

Las Vegas Group Abandons Permit

Two in One Town Too Many; 76 New Grants Last Year

ANOTHER of the new stations authorized during 1940 "gave up the ghost" in early January because of a conviction on the part of the construction permit holders that it would not be economically feasible to build and operate it. The station is KFUN, Las Vegas, Nev., for which a CP for 100 watts night and 250 day on 1420 kc. was issued by the FCC last June 5, the same day the Commission granted a station of similar power in the same community—KENO on 1370 kc.

The Las Vegas Broadcasting Co. Inc., of which Ernest Thwaites Jr. was chief stockholder, voluntarily surrendered the construction permit and informed the Commission that it was "no use" to install the station since the community could not support two outlets. KENO, owned by a partnership consisting of Maxwell Kelch, George Penn Foster and Calvert Charles Applegate, got a head start on KFUN by going on the air last September.

This is the second instance during the last year of two new locals being authorized in the same small community under the new "survival of the fittest" theory of Commission grants expounded in the Sanders-Dubuque case, with one surrendering its CP because of believed inability to stand the economic strain. The other case involved two new local stations in Salisbury, Md. granted April 13. One (WBOC) went on the air in September, and the other (WMVD) gave up and turned in its permit [BROADCASTING, June 1, 1940].

Two More On The Air

With the surrender of the KFUN construction permit, the total number of new station grants during 1940 was 76, still a record [see Jan. 1 BROADCASTING for complete list]. Of these, 35 were already in operation by Jan. 1, 1941, two more having gone on the air as the year drew to an end—WTCM, Traverse City, Mich., and KODL, The Dalles, Ore.

WTCM operates with 250 watts on 1370 kc. Its officers and stockholders are Lester E. Biederman, chief engineer of WTEL, Philadelphia, president, 30%; William H. Kiker Jr., also of the WTEL technical staff, vice-president, 16½%; Drew McClay, WTEL operator, secretary-treasurer, 15%; Fred H. Zierle, Philadelphia, 16½%; Edward S. Biederman, Detroit, 22%.

KODL operates with 100 watts night and 250 day on 1200 kc. President and 50% stockholder is V. B. Kenworthy, formerly with KSLM, Salem, Ore. T. M. Hicks, president of the Salem Abstract Co., and Eva O. Hicks each owns 25% of the stock.

Radio's Young Men Honored

FULTON LEWIS jr., MBS Washington commentator, Bing Crosby and Arch Oboler, the radio playwright, are listed among the 10 Outstanding Young Men of 1940 picked by Durward Howe, editor of the biographical dictionary *American's Young Men*. Others named were Rep. Martin Dies, Jack Frye, Dr. Guy G. Suits, Col. Charles Lindbergh, Mark Stanley, Oren Root and Dr. George Gallup.

LOAN FIRM ON SIX DAYS A WEEK

Third Largest Association in Country Finds Radio Brings Customers and Builds Good-Will

RADIO advertising as described and analyzed in a five-panel exhibit that also carried newspaper, magazine, farm journal and other forms of promotion, helped the Minnesota Federal Savings & Loan Assn., Minneapolis and St. Paul, capture first prize for the second successful year in the nationwide advertising contest of the United States Savings & Loan League at its 48th annual convention held in Chicago recently.

The prize, a bronze trophy, was in the Group I competition among the largest associations (\$8,000,000 or more) in the country. Minnesota Federal, third largest Federal association in America, has assets of more than \$20,000,000.

Six Days a Week

Two radio programs, covering six days each week, are on the air regularly for Minnesota Federal. Saturday is the only day the association is off the air. The advertising panel shows actual script in use on the two shows, talent appearing in the programs, pictures of studio audiences attracted to the broadcasts, and graphs in color showing pattern and contents of each program.

One of the programs, *For the Ladies*, is presented Monday through Friday. It is a 15-minute spot at 1:45 p.m. with Mary Proal Lindeke interviewing guests, or handling the entire program as a commentator. The station is WTCN.

Three days a week it originates in the women's lounge in the home office of Minnesota Federal in St. Paul. The other two days of the week it comes from a special studio in the Young-Quinlan Department store in Minneapolis. There is a studio audience for each broadcast, frequently the hostess carrying not only a "Quiet Please" sign, but also one reading "Standing Room Only".

Minnesota Federal also is the Twin Cities sponsor of *The Show of the Week*, a Sunday MBS program out of New York City. It has been presented on WLWL since Sept. 29. The local participation comes via the commercials drifted in by the local announcer over faded instrumental numbers.

Easy Commercials

Minnesota Federal's commercials are noted for their brevity. In *For the Ladies* there are only two announcements, one at the opening, the other at the close. The opening announcement identifies the program, tells who the sponsor is, and introduces Mary Proal Lindeke. There is no "middle" commercial. The closing announcement carries the slogan of Minnesota Federal, any special or timely word from the sponsors, and states when the next program will be presented. The total time required for both opening and closing is not more than 1 minute, 30 seconds. The program has been on the air more than two years.

In *The Show of the Week*, the opening local announcement, 30 seconds in length, is for identification purposes only. There are two inside commercials, each about 75 seconds long. The closing is 30 seconds. The total time consumed by the local announcer is not more than 3 minutes 30 seconds.

In addition to building popularity and good-will, the "results" score card shows that 243 accounts (savings funds) totaling \$139,271 have been specifically credited to radio during the past 12 months.

The figures were supplied by Vern C. Soash, savings department manager of Minnesota Federal, under whose direction the display was prepared for exhibition. The five-panel exhibit after showings in Chicago, St. Paul and in Minneapolis (the second week in December), will be available for display elsewhere. Minnesota Federal radio is placed by Luther Weaver & Associates, Twin Cities agency specializing in radio.

RAYMOND GRAM SWING, MBS commentator, has signed an agreement with Columbia News Service to write a weekly 1,000-word column to be syndicated throughout the British Empire and South America.

FLYING HIGH aboard a TWA plane en route from New York to Chicago recently, Raymond Gram Swing hauled out his typewriter to turn out one of his White Owl Cigar and MBS news commentaries.



'Pot o' Gold' Program For New York Is Begun

LEWIS-HOWE Co., St. Louis (Tums), on Jan. 8 started a New York City *Pot o' Gold* program, broadcast simultaneously on three New York stations, WHN, WMCA, and WNEW. Program, which is heard Wednesdays at 8:30-9 p.m., and features Tommy Tucker's orchestra with Rush Hughes as m.c., originates from the studios of WMCA and is piped to the other two stations.

Decision to present a New York *Pot o' Gold* program, patterned after the sponsor's network show of the same name broadcast Thursdays on the NBC-Blue, was based on the large concentration of telephones in the metropolitan area and the relatively few winners from the area on the network program. Stack-Goble, New York, is agency.

IRNA Continues Active, Favors Monopoly Brief

THAT Independent Radio Network Affiliates is a going concern, and suffered no adverse effects from the position taken in the FCC network monopoly investigation by vigorously denouncing the FCC Committee's report, was reflected in an announcement Jan. 2 by the organization to its membership.

During 1940, 113 stations paid into IRNA a total of nearly \$8,000 in dues, with the organization at present having a balance of upwards of \$5,000. Replies received from a substantial majority of these stations approved the IRNA position on the monopoly report and only one station has sent in a formal resignation from IRNA, based on the brief filed with the FCC, it was reported.

The IRNA executive committee, in meetings in New York last month, unanimously approved the briefs and arguments presented for IRNA at the FCC by Paul M. Segal, counsel, and Samuel R. Rosenbaum, IRNA chairman.

Bunte Renewes

BUNTE BROTHERS, Chicago (Candy), on Dec. 30 renewed for 13 weeks its varying schedule of news, participations, spots, sports and local shows on eight stations. Stations are WBEB, Chicago; WHO, Des Moines; WJR, Detroit; KMBC, Kansas City; KSD, St. Louis; KFAB, Lincoln, Neb.; KOIL, Omaha; WLW, Cincinnati. Firm has added a 13-week test campaign of six announcements weekly on XEAW, Reynosa, Mexico. Presba, Fellers & Presba, Chicago, placed the business.

Land O'Lakes Series

LAND O'LAKES CREAMERIES, Minneapolis (dairy products), former user of transcribed radio programs, on Jan. 15 starts a thrice-weekly ten-minute program featuring Edgar A. Guest, poet-philosopher and Eddie Howard, singer, on 20 NBC-Blue stations. Contract is for 39 weeks. Agency is Campbell-Mithun, Minneapolis.

THE BMI HIT, "Practice Makes Perfect," has been adopted by a Los Angeles trade school, which plays the tune regularly on its loudspeaker and uses the title as the school motto.