

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 employee 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 transistcasting, 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 ½ 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 newscast 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 Weisfeld & 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)