

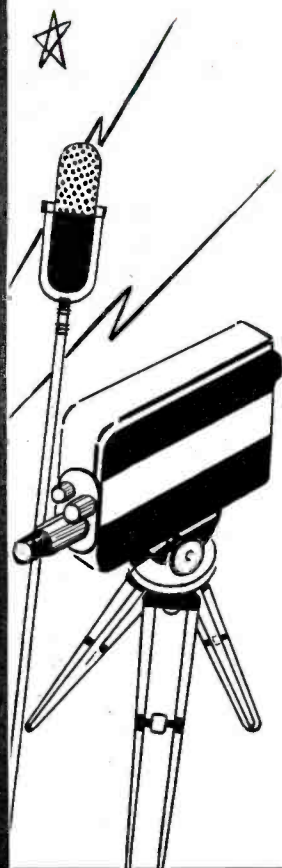
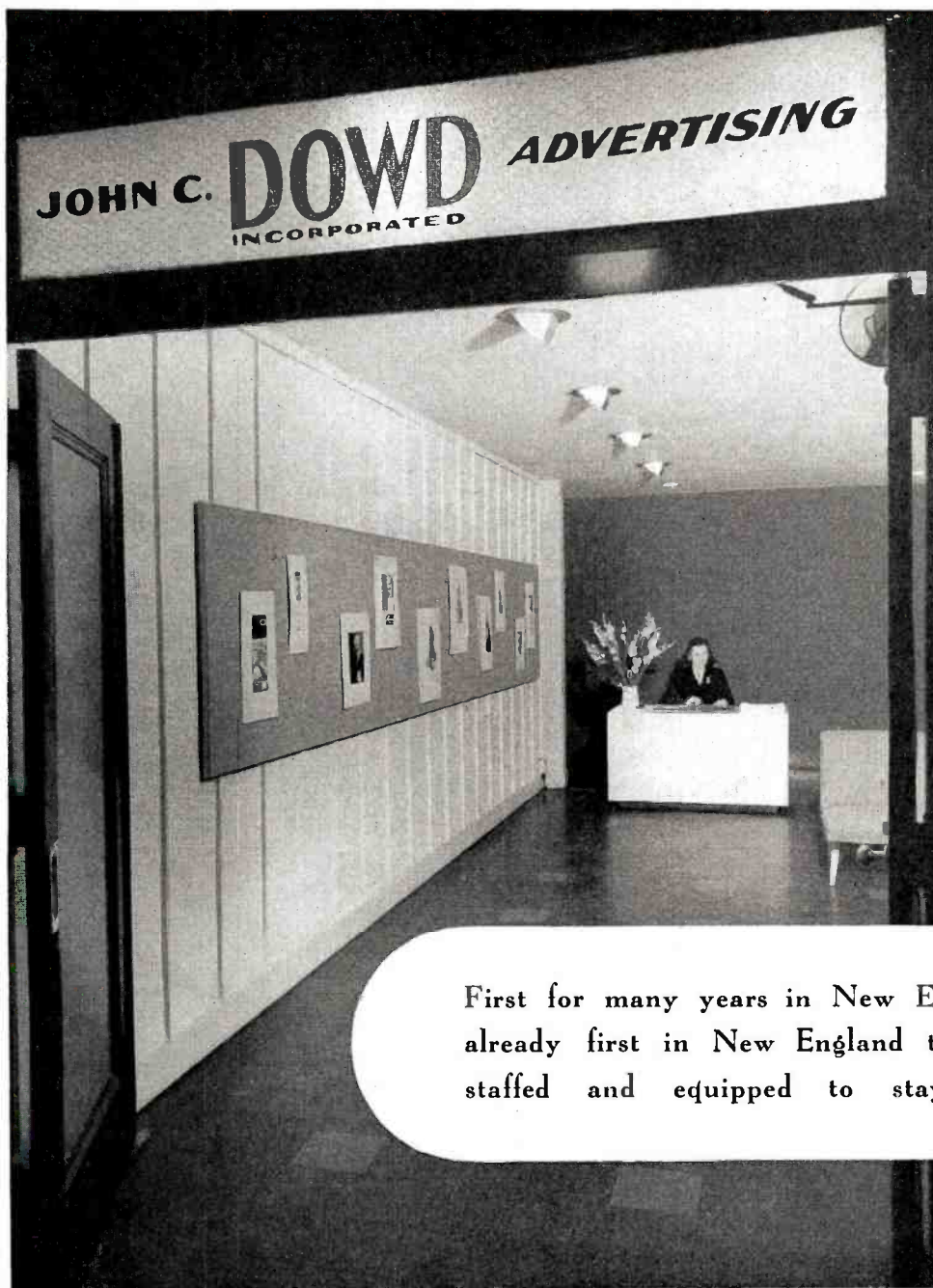
OCTOBER 4, 1948

BROADCASTING
The Newsweek of Radio and Television
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 6

Boston, Mass.

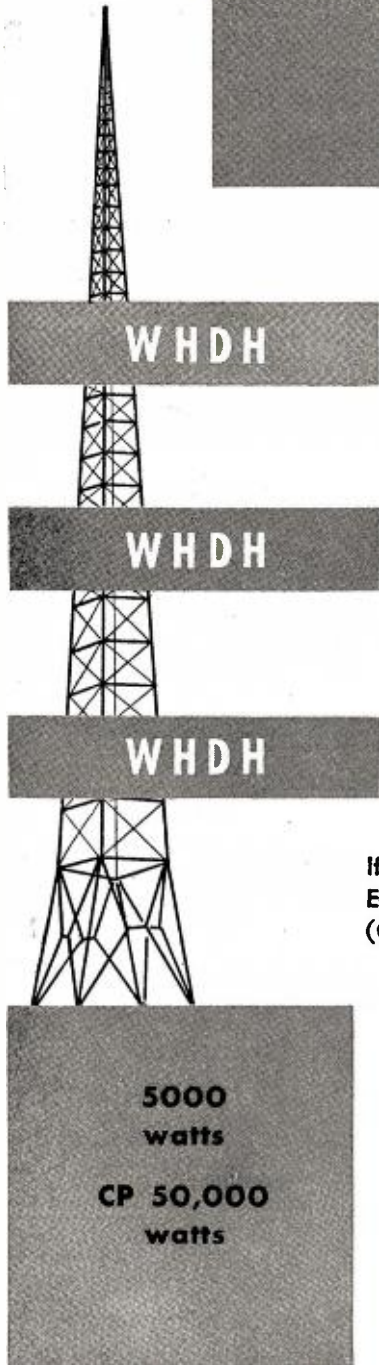


First for many years in New England radio . . .
already first in New England television . . . and
staffed and equipped to stay **FIRST!**

Sixth of a Series

Now

WHDH *the favorite of more listeners than any other Boston station!*



WHDH

WHDH is the Favorite Station of More Boston Listeners than Network Station A!*

WHDH

WHDH is the Favorite Station of More Boston Listeners than Network Station B!*

WHDH

WHDH is the Favorite Station of More Boston Listeners than Network Station C, Network Station D, and all other stations combined!*

If you are placing your advertising dollars in Boston and New England, "the favorite" is available at the lowest cost per thousand (Compare rates in SRDS).

*Special survey made by The Pulse, Inc.

WHDH

BOSTON

Represented nationally by John Blair & Company

THE

Sixth of a Series

Boston

RADIO MARKET

By J. FRANK BEATTY

BOSTON, hub of New England, is famed for culture, colonial lore, baked beans and circuitous streets.

Fortunately for those interested in earning an honest dollar the city qualifies as one of the nation's principal centers of commerce and industry.

For Boston emerges from a critical radio market analysis as a thriving area of 2,500,000 hard-working and high-buying humans who last year underwrote a \$2,500,000,000 retail business.

Oh, there's culture and history in the city, just like the books say. But a hundred citizens talk over the deft strategies of Billy Southworth and Joe McCarthy to every one who critically appraises the symphonic attainments of Serge Koussevitsky and Arthur Fiedler.

The place was baseball crazy all summer, and daily the citizens rejoiced or wept as the Red Sox and Braves won or lost. The baseball aspect of the city is important in that it bears out what all who do business in Boston eventually learn—that Bostonians are loyal and back up their loyalty with their pocketbooks.

Thus, Boston actually isn't much different from any of the other great metropolitan areas of the United States, once its renowned top layer of culture is penetrated. However, it possesses definite characteristics that make it outstanding to those who dispense goods and services via radio and other media.

First of all, Boston is the most densely populated area in the nation. Furthermore—and this will

surprise many businessmen—only five metropolitan areas in the U. S. have more people.

Coupled with this population record is the amazing Massachusetts radio ownership figure—98.9% saturation, highest percentage in the United States, augmented by relatively low station card rates.

Distinguished Record

Boston has a distinguished radio record. Two of its stations belong to the quarter-century group and two more will soon be eligible. The city's list of radio "firsts" is imposing, and its current broadcast facilities rate right up with the finest in the nation. Their managements can be described in most cases as "cautiously conservative."

The city's radio traditions, noble and daring, are getting a bit of a shaking up as new facilities take the air. At this writing there are 17 AM stations and another in the works, along with two TV and many FM outlets. The situation may eventually lead to the clipping

of a few electronic wings.

This year, radio business in the Boston metropolitan area, including a neighboring 50-kilowatt, should exceed \$5,500,000. Competition for this sizable take is keen—very keen.

Even keener is the competition among 100 assorted advertising agencies, including many of nationwide fame. This competition appears to have induced occasional relaxation of rate practices. Fewer than 30 agencies place the bulk of the city's radio business.

Every buyer of Boston time or space must consider the traditional nature of Yankee citizens, though overall shifting of the nation's populace in recent years has greatly diluted Yankee caution and thrift.

As a matter of fact, Bostonians not only earn exceptionally high pay but they spend well above the average of most cities. When the legendary tales of Yankee thrift and conservatism are boiled down to their essentials, the Boston buyer and radio listener is revealed as a loyal purchaser whose tastes and habits are relatively steady.

The "cautious conservatism" tag thus is applicable but it can't be interpreted as "old-fashioned." Boston, as a visitor to the area quickly learns, is a thoroughly modern city, with all improvements such as subways, wide avenues, elevated railway, tunnel, convenient and large airport, and more than its share of parks and recreation facilities.

The stores are big, busy and modern. The hotels are good. Office facilities are adequate and getting better. Railroads move heavy traffic, though with some inconvenience due to lack of a union terminal.

Being a rather steady and loyal buyer, the average Bostonian is hard to sway. Such a trait is made-to-order for radio's powerful spoken word.

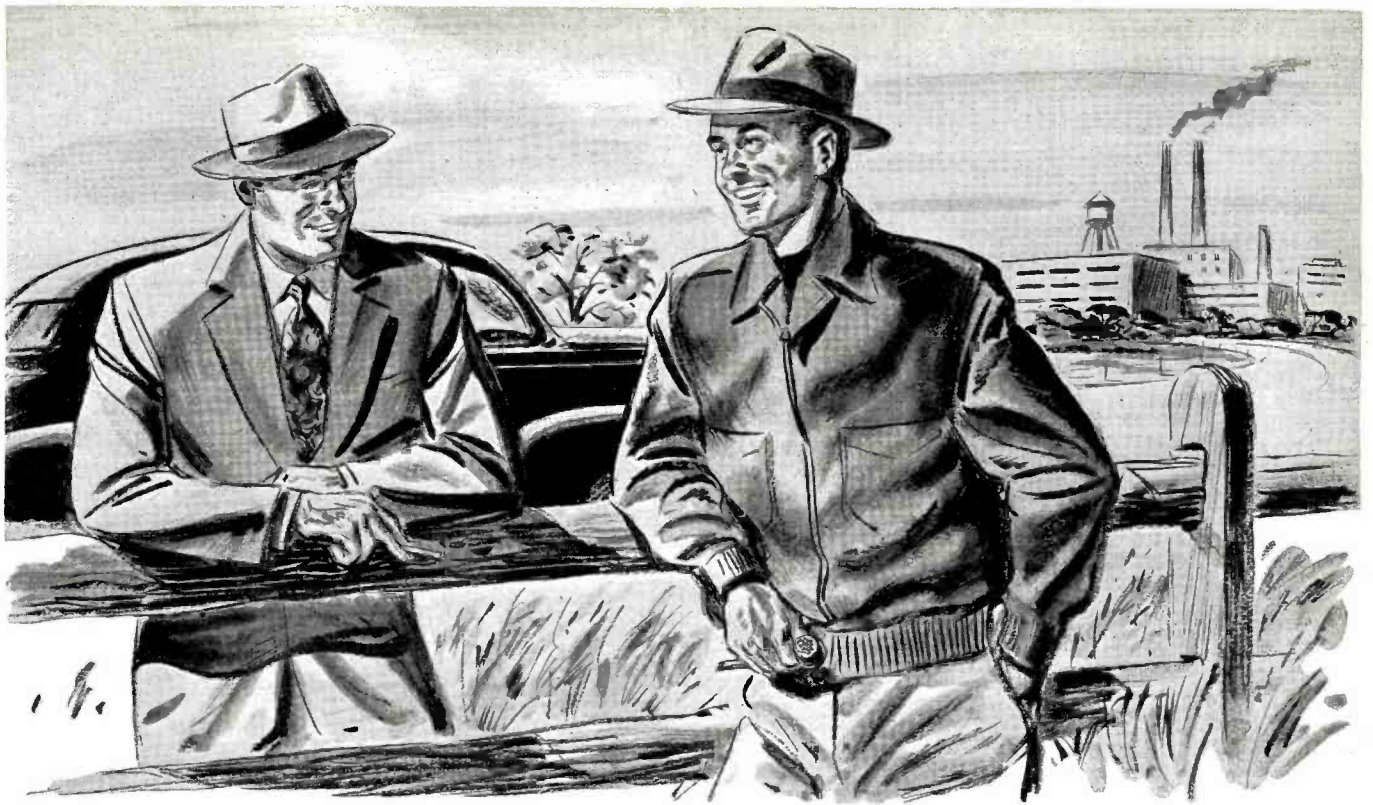
Some of Boston's advertisers have been slow to adopt the relatively new radio medium, but the problem has a number of facets when studied at close range. The newspapers still get the bulk of retail advertising. The local nationals are rather on the gaudy side in comparison to the "cautiously conservative" broadcast operations.

Competition Angles

Agency executives point to several important angles in the newspaper-radio competition. They emphasize that newspapers offer attractive inducements to the advertiser. For example, an agency buyer can telephone a display ad to a newspaper and let the paper's staff do the layout, artwork and engraving. The agency thereupon can order a stack of mats and place the copy regionally or nationally with practically no production cost.

Now comes the frequent bonus—a nice free reader for the news columns, effectively pointing up the paid-for copy, one of many "merchandising aids." The papers

(Cont'd on Boston 4)



Home-made friendships through home-town stations

No question about it — the most effective approach to any market is through a local agent. The man on the ground — who knows the grocers, the druggists, the department store and hardware merchants — has a big lead on the salesman from out of town.

A Yankee home-town station is like a local agent. It is in fact, a local business with local employees — an intimate and friendly part of daily activities. It is used by local merchants.

It makes true and lasting friendships for you with these local merchants and their customers.

In each of 24 markets the Yankee home-town station delivers a regular, habitual network audience for its Yankee and Mutual programs. You can make a lot of friends for your product or service in New England by choosing Yankee as your local agent — a worker who knows and is known by the home-town people.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

BROADCASTING • Telecasting

October 4, 1948 • Boston Page 5

(Cont'd from Boston 4)

in processing is building this industry, and industrial uses of fish are expanding.

Enjoying income rated well above the national average (13%), the state of Massachusetts boasts of the stability of its \$6,000,000,000 total. Boston itself ranks second among leading American cities. The city is home of many large insurance companies and leads the nation in business handled by investment trusts. Massachusetts' per capita bank deposits are 53% above the national average.

A front-rank retail distributing center, Boston is first in per capita retail sales and second in family buying power, boasts the C. of C. Metropolitan sales are nearly 2½ billion, with almost a million in the city itself. The nearby five-county area has about two-thirds of the state's total retail sales. Per family income is rated at \$5,460, called the highest of any large community in the nation, with one possible exception.

In wholesale trade Boston claims to outrank all but two cities in volume of goods sold. During the war it became the wool center of the world, handling two-thirds of the total trade in the commodity.

Large Cranberry Crops

Nearby is the world's largest cranberry section (two-thirds of the U. S. output). Though the Boston metropolitan area is primarily industrial, it grows \$175,000,000 a year in retail farm products. Besides producing and processing food in large quantities, it is the nation's foremost "dining out" city, with volume of restaurant business surpassed by only two or three cities and quality of their menus surpassed by none (C. of C. claim which thousands of tourists happily concede).

Those Yankee pocketbooks jingle with prosperity, any New England businessman will gladly claim, and remind that average weekly wages of factory workers in Massachusetts reached a new high in 1948—\$51.43. New England's share of the country's savings is 17%. In 1945 the buying power of families was \$4,085 compared to \$3,613 in the rest of the nation. Three times as many New Englanders own cars, compared to the rest of the nation. Twelve of the counties that rank in the first 100 in the U. S., in this respect, are in New England—seven in Massachusetts.

Population increase since 1940 is 7.2% compared to 6.3% for the nation. Boston's employed residential population increased 24%—five potential customers for radio advertisers where only four existed before, as one station describes it.

The volume of regional and national advertising coming out of Boston makes it a natural spot for station representative activity.

The Paul H. Raymer Co. Boston office is manned by Robert G. Foster. Edward Petry & Co. has

Arthur Smith and Dana Baird is the Weed & Co. regional executive. NBC Spot Sales has an office manned by John Dodge. There are two regional representatives, Berthan Bannan and Kettell-Carter. Besides representing New England station lists, each acts as New England representative for stations outside the area.

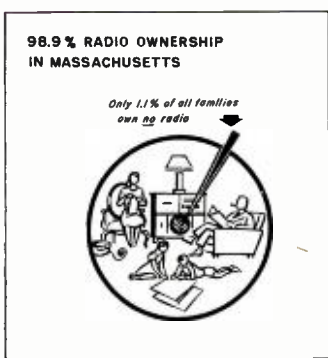
Broadcast Advertising Inc., headed by Joseph Manning, is executive organization for the *Margorie Mills* programs and *New England Kitchen* which are placed on New England stations.

There are several program and transcription companies, including Kasper-Gordon, Transradio, Tel-A-Vix and Ace Recording Co.

Typically New England is Yankee Network, 24-station regional which has been in the networking business over 25 years. WNAC, key station, made network history Jan. 4, 1923, when it tied into WEAF New York. Actual operation as a New England network stemmed from a WNAC-WEAN Providence, R. I., link Oct. 12, 1928.

Ever since that day, the network conceived and built by John Shepard 3d has been one of the pace-setting factors of the region. Typical was the Yankee Network News Service, started March 1, 1934, at a time when nationwide networks were only nibbling at the fringe of news broadcasting. Yankee Network Weather Service was started in 1937.

Yankee is the longtime New England leg of MBS, to which it feeds some 2½ hours of programming every day from WNAC alone. Mr. Travers is executive vice president and general manager of Yankee, now owned by the O'Neil General Tire family. Yankee's FM pioneering greatly speeded the development of that phase of radio engineering and was conducted at a cost that years ago had passed the million-dollar mark.



Now Yankee is on the air with WNAC-TV, second New England station to take up the visual medium (see separate TV story). It has ABC, CBS and DuMont network service, received over the New York-Boston microwave link. The WNAC-TV basic hourly rate will be \$350, when time is offered for sale.

Boston is one of the nation's leading agency centers. Something over a dozen of the large agencies place most of the radio time, some of which is regional and national.

John C. Dowd Inc. is said to buy more time than any other local agency. Mr. Dowd, president, founded the agency a decade ago. Edward D. Parent is executive vice president and media buyer, with Charles W. Curtin, formerly in Boston radio, as radio and television director.

The Dowd agency handles the account of Jordan Marsh Co., New England's largest store and a unit in the radio-minded Allied Stores chain though it doesn't go along with many of Allied's radio projects. Jordan Marsh used spots during the summer along with news, sports and weather programs. It recently signed for an extensive news series on WEEI.

Direct selling of merchandise is the aim of Jordan Marsh radio ex-

penditures. Between 10% and 15% of the Jordan Marsh advertising goes into radio, according to Mr. Parent. He refused to divulge the total advertising budget but around the city it was estimated at well over \$1,500,000 a year.

Harold Cabot & Co. is known as the "emergency agency" because it buys heavy time during storms to recruit snow-shovelers and explain the agonies of several utility and transport clients.

Jan Gilbert, in charge of radio, buys heavily and carefully. She is one of a half-dozen feminine radio buyers and directors in the city. Just why Boston has so many feminine agency officials nobody can say, but broadcasters, advertisers and other agency officials seem to agree it's a nice idea. More important, the girls know their business.

Miss Gilbert will live forever in New England advertising circles as the originator of "Time Table Mabel," a Boston & Maine RR counterpart of the banana girl jingles. Last year Mabel was a regional by-word and became so popular that the Cabot agency had to make up phonograph pressings to meet the demand. Mabel sang engagingly on 12 stations for one minute on the charms of Boston & Maine's rail facilities.

Haviland's Success

One of the Cabot radio success stories is centered around Haviland Chocolates, which had one store four years ago and grew into a chain of 20. Haviland makes candy and supplies dealers as well. Radio is used to back up its own stores as far away as Bridgeport.

H. P. Hood & Sons dairy is one of the older Cabot radio accounts (see elsewhere in this story for details), having used WEEI's weather 10 years.

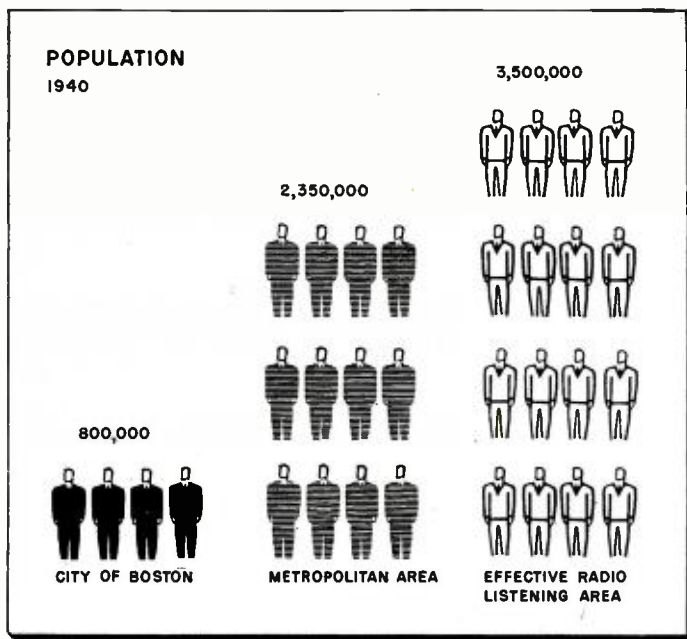
Miss Gilbert says New England "is not too radio conscious." She believes the new Radio Executives Club will promote interest in the medium.

BBDO's Boston branch has a number of radio accounts. John Wright, radio director, says New England clients are not "showmanship minded" and sometimes loath to buy locally produced programs.

Three financial institutions are BBDO accounts and buy radio time. They are not competitive. First National Bank, a commercial bank placing big loans, uses dignified programming and has sponsored a 55-piece symphony unit comprising Boston Symphony performers. Old Colony Trust Co. has sponsored the Boston Symphony co-op program of ABC on a local basis, and Mutual Savings Bank Assn. of Massachusetts has promoted thrift on behalf of its many banks. Liberty Mutual Insurance places radio nationally.

BBDO places *Let's Go to the Games* on Yankee 6:25-6:30 p. m. for the local DeSoto dealer. R. H.

(Cont'd on Boston 10)



28% of all New Englanders live here



The solid area is the City of Boston. Lightly shaded area surrounding it is the Metropolitan Area, as defined by the U. S. Census Bureau. The single line represents the WCOP 1/2-millivolt contour.

This is BOSTON

Metropolitan Boston ranks FIFTH in population among the nation's metropolitan areas. It has 28% of the population of ALL of the New England states, and 58% of the entire population of Massachusetts. Over 2,600,000 people live in the 83 cities and towns which make up the area pictured above. The City of Boston (solid above) with a population density of 17,551 persons per square mile is the most densely populated city in the country, excepting only New York. In buying radio in New England, it is tremendously important to make sure that the Metropolitan Boston market is adequately covered.

This is

WCOP A COWLES STATION

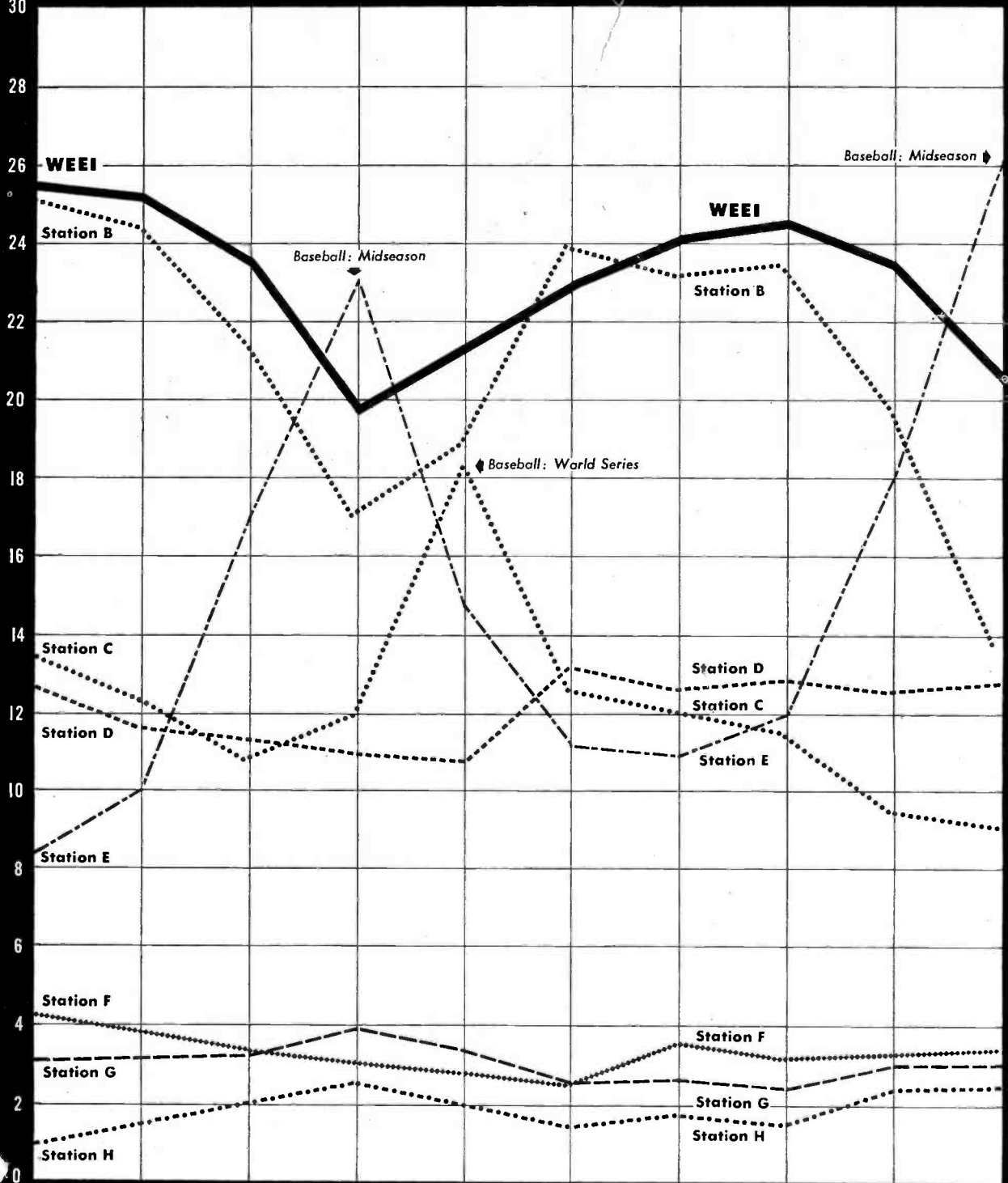
Boston's most progressive radio station supplies tailor-made coverage of this rich market, with outstanding selling personalities and ABC programs, plus top-flight merchandising and promotion for advertisers.

Rates and availabilities from any Katz Office

WCOP A Cowles Station • Boston's exclusive ABC outlet

PULSE OF BOSTON* Average share of station audience, 6:00 a.m. to 12:00 midnight, Sunday

SHARE OF AUDIENCE



PULSE REPORTS Jan.-Feb. 1947 Mar.-Apr. 1947 May-June 1947 July-Aug. 1947 Sept.-Oct. 1947 Nov.-Dec. 1947 Jan.-Feb. 1948 Mar.-Apr. 1948 May-June 1948 July-Aug. 1948

* Based on personal interviews among a cross section of the 756,360 radio homes in 5 counties—Suffolk, Middlesex, Norfolk, Plymouth and Essex.

through Saturday, January 1947 through August 1948

20-Month Average Share of Audience

WEEI

23.1

21.2

Station B

12.2

Station C

12.1

Station D

15.0

Station E

3.3

Station F

3.0

Station G

1.9

Station H



Keep a sharp eye on Radio in Boston

In Boston—just as everywhere else—listening habits are subject to seasonal fluctuations. Abrupt and temporary.

That's why—as you can see—it pays to take a careful look at the relative popularity of Boston radio stations over the long pull.

When you count every minute (and all the minutes) of every day (and all the days) of every week for the past twenty months measured by Pulse since its inception in Boston, you see that—any way you look at it—WEEI is Boston's best buy!

WEEI COLUMBIA'S
FRIENDLY VOICE IN BOSTON

(Cont'd from Boston 6)

Stearns, large specialty store, buys daily 8 a. m. CBS World News on WEEL.

Another of the top Boston agencies, James Thomas Chirurg Co., originally was one of the five largest industrial agencies in the East but turned to general business several years ago. Mr. Chirurg has made stock available to employees and hopes they will soon own a half interest.

Director of radio is Edmund J. Shea, former Lever Bros. spot buyer. One of the active accounts is Rumford Chemical Works, selling Hearth Club and Rumford baking powder. Rumford spends 30-35% of its budget on radio.

D'Arrigo Bros., marketing Andy Boy fresh and frozen vegetables, buys time on the East and West Coasts, where these products are most popular. A newspaper account for two years, the D'Arrigo brothers are now almost entirely radio users.

New England's terrain and coastline, coupled with the traits of the populace, tend to make time buying difficult in the area, Mr. Shea says. He finds a tendency among some agencies to buy mostly one station.

Sally Larkin, of H. B. Humphrey Co., is another of the group of feminine buyers. Miss Larkin's billings are impressive and selective. She is vice president and assistant radio director of the agency, with William Eynon radio director in the New York office. Mr. Eynon is busy just now preparing for the start of a new network program sponsored by The National Council of the Protestant Episcopal church called *Great Scenes From Great Plays* to begin Oct. 1. Humphrey is rated as one of the top three in Boston network billings.

Church Accounts

Two Christian Science church accounts are placed out of the Boston agency. The *Christian Science Monitor* has an ABC network program, Tuesday at 9:30 p. m., titled *The Monitor Views the News* handled by Walton Butterfield, another vice president.

The church is in its fifth year of radio and sponsors a transcribed series *Proof That Christian Science Heals* as a straight time purchase on about 200 stations plus a number of stations that carry the program sustaining. The transcriptions follow a dignified format, with no money appeal. Both of the accounts are exclusively radio.

Earlier this year H. B. Humphrey moved an enormous amount of fish for the Gloucester Red Fish Assn., using women's shopping programs and some newspapers. Radio was "terrific," Miss Larkin says.

Miss Larkin believes there is room in radio to get more human interest in copy.

At Alley & Richards, another large Boston agency, the buying is entirely a feminine matter. Barbara Keane recently was named

radio director, with Mary Pengilly the agency's media manager.

Kennedy's stores, with 10 outlets in New England, are the largest men's wear retailers. Carrying out tradition, the stores feature national brands and remind listeners that their fathers and grandfathers bought at Kennedy's. Recently radio has been used to build up Kennedy's as a family store, five outlets now having women's departments and six having boy's shops.

Miss Keane likes newscasts. "News is a wonderful vehicle for retailers," she says, reminding that Jordan Marsh and Stearns also buy these programs. "People who listen to news are the consumers of retail merchandise. Radio seems an expensive medium to many Boston stores, but it's good when they use it."

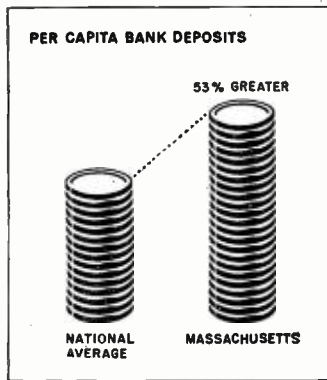
Other Agencies

Helen Horrigan is radio director at Chambers & Wiswell, one of the region's leading agencies, with Charles F. Hutchinson, vice president, active in time buying as media director. The agency is nearly 30 years old.

John E. Cain Co., Cambridge, has been promoting regionally its salad dressing on women's service programs by means of a recipe contest. Newspapers also have been used.

The *Boston Post* buys programs and announcements on a number of stations in Boston and regionally. Gilchrist Co., large department store, buys some Boston spots and likes the medium, but concentrates on newspapers. Gilchrist uses the Caroline Cabot program on WEEL, and has promoted its summer furniture sale by radio.

Harry M. Frost Co., founded in 1915, gained national fame two years ago when Karl M. Frost, son of the founder, devised the "Had Enough" GOP political slogan for local use. It caught on, and became the 1946 GOP theme. Harvey P. Newcomb is radio director of the agency. Eldred & Barbo, Stone, Mass., furniture store, is a big outlet and a big radio user. In fact, the store won't use anything but radio, having built up a fine business during the war when



gasoline was scarce by buying Boston time. Located 18 miles out, the store grew rapidly after it started in radio.

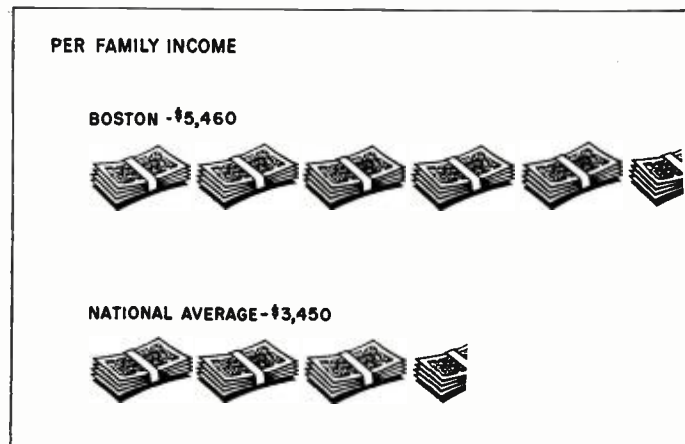
Several Boston hotels buy radio time through the Frost agency. National Cranberry Assn. uses *Marjorie Mills* in New England for its Ocean Spray cranberries. The Boston Braves, a first-place contender all season, uses musical transcriptions and announcements. Campbell-Fairbanks Expositions Inc. buys announcements in a number of cities for its expositions.

Herbert S. Stern, radio director of Hirschon-Garfield, has a long list of radio accounts. One of the successful promotions is that of Leopold Morse Co., Boston men's store, buying a 10-minute sports strip five nights a week and its Saturday morning sports school. A thousand youngsters a week attend the show, getting their tickets at the store. Often parents pick up the tickets or accompany the boys, creating store traffic and providing a fine mailing list.

Cynthia Sweets chocolates buys Boston and New England spots but is off in the summer. The market area includes New York State. Molineaux Wines buys spots all over New England and runs a heavy autumn campaign.

Mr. Stern feels more retailers should accept radio. Retailers are impressed by merchandising aids, he says, noting many Boston stations don't do much of this.

McCann-Erickson maintains a Boston branch in charge of Watson M. Gordon, vice president.



Principal radio account is John Hancock Mutual Life Insurance Co., which last spring sold \$6,000,000 worth of life insurance in a five-month dramatic series, *Point Sublime*, on 87 ABC stations. The company is working on plans for a possible network series this winter, but decision will not be reached until October. John Hancock had used a symphonic series briefly in 1947.

Oldest account at one of the oldest Boston agencies is Alles & Fisher, cigar maker, which Lester B. Hawes has handled for a quarter-century. And oldest Alles & Fisher broadcast is the baseball review on nine Yankee Network stations, using several voices and recreating a highlight inning.

The Hawes agency recently wound up a \$20,000 prize contest for 63 Cigars, with 14,000,000 cigar bands carefully counted.

Mr. Hawes believes the Berwick Cake Co. morning clock quarter-hour on Ysee is one of the oldest programs in Boston. Last year the Hawes agency took over the account of William Filene & Co., largest women's specialty store with suburban branches. The store is using spots in the metropolitan area.

Filene's Test

Last December Filene's conducted an extensive TV experiment, staging telecasts from all its store windows and drawing huge crowds. Filene's feels it missed the boat on broadcasting but won't on the new visual medium. The store allots only 1% or 2% of its advertising budget to radio, but plans to spend "plenty" on television.

Mr. Hawes feels that newspapers have the strongest pulling power for stores and are built and tailored specifically for the benefit of the advertiser.

Newest major entry in the Boston agency field is Hoag & Provandie. The agency goes in heavily for radio. Its outstanding radio attainment centers around the Massachusetts Dept. of Agriculture campaigns to move fresh produce when it is in heavy supply.

Using one-minute spots, the state reaches the housewife as she prepares to start her morning shopping. The spots tip off housewives to bargains and help growers by building up a demand and avoiding distress selling.

Hoag & Provandie uses most of the local stations and handles national placements as well. Hackers Ale is promoted regionally. Golden Dot fishing line is promoted on two stations. The Sundial shoe account of International Shoe Co. extends to 42 stations. Boston *Herald-Traveler* radio extends as far as Portland. Red Cap household products and Whittermore shoe polish are placed over a wide area. The agency handles local Sealtest cutins for Deerfoot Farms.

STATIONS

WEEI

SINCE it's first squeal Sept. 29, 1924, WEEI has been located in the Edison Bldg. It operates on 590 kc with 5000 w fulltime. Basic card rate is \$525 an hour.



H. E. Fellows
Gen. Mgr.

Harold Fellows "also is" would fill columns. He belongs to dozens and dozens of civic and business organizations, and is or has been an officer of most of them. He is an ex-radio entertainer, salesmen agency executive and vaudeville performer.

The station was started by Edison Electrical Illuminating Co.,

WEEI is as Bostonian as Boston itself. Owned by CBS, it is managed by Harold E. Fellows who assumed direction 15 years ago. He also is CBS director of New England operations.

He also is—but a list of the things "also is" would fill columns. He belongs to dozens and dozens of civic and business organizations, and is or has been an officer of most of them. He is an ex-radio entertainer, salesmen agency executive and vaudeville performer.

Background, Personnel of Outlets

with 500 w power on 860 kc. Since its inception it has been the "friendly voice of Boston" and a personality station. Its firsts include a shopping service type of program started by Caroline Cabot 22 years ago and still on the air. Kussell Furs has been on continuously since 1928. WEEI's weatherman (see elsewhere in this study) E. B. Rideout has been at WEEI 23 years.

In its early days WEEI was an NBC Red station, moving to CBS in 1936 when that network leased the station from Edison. Power was increased from 1000 w to 1000 w night and 5000 day after CBS took over, going to 5000 w fulltime in 1940. CBS bought the station in 1942.

WEEI uses as little recorded material as possible in line with its personality tradition, having 145 minutes of live programming before 9 a. m. Sunrise patter men are Carl Moore and Ray Girardin. Jesse J. Buffum is WEEI's agricultural ex-

(Continued on Boston 12)

TV IN THE HUB

Two Already Operating

BOSTON is television conscious, with two stations having been on the air several months. The stations are WBZ-TV, started May 29, and WNAC-TV, which took the air in June.

Both have conducted what they describe as informal operations, with formal dedications planned this autumn.

While the operations haven't been blessed with the ritual of official dedications, they have progressed rapidly from a technical standpoint and the Boston visitor soon notices the rooftop antennas. By midsummer there were over 15,000 TV sets.

WNAC-TV is housed in Yankee's studios, which have been rebuilt to accommodate the new operation. The station wasn't offered to sponsors during the summer but plans were under way to sign sports sponsors during the autumn.

WNAC-TV and WBZ-TV have been sharing local baseball games, and the fact that the city led both leagues much of the time stirred interest in the visual medium.

Linus Travers, directing WNAC-TV along with WNAC and Yankee Network, said the station likely will charge about \$350 an hour. It has three network affiliations—ABC, DuMont and CBS, getting all their programs and receiving transmissions via the micro-wave New York-Boston link.

WBZ-TV, Westinghouse owned and operated, is housed in one of the most elaborate plants in the East. It was to be completed some time this month. Studio, mechanical and engineering facilities are modern and well equipped. The

station belongs to the NBC video network.

W. C. Swartley is directing the Westinghouse TV, AM and FM operations. A 2½-hour campaign has been sponsored all summer by National Shawmut Bank of Boston, including *Sunday Newsteller*, *Nightly Newsteller* and a weekly film [BROADCASTING, Aug. 2].

WBZ-TV as the first TV station in New England is understood to have started with a rate of around \$125 an hour. The new plant is located on a 10-acre tract three miles from the center of Boston adjoining Harvard Stadium. The 656-foot tower is a landmark.

Other Boston stations are television minded, with a flock of applications for the lone remaining channel. WCOP planned its studio and transmitter facilities to accommodate TV and is an applicant for Channel 9. WNAC-TV is on Channel 7 and WBZ-TV on Channel 4.

WHDH proposed a reallocation plan by which a new TV channel could be pried into the lower portion of the band. Other applicants for Boston TV include WEEI, Columbia owned station; 20th Century Fox; New England Television Co., with Alfred Demaris as president; Boston Metropolitan Television Co., headed by Ira Hirschmann; New England Theatres Inc. (Paramount); Raytheon Mfg. Co., Waltham.

The two TV stations now on the air receive network service from New York via the reversible micro-wave link. The stations schedule their use of the facility well in advance.

the
Crest of QUALITY
in a
Quality MARKET

WBMS . . . broadcasting the world's most beautiful music . . . caters to the world's most discriminating listener . . . the "properly brought-up Bostonian."

WBMS . . . Boston's only classical music station uniquely delivers a loyal, first-class audience . . . representing a powerful, influential, merchandisable market.

When it's quality that counts . . . you can count on

WBMS . . . Boston's "quality station"!



1090 ON YOUR DIAL

35 Court Street

Boston 8, Mass.

Represented by

Lorenzen & Thompson, Inc.,
New York, Chicago, Detroit,
Cincinnati, St. Louis

WPIT - WSTV



WFPG - WKNY

WBMS

(Cont'd from Boston 11)

pert and puts on the New England Almanac to which farmers and others are invited for luncheon discussions. Frederick Garrigus, program director, has developed public service campaigns for all New England, with emphasis on cooperation with schools.

WEEL took the air in July with an FM satellite, 20,000 w on 103.3 mc. Space on the Medford tower has been reserved for TV if its application is granted.

Jordan Marsh, R. H. Stearns, Kennedys, Filenes, large retailers, have used WEEL extensively. Jordan Marsh recently contracted for the largest block of news programs in the station's history. Using the CBS morning news, the store has been especially successful in selling women's coats (100 \$35 coats moved after one broadcast), children's clothes, towels and similar items.

WNAC

WNAC, 1260 kc 5000 w, has a card rate of \$440 an hour. Founded July 31, 1922, it started operating in a two-room studio in a Boston department store with two announcers, a control man and a clothesline antenna. Ownership of WNAC, Yankee Network key station, passed in 1942 from the Shepard mercantile family to the O'Neill General Tire family. John Shepard 3d, one of broadcasting's elder statesmen, still is board chairman of WNAC and Yankee with Linus

Travers as executive vice president and general manager of Yankee and vice president, general manager and commercial manager of the WNAC properties. William O'Neil is president of Yankee and WNAC, with Thomas F. O'Neil vice president.

WNAC has always been network minded. It claims a hookup with WEAF Jan. 4, 1923, was the first chain broadcast. Other pioneering claims: First complete opera, Feb. 7, 1924; first play-by-play major league baseball coverage in 1924; boxing bout Feb. 14, 1924; used by both sides in 1924 Coolidge-Jackson gubernatorial battle; set up independent radio news service (Yankee Network News Service) in 1934, and now has own Washington staff; extensive weather service, begun in 1938; trail-blazed use of single tower, vertical half-wave antenna, live-dead end studios and dynamic microphones; installed permanent lines to WEAN Providence in 1928 when Yankee network was born; early user of audience surveys and sponsored first Audimeter survey well over a decade ago.

WNAC is an MBS outlet. Cedric Foster and Bill Cunningham originate MBS newscasts there. Mr. Foster was sent to the Pacific

during the war, Mr. Cunningham to Europe.

Yankee invested vast sums in Armstrong FM experimental stations in the early 30s, building WMNE atop Mt. Washington, just dropped, and WGTR in Paxton, Mass. It has an FM outlet in Boston, WNAC-FM. (See separate television story page 11.)

Yankee Network Institute was started in December, 1946, by Mr. Travers to sell New England culture to New Englanders. The station has been accorded wide acclaim for this public service series.



Linus Travers
Gen. Mgr.

WBZ

WBZ has a basic hourly Class A rate of \$560, using 50,000 w on 1030 kc. First station in New England—it started Sept. 19, 1921—



W. C. Swartley
Manager

and second in the world to offer a regular scheduled program service, according to its official history, it shared early radio history with its sister station, KDKA Pittsburgh, creature of the late Dr. Frank Conrad, Westinghouse assistant chief engineer.

Since Westinghouse started WBZ on 360 meters with 1,500 w input, the station has recorded such achievements as concerts by Mme. Louise Homer (February, 1922); educational programs under aus-

pices of Massachusetts Dept. of Education (October, 1923); hockey (December, 1924); broadcast to pilots in International Balloon Race picked up over Amsterdam, Holland (June 1925); Boston Symphony (January, 1926).

WBZA joined WBZ as the Boston outlet Nov. 12, 1924 and the two stations were synchronized on the same wave June 9, 1927. This synchronization remains in effect, though the stations switched locale March 13, 1929, WBZ studios and transmitter moving to Boston and WBZA to Springfield.

WBZ hooked up with WJZ in November, 1925, and formally joined NBC Blue network Jan. 1, 1927, moving to the Red in 1942.

Also an FM pioneer is WBZ, which started W1XSM "special emission" broadcasts in 1939, programmed from WBZA. W1XX was added in 1940, broadcasting from WBZ studios. Also a part of the Westinghouse Boston operation is shortwave station WBOS, beamed to Europe and Latin America. WBOS carried 12 hours of programming a day in World War II.

Last June 20 WBZ moved into its new ultra-modern Radio & Television Center, a 10-acre tract at 1170 Soldiers Field Road, three miles from the center of Boston. The Center houses all studios and offices of WBZ, WBZ-TV, WBZ-FM and WBOS, and is one of the sight-seeing attractions of Boston. WBZ's transmitter remains at Hull. Station manager is W. C. Swartley.

WMEX

MEANS

EXTRA

SALES

IN BOSTON

WILL MEAN EXTRA SALES IN

BOSTON

WCOP

WCOP, with 5,000 on 1150 kc, is one of the Cowles group, having been purchased in 1944 from Harold A. LaFount, former FCC Commissioner, and George and Sanford Cohen, all associated with Arde Bulova. A year later the station got a power boost from 500 w and became the Boston affiliate of ABC.



Craig Lawrence, General Manager were moved from the Copley Plaza Hotel to the modern New England Mutual Bldg., with 22,000 square feet of space of which 14,000 is used for AM and the remainder held for FM and TV development. Transmitter site at historic Lexington was picked with FM and TV in mind. FM plans call for an autumn inaugural, with an application filed for TV Channel 9.

Emphasis has been placed on programming and promotion, under management of Craig Lawrence, broadcaster of wide experience. Total operating expense of Program Dept. alone last year exceeded entire station cost prior to purchase by Cowles.

Varied list of personalities features programming. Among favorites are Ralph M. Barker, the "Old Salt," whose weather reports are widely followed; Mildred Bailey,

women's features; Ranny Weeks, disc jockey; Howard M. Malcolm, morning man; Chuck Crosby, Sports; Ron Cochran and Jack Chase, news, and others.

The station follows a formula of block programming of local shows to fit the ABC network features. Gene King is program director, Harry Goodwin heads promotion and publicity.

WHDH

WHEN WHDH was founded in 1926 by Capt. John J. Matheson and his son Ralph, of Gloucester, the station used 100 w with call letters WEPS. It is now building a 50 kw transmitter for its 850 kc clear channel and plans to go on the high power soon. Present card rate is \$225 an hour, with 5,000 w power.



W. B. McGrath
Managing Dir.

Call letters were changed to WHDH in 1929, power was boosted to 1000 w and studios were opened in Boston. In 1933 the station moved to Saugus, with studios in the Hotel Touraine, Boston. From June 1942 to June 1945 WHDH was a Blue and ABC affiliate, becoming an independent shortly before purchase by the present owners, Fidelity Broadcasting Corp., a subsidiary of the Boston Herald Traveler Corp. William B. McGrath became managing director in early 1946 and studios were moved later in the year to the present location, 6 St. James Ave.

Interim FM operation started last March 31. A new FM antenna is in place 580 feet above the city atop the unfinished John Hancock Bldg., and will be put in operation when building construction permits. WHDH has no immediate TV plans pending FCC allocation hearings.

Billings in June, 1947, rose 230% over the same period a year before when the station had just gone under the new management. June, 1948, billings rose 319% over June, 1946. Number of national advertisers quadrupled in the two-year period with total number of sponsors increasing from 87 to 135.

WBMS

FOUNDED in November, 1946, by Templeton Radio Mfg. Corp., WBMS last July became a member of the Friendly Group Radio Stations under John J. Laux, managing director. It is a 1000 w daytime outlet on 1090 kc with basic hourly rate of \$150.



K. A. Foellinger
Manager

Featuring fine music, public service programming and hourly newcasts, the station claims a high-income discriminating audience as well as a substantial col-

lege student following. It won a 1947 Peabody award for programming. 85% of its time to good music. Its slogan is "Boston's Quality Station."

Over 3,000 paid subscribers take its monthly program schedule, which gives musical selection, artist and composer for principal programs.

Offices are at 35 Court St., where both AM and FM operations are centered. Transmitter is at Fifth St., Medford. Provisional license for a 20,000 w FM operation is in progress, with present power 3 kw. The station has no television plans. Department store users include Jordan Marsh Co., William Filene & Sons Co., Gilchrist and R. H. Stearns Co. The Stearns campaign, in its second year, is said to have carried Symphony Sheer Hosiery far above any other brand through exclusive WBMS promotion.

WORL

LOCATED at 216 Tremont St., WORL operates on 950 kc with 1000 w daytime. Basic rate is \$150 an hour.

President of WORL is Harold A. Lafount, former FCC Commissioner and long associated with Arde Bulova. George Lasker is general manager; Ashley Robison, assistant manager; Robert Perry, program manager; John Parker, chief engineer.

The station was started in 1926 by Robert W. Babson, financial adviser, as a hobby but he eventually sold it in 1935 to Crockwell, Phenon & Eynon, purportedly in the belief that radio's financial future was a bit dubious. In 1937 Mr. Lafount, along with George and Sanford Cohen, attorneys, bought the station.

Programming emphasizes popular music and news on the hour. The 920 Program occupies most of the day. Public service programming includes the oldest traffic safety series in Boston, conducted with cooperation of the police and directed by Fred Bailey. *Hollywood Sound Stage* is conducted by Mary Ruth. Hit tunes are played on a Sunday afternoon feature.

WMEX

WMEX operates on 1510 kc with 5 kw fulltime with basic rate of \$250 an hour. The station was founded in 1934 by Northern Corp. Officers are William S. Pote, manager and treasurer; Alfred J. Poe, technical director; John E. Reilly, president since the start; George Kaplan, assistant to William S. Pote since the station took the air.

Originally WMEX was a 100-250 watter, getting its power boost shortly before the war. Alfred J. Pote was active in development of loran and radar during the war. He is a research fellow at Harvard.

Studios are located at 70 Brookline Ave., Boston, with transmitter at Quincy. The stations schedule features sports, news, weather, disc

(Cont'd on Boston 14)

**Boston
Agencies
Know
New England
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18
Boston
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over 25
New England
Advertisers
use
WNBH
to reach
the big
New Bedford
Market**

**WNBH dominates
New Bedford with
a share of audience
greater than all
other stations
combined!**

WNBH

**BASIC ABC FOR
SOUTHEASTERN
MASSACHUSETTS**

**AFFILIATED WITH
WOCB, CAPE COD**

**REPRESENTED BY
THE WALKER CO.**

WVOM

**The Voice of
Massachusetts**

**1600 • 5000
KC Watts**

**Tops on the Dial
Tops in Entertainment
24 Hours A Day**

**New England's Only
24 Hour Station**

**GREATER BOSTON'S
GREATEST
INDEPENDENT**

Telephone: Beacon 2-5650
Harvard St.—Brookline

(Continued from Boston 13)

jockeys and classical music. An Italian program is broadcast daily, 12-1:30 p.m. An FM application has been filed at the FCC.

WLAW Lawrence

WITH A 50 kw signal on 680 kc, WLAW has its headquarters in Lawrence, with sales office and studios in Boston and studios in Lowell. The transmitter is located at Burlington, described as 11 air miles from the center of Boston Common. WLAW is an ABC affiliate and has a basic hourly rate of \$400.

The station took the air Dec. 19, 1937, having been founded by Alexander H. Rogers, publisher of the *Lawrence Daily Eagle and Evening Tribune*. His son and publishing associate, Irving E. Rogers, was the first general manager. The station started with 1000 w day, increasing to 500 w fulltime Dec. 1, 1940, and going to 50,000 w April 20, 1946. An interim station has been operated since Nov. 10, 1947 and the station is a TV applicant.

Typical WLAW feature is *This Week in the State House*, in which state officials take part. News, sports, children's program and music are featured. The station has a staff orchestra and mixed chorus of 50 voices. An amateur program has been carried every Sunday since the station opened in 1937.

Irving E. Rogers became president and treasurer of Hildreth & Rogers Co., operating the station, when the elder Mr. Rogers died in 1942. Harold B. Morrill became general manager in 1946. The staff includes David M. Kimel, commercial manager; Nona Kirby, regional sales manager; James T. Mahoney, program and production manager; Fred A. Sullivan, publicity director, and George A. Hinckley, chief engineer.

WTAO Cambridge

NEWEST ENTRY in the metropolitan area is WTAO Cambridge, 250 w on 740 kc daytime. The station is known as WTAO-740 because the letters TAO have been shaded by artistic devices to serve both as letters and the numerals 740.

Program policies have been altered to encompass the metropolitan Boston area after analysis of the mail count. Present owner is Harvey Radio Labs., but the station is in process of transfer to Middlesex Broadcasting Co. Temporary studios are at 447 Concord Ave., Cambridge.

Basic hourly rate is \$100. WTAO is a musical station, with hourly news.



H. B. Morrill
Gen. Mgr.



Paul Perrault
Manager

WBET Brockton

LOCATED in Plymouth County, embracing all the land 20 miles south of Boston to the Cape Cod Canal, WBET Brockton is a 250 w daytimer on 990 kc with 1000 w application on file. It was opened in late 1946 and is owned by Enterprise Publishing Co., publishers of the *Brockton Enterprise - Times*. Basic hourly rate is \$60.

WBET-FM was opened last July as a Class A out-let with 800 w radiated power on 97.7 mc.

News programs and broadcasts for women are featured. Population of the trade area is 182,000. Main towns are Rockland, Bridgewater and E. Bridgewater, Stoughton, Whitman, Randolph, Easton, Middleboro and Abington.

Main industries are W. L. Douglas Shoe Co., George E. Keith Co. (Walk-Over shoes), Barbour Welting Co., Chas. A. Eaton Co., Knapp Bros. Shoe Mfg. Co., Stone-Tarlyow Co., London Clothing Co., King Clothing Co., and United Yarn Co. Station estimates wage earners in the area at 43,000, with \$1,300,000 monthly payroll. Retail outlets have sales over \$40,000,000, it is claimed. Department store users are Fraser's and McCarthy's.

Studios are located at 60 Main St., Brockton, with transmitter at West and Belmont Sts. Charles A. Fuller is station manager.



C. A. Fuller
Manager

WCRB Waltham

WCRB took the air Jan. 30, 1948, 45 days after its permit was granted by the FCC. Locally-made Raytheon equipment was installed throughout. Transmitter is located near converging town lines of Waltham, Newton and Weston, with studios at 4 Gordon St., Waltham, and 815 Washington St., Newton. Power is 500 w on 1330 kc, daytime, but application has been made for 1000 w. Basic rate is \$50 an hour and \$5 a spot.

Coverage of a dozen adjacent communities is claimed, including Newton, Wellesley and Watertown. Waltham alone has population of 43,500 with retail sales of \$20,000,000 and manufactures of the same amount.

Frequent newscasts are featured, half the material gathered by the station's own news staff. Local events are covered extensively. School systems of eight communities took part in a daily school program, including pickups from the schools.

A number of department stores use the station, according to Deuel Richardson, station manager.

Charles River Broadcasting Co. operates WCRB. It is a partnership of John R. Hoffer, former Washington, D. C., bottler; L. P. Liles, former Washington real estate broker, and Richard C. O'Hare,

for some years an FCC attorney and then in private practice. FCC has been asked for consent to transfer Mr. Hoffer's interest to Mr. Richardson who has been manager since the outset.

WESX Salem

WESX is "the only fulltime radio station on 100 miles of Atlantic seaboard from Boston to Portland, Me.," according to Charles W. Phelan, president. It was founded in 1939 by Charles W. Phelan, in radio back in the '20s with John Shepard 3d and general sales manager for Yankee Network until 1938. With 250 w on 1230 kc, the station has a basic hourly rate of \$75.

The operation is geared to needs of 13 contiguous cities and towns with acceptable reception claimed over an area with 91,000 radio homes and 354,000 population. Salem is rated in dollar volume as second per capita retail shopping center in Massachusetts, with 92% of the WESX income from North Shore retailers. Foreign language programs are accepted and co-op programs are popular.

WLYN Lynn

WLYN, daytime station in nearby Lynn on 1360 kc with 500 w, reminds that up to December 1947, Lynn was the only city of 100,000 without its own radio station.



A. M. Morgan
President

Basic rate is \$100 an hour. Founder and president is A. M. Morgan, who has been in radio since 1919 when there was nothing to sell but crystal sets and earphones. He was in the manufacturing end until 1927 when he went into shortwave and mechanical television.

He broadcast mechanical television until 1933, meanwhile experimenting with electronic methods. He operated a radio school and claims his Kenmore Square TV theatre in 1938 was first in the U. S. He left managership of a Boston station in 1946 to apply for the Lynn CP.

Over \$100,000 was invested in WLYN, but it was out of the red last spring after four months operation despite its staff of 30. Boston is less than 10 air miles away. Studios and offices are in Central National Bank Bldg., with transmitter at Fox Hill Bridge. The station has a CP for FM.

WVOM Brookline

WVOM is one of the newer stations in the Boston area, having taken the air June 13 with 5,000 w on 1600 kc fulltime. Basic rate is \$150 an hour.

Studios are in Brookline and Boston, with two more being added in Newton and Wellesley. Trans-

mitter is in Newton. The station features live programs, many of which are remotes. Daily baseball program features Eddie Stanky, Boston Braves star. FM and TV are included in eventual plans, as well as facsimile.



B. Bartzoff
Gen. Mgr.

Benjamin Bartzoff is executive vice president and general manager. He originally was on Buffalo stations, including WGR and WKBW. John C. Pappas, wholesale grocer and sportsman, is president. Max Hoffman, overall manufacturer, is treasurer, with Abraham Weisberg, business manager of the *Jewish Advocate*, assistant treasurer. Commercial manager is Fred Cusick, formerly of WCOP and WBET. Ken Wheeler, formerly of Yankee Network, is program director. Ervin Crandell is chief engineer.

Hoffman, overall manufacturer, is treasurer, with Abraham Weisberg, business manager of the *Jewish Advocate*, assistant treasurer. Commercial manager is Fred Cusick, formerly of WCOP and WBET. Ken Wheeler, formerly of Yankee Network, is program director. Ervin Crandell is chief engineer.

WKOX Framingham

WKOX was started last year by three Navy veterans, Richard E. Adams, Albert A. Anderson and James H. Shoemaker. Mr. Adams formerly was officer in charge, Radio Section, Office of Public Information, Navy Dept., in Washington, and Mr. Shoemaker was attached to the same office. The station operates on 1190 kc with 1000 w daytime. Basic rate is \$90 an hour. It is located midway between Boston and Worcester (21 miles from each).

Emphasizing local news and sports, the station has sold most of its high school football games to local banks. A Sunday afternoon forum, *Our Town*, gives listeners a chance to phone in questions for the panel to answer.

WJDA Quincy

OPERATING with 1000 w daytime on 1300 kc, WJDA has studios in downtown Quincy and transmitter on the Quincy Bay marsh. Basic card rate is \$60 per hour.

James D. Asher, former Army public relations officer at Fort Devens, Mass., conceived the project during the war. In January last year he teamed with Joseph H. Tobin, former WINS New York announcer, to form South Shore Broadcasting Co. CP was granted in mid-August 1947 and the station took the air for tests 21 days later. Formal debut was Sept. 11.



TWO STAFF CARS are maintained by Messrs. Tobin and Asher for special events and station business.

WLAW

AND WLAW-FM

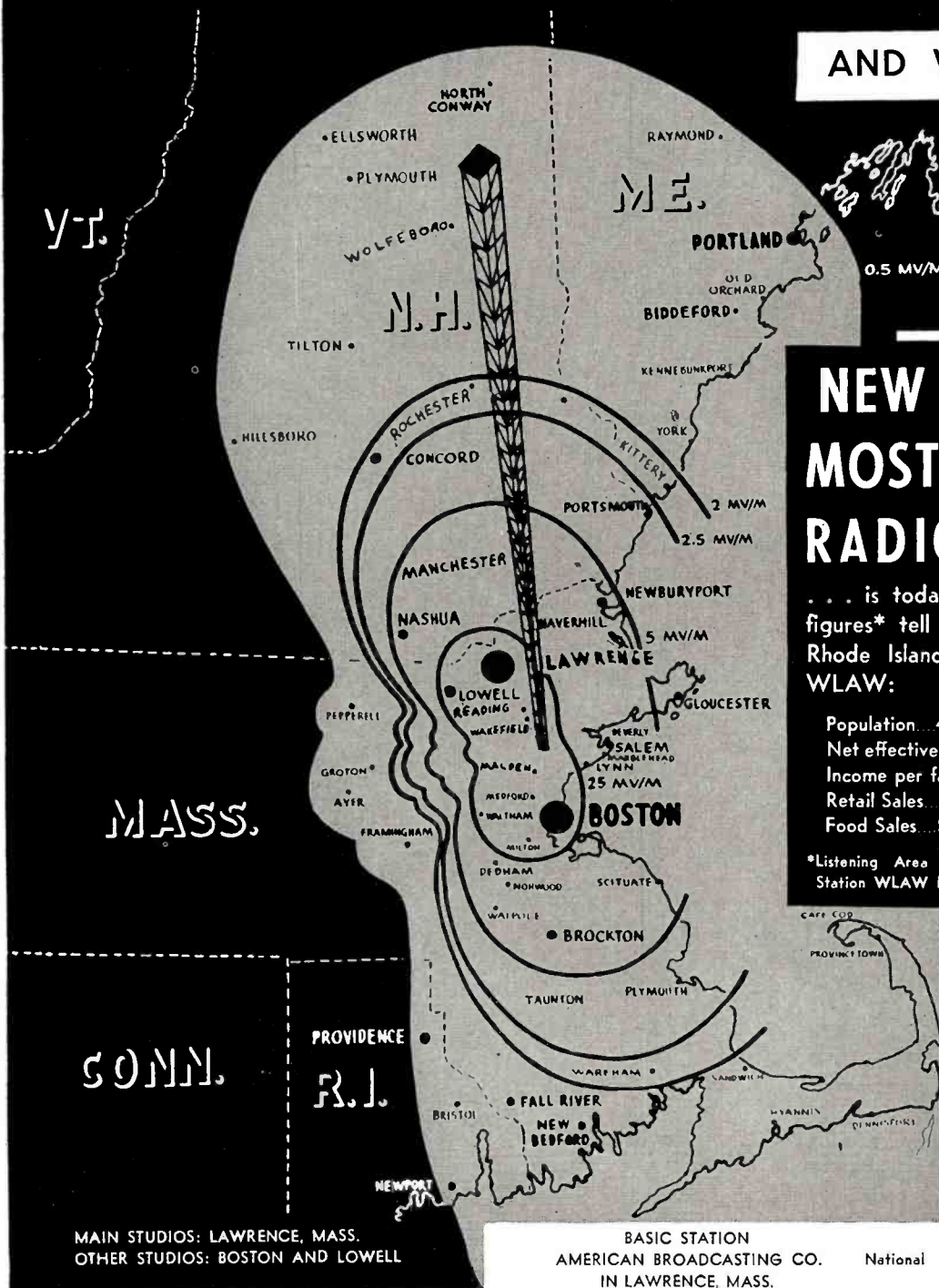
NEW ENGLAND'S MOST POWERFUL RADIO STATION

... is today's Best Buy. The following figures* tell the story of the Maine to Rhode Island sales area blanketed by WLAW:

Population... 4,052,200
 Net effective buying income... \$4,666,248,000
 Income per family... \$4,250
 Retail Sales... \$3,263,411,000
 Food Sales... \$858,354,000

*Listening Area Sales Potential Study compiled for Station WLAW by Sales Management.

**50,000
 WATTS
 680 KC**



MAIN STUDIOS: LAWRENCE, MASS.
 OTHER STUDIOS: BOSTON AND LOWELL

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 IN LAWRENCE, MASS.

National Representatives: PAUL H. RAYMER CO.



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June 9

From Boston's new Radio and Television Center comes this new Westinghouse service, *Video for a 500-square-mile area*. . . all of metropolitan Boston and far beyond . . . more than 3,000,000 people! NBC Television Network. New Center also houses 27-year old WBZ, and WBZ-FM.



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