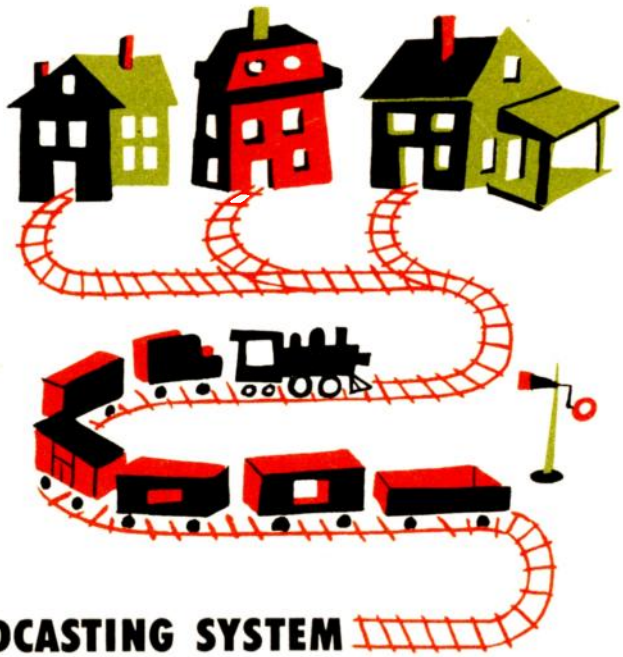
The second most important thing in Radio



E COLUMBIA BROADCASTING SYSTEM

The advertiser who wants to get to a listener *at lower cost than his competitors do* must be right about the second most important thing in Radio, as well as the first.

IF picking the right program were *all* you had to do to get most Radio value for least cost, you wouldn't need to read these pages.

Picking the right program is important. But if you want to deliver that program to listeners at least cost, take a hard look at network facilities too.

For a radio program is to the network that carries it as a train is to the tracks it rolls on.

The *tracks* determine where the *train* will go!

And the major networks—quite obviously—are not *equal* "transportation systems" to the homes of America. Not equal in strength, in coverage, in programming...in anything.

That's why they carry your programs to very different "advertising destinations."

Take a look, then, at the differences in Radio's major "tracks" today. And when you do...

three simple facts emerge
which no tough-minded advertiser
ever forgets:

I. "Count up to two, not four, when

The simplest facts in Radio show there are two *types* of nation-wide networks today, not just "four networks." You can see it very clearly and sharply in the number and the power of stations each network has.

Look at the "track record" on the facing page. Notice how the TYPE I networks with relatively fewer stations have total power *more than double* the power of the TYPE II networks. And the *average power* of the TYPE I networks—some 9000 watts per station — represents four and nine times the average power of the TYPE II networks.

Certainly, TYPE I networks *are* different from TYPE II networks. The next pages show what the difference means to *you.*

you look at the networks..."

*Power and number of stations are for *operating* stations and *nighttime* power as of January 1, 1948.

2. Each type of network takes your

program to quite different "advertising destinations"

TYPE I networks cover more territory. With the most powerful stations in Radio, they deliver virtually complete coverage of *all* the markets of the country, while TYPE II networks do not. (See any network circulation maps.)

TYPE I networks deliver larger audiences at less cost. The unbiased figures show TYPE I networks consistently deliver their larger audiences to advertisers *at less cost per listener* than TYPE II networks.

Why not? As in all other forms of distribution, the "*big economy size*" proves the better buy in Radio, too!

Larger audiences mean *lower* costs to advertisers.

3. CBS delivers large audiences at

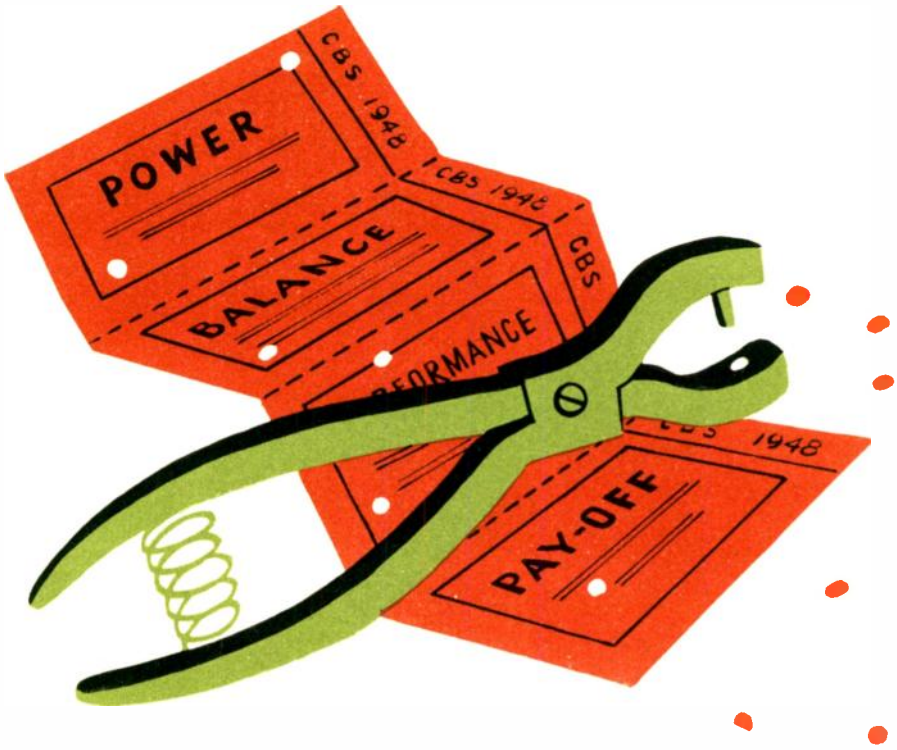
than any other network

CBS is the most effective network advertisers can buy today—because CBS has the *best balanced* facilities in all Radio, *consistently* delivering *big* audiences at lowest cost per thousand listeners.

The evidence for this is specific and thoroughly documented. Moreover, CBS advertisers know the facts from direct experience. That's why more of the largest users of Radio are on CBS today than on any other network—and have consistently preferred CBS above *all* other networks for the past eleven years!

And *this* year they have more reason than ever to be happy about their choice, for reasons made clear on the following pages...

a lower cost



From "POWER" to "PAY-OFF"

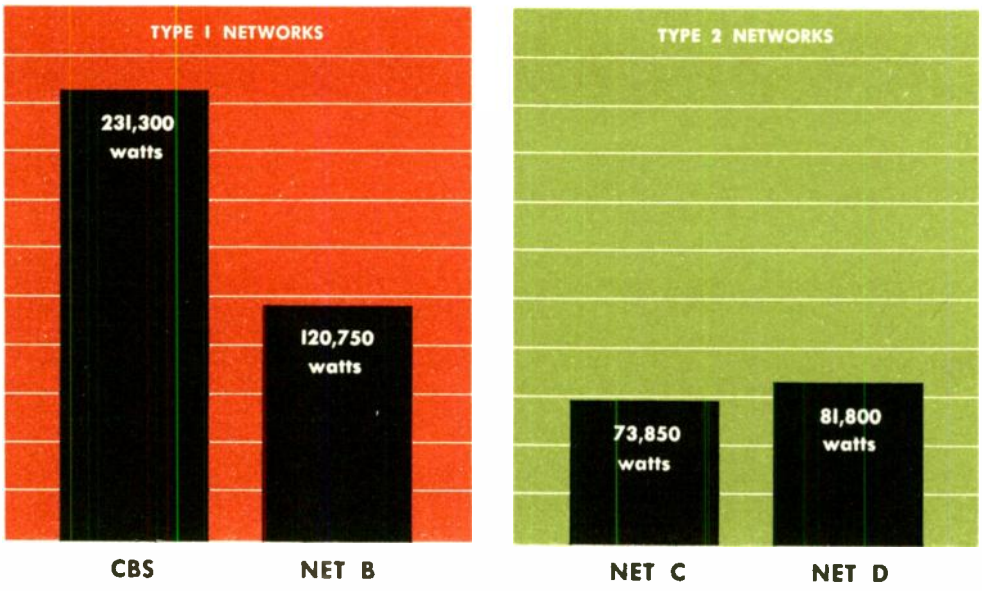
Network efficiency is *not* a simple thing to measure. It cannot be determined from superficial data alone. But the differences in efficiency between the networks are, nevertheless, very real.

For the man with little time, the next four pages summarize the major facts on network values — in significant terms of POWER, BALANCE, PERFORMANCE and PAY-OFF.*

*For a more detailed analysis of network values, see the recent CBS study "HERE ARE FACTS," available on request.

POWER: CBS had the greatest increase in power of *any* network last year; an increase of 231,300 watts. This increase was 92% greater than Net B, 215% greater than Net C, 183% greater than Net D.

INCREASE IN NETWORK POWER IN 1947



And note that the two TYPE I networks have *more than twice* the power of the TYPE II networks.

TOTAL NETWORK POWER AS OF JANUARY, 1948

CBS	1,454,850 watts	NET C	611,450 watts
NET B	1,501,850 watts	NET D	445,800 watts

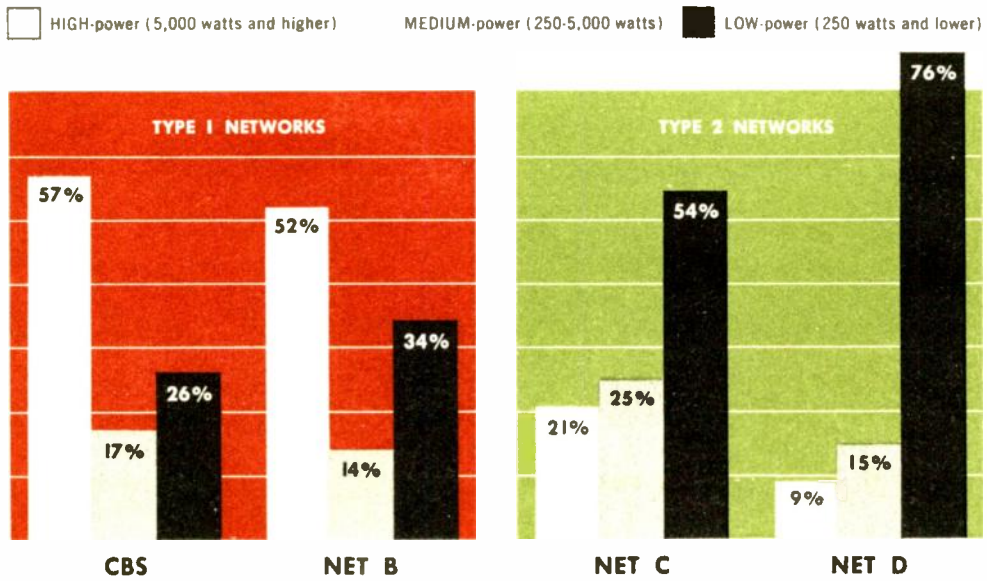
BALANCE: The total power of a network's stations (significant as it is) is not as important to a network's efficiency as the distribution of this power.

It is here one finds a solid reason for CBS leadership in network efficiency. For CBS clearly has the "best balanced" facilities among *all* networks.

CBS has more *high-powered*—and fewer *low-powered*—stations than any other network.

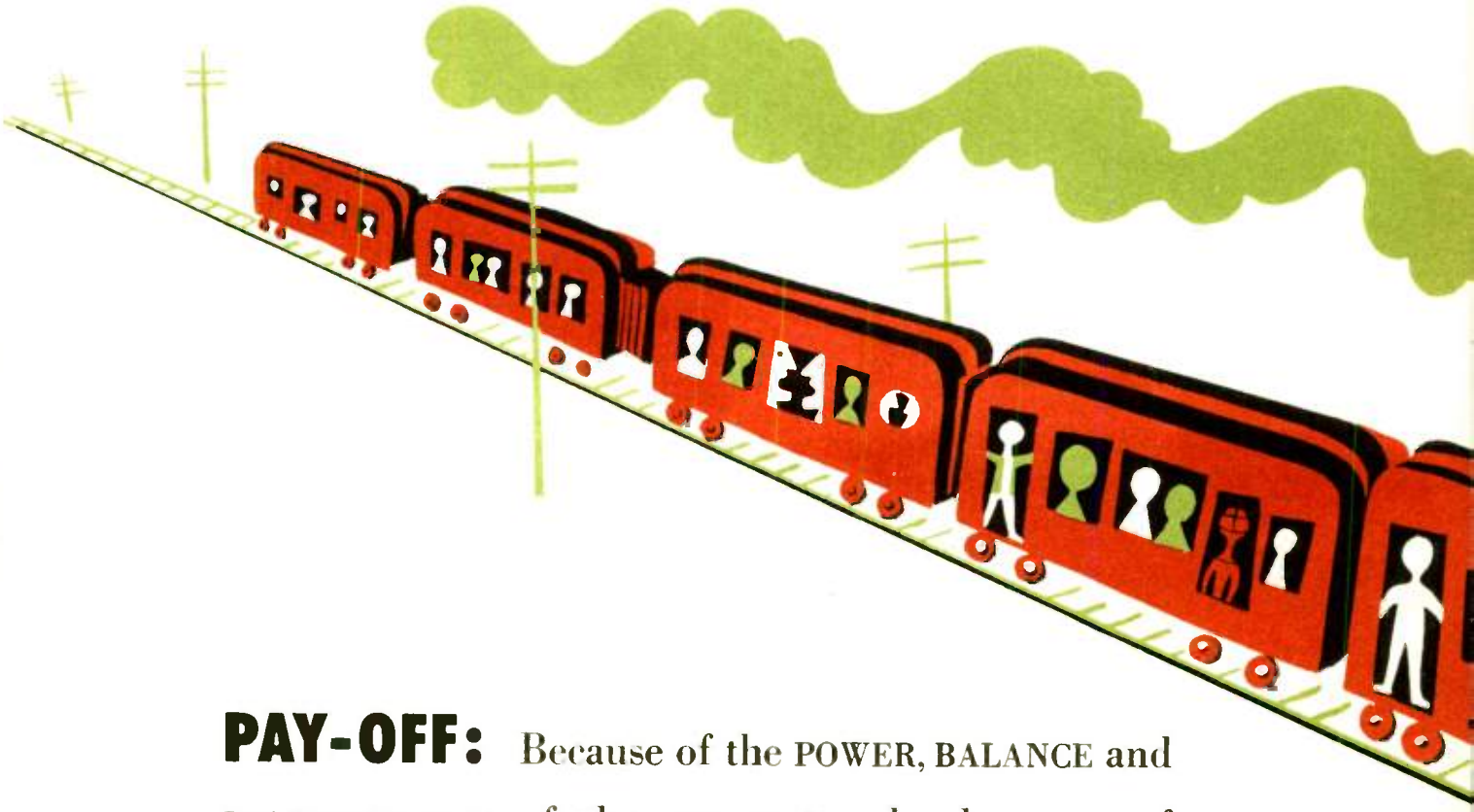
This combines to give CBS the best distribution of power among all networks—as illustrated below. Look at this chart carefully if you're really interested in most Radio value for your dollar.

PER CENT OF EACH NETWORK'S STATIONS IN 3 POWER GROUPS



PERFORMANCE: CBS stations are delivering a larger audience than *ever* before in CBS history: 99,000,000 different listeners each week.

. . . at an 18.7% LOWER circulation cost today than before the war!



PAY-OFF: Because of the POWER, BALANCE and PERFORMANCE of the CBS network—because of its technical facilities *and* over-all strength of its programming—CBS advertisers are getting their

audiences at a lower average cost-per-listener than the advertisers on *any* other network. Indeed, the most comprehensive available audience measurements in Radio show that in the last full season of broadcasting, not only was CBS consistently more efficient than *any* other network, but also that the other three networks averaged only 82% of CBS' efficiency in the evening and 77% of CBS' efficiency in the daytime *in delivering audiences for each dollar of time and talent costs.*

Take a closer look

at the facilities that

make this possible...

INVISIBLE STREAMLINING. It's sometimes easy to overlook the extraordinary contributions of Radio's engineers to the swift rise of Radio listening.

Since Radio began, its engineers have achieved an "invisible streamlining"—a continuous improvement of technical facilities—easily as remarkable as aviation development from clumsy "crates" to jet-propulsion in the same period of time.

We challenged the engineers to summarize their achievement for us in a sentence. Here it is:

"The technological improvements in the entire system of Radio transmission—from station studios to home receivers—have given a 50,000-watt station today the equivalent of almost 2,000,000 watts of power in the earlier days of broadcasting."

A 39 times increase in efficiency!

That's why TYPE I networks, with their fewer but stronger stations, can so easily deliver so much more coverage today, and bigger audiences, than the networks composed of less-powered stations.

The Columbia Broadcasting System · 485 Madison Avenue, New York 22, N.Y.

Major improvements in facilities made by CBS stations since 1941

Not only have CBS stations had vastly more power increases, last year, than the stations of any other network . . .

Not only have CBS stations better distribution of their power than the stations of any other network . . .

But CBS stations today are also at an unparalleled peak of technological efficiency, having spent millions since 1941* in 337 major technical improvements alone—for *better* listening and *more* listening to CBS.

*But they have spent this almost entirely since the ending of World War II, when Radio's technical materials were "unfrozen" for civilian use.

129 CBS stations* have made 337 major technical improvements since 1941

NEW AUDIO FACILITIES mean more effective use of the transmitter, better quality signals, more freedom from noise and better record reproduction.

...118 CBS stations have installed new audio facilities.

POWER INCREASES not only enlarge the area of station service but intensify the signal *within* the original area as well, and mean more listeners everywhere.

...49 CBS stations have had power increases.

NEW TRANSMITTERS deliver a clearer, purer signal, with minimum distortion and unwanted harmonics; and more complete continuity of service.

...55 CBS stations have installed new transmitters.

NEW TRANSMITTER SITES center the strongest signals on the greatest concentrations of population... creating more intense signals for more listeners.

...30 CBS stations have new transmitter sites.

NEW ANTENNAE in general are the equivalent of more power:

...63 CBS stations have installed new antennae.

NEW FREQUENCIES are also the equivalent of more power, improving coverage and signal strength.

...22 CBS stations have changed to new frequencies.

*As of January 1, 1948. Because of the steady progress pace of CBS station improvements, the data on these and the following pages—listing the individual stations in each category of improvement—are accurate only as of that date.

NEW AUDIO FACILITIES

for these CBS stations

WADC	Akron
WGPC	Albany, Ga.
KGGM	Albuquerque
WAIM	Anderson
WWNC	Asheville
WCMI	Ashland
WGST	Atlanta
WBAB	Atlantic City
WRDW	Augusta
KERN	Bakersfield
WCAO	Baltimore
WABI	Bangor
WJLS	Beckley
WNBF	Binghamton
KSUN	Bisbee
WEEI	Boston
WCAX	Burlington
WMT	Cedar Rapids
WDWS	Champaign
WCSC	Charleston, S. C.
WBT	Charlotte
WDOD	Chattanooga
WBBM	Chicago
WKRC	Cincinnati
WGAR	Cleveland
KVOR	Colorado Springs
WRBL	Columbus, Ga.
KEYS	Corpus Christi
KRLD	Dallas
WHIO	Dayton
WSOY	Decatur
KLZ	Denver
KSO	Des Moines
WJR	Detroit
KDAL	Duluth
KROD	El Paso
WEOA	Evansville
WFMD	Frederick
KARM	Fresno
WINK	Ft. Myers
WJEF	Grand Rapids
WBIG	Greensboro
KGBS	Harlingen
WHP	Harrisburg
WDRC	Hartford
KHBC	Hilo, H. I.
KGBM	Honolulu
KTRH	Houston
WFBM	Indianapolis
WHCU	Ithaca
WMBR	Jacksonville
KSJB	Jamestown
KSWM	Joplin, Mo.
WKZO	Kalamazoo
KMBC	Kansas City
WKNE	Keene
WKMO	Kokomo
KLOU	Lake Charles, La.
KLRA	Little Rock
KNX	Los Angeles
WHAS	Louisville
WMAZ	Macon
WFEA	Manchester
KGLO	Mason City
WISN	Milwaukee
WCCO	Minneapolis-St. Paul
KGVO	Missoula
WCOV	Montgomery
CKAC	Montreal
WLBC	Muncie
WCBS	New York
KOMA	Oklahoma City
KFAB	Omaha
WDBO	Orlando

WPAR	Parkersburg
WCAU	Philadelphia
KOY	Phoenix
WJAS	Pittsburgh
WGAN	Portland, Maine
KOIN	Portland, Ore.
WPAY	Portsmouth
WTAD	Quincy
KOTA	Rapid City
WRVA	Richmond
WDBJ	Roanoke
WHEC	Rochester
WFOY	St. Augustine
KMOX	St. Louis
KSL	Salt Lake City
KSDJ	San Diego
KVSF	Santa Fe
WTOC	Savannah
KOLT	Scottsbluff
WGBI	Scranton
KIRO	Seattle
KWKH	Shreveport
KSCJ	Sioux City
WSBT	South Bend
WSPA	Spartanburg
KXLY	Spokane
WTAZ	Springfield, Ill.
WMAS	Springfield, Mass.
KTTS	Springfield, Mo.
KGDM	Stockton
WFBL	Syracuse
WDAE	Tampa
WTRY	Troy
KTUC	Tucson
KTUL	Tulsa
WMBS	Uniontown
WTOP	Washington
WWNY	Watertown
WSAU	Wausau
WJNO	West Palm Beach
KFH	Wichita
KWFT	Wichita Falls
KIMA	Yakima
WKBN	Youngstown

POWER INCREASES

for these CBS stations

KGGM	Albuquerque
WWNC	Asheville
WRDW	Augusta
KTBC	Austin
WCAO	Baltimore
WABI	Bangor
WJLS	Beckley
WNBF	Binghamton
WCAX	Burlington
WMT	Cedar Rapids
WCSC	Charleston, S. C.
WDOD	Chattanooga
WGAR	Cleveland
WRBL	Columbus, Ga.
KEYS	Corpus Christi
KDAL	Duluth
KROD	El Paso
KARM	Fresno
KFBB	Great Falls
KTRH	Houston
WMBR	Jacksonville
KSJB	Jamestown
WKZO	Kalamazoo
WNOX	Knoxville
KLRA	Little Rock
WMAZ	Macon

KGLO	Mason City
WISN	Milwaukee
WLAC	Nashville
KOMA	Oklahoma City
KFAB	Omaha
WDBO	Orlando
WPAR	Parkersburg
WMBD	Peoria
WJAS	Pittsburgh
WDBJ	Roanoke
WHEC	Rochester
KVSF	Santa Fe
WTOC	Savannah
KOLT	Scottsbluff
KIRO	Seattle
KSCJ	Sioux City
WSBT	South Bend
WSPA	Spartanburg
KGDM	Stockton
WTRY	Troy
WBRY	Waterbury
KFH	Wichita
WKBN	Youngstown

NEW TRANSMITTERS

for these CBS stations

KGGM	Albuquerque
WWNC	Asheville
WRDW	Augusta
WABI	Bangor
WJLS	Beckley
WNBF	Binghamton
WMT	Cedar Rapids
WCSC	Charleston, S. C.
WDOD	Chattanooga
WGAR	Cleveland
WRBL	Columbus, Ga.
KEYS	Corpus Christi
WSOY	Decatur
KSO	Des Moines
KDAL	Duluth
KARM	Fresno
WINK	Ft. Myers
WJEF	Grand Rapids
KHBC	Hilo, H. I.
KTRH	Houston
WHCU	Ithaca
WMBR	Jacksonville
KSJB	Jamestown
WKZO	Kalamazoo
WNOX	Knoxville
WKMO	Kokomo
WMAZ	Macon
WFEA	Manchester
KGLO	Mason City
WISN	Milwaukee
WLAC	Nashville
WCBS	New York
KOMA	Oklahoma City
KFAB	Omaha
WPAD	Paducah
WPAR	Parkersburg
WCAU	Philadelphia
KOY	Phoenix
WPAY	Portsmouth
WTAD	Quincy
WHEC	Rochester
KMOX	St. Louis
KVSF	Santa Fe
KOLT	Scottsbluff
KIRO	Seattle
WSBT	South Bend

WSPA	Spartanburg
KTTS	Springfield, Mo.
KGDM	Stockton
KTUC	Tucson
WBRY	Waterbury
WSAU	Wausau
WJNO	West Palm Beach
KFH	Wichita
WKBN	Youngstown

NEW TRANSMITTER SITES

for these CBS stations

KGGM	Albuquerque
WWNC	Asheville
WJLS	Beckley
WDOD	Chattanooga
WGAR	Cleveland
WRBL	Columbus, Ga.
KEYS	Corpus Christi
WSOY	Decatur
KSO	Des Moines
KHBC	Hilo, H. I.
WHCU	Ithaca
WMBR	Jacksonville
WMAZ	Macon
WLAC	Nashville
WCBS	New York
KOMA	Oklahoma City
KFAB	Omaha
WPAD	Paducah
WPAR	Parkersburg
WMBD	Peoria
WCAU	Philadelphia
WHEC	Rochester
KMOX	St. Louis
KVSF	Santa Fe
KOLT	Scottsbluff
KIRO	Seattle
WBRY	Waterbury
WJNO	West Palm Beach
KFH	Wichita
WKBN	Youngstown

NEW ANTENNAE

for these CBS stations

KGGM	Albuquerque
WWNC	Asheville
WRDW	Augusta
KTBC	Austin
WCAO	Baltimore
WABI	Bangor
WJLS	Beckley
WNBF	Binghamton
WMT	Cedar Rapids
WCSC	Charleston, S. C.
WDOD	Chattanooga
WBBM	Chicago
WGAR	Cleveland
WRBL	Columbus, Ga.
KEYS	Corpus Christi
WSOY	Decatur
KSO	Des Moines
WJR	Detroit

KDAL	Duluth
KARM	Fresno
WJEF	Grand Rapids
KFBB	Great Falls
KGBS	Harlingen
KHBC	Hilo, H. I.
WHOP	Hopkinsville
WHCU	Ithaca
WMBR	Jacksonville
KSJB	Jamestown
WKZO	Kalamazoo
KMBC	Kansas City
WNOX	Knoxville
WKMO	Kokomo
KLRA	Little Rock
WMAZ	Macon, Ga.
WFEA	Manchester
WISN	Milwaukee
WLBC	Muncie
WLAC	Nashville
WCBS	New York
KOMA	Oklahoma City
KFAB	Omaha
WDBO	Orlando
WPAD	Paducah, Ky.
WPAR	Parkersburg
WCAU	Philadelphia
KOY	Phoenix
WPAY	Portsmouth
WDBJ	Roanoke
WHEC	Rochester
KMOX	St. Louis
KTSA	San Antonio
KVSF	Santa Fe
WTOC	Savannah
KOLT	Scottsbluff
KIRO	Seattle
KSCJ	Sioux City
WSBT	South Bend
WSPA	Spartanburg
KGDM	Stockton
WTRY	Troy
KTUC	Tucson
WJNO	West Palm Beach
KFH	Wichita

NEW FREQUENCIES

for these CBS stations

KGGM	Albuquerque
WAIM	Anderson
WRDW	Augusta
WABI	Bangor
WJLS	Beckley
WAPI	Birmingham
WCAX	Burlington
WGAR	Cleveland
KEYS	Corpus Christi
KDAL	Duluth
KARM	Fresno
KHBC	Hilo, H. I.
KTRH	Houston
WMBR	Jacksonville
KSJB	Jamestown
WNOX	Knoxville
KLRA	Little Rock
KFAB	Omaha
KQW	San Francisco
KVSF	Santa Fe
KOLT	Scottsbluff
WSBT	South Bend

PLUS *these CBS station power increases (prior to Jan. 1, 1948) reported after these listings went to press:*

KSUB	Cedar City
WCOC	Meridian
KOTA	Rapid City
KROY	Sacramento