

## FM Is Entitled to All The Facts, Bailey Avers

THE FM industry "is entitled to all the facts concerning receiving set production," Bill Bailey, FM Assn. executive director, wrote Bond Geddes, Radio Mfrs. Assn. executive vice president, last week. Mr. Bailey replied to a charge by Mr. Geddes that he had made incorrect statements in claiming RMA could not list TV-FM set production without getting RCA's approval [BROADCASTING, Sept. 6].

Mr. Bailey cited statements in a July 8 letter from F. W. Mansfield, chairman of the RMA Industry Statistics Committee, to Milton B. Sleeper. The letter explained that RMA was unable to supply data on TV sets with FM bands because "this work is also coordinated with the work of RCA License Administrator with whom any potential changes are discussed," according to Mr. Bailey.

He recalled that some RMA members had once said it was "impossible" to get network music for FM stations, but the "impossible materialized."

WAR VETS and educational institutions in Cook County are receiving WMAQ Chicago's small two-color poster plugging NBC's "Salute to Veterans" (Sat., 1:30 p.m. CDT), and a letterhead bulletin describing station's recent spot telephone coverage of an airliner's crash-landing has been mailed to clients and agencies in area. Monthly public service program schedule bulletin will be resumed this month, with 2,500 copies going to schools, libraries and civic groups through next May.

## SAN DIEGO TV

THE FIELD of San Diego television applicants, which numbered eight a month ago, had narrowed to four when hearings for the area's three available channels got under way before FCC Examiner Hugh B. Hutchison in San Diego last Tuesday.

In addition to Don Lee Broadcasting System and KUSN San Diego, which had withdrawn their applications, KLIK San Diego and Leland Holzer, Los Angeles used-car dealer, failed to appear for the hearings. Remaining applicants are Charles E. Salik, KFSD San Diego, Video Broadcasting Co., and Television Broadcasting Co.

Mr. Salik, 24-year-old former Armed Forces Radio Services officer and son of a San Antonio clothing manufacturer, has bought KSDJ San Diego, subject to FCC approval. Testimony indicated that his video application carries the tacit support of CBS, with which KSDJ is affiliated.

### Construction Costs

Thomas E. Sharp, owner of KFSD, estimated his proposed television construction and installation costs would total \$245,000 and that the first year's operations would cost \$156,000. He expected to need a staff of 17. His proposed rate card put the one-hour charge for film transmission at \$112.50 to \$150, with live charges pegged from \$140.60 to \$187.50. One-minute spots would range from \$18.75 to \$31.25. Mr. Sharp estimated

## Four Applicants Are Left

revenue at \$10,000 per month during the last half of the initial year of operation.

The television station of KFSD, an NBC affiliate, would be affiliated with NBC television.

Leon Papernow, electronics engineer who heads the partnership of five youthful San Diegans comprising Television Broadcasting Co., served as his own counsel during the hearings and presented a number of local civic and professional leaders in support of his contention that San Diego needs a quickly established television station to concentrate on local public service.

### Charges Hoax

He charged that "the Commission and the public have been hoaxed in the matter of promised starting date of proposed television stations," but was not permitted to put in the record a table purporting to show that, among 77 stations authorized but not yet in operation, the average time since grant is 13.25 months.

Mr. Papernow promised that Television Broadcasting Co. would have its station on the air within 60 days after grant. He estimated

construction costs at \$57,538 and first-year operating costs at \$53,260 (with partners working without salary).

Despite the distance of about 100 air miles from existing TV transmitters in Los Angeles, an estimated 300 television sets are in use in San Diego and receiving service described as fair to good. Both the CBS and NBC affiliates said they would pick up direct and rebroadcast programs from their respective network outlets in Los Angeles. A telephone company spokesman testified no definite plans have been made for coaxial cable or microwave relay systems linking the two cities.

Hearing of the presentation of Video Broadcasting Co., a Los Angeles partnership which has a grant for Portland, Ore., has not been completed.

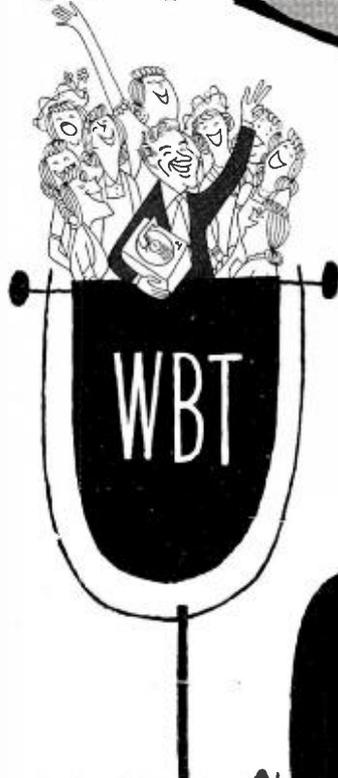
San Diego's only outstanding television grant is held by KFMB, ABC affiliate, which is slated to be relaying Hollywood programs by the first of the year.

## Sanka Sponsors

ON OCT. 8, *The Jack Carson Show*, sponsored by General Foods Corp. (Sanka Coffee), begins on CBS, Fridays, 8-8:30 p.m. Olga San Juan, the Latin singer from Brooklyn, will be Jack Carson's featured player and vocalist on the show. Young & Rubicam, New York, is the agency.

# TOP!

...and tops the competition by 172%



A few months ago, we took a look at one of our Hoopers and blew our top. Because in the 9:00-10:00 a.m. hour opposite you-know-which famous network show, 50,000-watt WBT was first. *But "only" by 57%.\**

That wouldn't do. So we built a *new*, hour-long audience participation show ("What's Cookin'?") with Kurt Webster. Two months later, we got another Hooper.

Wham! *WBT now leads the nearest competition by 172%—leads ALL other stations combined by 26%.†* In just 60 days, "What's Cookin'?" increased the margin of WBT's lead over the next station by 114%! (No wonder we've just added another half-hour to the show.)

If you're not topping your sales competition in the Carolinas, don't blow your top—ask Radio Sales about "What's Cookin'?" on WBT—first by far in Charlotte.

\*C. E. Hooper, Oct. 1947—Feb. 1948 †C. E. Hooper, July 1948

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