

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts

620 Kilocycles

NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & CO., Inc.

★ THE BRIGHT SPOT
of Eastern New York ★



Only BLUE Network
Station Covering this Area

THE
INDUSTRIAL
GATEWAY
to the
RICH
TENNESSEE
VALLEY

WLAC

NASHVILLE, TENN.

50,000 WATTS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES



Sales are SOARING
in ALBANY, GA.

WGPC

1450 KC

CBS

Represented by SPOT SALES Inc.

Actions of the

FEDERAL COMMUNICATIONS COMMISSION

AUGUST 7 TO AUGUST 13 INCLUSIVE

Decisions . . .

AUG. 7

WOKO, Albany, N. Y. — Adopted order granting continuance of hearing until Sept. 20 on application for license renewal.

Newark Broadcasting Corp., Newark, N. J.—Order of July 29, 1943 denying application for CP for new station modified to include words "without prejudice."

AUG. 10

WSLS, Roanoke, Va. — Granted mod. license to change frequency from 1490 kc to 1240 kc.

WABY, Albany, N. Y. — Granted CP for new 250 w transmitter, subject decision on pending application for license renewal.

Mutual Broadcasting System Inc., Chicago — Granted extension authority to transmit programs to CKLW, Windsor, Ont., to stations owned and operated by Canadian Broadcasting Corp., and to stations licensed by Canadian Minister of Transport.

KWSC, Pullman, Wash. — Adopted order denying petitions to modify Commission freeze policy of Sept. 22, 1942, etc., in re application for modification of license.

AUG. 11

KWKW, Pasadena, Calif. — Granted motion to dismiss without prejudice application to transfer control from Marshall S. Neal, individually and as trustee of all other stockholders, to L. W. Peters.

WAAT, Jersey City, N. J. — Denied application for CP to increase power from 1 to 5 kw, install new transmitter and effect changes in directional antenna for night use.

WFLA, Tampa, Fla. — Denied application for CP to increase power from 1 to 5 kw during nighttime operation and to make corresponding changes in directional antenna.

WQAM, Miami, Fla. — Modified CP granted Dec. 9, 1941 to permit utilization of present transmitter site and antenna, with 5 kw power, subject to certain specified conditions.

AUG. 12

KLRA, Little Rock, Ark.—Granted license to cover CP, as modified, which au-

thorized move of transmitter, new transmitter, change in frequency, changes in directional antenna for night use, and increase in power; also approval new type transmitter. Granted authority determine operating power by direct measurement of antenna power.

Blue Network Co., Inc., New York—Transfer control from RCA to American Broadcasting System Inc.

WQAM, Miami, Fla.—Mod. license to change hours of operation of auxiliary transmitter for auxiliary purposes only and to operate from midnight to 6 a.m. EST during alternate weeks when operating as key station for local filter center.

KOIN, Portland, Ore.—Special Service Authorization to make changes in transmitting equipment and operate with 10 kw. power using directional antenna at night.

WLBZ, Bangor, Me.—Granted modification of CP, as modified, which authorized increase in power, etc., for extension completion date from Aug. 11 to Sept. 11, 1943.

W6XYZ, Los Angeles—Granted license to cover CP, as modified, for new experimental television station.

Applications . . .

AUG. 7

KEVR, Seattle, Wash. — Special service authorization to install new transmitter and operate with power of 1 kw for period ending April 1, 1944. Amended to request authority to broadcast point by point messages.

AUG. 10

WCSH, Portland, Me. — Transfer control of licensee corporation from Henry P. Rines, deceased, to trustees.

WTM, Trenton, N. J. — Acquisition control licensee corporation by Elmer H. Wene through purchase of stock from Harry Zoog.

Tentative Calendar . . .

KRBA, Lufkin, Texas — License renewal and voluntary assignment of license from Ben T. Wilson, R. A. Corbett & Thomas W. Baker to Darrel E. Yates (Aug. 16)

FCC TRANSMITTER METER RULE EASED

INSTRUMENTATION requirements for marine main transmitters are relaxed by a change in rules announced Aug. 10 by the Federal Communications Commission. Reasons given for the change are a shortage of electrical recording instruments and need for uninterrupted production of marine radio equipment for war uses.

The change in Subsection 8.142, effective immediately, deletes the requirement for additional meters for a main radio transmitter completed by the manufacturer after Jan. 1, 1944. The amended Subsection 8.142 now reads:

Subsection 8.142(d) A main transmitter shall be equipped with suitable indicating instruments of approved accuracy to measure (1) the current in the antenna circuit, (2) the potential of the heating current applied to the cathode or cathode heater of each electron tube or a potential directly pro-

U. S. Recording Expands

U. S. RECORDING Co., Washington, has leased rooms for studios in the Portland Hotel, connected by an archway to its adjacent main building at 1121 Vermont Ave. Robert W. Chapman, formerly with the Dept. of Interior radio division, has been named chief engineer of the firm.

CLARENCE G. STOLL, president of Western Electric Co., New York, on Aug. 7 celebrated his 40th anniversary with the organization. He became vice-president in 1926 and president in 1940.

portional thereto, and (3) the anode current of the radio frequency oscillator or amplifier which supplies power to the antenna circuit, or in lieu thereof, the anode current of such oscillator or amplifier plus the anode current of any other radio or audio frequency oscillator(s) or amplifier(s) normally employed as part of the transmitter.



"MAKE CONTRACT 52 WEEKS"

says BARRON HOWARD—WRVA

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Network Accounts

All time Eastern Wartime unless indicated

New Business

AMERICAN OIL Co., Baltimore (Amoco, other products); (Aug. 1 starts New Calmer and Max. George Fielding Eliot on 54 CBS stations, Thurs., 6-6:15 p.m. and on Aug. 22 starts Edward R. Murrow on 54 CBS stations, Sun., 1:30-1:45 p.m. Agency: Joseph Katz Co., Baltimore.

REVLON PRODUCTS Co., New York, on Sept. 30 starts Gertrude Lawrence's *Guest House* on 58 BLUE stations, Thurs., 10:30-11 p.m. Agency: William H. Weintraub & Co., New York.

SOUTHERN SPRING BED Co., Atlanta, on Aug. 17 starts Robert St. John, commentator, on 19 southern and south central NBC stations, Tues. and Thurs., 9:45-10 a.m. Agency: Tucker Wayne & Co., Atlanta.

RIDD LABS, San Francisco (drug products), on Aug. 15 started for 52 wks, *Cocacade of Medicine*, on 8 Don Lee Pacific stations (KHJ KPRC KFRE), Sun., 12:30-12:45 p.m. (PWT). Agency: Rhoades & Davis, San Francisco.

WASHINGTON STATE APPLE COMMISSION, Wenatchee, Wash. (apples), on Sept. 21 starts for 13 wks, participation in *Breakfast at Sarat's* on 13 BLUE Pacific stations, Tues., Wed., Thurs., 9:30-10 p.m. (PWT) Agency: J. Walter Thompson Co., San Francisco.

WILDROOT Co., Buffalo, New York (Wildroot), on Aug. 3 started for 52 weeks Rex Miller, commentator, on 33 Don Lee Pacific stations, Tues., Thurs., 9:15-9:30 p.m. (PWT). Agency is BBDO, Buffalo.

FRANK H. LEE Co., Danbury, Conn. (Lee Hats), on Sept. 2 starts Dale Carnegie's *Little Known Facts About Well-Known People* on 28 MBS stations, Thurs., 10:15-10:30 p.m. Agency is Birmingham, Castleman & Pierce, N. Y.

BEST FOODS Inc., New York (Force cereal), on Aug. 8 discontinues *The Moylan Sisters* on 14 BLUE stations, Sun., 3-3:15 p.m. Agency: Arthur Kudner Inc., N. Y.

VICK CHEMICAL Co., N. Y. (Voratone, Vatronal, Vaporub), on Sept. 14 starts for 26 weeks, *Faces & Places in the News*, on 33 Don Lee Pacific stations, Tues., Thurs., Sat., 9:30-9:45 p.m. (PWT). Agency: Morse International, N. Y.

Renewal Accounts

GENERAL FOODS Corp., New York (Post Bran Flakes), on Sept. 30 renews for 13 weeks, *Night Editor*, on 6 NBC Pacific stations, Thurs., 8:15-8:30 p.m. (PWT). Agency: Benton & Bowles Inc., N. Y.

CAMPBELL SOUP Co., Camden, N. J. (soups, tomato juice), on Sept. 1 renews for 13 weeks *The Jack Carson Show* on 118 CBS stations, Wed., 9:30-10 p.m. Agency: Foote, Cone & Belding, New York.

YOUNG PEOPLE'S Church of the Air, Philadelphia, on Aug. 29 renews for 52 weeks Young People's Church of the Air on 196 MBS stations, Sun., 4:30-5 p.m. Agency: Ivey & Ellington, Philadelphia.

INTERSTATE BAKERIES Corp., Los Angeles (bread), on Sept. 1 renews for 52 wks, *The Lone Ranger*, on 8 Don Lee Pacific stations, Mon., Wed., Fri., 7:30-8 p.m. (PWT) Agency: Dan B. Miner Co., Los Angeles.

PROCTER & GAMBLE, Cincinnati (Duz), on Aug. 28 resumes *Truth or Consequences* on 127 NBC stations, Sat., 8:30-9 p.m. (repeat 11-11:30 p.m.). Agency: Comp-ton Adv., N. Y.

WANTED

PROGRAM DIRECTOR
REGIONAL 5 KW, CBS
STATION, OHIO AREA

Must be fully qualified, draft exempt, with experience in program direction and supervision, capable of handling top announcing when required, and of training and supervising new employee replacement. Real opportunity for one who can qualify.

BOX 193, BROADCASTING