

For Complete West Texas Coverage

Use the Stations that Give It!

KRBC - KBST

ABILENE BIG SPRING

KGKL

SAN ANGELO

For Low Combination Rates
Contact John E. Pearson Co.

DINAH SHORE, star of her own CBS program, to announce return of the series Sept. 18 in network's Thurs. 9:30 p.m. spot has cut a special record for distribution to radio editors. Miss Shore via disc personally offers thanks for the kindness with which the press has reviewed her singing talents since the beginning of her career. Reverse side of record contains preview of Miss Shore singing "Who'll Buy My Violets" which will not be ready for release until October. Ford Motor Co. will sponsor "Dinah Shore Show" on CBS through J. Walter Thompson Co., New York.

WTAG Brochure

TITLED "The Hooper Masterpiece," promotion brochure prepared by WTAG Worcester, Mass., compares national ratings of first 15 nighttime programs with those obtained for same shows by WTAG in its area. Through cover frame spread, with red cellophane reader observes national listing. Upon opening piece, national listing becomes crossed out and the local ratings appear in comparison. Effect is achieved through use of red ink. Other program comparisons are included.

Drink Coasters

WOR New York has distributed to clients, prospects and friends set of six coasters, each bearing slogan "Place it on WOR." Accompanying letter from Joseph Creamer, director of advertising and promotion, states that the gift is not intended to imply that there is any coasting at WOR and cites several proofs of the station's popularity, concluding: "So here's to placing something on the coasters for satisfaction and enjoyment and on WOR for economy and profit."

Don Lee Handbook

COMPREHENSIVE presentation of Pacific Coast market is available in "Pacific Coast Radio Handbook" released by Don Lee Broadcasting System, Hollywood. Second annual edition edited by Sydney Gaynor, network sales manager, 24-page handbook contains rates and discount schedules of all Pacific Coast networks, lists of independent stations, tables and chart studies on radio families, gross farm dollars, wholesale sales and effective buying income.

Blair Folder

HOW TO USE locally produced programs to advertise national products is pointed out in a brochure mailed to 2,200 accounts by John Blair & Co., Chicago. Prepared under direction of Wells Barnett, Blair promotion manager, brochure includes reprints of advertisements by 14 of Blair stations which appeared in sequence in July 29 issue of BROADCASTING.

Safety Contest

WTAG Worcester, Mass., is conducting Safety Club Prize Contest with Mayor Charles F. Jeff Sullivan as honorary chairman of judges. For youngsters, contest offers radio, puppy, clothes and trophy on list of awards to be made for best entries to be on public display at Worcester Free Public Library. Entry classifications are posters, slogans, jingles and group essays.

Sun Glasses

SUN GLASSES in paper pocket stating "Don't let the glare confuse you when you peek at WJE's brilliant Hoopers" are being distributed by the Detroit station as promotion feature. Message concludes "But you don't need glasses to see the many reasons why WJR is truly Michigan's greatest advertising medium."

Silver Fork Sent

AN 1847 Rogers Brothers silver salad fork was sent out as a promotion piece on the return of "The Adventures of Ozzie and Harriet" Sun, 6-30 p.m. on CBS. Card enclosed with fork suggested: "Serve yourself the gayest show on the air." It was sent with the compliments of The International Silver Co., sponsor of the show, through Young & Rubicam, New York, agency.

KGVO Part of Display

WINDOW display tie-in has been arranged by KGVO Missoula, Mont., with J. C. Penney Dept. Store in that city. Station has provided technical equipment and photo material for fall fashion display of women's clothing using theme, "Today new fall apparel is as modern as our communication system." Station credit is given.

Car Card Campaign

CAR CARD campaign is being used for three months by KFAB Lincoln, Neb., to draw attention to local and CBS programs and as means of circulating new program schedules. Each card bears

Promotion



Build Own

WHEN housing becomes serious and you've got a vacation, build your own. That's what Helen Murray Hall, assistant NBC Western Division promotion manager, is doing. She and her husband have donated overalls to construct their own home.

packet of schedules faced with cartoon having KFAB in gag line. Car riders are invited to take schedules. Cards will appear Sept. 1 on all Omaha and Council Bluffs street cars and buses. Cartoon and program schedule will be changed every two weeks.

WCOP Coverage

TO DETERMINE growth of station and its increased coverage under new 5 kw operation, WCOP Boston has completed a listener letter contest on "My favorite WCOP daytime program is . . ." Station is awarding 20 men's and women's Bulova watches as prizes.

WCBT Fan Newspaper

FOUR page newspaper for listeners is being published monthly by WCBT Roanoke Rapids, N. C., containing news, photos and feature items on local and network programs and personalities. Program schedule is included. Advertisements from local firms are accepted. Vol. I No. 1 was issued Aug. 15.

WMT Booth

USING circus motif, booth of WMT Cedar Rapids, Iowa, drew 60,000 visitors at All-Iowa Fair held in that city. For guessing number of feet of wire in new postwar WMT transmitter, station awarded console radio-phonograph.

KMPC Postcards

TO PROMOTE current "Free Speech Mike" contest, KMPC Hollywood has mailed postcards to 100,000 Los Angeles area residents. Contests provides weekly prizes with grand prizes to be awarded at year-end for best of weekly winners.

KCKN File Folder

GREATER Kansas City market data and coverage map are featured in new promotion folder of KCKN Kansas City. Piece is cut to fit standard files.

Prizes Being Awarded

LOCAL business firms of Tulsa, Okla., are delivering prizes as they become available in KTUL Tulsa-Junior Chamber of Commerce "Welcome Home, Veteran" contest, staged as promotion of the Seventh War Loan Drive. William G. Eastman, ex-lieutenant in AAF, has been presented new Hudson automobile. Construction on new home to be given veteran is well underway, according to KTUL. Home will be completely furnished. There were 21 winners in the contest.

Video at Fair

AT IOWA Centennial State Fair KRNT Des Moines joined with RCA Victor to present full-scale daily eight hour schedule of television-standard broadcasting from special fairgrounds KRNT studios. Twelve video receivers were included in \$100,000 worth of television equipment at fair. Races and exhibits were among fair features televised.

FM Demonstrations

TO SELL advantages of FM, WMIT Mt. Mitchell, N. C., FM affiliate of WSJS Winston-Salem, is conducting series of demonstration junkets in that area, appearing at various organization meetings and other gatherings.

Parking Assist

DRIVERS who park overtime at new Portsmouth, N. H., meter locations are aided by WHEB Portsmouth publicity department which drops another nickel in meter. Humorous card calling attention to the service is placed under car windshield wiper.

Radio Clip Service

CLIPPING bureau has been set up by

WILM Wilmington, Del., as public service. When local personalities are mentioned during a broadcast a typewritten transcript is sent to the person with compliments of WILM.

Music Competition

ANNUAL Ohio Music Composers Competition of WTAM Cleveland is underway with prizes offered of \$200, \$50 and \$25. Various musical classifications are given. Winners also will receive master recordings of their works.

WDAY Paper

ADVERTISING of its new monthly listener newspaper, Mike Notes, has been started by WDAY Fargo, N. D. To be out Oct. 1, paper will contain stories of local and NBC talent and programs. Program schedule will be included. Subscription is \$1.

Promotion Personnel

KEN WILLSON, released from the Navy, is now in charge of promotion at WWCN Asheville, N. C. He previously had been on the promotion staff of International Harvester Co., New Haven, Conn.

ROSE TENINGA BELL, formerly of the advertising department of Swift & Co., has joined the promotion department of WSBT South Bend, Ind. She also formerly had been with the promotion department of the Detroit News.

GEORGE BRISTOL, copy writer in CBS sales promotion and advertising department, New York, is the father of a boy, Edward Macon.

R. S. (Bob) BRYDEN has been transferred from the news department of the CBC, Toronto, to the press and information department.

LOU BROTT and HELEN KELLER, both of the news staff of WOL Washington, have been appointed assistants to JACK FAIGE in the publicity and special events department of the Cowles station. Mr. Brott writes and presents nightly "District Assignment" program. Miss Keller is secretary to ALBERT WARNER, WOL-MBS Washington news chief. Both will continue with those duties in addition to new assignment with Mr. Faige.

FARMELEE W. CUSACK, art director of NBC's advertising and promotion department, effective Sept. 30 resigns to form an advertising and promotion studio under his own name in New York.

SOLVE MYSTERY

**WSTC Men Find Missing
Man and Children**

JULIAN SCHWARTZ, news editor of WSTC Stamford, Conn., and Ernest Hartman, night announcer, solved the mystery of an apparent drowning Saturday night Aug. 25, and had the entire story ready for an 11 p. m. newscast.

In the hope of inducing his missing wife to return, according to police, Abraham Kohn left a suicide note, then embarked in a boat, taking with him his four children and an adopted Chinese boy. The boat was later found overturned in Long Island sound.

It was believed, however, that the five missing persons had swum ashore. Acting on a tip, Mr. Schwartz reached Kohn on the telephone at a hotel in Milford, Pa., and while he talked, Mr. Hartman notified Stamford police. A few minutes later Pennsylvania troopers took Kohn into custody.

KFMB
Sells
SAN DIEGO

Going Up! 1946
U. S. Census shows
San Diego metropolitan
district with post-war
civilian population of 465,720.
San Diego city population jumps
78% over 1940! This lu-
crative market is yours
"from the inside"
with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.