

Knoxville Am Stations Protest Gratis Tv Logs

RADIO stations in Knoxville, Tenn., have protested action by the city's two newspapers—*News Sentinel* (Scripps Howard) and *Journal*—in carrying tv logs free but charging for radio logs.

Program listings of the Scripps Howard-owned WNOX are being carried on a paid basis but other stations have refused to pay advertising rates. The logs have been carried as advertising for two years. The *News Sentinel* in its June 20 edition said radio stations had refused to pay their share of the cost of publishing logs, except for WNOX.

Free logs are carried for WATE (TV) and WTSK (TV) both Knoxville, as well as WJHL-TV in nearby Johnson City.

Tv Stations' Group Confers With Empire State on Rentals

SEVEN tv stations in the New York area last week continued negotiations with management of the Empire State Bldg. over new rents to be charged for their tv antennas on top of the building, despite the fact that the stations have a complaint before the New York State Supreme Court seeking an order restraining the fixing of new rentals by arbitration.

It was reported that a committee consisting of representatives of WCBS-TV, WNBT (TV), WABD (TV), WABC-TV, WOR-TV, WPIX (TV), and WATV (TV) Newark was in conferences with officials of the building despite the stations' court motion, which also asks for a



ENTERTAINER Ted Steele (l) signs a five-year contract to do a three-hour daily program on WOR-TV New York, 2:30-5:30 p.m. EDT, starting July 5. Agreeing on the contract, which is said to represent an outlay of more than \$1 million by the station, are Charlie Philips (c), WOR-TV sales manager, and Gordon Gray, WOR-AM-FM-TV general manager.

declaratory judgment on whether the rent control law is applicable in this case: The stations' leases run until 1954 except for WOR-TV, which runs through February 1963, but the rates they have been paying were subject to reopening in April 1954.

WQXR Begins Work On New Transmitter

WORK on the newly-authorized 50 kw transmitter for WQXR New York has been launched, officials of the *New York Times* station have reported. They expected the work to be completed "early in 1955."

Elliott M. Sanger, executive vice president and general manager of the station, said "we are taking this important step in the advancement of WQXR because the *New York Times* has faith in the future of radio, particularly a station such as ours which is dedicated to good music and hourly factual news bulletins of the *Times*. We are glad to say that television has not reduced the audience of WQXR and, in fact, we have more listeners today than ever before. This is because good music and prompt news bulletin service is a function which radio is particularly able to perform. . . ."

WQXR currently operates with 10 kw on 1560 kw.

WATV (TV) Moves Office

WATV (TV) Newark, N. J., has moved its New York sales office to permanent quarters on the 15th floor of 6 E. 45th St., New York 17. The telephone number is Oxford 7-3022.

REPRESENTATIVES APPOINTMENTS

WJAR Providence, R. I., appoints Weed & Co. as New England and national representative.

KBMT (TV) Beaumont, Tex., appoints Forjoe-Tv, N. Y., as exclusive national representative.

WSAI Cincinnati appoints Weed & Co. as national representative, effective July 1.

WTRY Troy, N. Y., appoints R. C. Foster, Boston, as New England representative.

KOWH Omaha appoints H-R Representatives Inc., N. Y., as national representative effective July 1.

Station Sales hit a high note with...

PHIL SPITALNY'S
Hour of Charm
... an RCA
*Thesaurus show**

Station list up 400% in 90 days through sponsor success with Phil Spitalny's "Hour of Charm." That's right—400%! Here's the story.

Michigan's LaSalle Winery—distributor of LaSalle and Manischewitz Wines—tried a test sponsorship of the "Hour of Charm" on four stations. The result? Sales jumped 100%! The station list was immediately increased to cover 16 markets. Unusual? Not at all: *Thesaurus* shows deliver! You can build YOUR station sales with *Thesaurus* shows. To prove it, let us send you the facts on the "Hour of Charm" and the 30 audience-building *Thesaurus* shows. Write, wire or phone for audition disc today! Dept. "H B6."

Thesaurus Success Story #3

See these HOUR OF CHARM SUCCESS STORIES

"Hour of Charm only show we could sell sponsor after 7 years! Second 52 week schedule underway! Getting talent fee!"

KIST—Santa Barbara, California
"Sold HOUR OF CHARM on first audition to furniture store who never used radio! Sponsor sales increased 200% . . . charging talent fee!"

WMC—Memphis, Tennessee
"Sold department store for 52 weeks on first audition! Sales results way ahead of newspapers! Rating up 15 points . . . getting talent fee!"

KUJ—Walla Walla, Washington

recorded
RCA program
services

Radio Corporation of America, RCA Victor Division
630 Fifth Avenue, New York 20, N. Y.—Judson 2-5011
Chicago, Hollywood, Atlanta, Dallas

are you there?

The budget is set—the client has okayed the general plan—now the pressure is on to draw up space schedules; compare stations—the hour is late, but the agency men work on—work with Standard Rate—and if you have a Service-Ad near your listing . . .

you are there!