

# WE DON'T TRY TO GET SUBTLE (Ky.)!

WAVE doesn't have a Subtle approach—at least not to Subtle, Kentucky, which is too far away to hear us.

WAVE's one and only approach is to the Louisville Trading Area—which does almost as much business as all the rest of the State, combined! And at our low rates, it's obvious that WAVE is your most practical medium of reaching "the mostest" with "the leastest" in Kentucky.

So leave us not beat around the bush—figuratively or literally! Give WAVE a try, and watch the un-Subtle effect on your sales!

# LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC.,



5000 WATTS . 970 KC  
NATIONAL REPRESENTATIVES

## Banks Bank on Radio

THE AVERAGE bank spends 20% of its budget on radio, according to a study of bank radio advertising made by Dale Brown, assistant vice president, The National City Bank of Cleveland. The survey took in 11 banks with deposits between \$350,000,000 and \$550,000,000. Highest of these spent 40% of its budget on radio and the lowest 9%.

## Two New Video Sponsors Start on KTLA Hollywood

TWO video firsts in Los Angeles were claimed late last month with entry of Tidewater Associated Oil Co. and the Security First National Bank of that city, via KTLA.

In sponsoring the finals of the National Collegiate Athletic Association's tennis tournament Saturday June 26, Associated took its first step in television. Firm has been long-time sponsor of broadcasts of Pacific Coast Conference sports. Although no specific budget has been set aside for television during the remainder of 1948, Harold Deal, advertising director of the oil firm, said that every effort would be made to get telecast rights to the games of U.S.C. and or U.C.L.A. [BROADCASTING, June 21]. Buchanan and Co., San Francisco, is agency.

Security First National Bank, through Foote, Cone and Belding, Los Angeles, started June 25 for 13 weeks, weekly two-minute film spot selling its commercial checking accounts. Utilizing a stop-action cartoon effect, produced by Pattin Studios, bank is believed to be first advertiser of its type to use the medium. Telling a story via cartoon, the same spot is being used throughout the 13 weeks. Cost of production is understood to be approximately \$350.

## Feature

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tainment and supper-clubbing. After Things quieted down, KRNT Manager Bob Dillon said, "It's the greatest Thing that's happened to us this year, promotion-wise. People all over were saying 'How's Things?' and meaning it."

A few of the choice Things were saved from the dump to send to KRNT's national representative, The Katz Agency, with this note: "Anything can happen in the Midwest . . . and did!"

Don Bell went off on a vacation after the contest was over, to forget Things, no doubt.

WJRD Tuscaloosa, Ala., recently leased new theater building to be used by station as auditorium-studio, with plans for use as television theater in not too distant future, station reports.

## U. S. Chamber Appoints Advertising Committee

MEMBERSHIP of the U. S. Chamber of Commerce Committee on Advertising for 1948-49 was announced last week by the chamber. The committee maintains a working relationship with the advertising industry and related groups and currently is conducting the American Opportunity program designed to give U. S. people means to understand the nation's economic system.

Among members of the committee are Ken R. Dyke, NBC vice president; Edgar Kobak, MBS president; J. Harold Ryan, Fort Industry Co. vice president and treasurer; Kenneth G. Patrick, Advertising & Public Relations Dept., General Electric Co.; Robert M. Gray, advertising manager, Esso Standard Oil Co.; Charles Luckman, president, Lever Brothers Co.; Duane Jones, president, Duane Jones Co.; Gene Flack, advertising director, Sunshine Biscuits; Clarence B. Goshorn, president, Benton & Bowles; William N. Connolly, advertising manager, S. C. Johnson & Son. Committee chairman is Leonard W. Trester, public policy director, General Outdoor Advertising Co.

## WAAM Baltimore Signs As ABC Video Affiliate

ABC last week signed WAAM Baltimore as its 12th television affiliate, rounding out its Eastern video network. The station, managed by Norman C. Kal, will begin test patterns in August, and regular programming is scheduled for September.

WAAM will operate on Channel 13 with 31.65 kw visual power and 20 kw aural power. Studios and transmitter are located north of Druid Hill Park in Baltimore.

## On All Accounts

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ming get their innings on off-days.

"There aren't many such days, however, especially as we now have a really BIG lawn, and I'm its favorite nursemaid." Born 31 years ago in Chicago, Bill has refused consistently to stray elsewhere.

To familiarize himself with the newest of media, he started investigating the television potential more than a year ago, and is a charter member of the Chicago Television Council. "I'm now beginning to get the 'feel' of video, and am sure it has a terrific future. It will be the primary phase of radio, which is far and away my favorite medium. Broadcasting offers a great present and a creative, imaginative and lucrative future."

BOOKLET containing practical instructions on contacting radio stations, building programs, preparing speeches for microphone, etc. has been distributed to regional offices of Palestine Histadrut Campaign in U. S. and Canada, by National Committee for Labor Palestine.