

WMAR DROPPED

TV, FM Stress Planned

FIRST CANCELLATION of a fulltime authorization for an AM station in a major market was requested of the FCC last week, and is destined to provoke widespread discussion and activity.

WMAR Baltimore, which holds a construction permit for 850 kc with 1 kw, fulltime, is the facility turned in by the A. S. Abell Co., publisher of the Sunpapers, which now operate WMAR-TV; and the FM station WMAR-FM. It was presumed that other applicants in Baltimore and elsewhere would promptly crop up for this facility.

In a letter to FCC, former Comr. E. K. Jett, now Sunpapers' vice president and director of radio, stated: "The Commission was advised several months ago that the site previously approved was found to be unsatisfactory due to the construction of an FM station on an adjacent parcel of land.

"Since that time the Company has been concentrating on the development of television and FM, and believes that it would be unwise to proceed at this particular time with the construction of a third facility."

Expires Dec. 29

The Commission reply acknowledging receipt of the cancellation request and advised Mr. Jett that it could not act until WMAR returned a modification of construction permit issued in June for extension of completion date of the station. This authority does not

HATCHER TO JOIN LANG-WORTH SALES

RALPH HATCHER, prominent in radio sales and commercial management circles, has been appointed to the sales division of Lang-Worth Feature Programs, New York, C. O.

Langlois, the firm's president, announced last week. Mr. Hatcher's activities will be directed primarily to representing Lang-Worth in the Middle Atlantic and New England states.

Mr. Hatcher Most recently associated with CBS as manager of the network's Central Division stations relations office in Chicago, Mr. Hatcher was transferred in March 1947, to New York. There he created and developed the cooperative program department of CBS.

"Mr. Hatcher will devote every effort toward furthering the Lang-Worth idea of reviving spot broadcasting in its original concept, throughout his territory," said Mr. Langlois.

Starting his radio sales career as commercial manager at WTAR Norfolk, Mr. Hatcher remained there 14 years, until he went overseas with OWI. He joined CBS upon his return to this country.

* expire until Dec. 29, FCC expires.

The original CP for WMAR was issued in October 1947 [BROADCASTING, Nov. 3, 1947] after comparative hearing with request of WEEU Reading, Pa., to improve its facilities. The WEEU application also was approved.

The Abell Co. letter by Mr. Jett indicated the door was not closed to possible future operation in AM. The difficulty in locating a suitable site for WMAR was complicated by the need for a three-element directional antenna. The estimated construction costs were under \$300,000.

The Sunpapers' television outlet,

BARNARD WILL FORM OWN VIDEO REP FIRM

LYNN BARNARD has resigned as television manager of Paul H. Raymer Co., to form L. L. Barnard & Co., exclusive television station representative firm. Headquarters will be at 53 E. 77 St., New York.

In announcing his new organization, Mr. Barnard pointed out that "Television has now arrived at the point where it requires sales specialists who understand the complicated camera techniques, studio production and the vast potentials in visual advertising that this new medium offers."

Mr. Barnard has been with Morse International, Pedlar & Ryan and BBDO in radio and television. During the war he produced motion pictures for the U. S. Navy.

KTSA SALE

SALE of KTSA San Antonio by Taylor-Howe-Snowden, Southwest

station operators, to Gene Autry, cowboy star and owner of KOOL Phoenix, was consummated last week, subject to FCC approval. The net purchase price is understood to be \$450,000.

Simultaneously, but having no direct bearing on the projected sale, came the announcement from O. L. (Ted) Taylor, executive manager of the Taylor-Howe-Snowden Stations, that Edgar T. Bell, newspaper and radio executive, on Nov. 15 had been named general manager of KTSA under THS ownership. He succeeded George W. Johnson. Mr. Johnson's plans have not been announced.



Mr. Autry

WMAR-TV, ended its first year of operation on October 27 with a record of 4,038 hours of telecasting. This averaged 77½ hours per week, 54½ of them on program time and the balance test pattern. The TV and FM stations have a combined staff of about 80. The FM station, WMAR-FM, holds a Transit Radio Inc. franchise.

FC&B Realigns As Coulter Quits

REALIGNMENT of Foote, Cone & Belding's personnel has taken place in New York and London with resignation of Douglas Coulter, vice president and director of radio, New York; Patrick Dolan, vice president and European director (London) and Robert A. Strother, vice president in charge of public relations (London).

Thomas M. McDonnell, in charge of Toni Co.'s radio and with Foote, Cone & Belding 14 months, has been named radio director of the New York office (see earlier story, page 18). Mr. Coulter's resignation was said to be due to lack of radio billing coming out of the New York office since the loss of the \$12,000,000 American Tobacco account last spring. Mr. Coulter's plans will be announced soon.

In the London office, the resignations of Mr. Dolan and Mr. Strother was said to be due to differences of the two men with Harry A. Berk, president of Foote, Cone & Belding Int. Corp. in London.

Brian McCabe, executive director of the London office, was named to succeed Mr. Dolan. No replacement has been named for Mr.



CBS' Arthur Godfrey has a guest in person of Harold Schafer (l), president of Gold Seal Co., Bismarck, N. D. (glass wax), during latter's visit to New York. Firm sponsors first quarter-hour of five-a-week, 60-minute Arthur Godfrey Show.

Strother. Emerson Foote, president of the agency, is in London this week and presumably further personnel realignment in London will be named by next week.

In the New York office, Lillian Selb, timebuyer for the agency and with FC&B five years, has also been made business manager of the New York radio department.

Porter Scotches Report Of Senate Aspirations

PAUL PORTER, former FCC chairman and OPA administrator, last week spiked rumors that he was being boosted for the Senate seat now held by Vice President Elect Alben W. Barkley.

Mr. Porter, who now has a private law practice in Washington, flatly denied that such a move was underway. "There is nothing to it," Mr. Porter told BROADCASTING last Tuesday. He also attached no credence to speculation that he was being considered by President Truman for a cabinet post. "I have no comment on any of this," Mr. Porter said.

Autry Buyer; Price Said \$450,000

The acquisition by Mr. Autry would be by direct sale, with no other individuals involved. The sales contract, however, will provide that Mr. Autry will offer a portion of the capital stock to employees of the station.

Autry Holdings

Mr. Autry, in addition to his ownership of KOOL, also owns a minority interest in KOWL Santa Monica, Calif. He recently disposed of his minority interest in KPHO Phoenix, which the FCC required when his acquisition of KOOL was approved last April.

Formal application for the transfer will be filed with the FCC within the next fortnight, it was reported.

Negotiations have been in progress with Mr. Autry for several months. Other stations in the THS group are: KANS Wichita; KTOK Oklahoma City; KRGV Weslaco,

Tex.; KFYO Lubbock, and KGNC Amarillo.

Mr. Bell resigned as secretary-treasurer and business manager of the Oklahoma Publishing Co. and its affiliated operations last August, after 33 years with the organization. He simultaneously disposed of his stock interest in the Oklahoma Publishing Co., which included WKY Oklahoma City.

Also pending is the projected sale of KLZ Denver, which is affiliated in ownership with the Oklahoma Publishing Co., and in which Mr. Bell holds a 3% interest.

KVOR Colorado Springs is involved in this \$900,000 transaction and Mr. Bell and his family hold roughly one-third interest in that station.

KTSA, established in 1922, operates on the 550 kc regional channel with an authorized 5 kw full-time, and is a CBS and Lone Star outlet.