

## 50 kw. in Waterloo Sought by Dumond

Fetzer, Blair, Godley Among Those Holding Interest

HEADED by Joe Dumond, general manager of the new KBUR, Burlington, Ia., and listing among its stockholders such prominent radio figures as John E. Fetzer, operator of WKZO, Kalamazoo, Mich., and an NAB director; John Blair, Chicago station representative; Paul Godley, Upper Montclair, N. J., consulting engineer; and Dan T. Riley and Richard H. Plock, president and vice-president, respectively, of KBUR, the Josh Higgins Broadcasting Co. has applied to the FCC for a new 50,000-watt station in Waterloo, Ia. A CP is asked for unlimited hours on 1540 kc., a clear channel at present unoccupied, with a directional antenna.

### Stock Ownership

Mr. Dumond, who will relinquish his present position at KBUR if the station is authorized, is president of the applicant with 50% of the common stock issued. Mr. Fetzer has an 11.6% interest, while Mr. Blair and Mr. Godley each have 5%. Messrs. Riley and Plock along with 13 other residents of Waterloo, Ia., all prominent businessmen hold the balance of the stock, with no one individual having more than 2.5%.

Mr. Dumond was manager of the 100-watt WMT, then in Waterloo, which he developed under the late Harry Shaw. Subsequently the station was sold to its present owners and moved to Cedar Rapids. More recently Mr. Dumond was creator and principal in the NBC *Josh Higgins of Finchville* series out of Chicago, a daily feature which he relinquished last May 17 when he left NBC for his present position with KBUR.

SUIT SEEKING an injunction and damages was filed Dec. 1 in New York Supreme Court by Barney Gerard against NBC, Standard Brands, J. Walter Thompson Co., and the comedy team of Abbott & Costello. Gerard claims plagiarism of two scripts.

# FM

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GENERAL ELECTRIC  
190-17



GIRLS who live in crowded capital rooming houses provide program material for the *Federal Journal*, sponsored on WJSV, Washington, by Jelleff's women's clothing store. Gunnar Bach (right) transcribes interviews at the girls' rooming houses. Taking part in a YWCA interview are (l to r) Ruth Ohlsson, advertising manager of Jelleff's; Ernie Johnston, account executive of Lewis Agency; four girls, Edith Smith, Mildred Crookston, Elinora Mayfield, Mary Alice Stone. Also taking part in the programs are Jerry Kluttz, *Washington Post* columnist on Federal workers, and the Federal Employee's Council.

## 'WORLD' SELLS CITY AN AIRPORT

Boomtown Market Study Provides Inspiration For Project in Kansas City

WHEN World Broadcasting System a couple of months back put out its "Boomtown" study [BROADCASTING, Sept. 29], presenting in stark statistical form the story of what the defense program has done to the markets in 231 cities, it pointed out to the buyers of advertising that here were some new markets well worth cultivating and that spot radio was a good cultivator.

### Selling an Airport

The logical expectation was that this promotion piece ought to create some spot campaigns which would certainly benefit spot radio and which might even produce some business for World. But there were no expectations that this brochure, good as it was, would result in selling an airport to a city council. Yet, as explained in the following letter from State Senator Bernard L. Glover, of the Seventh Missouri District, that's just what happened.

Gentlemen:  
Mr. Russel C. Comer of the Russell C. Comer Adv. Co., loaned me his copy of the brochure, "Boomtown", a study prepared by your organization, with pertinent data on war defense activities.

A glance at the study suggests its importance to every city which may be ambitious to attract new industry.

In this Missouri city, . . . we found ourselves with one airport wholly inadequate to accommodate present aircraft business, to say nothing of providing incentive for aircraft industry to locate here.

So the City Council of Kansas City was moved . . . to consider the acquisition of additional airport sites, but was confronted with the charge that taxes would be increased, and that there was no assurance that aircraft industry would utilize the new airport.

All doubts were removed when the data from "Boomtown" was produced to show that large appropriations had been made for aircraft plants in other cities much smaller and not as favorably situated.

The "Boomtown" data helped inspire the councilmen to quick action in acquiring a site immediately . . . the Council was convinced it was not only proper, but urgent, that action be taken now. . . . Thanks to "Boomtown" for its convincing and stimulat-

ing information.

It would seem to me that advertisers amazing possibilities presented in such would want to take advantage of the "Boomtown" . . .

I feel obligated to the World Broadcasting System for its forethought in assembling data of such great value to municipalities seeking an expansion of business activities.

## 16 Script Writers Plan Treasury Savings Shows

SIXTEEN of the country's leading script writers have joined in writing a series of five-minute dramatic programs for the Treasury Defense Savings Program, it was announced Thursday by Vincent F. Callahan, chief of the radio section. The series, *On Guard America*, will be released to all stations as a special part of the Treasury's defense Bond and Stamp Campaign.

Authors who have contributed to the series are Robert Sherwood, William Saroyan, Elaine Sterne Carrington, Ruth McKenney, Stewart Cloete, Mona Kent, Paul Wing, Gertrude Berg, Ruth Adams Knight, Katherine Seymour, Erna Phillips, Margaret Sangster, Frank Provo, John Picard, C. C. Thomas and Carolyn Darling. Produced under the supervision of Elaine Sterne Carrington, the series will be directed by Dodie Yates.

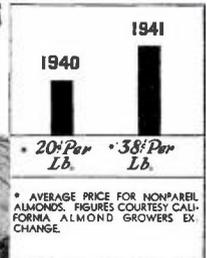
ADRIENNE AMES, of motion picture fame, will start this week a series of televised movie reviews on WNBC, New York television station of NBC. Series, telecast for 10 minutes each Tuesday afternoon, discusses movies soon to be exhibited in New York, with clips of the pictures' highlights used to illustrate Miss Ames' descriptions.

CALL LETTERS assigned for recent new station grants of the FCC are KWON, Bartlesville, Okla.; WINK, Louisville, Ky.; and KOBR, Brainerd, Minn.

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