and describes itself as "Philadelphia's Pioneer Voice."

It started March 16, 1922 in the Gimbel department store, where it first occupied a ten-foot square room formerly used for playing phonograph records for customers. After a series of expansions, it finally moved in 1935 to the 12th floor of the Gimbel building, where at a cost of \$100,000, air-conditioned, acoustically correct studios were built. Currently, the station is rebuilding again and is spending an estimated \$3,000,000.

Station currently sells 128 hours and 25 minutes of time out of a possible 168 hours, originates 70 percent of its programs and originates several shows weekly for MBS. It is especially proud of its educational features, its news remotes, its audience-participation shows and its Uncle WIP children's features. The Uncle WIP features are the original children's programs in the United States, according to the station. WIP also is proud of its many firsts, such as broadcast of the first college football game, first complete grand opera, and many others.

Continuously under Gimbel direction, the present president and general manager is Benedict Gimbel, Jr., colorful in radio nationally.

WIP is currently vying for the lone remaining television channel in Philadelphia with WIBG.

WPEN

WPEN, 950 kc, 5000-w independent owned by the Sun Ray Drug Co., charges \$150 an hour for Class A time and \$100 per half hour. It claims a coverage area of 1,158,759 radio homes in Eastern Pennsylvania, Northern Delaware, Northern Maryland and all South Jersey.

The station was purchased by the drug chain in 1947 from *The Evening Bulletin*. The chain, which has 140 of the most modern-type drug-department stores in the area, is constantly being tied in

promotionally with the station.

Among its outstanding selling programs is *The 950 Club*, a two-hour record show with two disc jockeys. The show runs seven days a week and is sold out. Another is *Juke Box Jury*, an original with WPEN which sponsor Wilbur-Suchard Chocolate Co. liked so much it obtained WPEN permission to start similar shows in Pittsburgh, Boston and New York. Another WPEN original, *International Quiz*, which has won two awards, is not for sale. *Philadelphia Philharmonic Hour*, a classical record show sponsored by S. Kind & Sons, jewelers, and scheduled from 9:05 to 10:00 p.m., and competing with some of the best network shows, has pulled 200 letters a week and a monthly program distribution of close to 15,000.

The Sun Ray management has long been active in various philanthropic activities. The station has offered its spot availabilities to welfare and public service organizations free of charge.

The station uses newspapers, trade papers, brochures and direct mail to sell.

It is no secret that when Sun Ray took over WPEN from *The Bulletin* the station was, in spite of a strong community policy, not a highly profitable venture. Sun Ray recognizes its immediate problem is more listeners and more sales. It can be expected that Sun Ray, a drug chain which grew out of the depression, will find a formula.

WTEL

WTEL, 1340 kc, 250-w independent split-timer, charges \$80 per hour, \$40 per half hour for time. It claims a coverage area of "21 miles in all directions." From 60 to 70 percent of its programs are directed to foreign-born elements, and currently programs are carried in nine different foreign

languages—Polish, German, Lithuanian, Greek, Italian, Yiddish, Ukrainian, Hungarian, Albanian.

Station was started in 1925 by E. Douglas Hibbs, present president, as WFRE, call letters standing for the company name, Foulkrod Engineering Radio Co., and Foulkrod itself being taken from a street in the Frankford section of Philadelphia where Mr. Hibbs lived. The station founder was radio editor of *The Bulletin* prior to starting the station and a ham in his own right. In 1937 he had the call letters changed to WTEL, which stood for TELEvision. Although only one TV channel remains to be allocated in the Quaker City, the Hibbs family claims it is still looking forward to the day when it will have its own outlet.

The station has exploited, with

little expense, some avenues largely untouched by other local stations. It has a morning disc jockey participation program primarily directed to the Olney section.

Station claims over 500 sponsors, mostly however, of the spot variety, and states that 87 percent of its commercials are repeats.

It is proudest of its Polish program, which has been on continuously for 17 years. It also is proud of its sustaining *WTEL Music Hall*, a record program of classical music in the 8:30 to 9 a.m. slot.

Station is located in its own building, with a show window front in North Philadelphia. It boasts that its transmitter is closer to the geographic center of Philadelphia than any other station. On the air 54 hours, it currently, with WHAT, is fighting for fulltime.

Television Outlets

WCAU-TV

WCAU-TV, television sister of WCAU and owned by *The Bulletin*, charges \$200 an hour for live shows, \$100 for film. Its hourly rate is \$100 less than the other two Philadelphia video outlets, but it is the most recent station on the air, having started regular commercial telecasts May 23. Telecasting on Channel 10, it became CBS' first television affiliate.

Ultra-modern studios have been built in the WCAU building.

Just prior to going on the air regularly, the station had a rush of commercial business which gave it almost in one bunch, contracts for 650 one-minute announcements. It also carried simultaneously, the first day, the Horn and Hardart *Children's Hour* on TV as well as on AM, which seems destined to be one of the country's outstanding shows. Station has coined the word "Simulcast" for AM and TV broadcast.

WFIL-TV

WFIL-TV on Channel 6, television sister of WFIL and owned by *The Inquirer*, charges \$300 an hour live and \$150 an hour on film. Station started on the air commercially, September 13, 1947. It is an ABC affiliate.

Built to house it is one of the most modern television studios in the world. Structure stands at the Arena, Philadelphia's Madison Square Garden. Latter was bought by *The Inquirer*, partly because of the television potentialities virtually in the studios.

First day of WFIL-TV operations also saw it produce the Philadelphia *Inquirer* Television Newsreel, daily TV newsreel produced by the station by its own staff of cameramen, laboratory men and editors. The program became the first television show to win a National Headliners Club award.

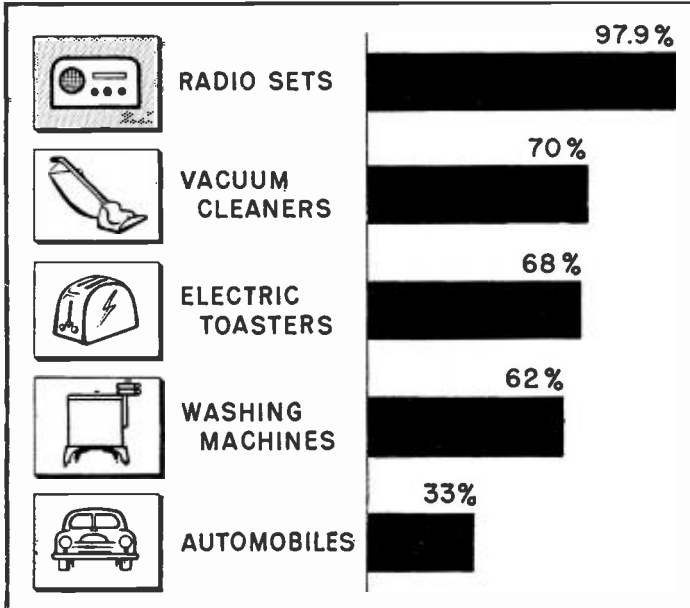
WPTZ

WPTZ, on Channel 3, oldest station in the area and owned by Philco Corp., charges \$300 an hour live and \$140 an hour on film. Like other stations in the area it can claim an audience of about 40,000 receivers (with the number increasing 6000 monthly) embracing 200,000 lookers.

In 1947 the station believes it programmed more hours than any other video outlet in the country. It started operations in 1932 as W3XE, began regular telecasts in 1939 and received a commercial license in 1941. When the history of television is written, WPTZ will figure largely in it. Its firsts are too numerous to mention.

The station, is credited with many notable selling successes for sponsors. Currently it has 43 sponsors and about 50% of its time is sponsored. Programming is good and is two-thirds local, one-third NBC net, brought in from New York on Philco's own relay system.

Station's studios, after its most recent move, are being set up in the KYW-Westinghouse building.



What Philadelphians Own

7,000,000
to 1

there are

7,287,205 people in WFIL's new 5000 watt daytime coverage area—more than 7,000,000 potential listeners to 1 radio station.

that's

2,586,442 more people than WFIL's 1000 watt signal reached!

which means

when you buy a WFIL program

you get

A BONUS AREA in which 2,586,442 prospective customers live.

that's why we say

better buy **WFIL**, a better buy than ever

WFIL 560 KC

The Philadelphia Inquirer Station
REPRESENTED NATIONALLY BY THE KATZ AGENCY



**EXPERIENCE
PLUS
COOPERATION
*DOES IT!***

There's a lot of satisfaction in working with radio engineers who know exactly what they need to get top efficiency from the transmitter. To their specifications Blaw-Knox applies an experience in antenna tower building that dates back to the days of "wireless" . . . Together we get results that reflect credit on our structural designers and the station's technical experts . . . If your plans call for more effective coverage or directional changes we would welcome an engineering interview at your convenience.

BLAW-KNOX DIVISION

OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.

◀ Blaw-Knox 550' Heavy Duty Type H40 Tower supporting a Federal 8 square loop FM antenna 74' high. Station WTMJ-FM, Richfield, Wisconsin.

BLAW-KNOX ANTENNA **TOWERS**