

WEAW Extends Broadcast Time to 60 Hrs. a Week

WEAW, new FM station at Evanston, Ill., has extended its broadcast schedule to 60 hours a week, with sponsored time amounting to more than 65% of total time on the air, Edward A. Wheeler, president of North Shore Broadcasting Co. Inc., licensee, reports. Station now has 40 sponsors, 15 more than when it went on the air two months ago.

Mr. Wheeler states that sponsors are being signed to 52-week contracts, with current rates guaranteed for two years. Evanston accounts constitute a majority of WEAW sponsors, he says, but a number of the larger agencies also have placed accounts.

WEAW broadcasts with 250 w on Channel 282 (104.3 mc).

ESAU, BROWN NAMED GRIFFIN RADIO VPs



Mr. Esau



Mr. Brown

GRIFFIN RADIO Interests, owner of KTUL Tulsa and KOMA Oklahoma City, has named two new vice presidents. They are John Esau, general manager of KTUL for five years, and Kenyon Brown, KOMA general manager for five years. They were also elected to the board of directors.

Mr. Esau joined KTUL in 1935,

one year after the station had gone on the air. Starting as promotion manager, he later became national sales manager and assistant manager, and in 1942 was named general manager.

Prior to becoming manager of KOMA, Mr. Brown was with KVOO Tulsa and stations in Kansas City and Des Moines. He is a member of the CBS advisory board.

Victor Hely-Hutchinson

DR. VICTOR HELY-HUTCHINSON, 45, BBC director of music, died on March 11 in London, the BBC New York office reported last week. Dr. Hely-Hutchinson joined the BBC London music staff in 1926 and in 1934 left the organization to succeed Sir Granville Bantock as professor of music at the U. of Birmingham. He returned to the BBC in September 1944.

Cramer Is WABD General Manager

Will Remain as Executive VP Of Du Mont Labs

LEONARD CRAMER, executive vice president of Allen B. Du Mont Labs., last week took on the additional title—and duties—of general manager of WABD, Du Mont's video station in New York, replacing Samuel H. Cuff.



Mr. Cramer

Change was part of a "streamlining" of the station's activities, described by Paul Eshleman, Mr. Cramer's assistant, following a meeting of the Du Mont board of directors. Board decided the company should not continue the program of video promotion which last year cost the organization some \$850,000 until enough television receivers have been installed to make this new medium more attractive to advertisers and their agencies.

Essentially, Mr. Eshleman said, the change involves a temporary curtailment of the station's sales activities. Louis Spoza, who became WABD commercial manager several months ago after three years as operations head, left the station with Mr. Cuff, and no replacement is planned for the immediate future.

No curtailment is planned in WABD program activities, Mr. Eshleman stated. Station, which returned to the air early in March after a month's recess during which a new RCA turnstile antenna was installed, is now testing its new equipment with a series of movie programs and remote pick-ups of sporting events from Jamaica Arena, including both boxing and wrestling. Studio programming will be resumed about April 1, he said, and the middle of April WABD will commence broadcasting the home games of the New York Yankees, which will continue through the 1947 season.

Bob Emery is in charge of programming and studio operations; Sol Patremio continues as WABD chief engineer, and Robert Jamieson has been given the new post of operations coordinator, serving as liaison between the engineering and program departments.

Price's Home

ONE OF THE OLDEST houses on Long Island will be home for Byron Price, wartime director of censorship, now assistant secretary general of the United Nations. The house, on the edge of UN property, dates back beyond 1700. Sperry Gyroscope Co. bought the property in 1941 and furnished it with pieces symbolizing the over 200 years of the house's existence.

BMB Credits KFYP

with a regular daytime audience of
271,540 families
in the United States and Canada

KFYP AUDIENCE * BY DECILES

% BMB PENETRATION	NO. OF COUNTIES (U. S.) OR CENSUS DIVISION SUBDIVISIONS (CANADA)	DAYTIME AUDIENCE FAMILIES
90-100%	53	82,570
80-100%	73	108,640
70-100%	88	135,280
60-100%	99	152,980
50-100%	124	183,420
40-100%	143	229,000
30-100%	159	240,650
20-100%	176	257,630
10-100%	211	271,540

KFYP Station Audience Reprint containing complete BMB audience information by counties and measured cities available free on request.

* BMB Study No. 1—March, 1946
Canadian, BMB Study No. 2

KFYP Bismarck, N. D.

5000 Watts Day and Night

NBC Affiliate

550 Kilocycles

National Representative: JOHN BLAIR & CO.