

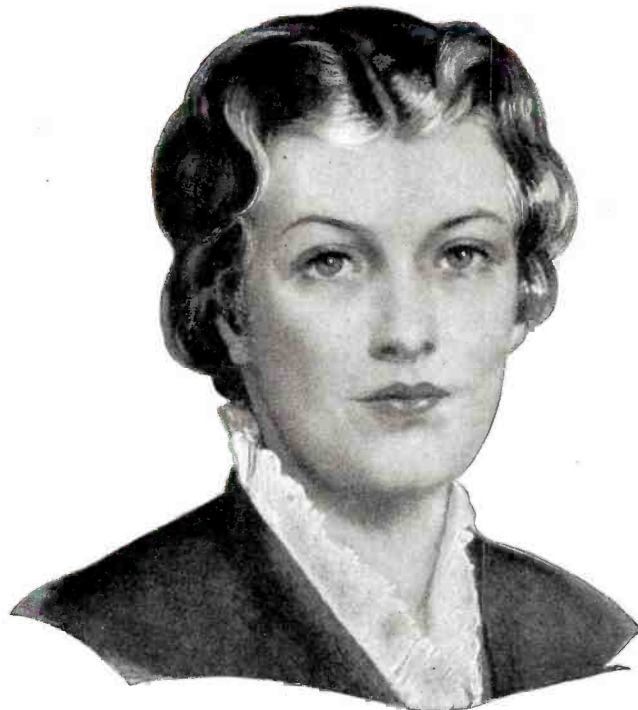
November 8, 1948

BROADCASTING
The Newsweek of Radio and Television
TELECASTING

**A Continuing Study of Major
Radio Markets**

Study No. 8

Minneapolis-St. Paul



2nd Best Known Woman in America*

Betty Crocker

OF GENERAL MILLS

America's most helpful homemaking authority—known to 97.7% of all housewives. Her time-honored radio program is the oldest continuous feature on the networks today.

*(1st place is traditionally awarded to the wife of the President of the United States)

Eighth of a Series

GATEWAY TO THE MINNEAPOLIS-ST. PAUL MARKET

Selecting the *right* radio station in this market is important. You want to reach the rich Twin City retail market most effectively, and KSTP is the gateway to faster results. Programming and promotion — plus NBC — plus greater facilities — plus 50,000 powerful watts all combine to do the job you want done in a big time manner. Your message on KSTP will have greater impact — KSTP is a great advertising influence...for twenty years — The Northwest's Leading Radio Station. And if television is your medium, KSTP-TV has the audience exclusively.

A black and white photograph of the KSTP radio station building. The building is a modern, multi-story structure with a prominent glass-enclosed tower on the right side. The letters "KSTP" are mounted on the left side of the building. In front of the building is a covered walkway with a glass railing. The scene is set against a dark sky with some clouds, and there are trees and bushes in the foreground.

KSTP

NORTHWEST NETWORK NBC

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KSTP
MINNEAPOLIS ... ST. PAUL

THE

Minneapolis -

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

By JOHN OSBON

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

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

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

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

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

Recreation Facilities Well Matched

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

The reputed rivalry's there,

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

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

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

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

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

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

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

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

BMB's 1948 interim reports.

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

For St. Paul, Minnesota state capital:

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

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

St. Paul

RADIO MARKET

Minneapolis-St. Paul

(Continued from page 3)

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

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

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

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

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

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

Six Commercial Outlets In Twin Cities

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

Minnesota's two most thickly-populated counties are Hennepin (Minneapolis) and Ramsey (St. Paul). A survey of the whole Twin City area by the Dept. of Commerce's U. S. Census Bureau in 1947 showed a population of 1,096,278, including related suburbs. The



Geographical Location of Minneapolis-St. Paul

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

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

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

Radio Advertiser List Is Impressive

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

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

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

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

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

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

1948 Employment Hit New Record High

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

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

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

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

Construction Boom Continues in Force

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

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

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



MELVIN E. DRAKE
Vice-President and General Manager
WDG



MERLE S. JONES
General Manager
WCCO

Minneapolis-St. Paul

(Continued from page 5)

broadcasting by co-founding WDAY Fargo, N. D.

An effort two years ago by the Crosby interests to purchase KSTP was opposed by civic groups. The station was to remain identified with the image of family life in the Twin Cities. Its *Barn Dance* is sponsored by Standard Oil (Indiana) and Hilltop Farm seeds.

Heading ABC operations at WTCN is F. Van Konyenburg, associated with the station since 1934. He replaced C. T. (Swanee) Hagman as vice president and general manager in July 1946. Before that Mr. Van Konyenburg served as salesmanager. He had managed the St. Paul office since 1941. The station maintains five fulltime salesmen under leadership of Bob Ekstrum.

Cliff Rian, publicity director, doubles as John Ford, local newscaster. Other WTCN favorites are Sheelah Carter, news analyst (heard over 16 stations) and Arleth Haverle, with a women's participation show (25 minutes, Mon. through Fri.). Miss Haverle has been on the air 14 years.

WTCN Is Key Outlet In 'Dairyland'

WTCN is a key outlet in Dairyland Network, comprising KATE Albert Lea, KWLM Wilmar and KWNO Winona, all Minnesota. Network headquarters are located in the Wesley Temple Bldg., home of WTCN.

WL0L is the market's newest standard operation. The Mutual Twin City outlet is headed by Chicago radio men. President and general manager is Norman Boggs, who until January 1946 was sales manager of WGN Chicago; vice president and commercial manager is C. T. (Swanee) Hagman, former general manager of ABC Central Division and prior to that at WTCN, and Dick Enroth, also from WGN. Mr. Boggs handles the national accounts, Mr. Hagman the local.

Mr. Boggs sees the Twin City market as one, particularly, of listener loyalties. The station stresses disc and sports shows. One of its best is *B P Ranch*, aired daily 12:30-1 p.m. WL0L carries U. of Minnesota basketball games (home and away) and a recorded and transcribed version at night of the university's football contests, the only station to do so, though others carry the actual Saturday broadcasts. Mr. Boggs' theory is that there is an audience on Saturday evening for the transcribed playbacks. Co-sponsors of Miller baseball games were Twin City Federal Savings & Loan Assn. and Brown Clothiers.

WDGY, an independent, was founded in 1923 by the late Dr. George W. Young, jeweler. Now owned and operated by Stuart Investment Co., it is managed by Mel Drake.



J. VAN KONYENBURG
Vice-President and General Manager
WTCN

Biggest mail pullers of the station, which stresses local accounts, are *Friendly Time*, *Stork Corner*, and *Town Market*, with the *Polish Hour* also popular.

WMIN was founded in 1936 by the late Edward Hoffman, former furniture dealer turned radio proprietor. Last September Frank M. Devaney, who had served previously as Mr. Hoffman's assistant, was appointed general manager. Mr. Devaney, with the station since its advent, served variously as announcer, production manager, and assistant general manager. (The appointment was made by executors of the estate, who simultaneously denied any probability WMIN would be offered for sale.)

WMIN has adhered to a basic formula of music, news and sports. It was one of the first stations to conceive and practice "mood" or block programming.

Retailer Sponsors Are WMIN Boast

"News of the Hour On the Hour" has become a St. Paul byword. WMIN claims it handles more major retailers in the Twin Cities than any other station. Its percentage of renewals averages 60%. Many of the accounts are 10-year advertisers. Largest department store users of radio are Golden Rule, Schuneman's and Emporium.

Prime-mover behind the imminent infant in the area, KEYD, is Lee L. Whiting, whose 15-year radio and agency background are helping him launch the market's sixth commercial AM station. For the past two years Mr. Whiting has been associated with Lloyd William Nelson Advertising, Minneapolis. Previously he was manager of WDGY, commercial manager of WTCN and still earlier a salesman at KSTP.

Family Broadcasting Corp., holder of the KEYD CP, is set up with 60% of stock held by members of the Christian Businessmen's

Committee Inc., the remaining 40% by Mr. Whiting. Personnel will comprise Mr. Whiting as general manager; Harold Winthord, commercial manager; John McKnight, program director, and Harvey Headen, chief engineer.

The station, whose \$160,000 studios are housed at 9th and Hennepin, Minneapolis, will direct "leather-jacket appeal to the family mass," according to Mr. Whiting.

On the non-commercial level KUOM, the U. of Minnesota's owned and licensed outlet, has utilized its facilities since 1922 to present educational, cultural and informative programs. It has also served the vocational interests of rural listeners. Burton Paul, currently on a year's leave, is general manager.

KUOM-FM expects to be on the air this fall. Envisioned are FM booster stations to relay programs statewide.

In the Twin Cities market many top agencies handle an imposing list of national, regional and local billings. Ranking foremost, not necessarily in this order, are McCann-Erickson, BBDO, Knox Reeves, Bozell & Jacobs, Campbell-Mithun, Erwin, Wasey & Co., Manson-Gold-Miller, Bruce W. Brewer, Erland Adv., Olmstead & Foley Adv., Firestone-Goodman, Melamed-Hobbs & MacKenzie. David Inc., and Bronson West headquarter in St. Paul.

Pillsbury Joins Radio Top-Level Ranks

When Pillsbury recently bought a 15-minute segment of *Kay Kyser's Kollege of Fun and Knowledge* and the Galen Drake strips—both across-the-board on 213 ABC stations—it became one of the medium's ranking advertisers. Last year the milling firm allotted radio between 30 and 35% of all media appropriations; its billings were around \$750,000. With its two new shows, as well as *Grand Central Station* (Saturdays, 129 CBS outlets) and *Bob Trout* (Sundays, 56 NBC outlets) and some spot coverage—overall, today's figure crowds the \$2,500,000 mark.

Handling much of this juicy advertising plum (excepting Galen Drake) is McCann-Erickson, Minneapolis, whose vice president in charge of the Pillsbury account is G. Victor Lowrie. Vice president and general manager is Jackson Taylor; vice president in charge of regional and local accounts is John Pidgeon. Mr. Lowrie's assistant, Alden R. Grimes, buys time on Pillsbury regional accounts while serving in various capacities of radio director, timebuyer, and account executive. Mr. Grimes headed the radio department proper at one time.

Agency's top billings last year, aside from Pillsbury, were Gluek Brewing Co., \$55,000, and Twin City Federal Savings & Loan Assn., \$25,000. The brewery's 1948 radio appropriation is substantially

higher—about 40%—according to Mr. Grimes, with the firm expanding regionally beyond Minnesota. Seven stations have been added to a schedule already calling for KSTP and those of the Northwest and Arrowhead networks. Gluek uses spots almost solely, with the exception of its nightly *Music of Manhattan* on KSTP. However, the agency plans to substitute programs in some markets.

McCann-Erickson Proud Of Twin City Assn.

One of McCann-Erickson's brightest success stories is that of the Twin City Federal Savings and Loan Assn., mentioned above. Banks in the Twin Cities, as elsewhere, are waking to the value of radio. The association's president, Roy Larsen, long ago realized that fact. Today he attributes its 25-year growth to advertising in general, and radio in particular to which a large portion is siphoned.

Twin City sponsors early evening newscasts (with Cal Karnstedt on KSTP) four times a week, and football previews and reviews in periods adjoining U. of Minnesota games on WCCO. In addition, Twin City has bought a two-hour Sunday show on upcoming KEYD and spots on WCCO effective Dec. 1. During the recent season the association co-sponsored Minneapolis Miller baseball games.

Another success story concerns Northland Milk & Ice Cream Co. After a quarter-century, the firm entered radio with *The Shadow* (Mutual co-op), which it has renewed on a 13-week basis.

General Mills is the principal client of Knox Reeves Adv., which handles approximately \$4 million in radio billings for the milling firm. Billings of local clients are about \$350,000. The agency handles radio for General Mills on Wheaties, Bisquick, Betty Crocker Soups, Crustquick, Drifted Snow,

(Continued on page 10)



STANLEY HUBBARD
President and General Manager
KSTP

Hoist & Derrick Co., Brown & Bigelow, Ford Motor Co., Minnesota Mining & Mfg. Co., Seegar-Sunbeam Corp., Waldorf Paper Products Co., Western Electric Co. and Griggs, Cooper & Co., to name a handful. In addition, such nationally-known meat packing concerns as Swift, Armour and Cudahy maintain large plants in South St. Paul. More than 7,000 people are employed by the packing industry. International Harvester and Raymond Laboratories, as well as the famous Sears, Roebuck & Co. and Montgomery Ward & Co., also have plants there.

Accounting for St. Paul's 1947 payroll total of \$285,784,039, according to the Industrial Dept. of its Assn. of Commerce, were primarily manufacturing and trade. Breakdown: Manufacturing, \$127,072,360; trade, \$77,457,261; utilities, \$24,721,228; construction, \$20,221,700; service, \$18,215,397; finance, \$17,304,903, etc. Manufacturing comprised 44.7% of the total, trade 27.1%. Manufacturing and construction showed the largest increases over 1940.

Railroads Converge On Important Market

Minneapolis and St. Paul are well supplied with transportation facilities to meet any type of demand. Ten trunk line railroads, operating 59,339 miles to serve 21 states, give them advantageous locations as distributing centers. Four of these are transcontinental railroads.

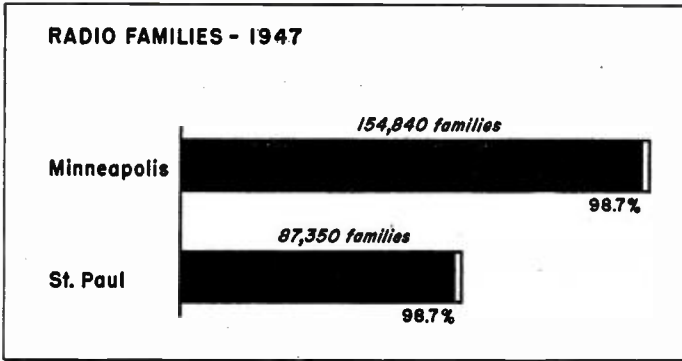
Inasmuch as the cities afford river navigation on the Mississippi River, regular barge service is maintained to and from New Orleans in season. In Minneapolis five docks with railroad connections are available, with three barge companies handling the water traffic. St. Paul's municipal barge terminal and storage facilities are among the largest on the upper Mississippi.

The Saint City has one of the largest "tank farms" on the waterways system for gasoline and other petroleum products. It emphasizes the fact, as "important to all shippers," that it is close to the geographical center of the American continent. Minneapolis is served by the Great Lakes Pipe Line which feeds fuel oil and refined gasoline from oil fields in Texas, Arkansas, Oklahoma and Kansas to Minneapolis and other upper Midwest cities.

Harbor Project Plan To Aid Both Cities

Only last summer Minneapolis paid the government \$1,100,000, marking the beginning of the final phase of the Upper Mississippi River plan. On the drafting boards for 25 years, the \$18,000,000 project will create an upper harbor for Minneapolis within five years. It will extend the navigable portion of the river to include what U. S. Army engineers have termed the

RADIO FAMILIES - 1947



There are a total of 242,190 radio families in Minneapolis-St. Paul according to BMB.

"finest inland harbor in the world."

Easily accessible to both cities is the municipal airport at Wold Chamberlain, 9.2 miles from downtown Minneapolis. It ranks as the fourth busiest of 43 major airports in the country. Another, Holman Airport, is only five minutes from St. Paul's business district. Five major airlines serve Minneapolis: Northwest, Mid Continent, Western, Capital and Wisconsin Central. St. Paul is serviced by Northwest (which has headquarters there) and Mid Continent.

Educationwise, the Minneapolis Board of Education, which operates the city's public schools, maintains 73 elementary schools, 11 junior high schools and 11 high schools. There are numerous parochial, private and professional schools as well. Perhaps Minneapolis is best known for its U. of Minnesota, which has 16 colleges and schools. The main campus is located above the Mississippi near St. Anthony Falls. The university is now enjoying its largest enrollment in history and the second largest in the country. In 1947 it had 28,312 enrolled.

School Histories Date Back 75 Years

St. Paul boasts two Catholic and two Protestant liberal arts colleges. The U. of Minnesota's College of Agriculture is also located in that city. Most of the colleges have been established for more than 75 years.

Twin City broadcast operations include KSTP (NBC and Northwest Network), WCCO (CBS), WTCN (ABC and Dairyland Network), WLWL (MBS), and two independents, WMIN and WDG. WDG is owned and operated by the Stuart Investment Co., also operating KOIL Omaha and KFOR Lincoln. A seventh—KUOM—is a non-commercial outlet operated by U. of Minnesota. Forthcoming stations include KTIS, KYDS and KEYD, the last named under the banner of the Family Broadcasting Corp.

Twin City stations appeared in the following order (by present call letters): KUOM (1922), WDG

(1923), WCCO (1924), KSTP (1928), WTCN (1934), WMIN (1936), and WLWL (1940).

Of the group KSTP, WTCN and WMIN have FM outlets. Others are KBTR, licensed to the Bethesda Free Church whose president is H. B. Prince, and KIMW, both Minneapolis. WTCN-FM had temporarily suspended operations during installation of its TV antenna atop Foshay Tower.

KSTP-TV (Channel 5) is the only television station on the air but WTCN-TV expects to begin soon on Channel 4. Video applicants are Independent Merchants

Northwest is owned 100% by Minneapolis Star & Tribune Co., (which in turn is controlled by the Cowles group), and its application was approved by FCC last March. Later, however, its grant was made subject to the Minnesota Tribune Co. disposing of its 14.6% in the Minneapolis Star & Tribune Co., or 50% interest in WTCN and WTCN-TV. FCC ruled its interlocking interests in two Minneapolis TV grantees had been overlooked in the Northwest grant and ordered separation.

CBS coverage in the Northwest market area is provided by WCCO, owned and operated station, whose general manager is Merle S. Jones. Prior to 1947, when he assumed managerial reins, Mr. Jones had managed WOL Washington, and KMOX St. Louis. He contends WCCO has made itself "a part of the community," and is truly a "good neighbor to the Northwest."

The station is strong on the development of local and regional personalities.

Adams Is Well-Known In Local Circles

Cedric Adams, who has a large following, has two daily newscasts (sponsored by Procter & Gamble and Purity Baking Co.) and emceed *Starway to Stardom*, and *Phillips Talent Parade*, both amateur talent shows. In addition, he is constantly making personal appearances in neighboring cities and states. Other WCCO personalities are Bob DeHaven, Larry Haeg, and George Grim, another newscaster of renown.

Pride of WCCO's news department is its documentary unit, which has produced such pieces as *Neither Free Nor Equal*, *As the Twig Is Bent*, and, more recently, the full-hour *Arrows in the Dust*, which was fed to CBS. The department is headed by Sig Mickelson, director of news and special events.

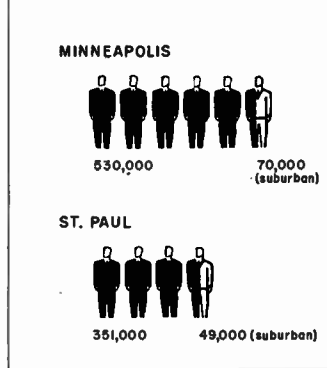
KSTP, NBC's Twin City outlet, had an historical beginning dating back to 1928 when President Coolidge threw a key at the White House and set in operation its transmitter. The station has come a long way since then under the shrewd guiding hand of Stanley E. Hubbard, president, general manager and co-founder, as well as owner. A radio veteran in more than one way, he built, in 1912, the first amateur radio transmitter in Minnesota.

Hance Joins Hubbard In Pioneering KSTP

When KSTP was organized, Mr. Hubbard sought and secured the services of another pioneer radio veteran, Kenneth Hance. Also a KSTP 20-year-man, Mr. Hance is vice president and treasurer, appointments made in 1936. As far back as 1922, he pioneered in

(Continued on page 6)

POPULATION 1947



Broadcasting Co. (WLWL-TV) and Beck Studios, both for Channel 7; WMIN for Channel 2 and Northwest Broadcasting Co. (KTRV) for Channel 9.

Beck Studios last year leased 11,000 square feet in Minneapolis' Lyceum Theatre building, with priority on video rights to legitimate shows playing there, as well as for use of the stage. And last April its subdivision, Twin Cities Television Laboratories, opened a TV school offering video and production courses under its training director, Ernest Colling, formerly with NBC. The firm also had submitted an FM bid.

Interlocking interests of Northwest Broadcasting Co. and Minnesota Broadcasting Corp. blur an otherwise clear Twin City TV pic-

Keep your eye on **WDGY!**

Autumn, 1948, finds this long-established Twin City station definitely going places.

Construction is progressing on our new, 9-tower, 50,000-watt transmitter . . . the only one of its kind anywhere.

Not a bad idea to tie up *early* with a station that's energetically on its way to bigger things!

WDGY

Minneapolis—St. Paul

Represented Nationally by AVERY-KNODEL CO.

WCCO AUDIENCE SWEEP

1948 Diary Study Shows Station 19-1 Choice in 128 County Area.

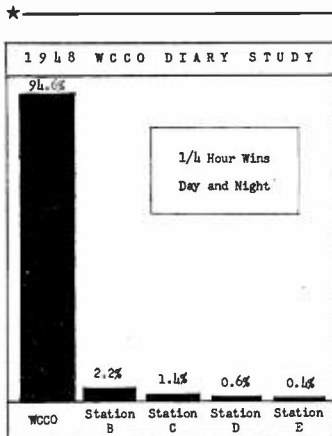
COLUMBIA'S MINNEAPOLIS-ST. PAUL outlet delivers one-third more listeners than all other Twin Cities radio stations combined, throughout the rich 128 county northwest territory that is WCCO's intense listening area. (According to the 1948 Diary Survey conducted by Benson and Benson, Inc.) Out of the 500 quarter hours polled for an entire broadcasting week, the CBS station was first choice of listeners in 473—a 19-1 win. This gives the station what is believed to be the greatest major market audience preference in the United States.

These findings are of particular significance in view of the fact that 21 new stations have added service to the area in the past few years. Although the study reflects the element of attrition in the "all others" column, the WCCO preference has actually increased over the study made in 1946.

When broken down for the outside area only (counties outside the Minneapolis-St. Paul Metropolitan Area) the preference is even stronger. These outside listeners in cities and villages and on the farms credit the station with delivering 4½ times more listeners than all other Twin City stations combined. One of the most interesting revelations is the fact that not one of the then current top network shows on the competition beat the opposing program on WCCO.

Particularly significant is the lead shown by WCCO local programs. Local segments in the news, public service and variety classifications come in with some healthy showings. Cedric Adams, long considered one of the top non-network gabbers, got a neat 31.4 rating on his noon time strip and backed it up with a hefty 26.9 for his 10 p.m. evening news. Quizdown, the nationally syndicated feature, only two months old on the station, earned a twelve rating. A two hour variety block, 6 to 8 p.m. Saturday nights, made up of four one-half hour live audience shows, averaged 19.5 and a 25 minute western variety piece, 10:05 to 10:30 a.m. Sundays, walked off with a 12.5.

Needless to say, the station is enjoying the heaviest local and national spot billing in its history.



HPL SETS RECORDS

JOHN TRENT, director of the Housewives' Protective League-Sunrise Salute on WCCO, has established several national records for audience response. In his third week on WCCO, Trent drew 1188 \$2 orders for Omnibook magazine. Ad man Cecil Hoge wired, "That established a new record for Omnibook at a cost of one-third less per order."

As the result of the latest California Fig Institute campaign over WCCO, Elwood Robinson wrote, "Your program ranked first in the country with the lowest cost per inquiry."

For the M. A. Gedney Company, Ray Jenkins, vice-president of Erwin, Wasey & Company, Inc., observed, "After fifteen years in radio it was hard for me to realize that a participating program could immediately obtain the popular acceptance which has been so apparent since your program started on WCCO."

Farm accounts find "Sunrise Salute" productive in WCCO's 128 counties of the BMB 50-100% area. Witness the success of the Kerr glass SUMMER campaign of some nine weeks which collected 18,000 requests for a booklet on home canning. The program is Monday through Saturday, 5:30-6:30 a.m.

Advertisers involved obtained satisfactory results.

One of the by-products of this campaign is the very interesting record of "why they do" and "why they don't" advertise during summer months—information obtained by exposing clients and their agencies to the WCCO appeal for 52 consecutive week business.



WCCO Farm Service Director Larry Haeg, right, interviews the Associate Director of the Minnesota Agricultural Experiment Station, Dr. H. Macey, at a field demonstration of soil conservation.

HAEG TACKLES SOIL PROBLEM

WITH ABOUT one-third of the good top soils of this country already washed away, little time can be wasted in preserving the valuable soil that is left. The Minnesota Agricultural Extension Service is tackling this problem in the rich northwest.

In cooperation with Larry Haeg, Farm Service Director of Radio Station WCCO, the extension service planned a series of meetings called Hay & Pasture Field Days. Scheduled in ten different counties throughout the state, farmers were invited to attend and watch actual demonstrations of up to date methods of soil conservation and better farming practices. Experts from the University Farm, farm equipment dealers, local civic and farm organizations worked hand in hand to make these demonstrations a success.

Larry Haeg publicized these meetings on his programs over WCCO, giving the exact location of the farm to be used for each experiment, explaining the activity in detail and urging each and every farmer in the area to attend. On the day of the demonstration he set up his equipment in the field, and in addition to serving as master of ceremonies, recorded interviews with officials and farmers in attendance. These recorded programs, containing valuable information for those who were unable to attend, were broadcast the following day. Approximately 65,000 farmers attended the events, and many thousands more listened eagerly to the radio broadcasts on WCCO.

WCCO GOES TO THE MINNESOTA FAIR

WCCO ALWAYS has been closely identified with the Minnesota State Fair, one of the five largest in the United States. In covering the 1948 event, the station stressed personal contact with its listeners. As a result, 58 members of the staff spent 470 man hours at the Fair meeting and shaking hands with 75,000 people.

Every personality and announcer spent every spare moment at the WCCO booth and at various displays. During the 10 day period, 1500 visitors had their voices recorded. One of the most pleasant assignments was the passing out of 25,000 thimbles to farm women. Made of blue plastic, with grey lettering, the thimbles were enthusiastically received by women from every corner of the vast listening area of the station.

Fair visitors not only met their favorite radio personalities, but actually saw them produce their shows. Local production was moved from the studios to the fair grounds with the result that 47 programs, totalling 905 minutes of broadcasting, originated from an attractive stage in the popular new Horticulture Building.

Cedric Adams was asked to originate his regular Noontime News from the rotunda of this building, which he did every day before crowds estimated at between 5,000 and 7,000 standing people.

Including the Adams noon programs, 27 news shows were originated on the grounds, as well as an extensive series of agricultural shows under the direction of the WCCO Farm Director, Larry Haeg.

Summer Sales Drive Shows Hot Results

A SPECIAL campaign, designed to "hold that line" on business during the traditionally low summer billing period, has paid off for WCCO. The results were so successful during the experimental campaign last summer that the project will become a permanent selling pattern for the station.

When the score was added up at the close of the four month period, sales department quotas had been squarely met, and the station has sufficient proof to believe the ad-

Station Earns Twelve Awards

No less than twelve awards for public service broadcasts last year were won by "The Good Neighbor to the Northwest," radio station WCCO in the Twin Cities.

These awards included:

George Foster Peabody Citation
Radio Station WCCO
"As the Twig Is Bent"

Institute for Education by Radio—
Ohio State University
First Award to WCCO
"Northwest News Parade"

City of Minneapolis
Distinguished Service Award
for Betterment of Community Life
Radio Station WCCO
"Neither Free Nor Equal"

Special Citation
American Newspaper Guild
Heywood Brown Award
"Neither Free Nor Equal"

"Stick o' Type" Award
Chicago Newspaper Guild
"Neither Free Nor Equal"

Percy Villa Newsboys Club
Twin Cities Award
"Neither Free Nor Equal"

Page One Award
Minneapolis Chapter—Newspaper
Guild
"As the Twig Is Bent"

Special Citation
Variety
For Promoting Racial
Understanding
"Neither Free Nor Equal"

1948 Radio Award of
Pi Epsilon Chapter of
Phi Beta National Professional
Fraternity of Music and Speech
"Neither Free Nor Equal"

The Billboard Award for
Outstanding Achievement
in Radio Programming to WCCO
"Let's Listen to the Classics"

National Conference of Christians
and Jews
Citation of Distinguished Merit
"Neither Free Nor Equal"

The Billboard Award for Outstanding
Achievement in Radio
Programming
Public Service Programs
"Neither Free Nor Equal"

Checking the results of its 1948 Listener Diary, WCCO found that this accent on public service had paid off in ratings, too. Contrary to the belief that public service offerings seldom draw big audiences, WCCO's shows not only copped major awards but also contributed their share in helping the station earn its 19-to-1 audience lead in quarter-hour "firsts" throughout the week (see opposite page).

THEY CALL HIM "MR. NORTHWEST"

THE MOST influential citizen in the Northwest is not a politician nor a farmer nor a football coach. He is a pleasant, unruffled radio broadcaster and newspaper columnist. He wins friends and influences people with an easy, almost careless, mellow manner, yet he hits the rating jackpots with regularity. His name is Cedric Adams.



WCCO's famed Cedric Adams.

Frequently referred to as Mr. Minneapolis, Cedric Adams now is engaged in a backbreaking "county fair" circuit of personal appearances, talent shows, news broadcasts and benefit appearances which have already changed his title to Mr. Northwest. The personable Northwest favorite has been covering the WCCO area within a radius of 300 miles of Minneapolis with a whirlwind schedule which would put the old time tent show circuit to shame. Adams climaxed his summer schedule when he presented his 10 p.m. news broadcast from Watertown, South Dakota, which is over 200 miles from the Twin Cities. Three thousand people watched him deliver news which had been telephoned from the WCCO newsroom in Minneapolis.

While Adams' reputation was established with his 12:30 Noontime News and popular 10 p.m. Night-time News, he has branched into the talent-hunting field with his "Stairway to Stardom" and "Phillips 66 Talent Parade," both half-hour programs. He has auditioned 785 amateurs for his talent programs, travelled 28,950 miles, appeared in 61 towns before 155,300 people. All this in the past nine months in addition to writing seven columns a week for the Minneapolis Star and the Sunday Tribune, with 13 news broadcasts each week over WCCO thrown in for good measure.

Cedric's easy-going manner is deceiving. In a typical week he frequently will make seven or eight personal appearances—he prefers

WCCO

THE WCCO program department has come up with a happy solution to a Saturday night problem which plagued it every time program ratings were released. And increased listenership is just one phase of the success of the four one-half hour programs which compose the WCCO Saturday night line-up. Individually the programs are "Stairway to Stardom" with

See Diary Story
opposite page

Cedric Adams, "Red River Valley Gang" with Bob DeHaven, "Phillips 66 Talent Parade," and "Murphy Barn Dance."

Gene Wilkey, WCCO program director, stated, "The success in ratings on the two-hour block is the result of grouping strong local personalities." The studio audiences have been encouraging. Wilkey added, "Sixty-eight thousand have seen the four programs since the series began."

The station has used its Saturday night shows to accomplish a solid public relations job for the several advertisers. When the programs are presented in remote cities, the local distributors and dealers are included in the planning and presentation. Their help is valuable in lining up talent and in completing local arrangements. And more important they have a vigorous interest in the sponsor's program and advertising efforts. It amounts to taking the station to the people of the Northwest.

Fergus Falls, Minnesota, a town of 14,000, presented its "Know Your Own Strength" week, and

to originate his news broadcast at remote civic events returning each evening to his home in Minneapolis where he catches a few hours' sleep before beginning the next day's grind. Adams tries to spend several hours each morning at his office in the Minneapolis Star-Tribune Building interviewing people and gathering material for his daily column. He strolls into the WCCO newsroom just in time to screen his news before it is broadcast over a special network from WCCO.

The Adams touch was demonstrated at a recent Damon Runyon Cancer Benefit in Minneapolis when Ethel Waters, Victor Borge, Bert Lahr, and Joey Adams responded to his invitation. In a two-hour benefit broadcast, and in response to Adams' urging, the good people of the Northwest area contributed \$35,000 to cancer research. Contributions were received from as far away as Salt Lake City, Utah, and Chicago, Illinois.

Saturday Night Radio Party

the climax to this activity was the WCCO two-hour Saturday night show and broadcast. Over one hundred staffers made the trek to Fergus Falls—a distance of 200 miles from Minneapolis. Proof of the success: a total attendance of six thousand.

In summarizing the attraction of WCCO local personalities on the two-hour segment, Wilkey said, "The sets in use total for the entire Twin Cities area almost doubled. This is proof that top local programs can compete successfully with network give-aways."



CBS star Arthur Godfrey clowns for a moment during a whirlwind weekend when he came to Minneapolis as No. 1 attraction of that city's Aquatennial summer festival. As guest on WCCO's big Aquatennial radio show, he played to a studio audience of 11,000 fans who overflowed the Municipal Auditorium.

GRIDIRON EXPERTS RECORD OPINIONS

FOOTBALL IS king of WCCO programming every weekend in the gridiron-crazy Northwest. Line up of pigskin programs on the CBS Minneapolis-St. Paul outlet include "Football Review," the play-by-play Minnesota University schedule at home and away, "Football Review," and the "Football Scoreboard."

The newest gimmick is the "Stadium Review," a quarter-hour of recorded telephone interviews between All-American Babe LeVoi and an outstanding authority covering the top three Midwest games of the day. Three minute recorded segments of the telephone conversations are put together to make up the "Stadium Review."

And on Sunday the Minnesota coach headlines his "Bernie Bierman Show" with a joint appearance of Halsey Hall, Paul Wann and Babe LeVoi of the WCCO sports staff.

Minneapolis-St. Paul

(Continued from page 6)

PurAsnow, Red Star, and Rex and White Deer Flours.

Russ Neff has been radio director of the agency since 1939, having come from WXYZ Detroit where he was studio manager. The agency was established by Knox Reeves in April 1935. Three years later E. E. Sylvestre, president and owner of the Westco Adv. Agency, was elected president of Knox Reeves Adv. The two agencies were consolidated in June 1942, with Westco becoming a branch of Knox Reeves Adv.

One of the largest agency users of local radio time in the Twin Cities is Bozell & Jacobs, Minneapolis, advertising and public relations, whose general manager and vice president is Sam Kaufman. Radio clients include U. S. Bedding Co. (King Koil sleep products), Juster Bros. (clothing), Jane Garrett (candy), Twin City Chevrolet Dealers, Furniture Exposition Mart, and Powers Department Store.

U. S. Bedding has been sponsoring Sheelah Carter (sister of the late Boake Carter) since February 1947. Originally heard on Mutual, she is currently heard on WTCN, across the board. Until last July the bedding firm had a spot schedule on about 14 Northwest stations. It will probably be resumed next February, according to Mr. Kaufman.

Juster Bros., Largest Clothing Sponsor

The largest clothing advertiser in the dual market is Juster Bros., whose president, P. B. Juster, has been using radio as an integral part of his advertising program for more than 20 years. So firmly does Mr. Juster believe in the medium that he performs on his programs, which bear the stamp of his style and personality. Juster Bros. sponsors three-a-week newscasts on KSTP, after having completed a sports series on WCCO. In addition, the clothier last September started a weekly football series featuring Bernie Bierman.

A new local advertiser is Twin City Chevrolet Dealers, sponsoring a safety program featuring Dick Siebert, U. of Minnesota baseball coach. Their radio schedule may be increased next spring. Furniture Mart, which last season sponsored *Town Meeting of the Air* for 26 weeks, has a news program on WCCO.

Bozell & Jacobs has periodic users of radio. Combined they represent \$50,000 to \$60,000 worth of time.

Kaufman Has Ten-Year Agency Career

Mr. Kaufman started 10 years ago in the agency field with Don Nathanson, presently with Toni Co. They formed D. S. Manson & Associates. Later they founded a radio magazine, *Radio Showmanship*. Mr. Kaufman left to join



FRANK DEVANEY
General Manager
WMIN

WCCO as sales promotion manager, a position he held for four years. He joined Bozell & Jacobs shortly after it opened its Minneapolis branch.

Mr. Kaufman views radio as "very healthy." Proof of this, he contends, is that it is hard to buy good time, save some marginal availabilities on all stations. "In most cases the really good and high-rated spots are snapped up as fast as they become available. And on the whole, I think local advertisers get a good deal for their money on radio in the Twin Cities," he says.

Campbell-Mithun, located in the Northwestern Bank Bldg., Minneapolis, buys a good deal of radio time. One of its most successful accounts has been that of Gold Seal (glass wax). While its president, Ray O. Mithun, feels the early success stemmed from newspaper advertising (a belief he expressed at the August NAB district meeting there), he pointed out that radio was quick to capitalize on the wedge. Last Aug. 30 Gold Seal added Arthur Godfrey on CBS to *Open House Saturday*, which WCCO feeds to the Northwest CBS leg. Program has been on for two years. Firm also uses spots in Montana and South Dakota.

Campbell-Mithun Lists Varied Accounts

Other accounts include Hall Hardware, Campbell-Cereal Co., Land O'Lakes, Atwood Coffee, Russell Miller Milling Co., Zinsmaster, Minnesota Macaroni, Hamm Brewing Co., the High Likes Co., Northwestern National Bank.

Hall Hardware, comprising 500 stores, uses a Saturday morning musical show with Bob DeHaven on WCCO. Campbell-Cereal sponsors daily mid-day news strips on WCCO, while Atwood Coffee airs Alan Ladd's *Box 13* on WTCN as well as spots on WCCO. Land O'Lakes sponsors farm news on KSTP and the Northwest network six days weekly. Hamm Brewery



NORMAN BOGGS
President and General Manager
WLOL

uses sports shows on the West Coast and in Southwest and some spots. Exclusive spot users are Zinsmaster Baking Co. (20 per week) and Minnesota Macaroni (in Wisconsin). High Likes uses both spots and shows in both Dakotas, Omaha, and Kansas City. Russell Miller was scheduled to embark on both programs and spots on behalf of its Occident flour and cake mix,

Campbell-Mithun's radio billings comprise 25-30% of the total. Art Lund, who formerly serviced the Wheaties baseball account with Knox Reeves, is radio director. Previous to his association there, Mr. Lund was sales promotion director of WCCO.

Aggregate BBDO Billings In Excess of \$660,000

The Minneapolis office of BBDO services radio clients whose aggregate billings are well in excess of \$660,000. Heading the western offices is John C. Cornelius, executive vice president; Edward A. Cashin is vice president in charge, and Hale Byers is radio director. Mr. Byers formerly was news editor of WCCO. The Minneapolis office was established in the early 30's.

Biggest national users of radio are Cream of Wheat Corp., with *Let's Pretend*; Geo. A. Hormel & Co., with *Hormel's Girl Corps* on 105 MBS stations, and General Mills (home appliance division) for *Pyequick* on a periodic basis, usually June and July, and October and November.

Regional advertisers include Minneapolis Brewing Co., with *Friendly Time* in four states—Minnesota, Iowa and the Dakotas; Minnesota Mining & Mfg. Co., spots in five markets; Northern Pacific Railway Co., which has just ended a 26-week campaign; Gamble Stores Inc., spending \$150,000 on some 30 stations, and Berwind Fuel Co., small spot user in the Twin City area.

President of Erwin, Wasey & Co., Minneapolis, is Mac Martin, who

maintained his own agency, under that name, from 1904 to 1931. The agency set up a radio department in the early 20's. Other officials include Ray Jenkins, executive vice president, who formerly was sales manager of KSTP and associated with other radio stations in advertising capacities; and Joe MacGaheran, vice president in charge of creative work.

Chief accounts are M. A. Gedney, with spots on the *Housewives Protective League* and audience participation shows directed at the Dakotas and surrounding farm areas; Salisbury & Satterlee Co.; Nash Coffee Co. (sponsoring Cal Karnstedt, KSTP, George Grimm, WCCO) whose major appropriation goes into radio, and Cutler Magner Co., spots, and Jacob Ries Bottling Works.

Cutler hadn't advertised for 65 years until it started this year on a regional basis. Its '49 outlay will provide for expansion—to be concentrated first in Denver and St. Louis, according to Mr. Martin. Plans are national in scope. Jacob Ries Bottling Works also emphasizing spots, will expand to Denver and part of Oklahoma.

Salisbury & Satterlee Co., for eight years has sponsored Corinne Jordan's "sleep" program on KSTP. A natural for a mattress firm, it is now aired on about a dozen stations including those of the following networks: Dairyland, Arrowhead, Northwest, Minnesota, and Iowa Tall Corn (as well as NBC).

Manson-Gold-Miller Has Many Radio Clients

Another agency, Manson-Gold-Miller, was known until about nine months ago as Manson-Gold Agency. President is Meyer Gold, one of its founding partners five years ago with Toni's Don Nathanson. Bob Miller, previously at WDG, has been vice president since 1945. Ken Schlasinger, account executive, buys most of the radio time.

Biggest clients are Kennedy Motor Sales, heavy user of spots and newscasts; Cook's Men's Store, spots; Janney-Semple-Hill (distributor), spots on WCCO and KSTP, as well as regionally in Wisconsin, Colorado and the Dakotas; Pfunder Co. (proprietary), local and regional spots; Pliam chain (retailers), spots on WLOL, WDG and WTCN.

Minneapolis is, of course, executive home for the huge 20-year-old General Mills organization. Its effective use of radio as a medium is well known. Its famous "first lady" for homemakers, Betty Crocker, actually was broadcasting as far back as 1924 for Washburn Crosby, predecessor of the present firm, as was the Wheaties quartet. Both were subsequently carried by General Mills.

Since 1928, when four milling companies combined resources, the firm has launched several radio ventures that include *Jack Armstrong*, *The Lone Ranger*, and

(Continued on page 12)

WTCN

AM
1280 KC

FM
97.1 MEG.

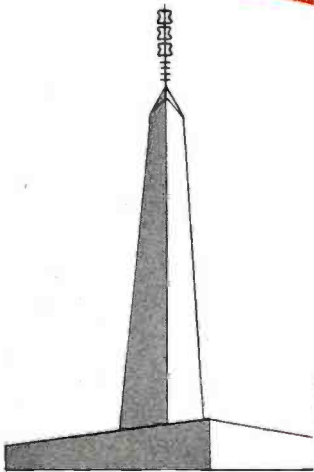
SOON!
TV

In the busy Twin City market
budget-wise time buyers prefer

WTCN

They know that \$2,395,622,000
or 86% of Minnesota's retail sales
are made within **WTCN'S** service area.

They know **WTCN** is heard where money talks!

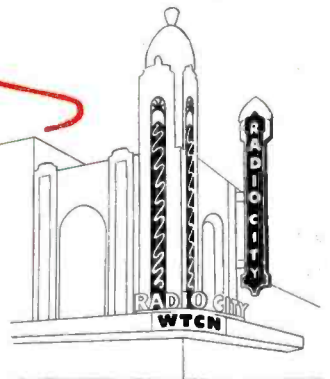


The Upper Midwest's lofty FM-TV antenna located atop Foshay Tower. Gives WTCN-FM and WTCN-TV greater range . . . clearer reception.

AFFILIATE OF
American Broadcasting Co.



Represented by
Free & Peters



Growing too . . . WTCN soon will occupy the enlarged studios of Radio City, in the heart of Minneapolis' business and entertainment district.

Minneapolis-St. Paul

(Continued from page 10)

Betty & Bob. Of the dozen and more programs sponsored, a few were dropped but by far the majority remained with radio. Most recent addition was a segment of the *Breakfast Club* on ABC.

Largely responsible for the advertising success of General Mills is Samuel Gale, vice president and advertising director. Other officers are Leslie Perrin, president (succeeding Harry Bullis early this year); Mr. Bullis, now chairman of the board; James F. Bell, founder and ex-president of General Mills (and Washburn Crosby) and now committee chairman on finance and technological progress. Lowrie Crites is overall media director.

It has long been Mr. Gale's contention that the "most important function of advertising is to help reduce cost of distribution." That radio has done just that is a matter of advertising record. And the company hasn't stopped expanding yet.

General Mills does not intend to be left at the media gate with respect to television. That fact was assured last May with appointment of Edward G. Smith as director of radio and television production. Since then, the milling firm has been casting an explorative eye over the video field for suitable program material. Simultaneously, last May General Mills transferred supervision of its film department from Thomas W. Hope to Mr. Smith, a change "... desirable and practical in view of the important role film will play in the effective development of GM's television broadcasting," according to Mr. Gale.

General Mills Pioneer In AM Programming

To date the firm has not yet invaded television. It is reasonable to expect, however, that the time is not far distant, since it was one of the earliest of pioneers in AM programming.

Prominent for its handling of a portion of the huge General Mills account is Knox Reeves Advertising of Minneapolis, whose president and executive vice president, E. E. Sylvestre and Wayne Hunt, respectively, service the Wheaties, Bisquick and Betty Crocker soup accounts (national-spot). Russell E. Neff is radio director. The agency's office is in the First National Soo Line Bldg.

Other radio accounts include such spot users as Pacific-Gamble-Robinson Co. (fruits, vegetables, coffee) and Midland National Bank.

Olmstead & Foley, a local agency, services many spot accounts in the market. One of its largest is King Midas flour, a division of Van Dusen Herrington Co. Others who utilize spots include Northrup King & Co. (seeds, feeds); Marshall-Wells Co. (home appliances); Rochester Dairy Cooperative; Re-



BURTON PAULU
General Manager
KUOM

gan Bros. Bakery; Ballard & Skellet, and Apple River Mills. A foremost national spot advocate is First National Bank of Minneapolis.

The organizational set-up of Olmstead & Foley is one of many partnerships. Until recently there had been four: Ward H. Olmstead and John T. Foley, and Gordon A. Daline and Clarence H. Russell. Last September, James D. McTighe, the agency's radio director, was named an associate partner.

Bruce B. Brewer & Co. Has Minneapolis Office

Bruce B. Brewer & Co., Kansas City, has a Minneapolis office. Manager is M. L. Henderson. Most of the accounts are serviced out of Kansas City, including Nutrena Mills, a Minneapolis poultry and feeds firm, which uses radio.

Handled out of Minneapolis, however, is the new Winston & Newell Co., wholesale and food distributor in Minneapolis and operative of Super-Valu stores in four Midwestern states. The company has signed a 5-a-week, 15-minute local interview show over KSTP for an early December start.

Other important agencies in the Twin Cities dealing with radio on a spot basis are Firestone-Goodman, of Minneapolis, whose media and radio director is Allan L. Firestone; David Inc. of St. Paul, whose president is Q. J. David and whose radio director and time-buyer is Melba Sands; MacKenzie Inc. of Minneapolis, whose president is Lucille MacKenzie Kinnard, and Melamed-Hobbs Inc., which operates offices in both Minneapolis (400 Second Ave.) and St. Paul (First National Bank Bldg.). Louis Melamed is president and R. W. Hobbs account executive of Melamed-Hobbs. E. T. Holmgren is manager of the St. Paul office.

In St. Paul is the Cedar Adv. Co., which opened in 1946 and which recently purchased E. J. McGuire Adv., which itself has been active in the Saint City for 15 years.

Offices are located in the Oppenheim Bldg.

As television captures the national eye, the Twin City area is well along video-wise. NBC's research bureau reported 3,500 sets as of Sept. 1, while RMA estimated a concentration of 2,712 receivers for the first half of 1948 alone, and 3,112 for the period January 1947 to June 1948. (Figures listed were for Minneapolis only.)

An estimated 135,000 viewers are expected to see programs on 18,000 receivers by the end of 1948. An audience potential of 2,000,000 televiewers is envisioned.

Sharing this rose-hued optimism in the area's future is Dr. Allen B. DuMont, of the Television Laboratories bearing his name. Dr. DuMont feels the Twin Cities hold every promise of being the outstanding area in the country for TV development. He points out that it was the first to offer a full-scale video production training program.

Poll Shows Television Fans Enthusiastic

Television fans themselves are enthusiastic, a fact borne out by a *Minneapolis Tribune* poll last August. Two percent of persons interviewed—or 16,894—said they planned to buy sets within a year. Another 16,894 confessed they were "definitely interested."

Thus far viewers have been enjoying telefare for little better than six months. KSTP-TV, which signed as NBC's first TV affiliate in March, began full commercial operation last April 27 at an initial investment of \$500,000. Actually it had that orthicon gleam in its eye as far back as June 1939 when far-sighted Stan Hubbard bought one of the early TV cameras in the country and the station started experimenting.

Today KSTP-TV sends out a signal over a 60-mile radius. Its 571-ft. tower is located on the Midway—3415 University Ave.—bridging the Minneapolis-St. Paul line. As if to display no favoritism, its tripod tower rests one leg in St. Paul, another in Minneapolis and a third on the intercity line. The Midway building is to house all AM-FM-TV facilities.

RCA, Bulova, Cargill Among TV Users

KSTP-TV averages about 65 programs a week on a 30-hour schedule. A dozen or more advertisers—some of them national spot names—are TV users: RCA Victor Co., Bulova Watch, General Electric, Ronson-Art Metal Works, Minneapolis Savings & Loan, Minneapolis Brewing Co., Ford Dealers Assn., F. C. Hayer Co., Roycraft Co., Cargill Inc., and the Perfix Co.

During the baseball season the station devoted about 10 hours a week—or one-third of its schedule—to telecasts of Minneapolis Miller home games. It televised all home football games of the U. of Minne-

sota. A quarter of its time was set aside for its own produced (live) programs. Del Franklin, a KSTP staff man and newscaster since January, 1943, is director of TV programming.

WTCN will be the market's second TV outlet, barring unforeseen developments. Its antenna will grace famed Foshay Tower in downtown Minneapolis, and sound transmitters will be located on the building's 28th floor. Mr. Van Konynenburg, as WTCN vice president and general manager, feels that television, insofar as the viewer is concerned, will ultimately stand or fall on "what comes out of that little receiver." Tempering optimism with caution, Mr. Van Konynenburg views Twin City TV welfare on a par with the general development of the industry. He contends KSTP-TV has done a fine job, despite the usual undercurrent of criticism on programming, especially film.

"It's easy to take pot shots at a fellow when he's the only one holding down the fort," he mused. "Programs will get better in time as the industry progresses in its various phases." WTCN hopes to obtain studios presently occupied by KSTP-TV, according to Mr. Van Konynenburg, when the move is complete.

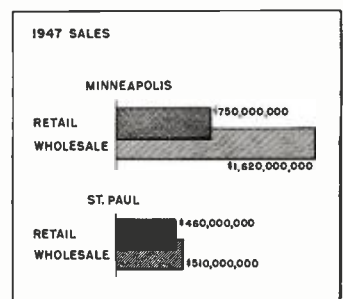
Northwest Network Sales Headquarters in Mpls.

Minneapolis' Radio City houses the sales headquarters of the Northwest Network, a regional set-up reaching the "upper midwest leg" of stations—aside from spot radio. KSTP serves as a natural distribution point out of the Twin Cities for these stations, blanketed under one contract whose rates are merely the station cost with no added charge for engineering and lines.

Network comprises, in addition to KSTP: KROC Rochester, Minn.; KYSM Mankato, Minn.; KFAM St. Cloud, Minn.; WEAU Eau Claire, Wis.; WDAY Fargo, N. D.; KFVR Bismarck, N. D.; WBCB Duluth, Minn.; WMPG Hibbing, Minn.; WHLB Virginia, Minn. Officials are Mr. Hubbard, general manager; Kenneth M. Hance, treasurer, and Miller Robertson, sales manager.

A local organization which has drawn regional attention is Twin Cities Radio Station and Newspaper Assn., banded together orig-

(Continued on page 14)



perfectly balanced

A perfectly executed balancing act always gets a hand from the crowd, not necessarily for display of brawn but for expert timing and coordination. Here in the Twin Cities that perfect balance gets a big hand, too, as WMIN steals the show with its sure-fire schedule of MUSIC, NEWS, SPORTS.

Listenable MUSIC that follows the "block" technique for sustained audience; NEWS "on the hour every hour", with a heavy local slant; SPORTS that gives WMIN fans a top-notch, play-by-play event virtually every evening.

This, experience shows, is the balanced entertainment that wears well with an audience—entertainment that most listeners want most of the time.

And, what listeners want, time buyers want! WMIN has proved it can satisfy both. The listeners have assembled (as witness Hooper reports). For the time buyers who haven't—alley-oops!

On AM alone WMIN covers the richest half of Minnesota's population — the metropolitan Twin Cities, comprising the nation's 11th largest retail market. Add the fact that WMIN offers simultaneous coverage on FM with a radiated power of nearly 100,000 watts (at no extra cost), and you've got a "Market Must" at the lowest rates of any Twin Cities station.



Minneapolis-St. Paul

(Continued from page 12)

inally to extend recognition to advertising agencies.

Only one national station representative maintains fulltime offices in Minneapolis (or St. Paul)—The Walker Co. The firm is national and regional representative for the Great Northern Broadcasting System and its more than a dozen stations. Great Northern grew indirectly out of the old North Central Broadcasting System. The nucleus was formed by Anthony A. Fahy, president and general manager, KABR Aberdeen, S. D.; John B. Cooley, KLPM Minot, N. D.; Bert Wick, KDLR Devils Lake, N. D.; and Harold L. Dell, KGDE Fergus Falls, Minn.

Lawson Forms An Upper Regional Network

Orville Lawson is northwest sales manager of the firm. He has since formed the Upper Minnesota Broadcasting System, also represented by Walker Co. and comprising KLIZ Brainerd, KBUN Bemidji, WXL T Ely (a new station), KTRF Thief River Falls, CKFI International Falls and Fort Francis.

Mr. Lawson, formerly at KRNT and KSO Des Moines, is a firm believer in the credo that "all busi-

HOURLY ONE-TIME RATES

	Class "A"	Class "B"	Class "C"
WCCO (CBS)	\$600.00	\$400.00	\$300.00
KSTP (NBC)*	\$500.00	\$375.00	\$250.00
WTCN (ABC)	\$300.00	\$150.00	\$125.00
WLOL (MBS)	\$275.00	\$123.75	\$ 88.00
WDGY	\$140.00	\$100.00	\$ 90.00
WMIN (St. Paul)	—	—	—

* Hourly rates for station's TV outlets are following: Class A—\$200; Class B—\$150; Class C—\$100 (with bonus discount for 52 weeks continuous telecasting). (Rate Card No. 1 effective June 1, 1948.)

** Basic half-hour rate: Class "A," \$60; Class "B," \$45.

ness is local." He sees the day when emphasis will be on regional and rural radio.

Two former women account executives, Vivian H. Bulmer and Ella May Johnson, operate a regional representation business in the WCCO Bldg. Their list is said to include NBC, ABC and MBS

affiliates as well as regional affiliates and independents.

Serving as a sales team at WDGY for a decade, they set out in 1947 to develop a specialized per-station regional representation business, starting with six stations and a staff of four. They make no pretense of tradition smashing, but

don't hesitate to push aside on occasion some of the sacred conventions of the radio advertising business.

In the field of labor relations, Minneapolis and St. Paul compare favorably with cities of similar size. This is not just happenstance. The Minnesota Labor Relations Act is recognized throughout the nation as a model piece of legislation. The act, in addition to providing a conciliatory service for industry, also calls for waiting periods before strikes and lockouts can occur.

Good Labor Relations; Good Living Conditions

With good labor relations have come good living conditions. In Minneapolis 57% of dwellings are owner-occupied; and despite the rising cost of living in line with general price boosts, living costs in Minneapolis had remained the lowest of 55 cities surveyed last year by the New Orleans Chamber of Commerce.

In addition, weekly earnings (in September 1947) exceeded by 46¢ the national average. Last year an average family of four could live in Minneapolis on an estimated total budget cost of \$3,282, according to the Bureau of Labor Statistics, U.S. Dept. of Labor. Expenses covered food, clothing, rent, furnishings, transportation, taxes, medical care, etc.

STATIONS IN TWIN CITY MARKET

WDGY

Nicollet Hotel (Minneapolis)
BRidgeport 2271

One of the three Stuart outlets, station was established in 1923 by Dr. George W. Young, Minneapolis jeweler and optometrist, with 5 w, increased to 100, 500, 1,000, 2,500 and finally 5,000 daytime with 500 w night, 1130 kc. . . . Studios subsequently located in the West Hotel, Loeb Arcade and Oak Grove Hotel. . . . Present studios and office occupy 12th floor of Hotel Nicollet. . . . In October 1937 WDGY became affiliated with Mutual Network and three years later became major northwestern outlet of Transcontinental Broadcasting System (only dual network station in territory at time). . . . Purchased Oct. 18, 1945, from Dr. Young's widow (he had died seven months earlier) by Stuart Investment Co., of Lincoln, Neb., which owns and operates KFOR Lincoln and KOIL Omaha. . . . Station was granted 50,000 w daytime and 25,000 w nighttime by FCC in February and expects to go fulltime shortly. . . . Transmitter is located five miles west of Minneapolis. . . . Nine directional array towers, first of kind in coun-

try, now being erected. . . . Officers of Stuart Investment Co. are James Stuart, president, and Albert A. Koenig, executive vice president. . . . Personnel of WDGY (Twin Cities Broadcasting Corp.) includes Melvin E. Drake, vice president and manager, and B. Kendall Crane, program director. . . . Avery-Knodel is sales representative.

WCCO

WCCO Bldg., Minneapolis
Main 1202

One of seven standard CBS o&o stations, it uses the slogan, "Good Neighbor to the Northwest." Main offices and studios at 625 Second Ave. South, Minneapolis, where five studios are located for locally-originated broadcasts. . . . offices also in Hamm Bldg., St. Paul. . . . Large studio audience programs are aired from WCCO auditorium. . . . Station is 50 kw on 830 kc. It first went on air Sept. 1, 1924, using equipment and physical plant of WLAG (which began in 1922). . . . Power increased from 5,000 to 15,000 w in 1928, and to present 50,000 w in 1932. . . . Studios and offices formerly located until 1939

in Nicollet hotel. . . . Present staff numbers 90. . . . Merle S. Jones, former general manager of WOL Washington, has been general manager since last year. . . . Sales manager is Al Harding; program director, Gene Wilkey. . . . Educational department is under direction of E. W. Ziebarth, faculty member of U. of Minnesota. . . . Included in news department is WCCO documentary unit. . . . Station recently added shortwave unit, KSCH, for on-the-spot coverage of special events with department under supervision of Sig Mickelson. . . . Station offers daily farm coverage under direction of Larry Haeg, who is also a representative of 36th district in Minnesota State Legislature. . . . WCCO programs are relayed to transmitter site on 25-acre tract at Anoka. . . . Represented by CBS Radio Sales.

KSTP

3415 University Ave., Minneapolis
Prior 2717

. . . NBC outlet in Twin Cities licensed by KSTP Inc. . . . Overall AM-FM-TV facilities are located at 3415 University on Midway. . . . Represented by Edward Petry &

Background, History Of Radio Outlets

Co. . . . KSTP, 50 kw, on 1,500 kc, formally established in 1928 by Stanley Hubbard, co-founder, vice president, general manager, and a principal owner. . . . Station's predecessor was WAMD, established in 1923. . . . Mr. Hubbard formerly with station located in Hotel Radisson, Minneapolis. . . . when transmitter burned, Mr. Hubbard and Lytton J. Shields collaborated on financial backing and purchased KFOY St. Paul, with Mr. Shields becoming president and principal owner of operating company, National Battery Broadcasting Co., of which he was president. . . . On March 28, 1928, KSTP took to the air as 10,000 watter. . . . FCC increased power to 25,000 in 1932. . . . Went to 50,000 watts in 1939. . . . Until recent years station maintained executive offices both in Minneapolis and St. Paul. . . . FM, with transmitter located first in St. Paul, then Midway, started in April, 1946. . . . Staff includes, in addition to Mr. Hubbard, Ken Hance, vice president and treasurer; Miller Robertson, general sales manager, and Joe Cook, sales promotion manager. . . . KSTP also key station in Northwest Network.

WTCN

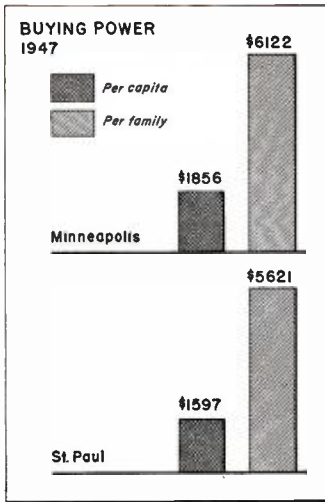
Wesley Temple, Minneapolis
MAin 6562

An affiliate of ABC and the Dairyland Network, station went on the air in 1925 as WRHM with a 50 w transmitter . . . increased to 1,000 w same year when it also began sharing time with WCAL St. Olaf College and KFMX Carlton College, and WLB U. of Minnesota. . . . Station, licensed to Minnesota Broadcasting Co., was purchased in June 1934 by St. Paul Dispatch-Pioneer Press and Minnesota Tribune Co., present owners, and call letters changed to WTCN (which stands for Twin City Newspapers). . . . Power increased April 30, 1935 to 5,000 w daytime and 1,000 w nighttime. . . . Frequency changed from 1250 kc to 1280 kc on March 29, 1941. . . . Studios located originally in West and Andrews hotels in Minneapolis, moved to present site at Wesley Temple Bldg. (12th floor) May 1, 1930. . . . Station maintains offices in Dispatch Bldg., St. Paul. . . . Has FM outlet (currently off the air), transmitter and antenna for which are atop Foshay Tower. . . . Building will be site, too, of WTCN-TV, due to bow soon on Channel 4, 66-72 mc (0.2 kw aur., 17.9 kw vis). . . . Free & Peters is national representative. . . . Vice President and general manager is F. Van Konynenburg; program director, Judy Bryson; commercial manager, Robert Ekstrum. . . . Transmitter location: Snelling Ave. and County Road B, Rose Township, St. Paul.

WMIN

Hamm Bldg., St. Paul
GARfield 1361

Founded in 1936 by the late Edward Hoffman, furniture dealer. . . . Until March 1947 studio and transmitter were at St. Anthony & Syndicate St. . . . Studio now in Hamm Bldg., transmitter midway between St. Paul and Minneapolis. . . . Station accents music, sports and news programming, using block technique . . . operates on 1400 kc, 250 w power . . .



daily newscasts are sponsored by *St. Paul Dispatch* and *St. Paul Pioneer Press*, with whom WMIN has arrangements for news. . . . Station is heavy on department store advertising, maintaining accounts with St. Paul's four major department stores. . . . WMIN uses slogan "News of the Hour On the Hour." . . . Has 10,000 w FM transmitter with 450-foot antenna and 12-bay FM mast giving radiated power of about 100,000 w, station contends. . . . FM outlet duplicates AM programs. . . . FM coverage claimed up to 250 miles. . . . Frank Devaney succeeded Mr. Hoffman as general manager. He is also commercial manager. . . . Total staff for overall operations numbers 40 persons. . . . WMIN identified as a sports station, carrying American Assn. baseball, U. of Minnesota sports as well as professional hockey, boxing, wrestling, golf and bowling. . . . Marty O'Neill is sportscaster. . . . Other key station personalities include Paul and Mary Light, breakfast team; Sev Widman, jockey, and Chuck Mulkern and Frank Madden. . . . Forjoe & Co. is national representative.

Survey of Other Major Radio Markets Under Way

- Baltimore
- San Francisco
- St. Louis
- Detroit
- Buffalo

WL0L

1730 Hennepin Ave., S. (Minneapolis)
ATLantic 0406

Founded in 1940 by Judge Devaney, who died two years later . . . Ralph Atlass, who bought control in 1943, is chief owner. . . . Station increased power from 1,000 to 5,000 w in 1946 and changed transmitter site in line with policy centering around 25 millivolt strategy. . . . Programs originate in Minneapolis studios and transmitter is located at 7th and Davern Streets, in St. Paul. . . . Norman Boggs is president and general manager; C. T. Hagman, vice president and commercial manager. Mr. Boggs was appointed in December 1945. . . . WL0L reports increase in billings of 25% over last year. . . . An MBS affiliate, it stresses sports broadcasts and recorded music programs . . . Sports include football, basketball, hockey & boxing. . . . Mark Gregory, commentator, highlights station's news coverage department, which is major premise for local news emphasis. . . . WL0L withdrew original application for FM permit last February. . . . John Blair & Co. is national representative.

KUOM

Eddy Hall
U. of Minnesota, Minneapolis
MAin 8177

Non-commercial station owned by and licensed to U. of Minnesota . . . Shares time with WCAL St. Olaf College, Northfield, Minn. . . . Two-thirds of time, Monday through Saturday, is assigned to KUOM, one-third and Sundays to WCAL. . . . Both operate in daytime only, KUOM with 5,000 w. . . . KUOM was originally licensed as WLB Jan. 13, 1922, later shared time with WDHI (U. of Minnesota previously operated an experimental station). . . . During period of October 1928 to May 1938, shared time on 1250 kc with WRHM (later WTCN) Minneapolis, WCAL Northfield and KFMX Northfield. . . . KUOM, on 770 kc, began operation on 760 kc, later changing to 770 kc after NARBA. . . . Station stresses educational format. . . . *The Minnesota School of the Air* is regularly-scheduled series designed to supplement class instruction on primary, elementary and high school level. . . . In-school programs have been aired since 1931 by KUOM . . . Young people's concerts given by Minneapolis Symphony are exclusive feature. . . . General manager is Burton Paulu, with Ruth Swanson, in charge of program production, as acting manager. FM permit granted for 91.7 mc.

KEY'D FOR COMPLETE COVERAGE



NEW 5000 WATT STATION IN THE TWIN CITY AREA

The first new standard commercial station in Minneapolis or St. Paul since 1940.

Completely staffed by experienced personnel who know this market and have a record of achievement in this market.

Over \$175,000 investment in new studios and transmitter.

Over \$100,000 in signed contracts by local and regional accounts before starting date October 24.

KEYD is your key to the great Twin City regional market.



Studios and Offices
Ninth and Hennepin
Minneapolis, Minnesota
Lee L. Whiting, Manager
Harold A. Winther, Sales Manager

THE FAMILY STATION

National Representative, Adam Young, Jr.

in
the
Twin Cities,
advertisers
get more
impact
at less
cost
on
WLOL!

Represented by



There's a big prosperous market waiting for smart advertisers in Minneapolis — St. Paul . . . and *WLOL can sell it!* With the strongest signal of any local outlet, WLOL reaches the Twin City Minnesotans who do 49% of the state's retail business . . . and as a bonus, goes out of town to sell twelve rich rural counties!

Advertisers can buy WLOL's concentrated coverage morning, afternoon and evening . . . day in day out . . . *at less cost* than a few announcements a week on competing stations. This means even a limited budget will deliver powerful *repetitive* selling that builds *impact*, so vital for quick turnover of merchandise.

Your John Blair man is ready now with complete facts and figures on WLOL and the rich Minneapolis — St. Paul market. Ask him today about availabilities!

WLOL

MINNEAPOLIS—ST. PAUL

The Cooperative Station

5000 Watts Full Time 1330 K.C.

Mutual Broadcasting System