

JULY 11, 1949

BROADCASTING
The Newsweek of Radio and Television
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 14

Seattle-Tacoma

Localize for Leadership

The Seattle and Western Washington market is abundantly blessed with real wealth...it's an expanding market offering rich rewards and golden opportunities to both manufacturers and merchants.

Your keystone to successful Radio Advertising here is a grass-roots understanding of its people.

Localize your Advertising for Leadership.

ROMIG C. FULLER & ASSOCIATES have had the privilege of learning the art of successful selling, by Radio, through specialization in this medium, since 1929. We welcome the opportunity of sharing our thorough knowledge of Seattle and the Western Washington market — with you as an advertiser — or your advertising agency interested in On-The-Spot Service.

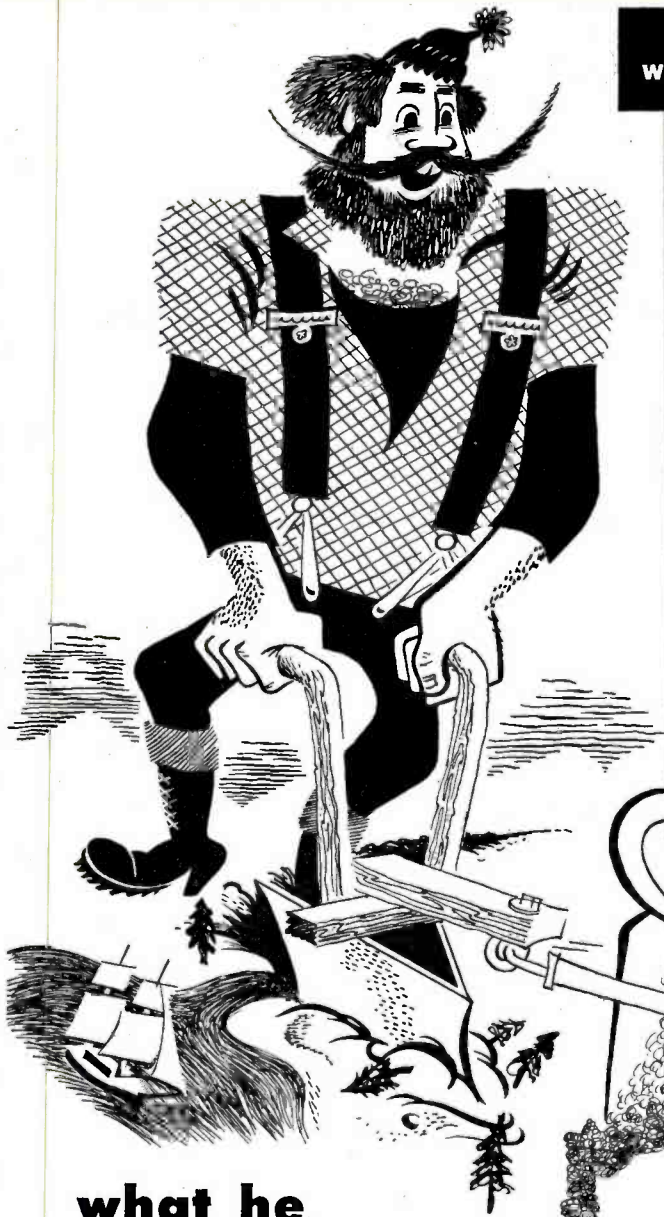
ROMIG C. FULLER & ASSOCIATES

MERCHANDISING
RADIO • TELEVISION

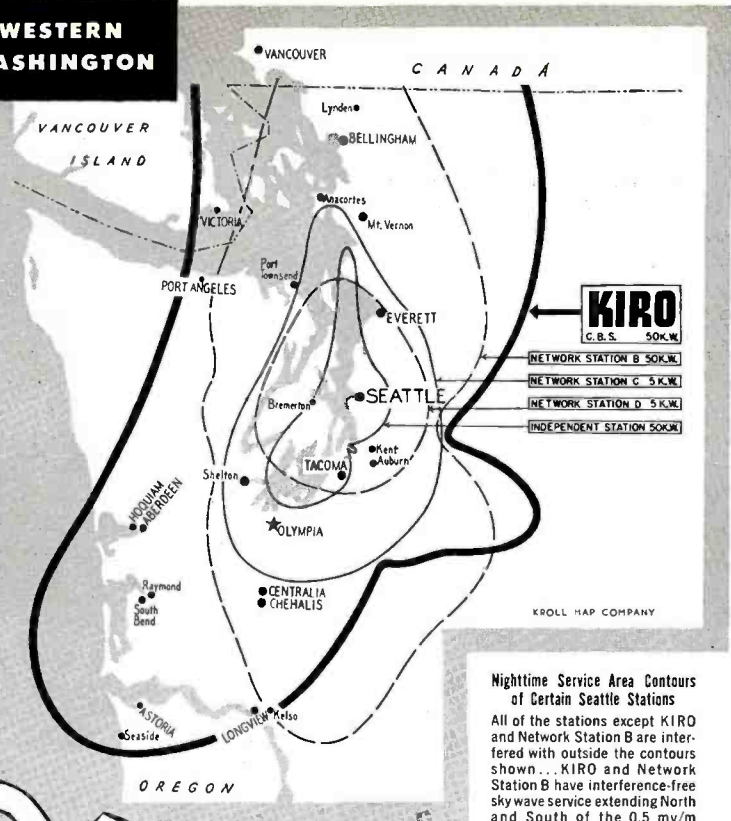
1411 Fourth Avenue Building

Seattle 1, Washington

Fourteenth of a Series



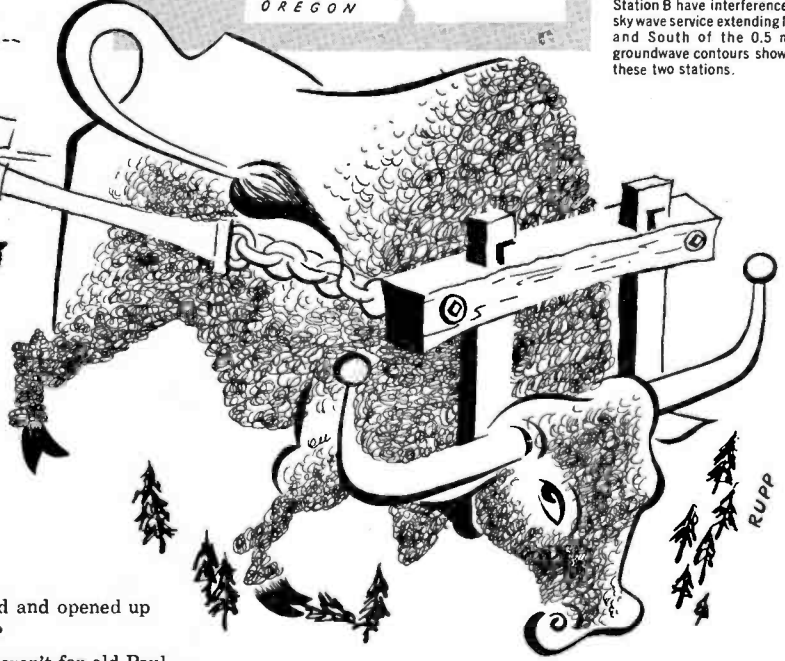
WESTERN WASHINGTON



Nighttime Service Area Contours of Certain Seattle Stations
 All of the stations except KIRO and Network Station B are interfered with outside the contours shown... KIRO and Network Station B have interference-free skywave service extending North and South of the 0.5 mv/m groundwave contours shown for these two stations.

what he uncovered - we cover!

EVER HEAR about the time Paul Bunyan dug Puget Sound and opened up the mouth of the Columbia River... all in the same day?
 Wouldn't be no big Pacific Northwest Market, if it weren't for old Paul.
 You see, Paul was visiting his folks in Maine when he got the call. He picked up Babe, his Blue Ox, somewheres around the Great Lakes and hustled out here to the evergreen country.
 About 3 o'clock that afternoon he'd finished with Puget Sound. Weren't even puffing. So he and Babe strolled down Oregon way, scooped up a channel to let the rain water get to the sea. That's the Columbia.
 Later that evening, when Paul stood ankle-deep in the ocean surveyin' his day's labor, KIRO went to work.
 Our engineers drew a line on the ground 'round Paul's shadow. This, they said, is what we want to cover with our protected 0.5 mv/m ground wave.
 The proper authorities said at the time it was okay. Still is.
 Mighty big job... done in a mighty big way. Two million folks living here now.
 For those two million... and for the advertisers who want to reach them... KIRO is still doing things in a mighty big way.



KIRO
 SEATTLE • TACOMA

REPRESENTED NATIONALLY BY FREE & PETERS
CBS FOR THE PACIFIC NORTHWEST **710 KC**
50,000 WATTS

THE

Seattle-Tacoma

RADIO MARKET

By LEO LIPPMAN

WHEN the schooner *Exact* moored in lower Puget Sound 98 years ago, the hardy pioneers named their landing place Alki. They borrowed the word from the Indians, to signify that the community would be another New York "by and by."

Seattle and Tacoma still have some way to go before they can claim to match the eastern metropolis, but local business leaders say they are well on the way. And if the growth of the Pacific Northwest continues as it has in the past decade, spurred by the excellent services of a group of progressive broadcast stations, the dreams of the pioneers will soon seem less than visionary.

Annual business of Seattle-Tacoma radio stations alone is now over \$3 million. Of the total of 235,400* families in Seattle 97.4% or 228,279 have radios, according to BMB estimates. In Tacoma there are 73,000* families and 98.1% or 71,613 own radios. There are an estimated 7,500 television sets in Seattle plus an unestimated number in suburban areas.

Puget Sound Region Increased Greatly in Decade

The index of Puget Sound business activity, as computed by the U. of Washington's Bureau of Business Research, shows virtually 100% increase in the past decade—a doubled audience the area's broadcasters are serving with the best in entertainment, education and public service.

With the years 1935-39 furnishing a base of 100, the index stood at 112.9 in 1940 and 207.3 in 1948. The index includes data covering electrical energy, coal production, factory employment, fishing, newspaper advertising, department store sales, postal sales, gasoline sales, bank debits, ordinary life insurance sales, freight carload-

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ings and building permits.

Seattle retail sales jumped from \$223 millions in 1940 to \$832* millions in 1948, while wholesale sales leaped from \$483 millions to \$1,708 millions in 1947. Bank clearings, as reported by the Seattle Clearing House Assn., more than doubled, from \$2,113 millions to \$6,131 millions. This expanded market is being utilized by hundreds of advertisers who have discovered radio's potent sales power.

Other Figures Show The Area's Potential

Nineteenth in population (22nd in 1940), Seattle is 14th in retail sales, 16th in effective buying power and sixth in effective buying income per capita. Per capita buying income is \$2,050 or double the \$954 in 1940. Spendable income per family was reported at \$5,102 for King County (Seattle) and \$4,795 for Pierce County (Tacoma).

Other pertinent statistics concerning Seattle: 252,291 telephones were served through the Seattle exchange as of April 1, 1949; Post Office receipts totaled \$9,090,000 in 1948; 6,652 building permits, with a value of \$54,461,930, were issued for 1948; assessed value of real and personal property in 1947 was \$363 million, with property assessed at 50% of its true value.

Tacoma's average annual income in 1940 was \$1,390, and has since increased to \$1,620. The current labor force of 70,000 is about 12,000 higher than before the war. Annual business volume, as summarized by Kerlin Research, New York, grew from \$429 million in 1939 to almost four times that sum—\$1,656,000,000—in 1948. The rise was almost without break, during and since the war, and 1948 regis-

tered a jump of 12.05% over the year immediately preceding.

Other significant indices of Tacoma's growth in the past decade include:

Assessed valuation of real and personal property: \$49,208,796 in 1940 and \$81,210,093 in 1948.

Bank transactions: \$1,024,915,000 in 1940 and \$3,204,049,000 in 1948.

Bank deposits: \$61,034,526.43 in 1940 and \$208,847,991.84 in 1948.

Savings and loan assets (excluding one national association with Tacoma branches): \$22,049,705.13 in 1940 and \$47,282,184.39 in 1948.

Postal receipts: \$736,613.39 in 1940 and \$1,563,485.95 in 1948.

Building permits: 1,933 valued at \$3,-621,898 in 1940, and 2,867, valued at \$16,804,281 in 1948.

Phenomenal growth of the Puget Sound area, stimulated by the war, has not ceased entirely. Population, volume of business, new industrial and commercial enterprises have continued to grow. Shipyard workers and others attracted to the region during the war have remained; servicemen passing through the port of embarkation have returned with their families; the prospect of cheap hydroelectric power and access to first-class harbors have drawn business.

International Conditions Important in Area's Economy

Unsettled international conditions have of course continued to play a part in the area's economic prosperity. Richland, in Central Washington, is the location of the Hanford Works, one of the nation's three principal centers of atomic activity. It provides the Northwest's second largest payroll (a permanent working force of some 10,000 is anticipated), creating a new market of importance to the entire region. And at the Boeing Airplane Co., a backlog of approx-

imately \$400 million in U. S. Air Force and civilian airline orders is keeping the giant plant humming. In mid-May, Air Secretary Stuart Symington indicated that the U. S. Air Force expects Boeing to continue at about the same production level for the next year.

Population of the cities and surrounding area has increased substantially since the last census. The state of Washington as a whole, one of the three fastest-growing states in the nation, rose from 1,736,191 in 1940 to an estimated 2,148,000 as of July 1, 1948, or 43% in eight years.

Continued Growth for State Is Predicted

Dr. Calvin F. Schmid, professor of sociology and director of the Office of Population Research at the U. of Washington, has forecast close to 3,000,000 for Washington by 1960. The census count, and the latest estimate (by Washington State Department of Health) show the following breakdown for King County, in which Seattle is the principal community, and adjacent Pierce County, where Tacoma predominates:

	1940	1948
King County	504,980	671,700
Seattle	368,302	476,000
Pierce County	182,081	208,900
Tacoma	109,408	137,900

Minority races and religions are represented by a quite small percentage of the population, although the number of Negroes increased substantially during and immediately following the war. The largest component of the foreign-born population comes from nearby Canada, with the Scandinavian countries running second. While only 16.2% of Seattle's population and 14.4% of Tacoma's are foreign-

(Continued on next page)

Seattle-Tacoma

(Continued from preceding page)

born, according to the 1940 census, more than 60% of the present residents migrated from outside the state.

Rural Area Large Percent Of Stations' Coverage Market

Cities of 10,000 and over in the area served by Seattle and Tacoma radio stations include Renton (16,200), Bremerton (32,500), Puyallup (10,000), Everett (35,600) and Olympia (16,300). With close to half the state's population living in communities of less than 2,500, these figures do not indicate accurately the size of the market area. Importance of the rural market—and of the farmer-listener to metropolitan radio stations—is pointed up by the fact that Northwest farm dwellers commonly drive up to 100 miles into town to do their weekend shopping. Cities as small as 30,000 population, therefore, serve as trading centers for 100,000-200,000 people spending up to \$100,000,000 in retail purchases.

The rural economy is mighty important, too, since the average farm in the state of Washington has an annual income over \$5,400. The total farm income in the state is now running a half-billion dollars a year from the pre-war figures.

The Puget Sound area is recognized as the third market of the Coast states, being exceeded only by Los Angeles and San Francisco.

65% of State's Population In Seattle Trading Area

Seattle's retail trading area has been defined by Chamber of Commerce officials as extending north to Bellingham, south to Olympia, west to include most of the Olympic Peninsula and eastward as far as Wenatchee. The area contains 65% of the state's population and purchasing power.

Seattle and Tacoma are the first and third cities of the state, populationwise. Between them, along the 31-mile highway, are two large airports not only serving the nation and Alaska, but offering direct routes to Hawaii and the Orient as well. It is not without reason that Seattle, the largest city north of San Francisco and west of Minneapolis, calls itself the Queen City of the Pacific Northwest.

King County, in which Seattle is

located, contains some 1,200 individual industrial enterprises, including shipbuilding and repair, aircraft manufacture, agricultural and dairy products, light metals fabrications, fish products, wearing apparel and leather goods, machinery, flour and grain products, frozen foods, trucks and buses, plywood, furniture, and paper products.

Tacoma, which boasts the highest proportion of skilled workers on the Pacific Coast, is the most industrialized city in this rapidly expanding Northwest region. According to a survey of major industries conducted by the City Planning Commission in July 1948, there are 495 manufacturing establishments in Tacoma, employing a total of 19,870 wage and salary workers. Manufacturing is still outranked, however, by trades and services, with 3,563 establishments employing 26,995 workers. In third place as an employer is Government, with 7,705 workers.

Important National Industries Operate in Tacoma Region

Permanente Metals Corp. maintains an aluminum ingot plant in Tacoma with a capacity of 40,000,000 pounds a year. The Tacoma Smelter, one of the largest in the U. S., refines one-twelfth of the nation's copper, and a 100-ton-a-day sulfuric acid plant will be operating by next spring.

Other important industries operating in Tacoma include the metallurgical group (car wheels, castings, ferro-chrome, electrolytic iron, metallurgical coke, steel ingot), forest products (doors, felting, furniture, lumber, plywood, pulp and paper), chemicals, food (canneries, candy, flour), railroad shops, shipbuilding, heavy crane and logging equipment.

Tacoma manufactures half the Douglas fir doors produced throughout the world, and is headquarters for the Fir Door Institute and the Douglas Fir Plywood Assn. The city is the center of the electrochemical industry in the Northwest. Fifth among flour milling centers of the U. S., Tacoma is the largest west of Kansas City and

Minneapolis. It also houses the home offices of Weyerhaeuser Timber Co. and other national concerns, and is the regional office of the U. S. Collector of Internal Revenue, covering the state of Washington and all of Alaska.

Seattle is at times accused of being the capital of Alaska, and there are those Seattleites who admit the charge. Actually, since the city is nearer to both Alaska and the Orient than any other major U. S. port, and is the sole terminus of regular steamship lines operating between the States and Alaska, it is only natural that the Puget Sound city should do the lion's share of the business. Alaska last year produced a canned salmon pack valued at \$101,000,000, plus additional millions in gold and furs, most of it reaching American markets through Seattle.

Seattle Ships Over Half of Goods Consumed in Alaska

Conversely, more than half the goods consumed in Alaska are shipped from Seattle. In 1947, the last year for which the U. S. Dept. of Commerce compiled and reported figures on the subject, Seattle's receipts from Alaska totaled \$123.6 millions, and shipments to Alaska added up to \$116.8 millions. The tremendous growth of the Alaskan trade is indicated by a comparison with the year just preceding, 1946, when the figures were 69.4 and 75.0 millions respectively. The current rate is close to triple that of 1940.

Radio-wise, too, Seattle and Tacoma are unusual in the national perspective. For all practical purposes, the standard broadcasting wave is effectively cut off by the 10,000-foot Cascade Mountain range to the east. Yet within this comparatively narrow range, the Seattle (and to a lesser extent Tacoma) stations exert an influence out of proportion to the local population.

Seattle has the only NBC and CBS affiliates in Western Washington and three of the four 50 kw stations in the state (KOMO KIRO KING). Seattle had the first television outlet (KRSC-TV) north of Los Angeles. Paradoxically, the mountains which restrict the standard broadcasting range help bounce the video image far beyond the normal expectancy, with the result

that KRSC-TV is said to be received with clarity as far south as Portland and Astoria, Ore.

Puget Sound broadcasters claim—and the network affiliates, at least, can prove with BMB maps and fan mail—a coverage area extending into every Washington county west of the Cascades, plus a good-sized chunk of southwest Canada. Citizens of British Columbia are among the regular tuners-in to network shows beamed from Seattle.

Tacoma boasts the only non-AM affiliated FM stations in the state (KTNT and KTOY). Until March 1949, it was the home city of KVI, Mutual outlet for Seattle and Tacoma; since the FCC authorized shift in headquarters the station has continued to maintain studios and offices in both cities. Outgoing president of the Washington Assn. of Broadcasters is H. J. (Tubby) Quilliam, president of KTBI Tacoma.

While there are independent stations in nearby Bremerton and the smaller surrounding communities, and a Mutual outlet in neighboring Everett, the Seattle stations command constant audiences. In the state capital at Olympia, 60 miles from Seattle, there is only one station, a Mutual affiliate.

Local Programming Reflects Special Interests

Local programming reflects the special interests of the Puget Sound audience. An outstanding example is *The Old Boat Puller*, a trade journal of the air beamed at commercial fishermen working along the Pacific Coast. The KIRO program goes on Monday through Friday at 5:30-6 a.m.—"mug-up time," when the fishermen pause in their work for a cup of hot coffee.

Another peculiarity of Puget Sound radio is the heavy emphasis, in record shows, on Scandinavian music. There are probably more schottisches and hambos played on Seattle's independent stations than anywhere else this side of the Norwegian fjords.

The U. of Washington, located in Seattle, also exerts considerable influence on radio, particularly in the western part of the state, with some 14 shows being transcribed each week at Radio Hall on the

O. W. FISHER
Pres., Gen. Mgr. KOMO

ARCHIE G. TAFT Sr.
President KOL

CARL E. HAYMOND
Owner KMO

HENRY B. OWEN
President KING

F. PAUL McCONKEY
KTW

H. J. QUILLIAM
General Manager KTBI



campus, for broadcast on more than a score of stations.

In recent months, several local stations have made special efforts to develop worthwhile programs for listeners of pre-school age. The Chamber of Commerce has launched an institutional promotion via *The Seattle Story*, over KOMO.

One of the most spectacular success stories in modern advertising history was a Seattle radio venture, the zany promotion of The Three G.I.'s. Relying almost exclusively on singing commercials, repeated 100 times a week or more on local stations, the owners of a small surplus sales outlet, housed in a tent on the outskirts of Seattle, built a flourishing business within three months, and received national publicity.

During the war, Boeing Airplane Co. presented *The Boeing Hour*, a live talent show produced locally over KOMO with the principal purposes of recruiting workers and building employe morale. Last year, when the same company was struck by the 14,500 members of the independent Aeronautical Mechanics Union, Boeing used 50 to 75 spots a day over eight stations, through Frederick E. Baker and Assoc., to announce its rehiring procedures. The company has not been a consistent user of radio, but Harold Mansfield, Boeing's director of public relations, indicated recently that the door is not permanently closed.

Time Differentials Complicate Schedules

Because of the time differentials with the East (and with California and even within the State of Washington, during the daylight-saving months), stations in the Northwest have a complex job of program scheduling. The western networks generally delay national shows to make up for the three-hour time lag, and the local stations occasionally delay them still longer.

Seattle's century-old history stemmed from hunting, trapping and fishing, aided by sawmills. Arrival of the railroads in 1884 and the Alaskan gold rush started a period of mushrooming growth which more recently appeared in the form of war-inspired activity. Proximity of natural wonders and Grand Coulee Dam are important factors.

The city rates highest among 31 cities of comparable size in the percentage of adults having completed four or more years of college. Wage levels in Seattle and Tacoma are high. Of 235,400 Seattle families, 132,000 own their own homes and 134,000 own autos. Boat ownership in the Puget Sound area is second in the nation, with 30,732 craft registered. Ownership of electrical appliances is high as a result of low power rates.

Stations, advertising agencies and regional observers see a growing buyers' market. One agency, Lunke-Maudsley & Assoc., estimates its radio billings in 1949 will be double those a year ago.

One TV station, KRSC-TV, has been on the air since last Thanksgiving Day. A contract was signed early in May for transfer of KRSC's TV and FM operations to KING. Eight applicants seek the remaining six channels.

Thirteen AM stations serve the Puget Sound area from Seattle and Tacoma. They are (including FM, TV and network affiliations): KING and KING-FM; KIRO, KIRO-FM, CBS; KJR, ABC; KMO; KOL; KOMO, KOMO-FM, NBC; KRSC, KRSC-FM, KRSC-TV; KTBI; KTW; KVI, MBS; KXA; and KTNT and KTOY (exclusively FM). In surrounding markets are KBRO Bremerton, KRKO Everett (MBS), KRKL Kirkland and KXRN Renton.

Area's TV Sets Expected to Reach 10,000

Dealers report an estimated 40,000 sets installed which receive FM. Number of TV sets is expected to reach 10,000 by the end of 1949. KRSC-TV has a 20-hour weekly schedule including the four TV network services by kinescope. Interest has been spurred by *Post-Intelligencer* promotion and enthusiasm of several department stores.

Transit Radio came to Washington last February, when KTNT's FM programs were first beamed to Tacoma Transit Company vehicles. The station, owned by the *News Tribune*, started in October 1948, and when it launched transitcasting, it had some fifty advertisers, both national and local, and 14,000 FM receivers in the primary coverage area, excluding Seattle. There are 136 vehicles in the Tacoma system, carrying a total of 2,500,000 riders a month.

In Seattle, too, both the Transit System and the stations with FM affiliates have expressed interest in the new advertising medium, and engineering tests have been held, but the program has not yet been inaugurated.

The Seattle-Tacoma radio market has an important local revenue source not common to most areas—advertising dentists and optometrists. One such dental client, Dr. L. R. Clark, is the largest single user of radio in Seattle, placing through Lunke-Maudsley & Assoc. along with its subsidiary, Boston Dentists. The client has spent as much as \$15,000 (now \$6,000) a month on radio, 90% of its advertising budget, using all local stations.

Binyon Optometrists spends \$35,000 a year in Washington, placing through Wallace Mackay Agency, Seattle.

Public utilities are active radio users, including Seattle and Tacoma publicly-owned light systems and the competing privately-owned Puget Sound Power & Light Co., which was the largest sponsor for many years. Puget Sound's budget has dropped with imminence of a loss of its Seattle franchise in 1952, but it is still active on the air and buys extra time in emergencies. Seattle Transit System spends 25%

GENERAL RATES FOR SEATTLE-TACOMA AREA

(For One Time, One Hour)

Station	Class A	Class B
Seattle		
KOMO*	\$216.00	\$108.00
KING	150.00	75.00
KIRO	375.00	187.50
KOL	100.00	60.00
KJR	280.00	140.00
KXA	75.00	
KRSC	100.00	60.00
KTW**	40.00	
Tacoma		
KTBI	90.00	60.00
KMO	100.00	60.00
KVI	200.00	100.00

*Rate listed is for 1/2 hour
**Time sold only to religious broadcasters

of its budget in radio, mainly spots.

Department stores are consistent time buyers. *Frederick & Nelson Concert Hour* on KRSC seven days a week is the city's oldest consecutive program and recently celebrated its 6,000th hourly broadcast. The store is an affiliate of Marshall Field & Co. Other programs include *Light Concert Hour*, five weekly, on KJR and 10-minute daily INS newsreel on KRSC-TV. Agency is Hiddleston, Evans & Merrill.

Bon Marche, Allied Stores Corp. affiliate, has two live musical programs, *Tone Portraits*, on KOMO (Sunday, 3:30-4 p.m.), and *Piano Melodies* (Monday through Friday, 4:30-4:45 p.m.), both of which have won NRDA awards. Margaret Campbell, Bon Marche radio director, writes the continuity. The store sponsors baseball telecasts.

Rhodes, a home-owned department store, has two shows on the air in Seattle, both on KJR. *Home-maker's Edition of the News* is offered at 9:00-9:15 a.m. Monday through Saturday, with basically institutional promotion; this show has been sponsored by Rhodes for over six years. *Top Seven*, which was launched in 1948, presents the hit tunes of the week, and is broadcast Thursday evenings from 8:30 to 9.

Local Auto Dealers Buy Considerable Time

Other active retailers are Weisfield & Goldberg, jewelers; Irving's Men's Store, with outlets in Seattle and Tacoma; Sherman Clay, musical instruments; Grunbaum's Furniture Co.; Standard Furniture; Ben Tipp, credit jewelers.

Several auto dealers also put a good-sized share of their advertising budgets into radio, including Riach Oldsmobile (Sunday night newscasts), Smith-Gandy, Ford agency (heavy spot schedule, plus college basketball games), Dick DuBois, Hudson dealer (nightly announcements following *Richfield News*), and William O. McKay,

Ford agency (Fulton Lewis jr., nightly). Of the local banks, the heaviest radio users in their respective cities are Seattle-First National, with a half-hour weekly choral program on KOMO and spots on KVI, and Pacific First Federal, in Tacoma, which uses spots on all stations in the home city plus Bellingham and Seattle, Washington, and Portland and Eugene, Oregon.

Heaviest regional spot schedule is that of Olympia Brewing Co., in Olympia, sponsoring 11,232 spots on 28 Washington stations in 1949-50 through Botsford, Constantine & Gardner. The spots are of the public service type, promoting traffic safety.

Fisher Flouring Mills, owning KOMO, bought spot and network time in the 11 western states in the past and may do so again on a large scale. At present the company has 12 newscasts a week on KOMO, paying the full rate, plus participations on KVI and some spot in Oregon and occasionally California. The company owned both KOMO and KJR up to 1945, selling the latter to Birt Fisher (no relation), former KOMO-KJR manager, who then sold KJR to Marshall Field. The Fisher account is placed by Pacific National Advertising Agency.

Pacific uses radio extensively for its 30-odd clients, with 40% of their total budgets going into the medium. President William H. Horsley, Secretary H. O. Stone and Radio Director Trevor Evans are radio and TV-minded. Mr. Evans recalls that a Fisher Flouring Mills radio offer to send a package of flour free to Europe for every box-top from Bisket-Mix sent in by listeners produced enough flour to make 150,000 loaves of bread.

That happened last year, as did a successful early-morning radio campaign to unload thousands of flags just before July 4. A leading PNA account is Washington State Fruit Commission, placing spots locally and nationally to sell fruit crops quickly as they ripen. Washington Cooperative Farmers Assn. buys New England radio on a year-round basis to sell Lynden Canning Kitchens products. Federal Old Line Life Insurance Co. has a transcribed choral series in Washington.

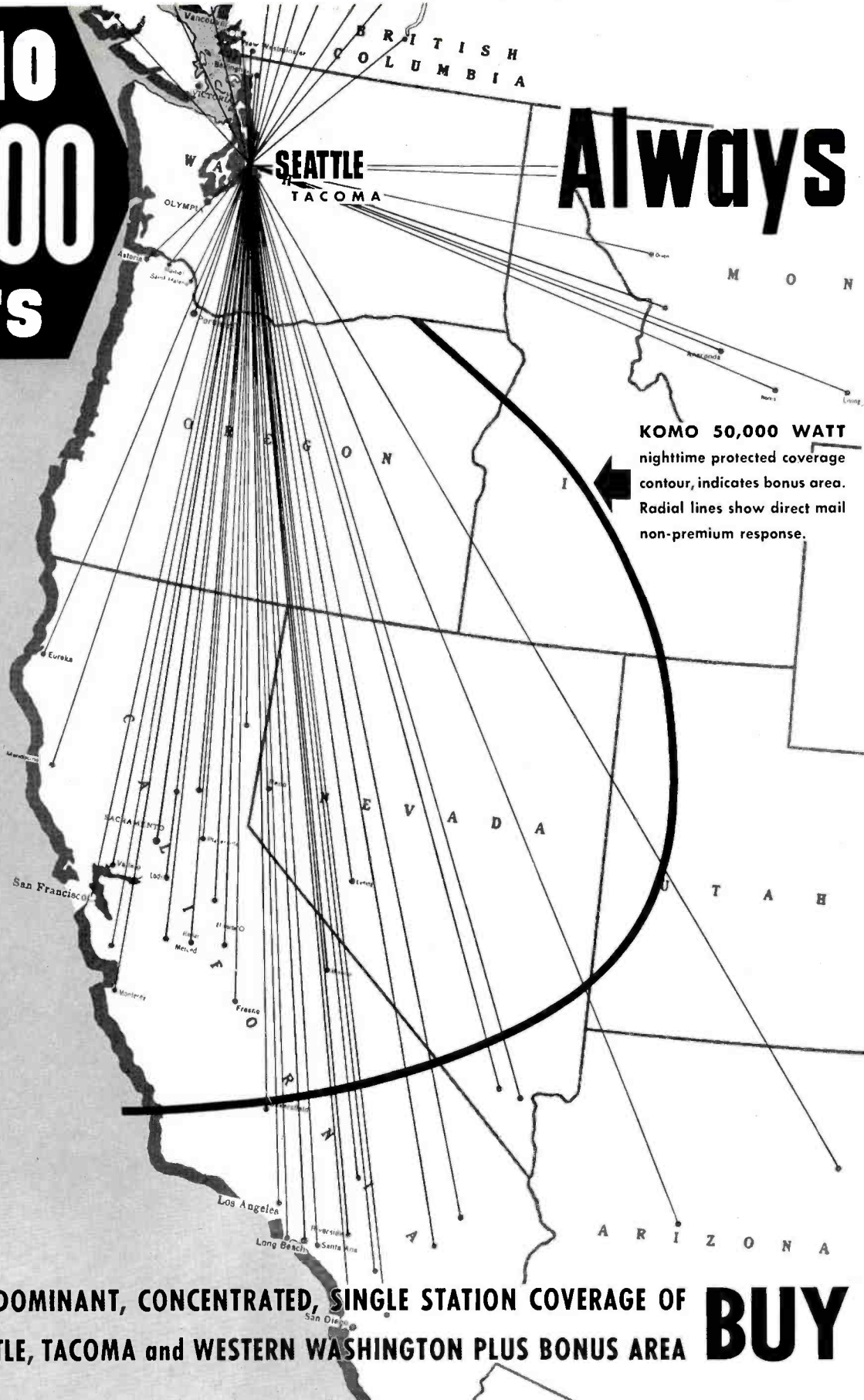
Romig C. Fuller and Associates is one of the few agency organizations on the Pacific Coast confining its activities exclusively to radio and television advertising. Accounts represented by the agency include some of the best in Seattle. Some of the city's largest advertisers, with advertising offices of their own, employ the agency to handle radio and television.

Mr. Fuller's thorough knowledge of the Seattle and western Washington market, together with his 20 years experience in selling by radio, is highly regarded by local broadcasters and advertisers alike.

Key personnel of the agency are all radio veterans. Mr. Fuller and his wife, Mary, act as spark (Continued on Seattle-Tacoma 8)

**KOMO
50,000
WATTS**

Always



FOR DOMINANT, CONCENTRATED, SINGLE STATION COVERAGE OF SEATTLE, TACOMA and WESTERN WASHINGTON PLUS BONUS AREA

BUY

FIRST Always BEST

HERE'S WHY -

FIRST because

KOMO serves the largest population of any Pacific Northwest station.

KOMO dominates Seattle, Tacoma and Western Washington—its primary merchandisable area!

KOMO nighttime protected coverage gives advertisers a larger bonus audience in four Pacific Coast states and Western Canada.

KOMO has the most modern RCA transmission equipment to take full advantage of its 50,000 watt operation with unsurpassed signal clarity.

KOMO provides the only complete studio facilities ... the world's finest.

KOMO is the only NBC station in Western Washington.

BEST because

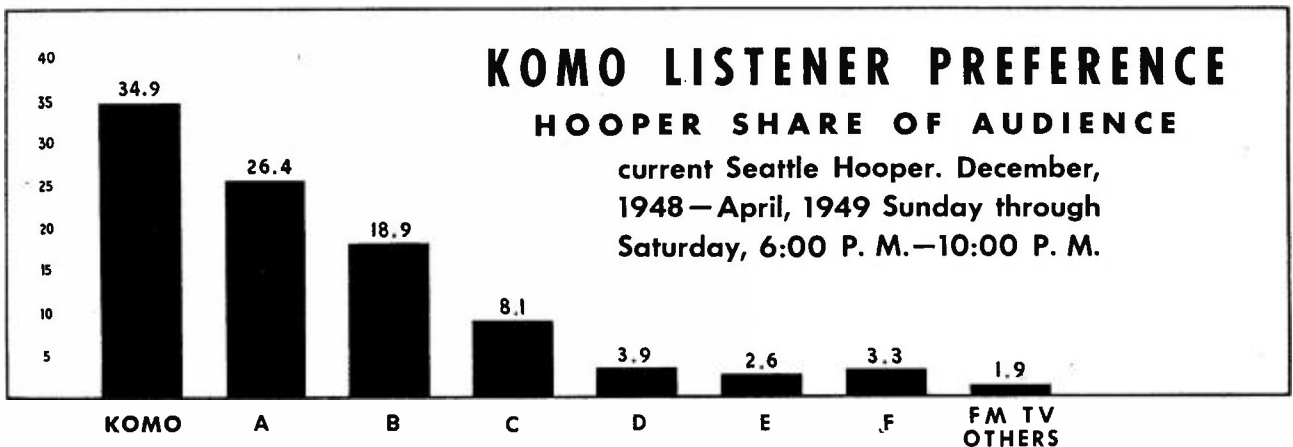
KOMO leads today as it has for 23 years.

KOMO consistently has maintained highest Hooper Ratings.

KOMO results are measured not only in direct sales but also in greater prestige.

KOMO dominant influence extends to wholesalers and retailers as well as to listeners.

KOMO has continued increasingly successful under the same owner-management for 23 years.



KOMO

Represented Nationally by EDWARD PETRY & CO.



FISHER'S BLEND STATION, Inc.
 SEATTLE, WASHINGTON

Seattle-Tacoma

(Continued from Seattle-Tacoma 5)

plugs for the entire organization. Mary Fuller is well grounded in radio, having started in the early days of KGW Portland in charge of the women's programs. She did daily broadcasts for the first U. of Oregon extension program on the air. She later brought her highly original show *Mary's Friendly Garden* to NBC-KOMO Seattle and from there stepped to a CBS network program originating in Hollywood. She currently directs program activities for the agency. Cecil Pattee, traffic manager, has a background of practical selling and finance. Alexander Hull, associate writer, has been nationally recognized for his short stories.

MacWilkins, Cole & Weber Accounts Heavy Radio Users

Seven of the accounts of Mac Wilkins, Cole & Weber put 25% or more of their budgets into radio. The agency has offices in Seattle and Portland, Ore. A. E. Cole is president and W. H. Sandiford is account executive and radio supervisor for the whole agency. Working with Mr. Sandiford are Robert Woolson, Seattle radio director, and Jack Sugg, account executive and radio director for Portland.

The agency has an unusual radio policy. It first recommends against the medium. Then if the facts point toward use of radio, the agency goes all out to use it constructively and profitably. Mr. Sandiford points to the history of one client, Pacific Food Products (Sunny Jim) as an example of the policy. When the agency first acquired the account, use of radio was opposed because the budget was not adequate to do a consistent job.

In March of last year the client was advised to test radio via an ABC cooperative in Seattle, where its distribution is heavy. Objective is to establish the Sunny Jim label on a par with nationally advertised products. If it works out, radio may be extended. At the moment radio gets 70% of the sponsor's budget.

Fahey-Brockman, largest men's clothing store in the Northwest,

puts half its budget in radio. Yellow Cab Co., another Mac Wilkins account, has used radio exclusively since last November to promote its late-night cab service. West Coast Airlines, feeder line, uses spots in Seattle and Portland, supplemented by spots in 20 cities along its route. Other Mac Wilkins radio accounts include Ben Tipp, jewelers; Buchan Baking Co., and Seattle Transit System.

Mr. Sandiford contends radio keeps the consumer consistently aware of a client's product, and has a cumulative effect surpassing that of other media. Those benefiting most from radio are those using it most consistently, he says.

Another active agency in the market is the Seattle branch of Honig-Cooper, with Warren E. Kraft as agency vice president and manager of its Seattle office, and Charlotte Smith as account executive and radio director. Largest radio account is Centennial Flouring Mills, spending a third of its budget in radio. The account is watching TV's development.

Brown & Haley Candy Co., of Tacoma concentrates on radio for its Almond Roca candy, and has vastly expanded its distribution by use of radio. Pioneer Sand & Gravel promotes home modernization by radio.

Lunke-Maudsley Has Largest Radio Account

Lunke-Maudsley & Assoc. handles the largest single radio account in the Northwest, Dr. L. R. Clark. The partnership was formed last year, when Craig G. Maudsley left Dancer-Fitzgerald-Sample in Hollywood to join James R. Lunke & Assoc. Other accounts include Troy, Empire and City Launderers and Dry Cleaners, Studebaker and Hudson dealers and a group of TV set distributors. The agency feels most advertisers under-spend when they use radio.

Condon Co., headquartered in Tacoma, is an active radio agency. Howard R. Smith, secretary-treasurer and account executive, says radio has done a fine job for the agency's clients. President of Condon is Roscoe A. Smith, no relation. Condon places *Cammarano*

Caravan, a giveaway show, on five stations, using shortwave and recording techniques, for Cammarano Brothers, soft drink bottler. The program represents 70% of the account's budget, with cost spread among franchise houses cooperatively.

Tacoma Mortuary Among Condon Accounts

Other Condon clients include C. C. Mellinger Co., Tacoma mortuary, with an organ program; Maxwell Petroleum Co.; Tacoma City Light; Pacific First Federal Savings and Loan Assn.; Fuel Oil Service; Western Furnaces; Tacoma Transit Co., and Nalley's Inc. (mayonnaise only).

Robert S. Nichols Adv. Agency personally voices all his client's programs on the air. He estimates his clients have spent a half-million dollars in radio in the past decade. Main accounts are Bartell Drug Co., local chain, which has sponsored the five-weekly *Radio Parade* 11 years; Pantorium cleaner and laundry; Bonney-Watson, funeral parlor.

Other leading agencies which use radio for their clients in Seattle-Tacoma include: H. J. McGrath and Assoc. (principally furniture accounts, both manufacturing and retail); Hiddleston, Evans and Merrill (Frederick and Nelson department store, Smith-Gandy Ford agency and auto loans, Clark's Restaurant Enterprises); Strang and Prosser (Puget Sound Power and Light Co., Charles H. Lilly home garden and farm products, Dr. Roy Mellor advertising dentists); Wallace Mackay Agency (Binyon optometrists, Charles E. Sullivan florist, Western Motors Kaiser-Frazer distributors, Seattle City Light Co., Bardahl Oil Co.); Frederick E. Baker and Assoc. (Alaska Steamship Co., Riach Oldsmobile); and the Seattle office of Ruthrauff and Ryan (Interstate Brewery, Pictsweet).

Also Allied Adv. Agencies, Advertising Counselors Inc., Beaumont & Hohman Inc., Botsford, Constantine & Gardner, Bozell & Jacobs, Keene and Keene, Martin and Tuttle, Northwest Radio Adv. Co., Pearson and Morgan, Sharp Adv. Agency and J. Walter Thompson.

And, with headquarters in Tacoma, Butler Emmett, O'Connell Regan, and Robert Sconce.

Surveys of Other

MAJOR

Radio Markets

Are Underway

Watch For

- Detroit
- Richmond
- Buffalo
- And Others

J. ARCHIE MORTON
General Manager KJR

SAUL HAAS
President KIRO

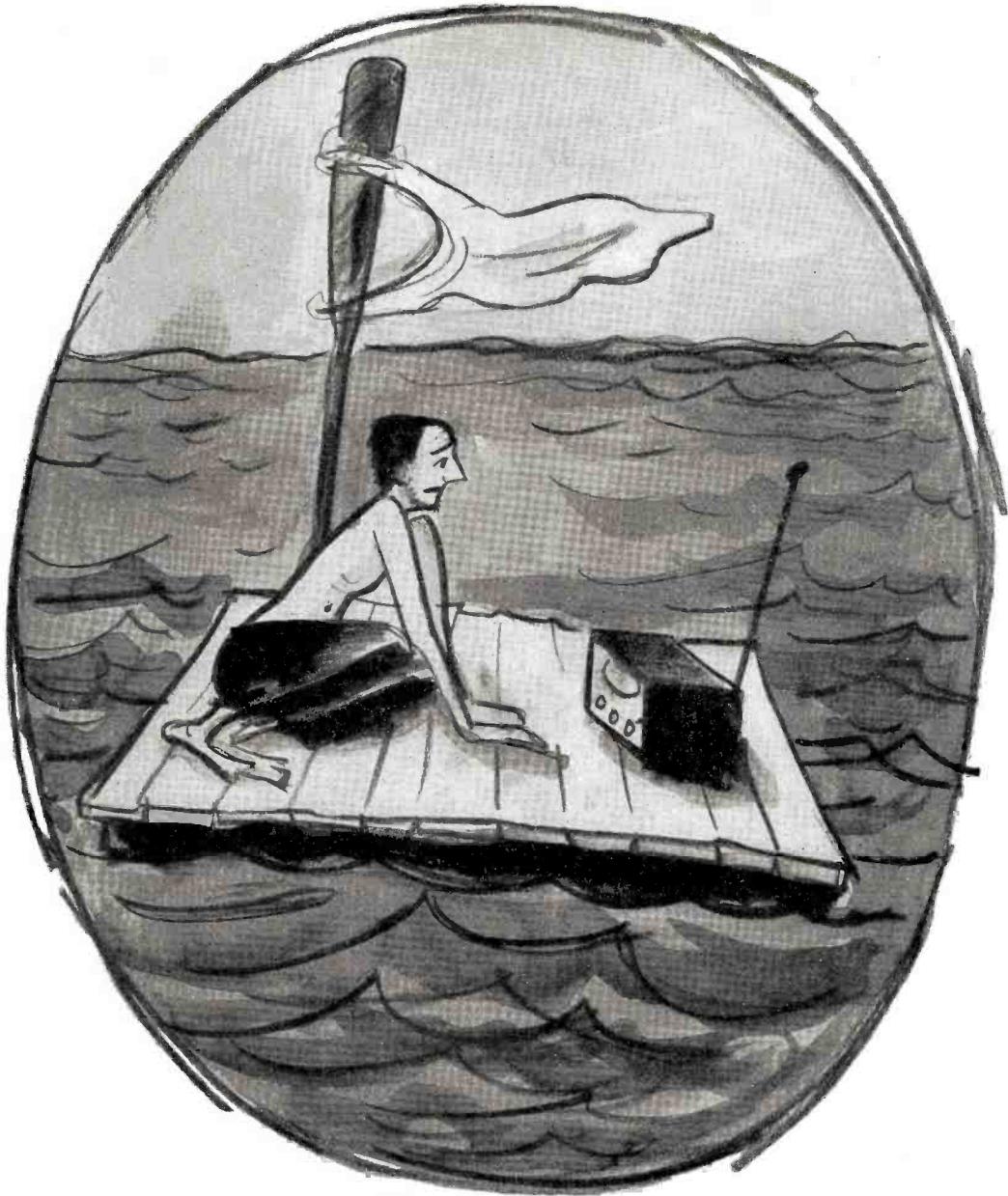
VERNICE IRWIN
Pres., Gen. Mgr. KVI

LINCOLN W. MILLER
Exec. V.P. KXA

ROBERT E. PRIEBE
Station Manager KR5C

LEONARD H. HIGGINS
Station Manager KTNT (FM)





"No (sob) KJR"

KJR
SEATTLE 5000 WATTS AT 950 kc.

A Marshall Field Station

KJR doesn't reach everybody!

But KJR does blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world's richest-per-capita incomes.

Best of all, KJR's 5000 watts at 950 kc. cover the important area that any 50,000 watts would reach (check your BMB).

And "the beauty of it is"—it costs YOU so much LESS!
Talk with **AVERY-KNODEL, Inc.**, about KJR!

for Western Washington... An Affiliate of the American Broadcasting Company

STATION HISTORIES

KING KING-FM
2111 Smith Tower, Seattle
Main 1090
1090 kc 50 kw
94.9 mc 48 kw (CP)

FOUNDED in 1927 as KVL and later known successively as KEEN and KEVR, the station was sold in 1947 to King Broadcasting Co., its present owner. When call letters were changed to KING at that time, the royal motif was introduced into all promotion, as well as on such programs as *KING's Ballroom*, *KING's Kindergarten* and *KING Klock*.

First president and general manager of the KING organization were Mrs. Scott Bullitt and Henry B. Owen; they served until this spring, when Mr. Owen was elected president and Hugh M. Feltis, former BMB president, was appointed station manager. Station is affiliated with Pacific Northwest Broadcasters group on national sales.

KING Is State's First 50 kw Independent

Formerly 10 kw, KING a few months ago became the first 50 kw independent in the State of Washington. Its FM affiliate has been on the air since February 1948 and has a construction permit for 48 kw. Station also has a TV application before FCC. AM transmitter on Vashon-Maury Island. FM transmitter is on Smith Tower. Subject to FCC approval, KING has purchased the TV and FM operations of KRSC Seattle. In May, 1949, KING started all-night operations, becoming only station in the area to do so.

Self-styled "Sports Voice of the Northwest," the station's sportscaster, Leo Lassen, brings listeners professional baseball. Heaviest advertisers on KING are those who sponsor sports broadcasts: Associated Oil (intercollegiate football and basketball), Signal Oil and Hanson Baking (co-sponsors of pro baseball).

Program director is Dave Crockett, who before his appointment early this year operated his own radio production agency, with wife Marge McPherson. Station's phone number is the only one in Seattle to duplicate the dial setting.

KIRO KIRO-FM
Cobb Bldg., Seattle
Seneca 1500
710 kc 50 kw
100.7 mc 7 kw

KIRO is owned and operated by the Queen City Broadcasting Co., organized in 1927 by the late Moritz M. Thomsen, owner of the Pacific Coast Biscuit Co. for the purpose of operating a station with call letters KPCB. In 1935 the stock was purchased from the Thomsen family by the present owners, and the call letters were changed to

KIRO. Present officers are Saul Haas, president; Louis K. Lear, chairman of the board; Harold N. Graves, vice president and secretary; Loren B. Stone, vice president and station manager. Mon C. Wallgren, former governor of Washington, is a minority stockholder.

At about the time ownership changed hands, FCC authorized increase in hours of operation from daytime only to fulltime, increase in power from 250 to 500 w, and operation on present frequency of 710 kc. During the first two years thereafter, KIRO was unaffiliated with any network, depending on records, transcriptions and local programs to build its audience. In 1936, power increase to 1 kw was authorized; in October 1937, KIRO became Seattle's CBS outlet, and on June 30, 1941, the station began operation with 50 kw—at that time the only station with such power north of San Francisco and Salt Lake City and west of Minneapolis.

Interim operation of FM affiliate duplicates AM programs. Application for TV channel is before FCC. Studios are in basement of Cobb Bldg. and transmitter is on Vashon Island. KIRO uses remote facilities—shortwave transmitter and tape-recorder—primarily for covering crew races, skiing on Mount Rainier and major local news events.

Sales Manager William F. Tucker, Program Director Kenneth Yeend and Chief Engineer James Hatfield have a long record of service with the station.

KJR
Skinner Bldg., Seattle
Elliott 5890
950 kc 5 kw

ESTABLISHED in 1923, KJR was bought by NBC and affiliated with the Gold (later Blue) network. Then, as the network relinquished ownership of its Blue-affiliated stations, KJR was sold to Fisher Flouring Mills, owner also of the Red network-affiliated KOMO. In 1946 KJR was purchased by Marshall Field. At about the same time it became the ABC basic station affiliate for Seattle, Tacoma and Puget Sound area.

Morton, Gerbel, Jordan Now Top Management

Top management now includes J. Archie Morton, general manager; Arthur Gerbel Jr., sales manager, and Maitland Jordan, national sales manager. Basic programming emphasis is on local news, local features and special events, developed under guidance of Roland Bradley, program director. With approximately 40% of the programs originating locally, KJR claims the highest por-

Background, of Seattle-Tacoma Outlets

portion of local time among the area's network affiliates. Station's TV application has been filed with FCC.

In conjunction with the Community Chest and Council, KJR last year launched a 15-minute panel currently produced by U. of Washington to supplement ABC's *Child's World* drawing wide commendation. Its public service programming also includes the Sunday afternoon *God's Country*, featuring the Right Rev. Stephen F. Bayne Jr., Episcopal Bishop of Olympia Diocese, and *Police Dept. Reports*, a 15-minute weekly program.

KMO
914½ Broadway, Tacoma
Main 4144
1360 kc 5 kw

KMO's history dates from Aug. 25, 1926, when it went on the air with a power of 250 w on 250 meters. It is owned and operated by Carl E. Haymond, owner also of KIT Yakima and president of KITO San Bernardino, Calif., both ABC affiliates.

Early studios of KMO were divided between the Winthrop Hotel and Rhodes Department Store. Present studio space occupies most of the upper floor of the Keyes Bldg. in Tacoma.

Power Increases Mark Station's Development

Several power increases have marked the station's development. KMO had been licensed five years prior to its inaugural date in 1926, as a 10-watter. Then, in 1927, power was raised to 500 w, in 1937 to 1 kw, and in 1940 to 5 kw.

Affiliation with the Mutual-Don Lee Network came in 1937, and was relinquished in August 1946. Mr. Haymond points with pride to his Tacoma station as "the original Pacific Northwest news station," with emphasis on local news since 1936, when the station set up its own independent news bureau. The Tacoma Bureau of United Press is now located at KMO with UP staffers handling local news coverage for the eight quarter-hour newscasts daily.

Latest advancement of KMO was installation last fall of a new transmitter on the highway between Tacoma and Seattle. On June 3 KMO filed application for a Tacoma TV channel.

Jerry Geehan is station manager, Ted Knightlinger assistant manager, and Raymond T. McKenzie, sales manager. The station follows three types of block programming, with easy-to-listen music, continuing news coverage and heavy concentration on sports. *Uncle Wally's Health & Happiness Club*, for Federal Bakery, is called the oldest continuous commercial show in the Northwest (since August 1926).

KOL
Northern Life Tower, Seattle
Main 2312
1300 kc 5 kw

FOUNDED in 1922 and still owned by the Seattle Broadcasting Co. (Archie G. Taft Sr., president), KOL has at various times been the Seattle affiliate of CBS and Mutual, but is now independent. It has two studios in the Northern Life Tower, a downtown office building, and transmitter on Harbor Island.

Oliver A. Runchey is business manager, Archie G. Taft Jr., is chief engineer. Principal program emphasis is on music, with disc jockeys running two and three hours at a stretch during the day. KOL's *Question Mint* is Seattle's only local quiz show permitting participation of both a telephone and a studio audience, the station reports.

Station says it was the first to work out a mutual promotion arrangement with the *Post-Intelligencer*, Seattle's morning daily.

KOMO KOMO-FM
100 Fourth Ave. North, Seattle
Seneca 6000
1000 kc 50 kw
98.9 mc 14.4 kw

IN THE fall of 1926, O. D. Fisher, president of Fisher Flouring Mills, organized several Seattle businessmen and potential radio sponsors into a group known as Totem Broadcasters Inc., and on Dec. 31 of that year he and his colleagues had KOMO officially on the air, with 1 kw on 920 kc.

Station Ownership Has Remained Same Since 1926

Ownership of the station has remained the same since then, and KOMO is still "Fisher's Blend Station Inc." The location of the studios has change twice—from the Cobb Bldg. to the Skinner Bldg. in 1933, and last year to the new structure on the Denny Regrade. Several shifts also took place in the assigned wavelength and KOMO has been at 1000 kc since May 1944.

In its first year of operation, owing to the backing of the 14 sponsors, KOMO says it was on the air more hours with live talent shows than any other U. S. station. The station's NBC affiliation dates back to April 5, 1927. Power was increased to 5 kw in 1936, and to 50 kw in 1948 when station's new plant was opened.

KOMO now duplicates all its AM programs on FM during the 18-hour broadcasting day. The studios and the 492-foot FM tower can be adapted to television if the station's application is approved.

O. W. Fisher, electrical engineer, is president and general manager of KOMO. Other executive per-

sonnel includes R. D. McCornack, assistant to the president; Ray Baker, commercial manager; W. W. Warren, program manager, and Richard E. Green, manager of national sales and sales service. The station is said to be the only one in the Northwest with its own home economist. Its new building also houses Pacific Northwest headquarters of United Press.

KTW

Seventh Ave. and Spring St.,
Seattle
Main 2056 and Seneca 0644
1250 kc 1 kw

OLDEST station in the Pacific Northwest is KTW, founded in 1920. Owned by the First Presbyterian Church of Seattle (Dr. F. Paul McConkey, pastor), KTW operates part-time, sharing its frequency with KWSC Pullman. Schedule provides broadcasting time from 7:30-11 p.m. Sundays and 7:30-10:30 p.m. Thursdays and all legal holidays.

Programming Emphasis Is Exclusively Religious

Programming emphasis is exclusively religious. While the station is non-commercial, some of the religious programs it carries are sponsored. Staff includes James S. Ross, manager and chief engineer, Robert Stuart Vogt, program director, and three licensed engineers.

KRSC KRSC-FM KRSC-TV

2939 Fourth Ave. South, Seattle
Elliott 2480
1150 kc 1 kw
98.1 mc 15 kw
Channel 5 (TV) 22.5 kw

IN 23 YEARS, KRSC has grown from a 50 w broadcasting station located in a garage on Lake Washington into a 1 kw operation, with FM and TV affiliates. Established in November 1926 by Palmer K. Leberman, who is still president of Radio Sales Corp., the KRSC license, the station moved headquarters several times in ensuing years: To the Henry Bldg. in 1927; to the Spring Apartment Hotel in 1929; to the penthouse of the Washington Athletic Club two years later, then to 819 Fairview Place, and finally to the present location.

Robert E. Priebe, station general manager, joined Mr. Leberman during the first year of operation. Other executives who have been with the station from its early days are George A. Freeman, chief engineer, and Ted Bell, program manager. Al P. Hunter is sales manager. Personnel has virtually tripled since September 1948. An important newcomer is television producer-director, Lee Schulman.

In KRSC's early days, the station built its audience with "lots of music at all hours," and the oldest consecutive broadcast in Seattle—the *Frederick and Nelson Concert Hour*—is still running on KRSC. Since the fall of 1935, the station also has offered exclusive radio coverage of high-school football

games, as well as broadcasts of other school and professional sports events.

The station was first in Seattle with FM, Feb. 1, 1947, and TV, Nov. 25, 1948. KRSC-TV is still the only video outlet in Washington, and carries programs of NBC-TV, CBS-TV, ABC-TV and DuMont Network.

KTNT (FM)

1701 South Eleventh, Tacoma
Market 7181
97.3 mc 10 kw

NEWEST commercial station in the area, KTNT went on the air Oct. 26, 1948, when there were an estimated 12,000 FM receivers in the primary coverage area excluding Seattle. The area's FM circulation is estimated at 40,000 sets. Owned by *Tacoma News Tribune*, the station introduced Transit Radio to the area, via vehicles of the Tacoma Transit Co., Feb. 15, 1949.

Station manager is Leonard H. Higgins; assistant manager and chief engineer is Max H. Bice.

In addition to routine Transit Radio programming, KTNT carries a variety of local live shows in the evening, including commentaries, sports, discussion panels and music from local schools.

KTBI

Center at Pine, Tacoma
Broadway 2241
810 kc 1 kw-D

ONE OF the last stations to be licensed by FCC before the war, KTBI was established by a group of local businessmen under the corporate name Tacoma Broadcasters Inc., in 1941. H. J. Quilliam, president of Muzak in Seattle, bought the station in 1945 and moved in as president in the spring of 1946, when the station was shifted from 1490 kw 250 w fulltime to the present daytime assignments.

Facilities Built for TV; Application Filed

KTBI moved to its present location in the north end of the city in 1947. The facilities were built with television in mind, and a TV application has been filed.

The station's schedule runs slightly ahead of the clock, so that KTBI is airing music while other stations in the area are giving station breaks. Station specializes in vertical cut transcriptions, using both World and Associated services.

In addition to "Tubby" Quilliam, Ed Lovelace as general manager, KTBI executives include King Mitchell as commercial manager, Ann Bennfield as program director and Walt Eddy as chief engineer.

KVI

Camlin Hotel, Seattle
Seneca 4848
Rust Bldg., Tacoma
Broadway 4211
570 kc 5 kw

ESTABLISHED in Tacoma in 1928 by E. M. Doernbecker and a group of associates KVI has maintained studios in Seattle for ten of the past 21 years. An application to designate the main studios as Seattle was approved by FCC effective March 30, 1949, although studios will be maintained in both cities.

Mrs. Laura M. Doernbecker, widow of the founder, is present owner, and her daughter, Mrs. Vernice Irwin, is station president and general manager. When Mrs. Irwin took over in 1937, she was one of the few women station managers west of the Mississippi. Earl T. Irwin is commercial manager.

Established as an independent station, KVI became the Tacoma outlet for CBS in 1932, reverted to independent status in 1941, and gained its present affiliation with Mutual for Seattle and Tacoma in 1946.

Most of the local advertising accounts come from Seattle. Best result getter is said to be *Sunrise Club*, with Harry Long as m. c. The program dates to the beginning of the station.

KXA

312 Bigelow Bldg., Seattle
Seneca 1000
770 kc 1 kw

KXA was established in 1926 on 570 kc. Owner of the station is KXA Inc., with Wesley I. Dumm as president and other stockholders of KSFO San Francisco among the directors. Lincoln W. Miller, executive vice president, came to the station early in 1948, after several years with KXOA Sacramento and the U. S. State Dept.

Since inception, KXA's program policy has been to emphasize music and news, and it is still the only station in Seattle to provide a five-minute news summary every hour throughout the broadcast day. Four of these newscasts have been expanded to quarter hours daily to utilize the talents of veteran Seattle newscaster Dick Keplinger, who broadcasts from a special studio at his home. Station goes off the air at local sunset time, coming back on at 10 p.m. and broadcasting until 2:45 a.m., the latest time of any station in Seattle.

Robert Kilpatrick is local sales manager. One of the station's chief selling arguments is its place on the dial, which is "in the area where 89% of Seattle listens." Reason is that KXA is the only Seattle independent located between the local network outlets. Other executives include Ben Harkins, program director, and John Dubuque, chief engineer.

THE PEOPLE WHO BUY... HEAR KVI SEATTLE

With its 5000 watts on 570 kilocycles—KVI blankets the richest part of the Washington market with a strong signal that sells merchandise.

NOW with main studios in Seattle's Camlin Hotel, KVI continues to maintain studios in Tacoma, giving plus service to its listeners and to its advertisers. On its favorable low frequency—KVI is heard far south into Oregon and north into Canada . . . bringing popular local and network programs to thousands of Pacific Northwest radio homes. No wonder so many timebuyers find: the BUY is KVI!

**MORE
PULLING POWER
PER KILOWATT**

KVI is proud of the responsiveness of its audience. Test after test has shown KVI gets more returns per dollar spent . . . has more pulling power per kilowatt. Ask your Hollingbery representative for proof.

KVI

**DON LEE MUTUAL
SEATTLE • TACOMA and PUGET SOUND AREA**

National Representative:

George P. Hollingbery Co.



QUESTION: What radio trade publication has the largest paid circulation?

ANSWER: We do . . . over 15,000 copies.

QUESTION: Do you maintain, according to the "readership projection formula", that each copy is read by an average of four people?

ANSWER: We do . . . it means a total readership of over 60,000.

QUESTION: Do you have a convenient circulation breakdown which shows the types of radio people your magazine reaches?

ANSWER: We do . . . BROADCASTING reaches them all. These figures are from our sworn circulation statement of June 27, 1949.

Radio Advertisers (National and Regional) . .	2,904
Advertising Agencies (National and Regional)	2,305
Station and Network Personnel	5,695
Representatives and Services	759
Others	3,775
TOTAL	15,438

QUESTION: Do you find, from impartial sources of information (lineage figures, for instance), that BROADCASTING is considered the finest advertising buy in the field?

ANSWER: We certainly do.

**LEADERSHIP
MEANS
READERSHIP**

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING